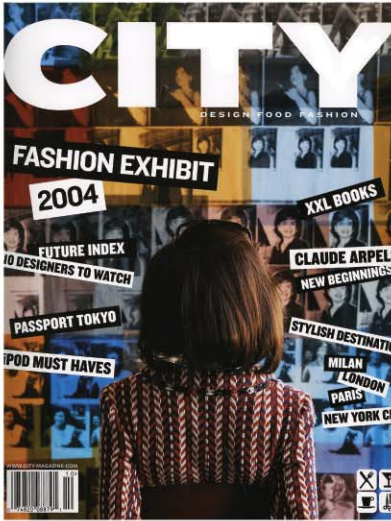


john masters™ organics



"It's rare that we get to educate Europeans about living with fewer chemicals, but following the Organic Products trade show in London, where John Masters Organics won best new organic non-food product and a nod for its simple yet striking packaging, this September, Selfridges will be the first store in Europe to offer the full line. The sumptuous, all-natural products are the brainchild of stylist John Masters, who first began home-brewing hair treatments in his Manhattan salon. Now the line includes products for both hair and skin featuring skin cleansers like ylang ylang soap and soothing extracts like lavender and linden blossom."



"So luminous is silk's sheen that it seems to have been glazed by moonlight. Who can blame the emperors of ancient China for keeping this gossamer fabric a secret for more than 2000 years? Try John Masters Organics Sweet Orange & Silk Protein Styling Gel."



"Where's the sense in washing your body with a chemical-laden shower gel? Go natural with the delicious John Masters Organics Blood Orange & Vanilla Body Wash instead."



"In the hair-care realm, John Masters, of the eponymous salon in Manhattan's SoHo, has also been pushing the boundaries. Ten years ago when Masters opened his salon, he started tinkering with formulas, first adding organics herbs, then creating a surfactant (the detergent-type agent in a shampoo or cleanser that forms bubbles) that was glucose-derived and not irritating or carcinogenic, and most recently figuring out a way to replace the controversial parabens (synthetic preservatives) in his formulas with a natural enzyme system."



showreview 2004

BRITAIN'S BIGGEST TRADE EVENT FOR THE NATURAL AND ORGANIC PRODUCTS INDUSTRY

Packed stands, quality leads and record sales

WHAT'S INSIDE
 The 2004 show was a success for the natural and organic products industry, with record sales and a packed exhibition space. The event featured a wide range of products, from natural cosmetics to organic food and drink. The show was held at the NEC in Birmingham, and was attended by over 2,000 exhibitors and 10,000 visitors.

EXHIBITORS
 180 new exhibitors (up from 150 last year)
 100 new exhibitors (up from 80 last year)

VISITORS
 10,000 visitors (up from 8,000 last year)
 500 new visitors (up from 400 last year)

we're back at Olympia next year 17-18 April 2005

Independents find their natural home
 The show was a success for independent exhibitors, who found a great atmosphere and a high level of interest from visitors. The show was held at the NEC in Birmingham, and was attended by over 2,000 exhibitors and 10,000 visitors.

"The John Masters Organics range — which collected the award for Best New Organic Non Food Product — showed that good packaging continues to be important in this area, with clean, stylish bottles giving the product an up-market feel."