

PRESS RELEASE

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For Immediate Release



New additions to camexpo exhibitor line-up announced

With camexpo 2011 now just ten days away, leading cruelty free cosmetics brand Beauty Without Cruelty, community health forum HealthyHedgehogs.co.uk, innovative healthcare product supplier Energy for Health, and Backjoy®, creators of the world's first Orthotic for backs, are just a few of the most recent additions to this year's exhibitor line-up. Taking place on Saturday and Sunday, 22-23 October at Earls Court, London, the event offers an unrivalled opportunity for thousands of CAM practitioners, therapists and health store buyers to see a host of exciting new suppliers offering special 'show only' deals on many essential CAM purchases.

Other first time camexpo exhibitors looking to help attendees make the most of their ever-shrinking budgets include many leading vitamins, minerals and supplement manufacturers and suppliers, including Quantum Nutrition, Inspire Vitamins, Nutri-Link, Bee Health, Health Interlink, Symprove, Viridian Nutrition, Nature's Plus, Hadley Wood Healthcare, KiB Healthcare, Pharmacare, and Forza Vitale Italia. Their participation, along with returning exhibitors 1880 Life, A.Vogel, BioCare, Bionutri, Bonusan, G&G Vitamin Centre, Good Health Naturally, Lepicol, Kinetic Natural Products Distributor, Optibac Probiotics, Probiotics International, The Really Healthy Company, Rio Trading, Springfield Nutraceuticals, Sun Chlorella, and Vega Nutritional Supplements, ensures the 2011 show will boast its strongest contingent of VMS companies in camexpo's nine year history.

"Last year, over 51% of our surveyed attendees came to source VMS – making it the number one reason above every other category, including natural beauty, massage, nutrition and diet, and aromatherapy. To cater to this distinct visitor demand, we've ensured that for 2011 we have even more VMS suppliers exhibiting at the show than ever. Many of whom will be appearing for the first time," says Zoe Campbell, camexpo's event manager.

In total, over 200 exhibitors – including many instantly-recognisable big name brands – will showcase a fantastic range of innovative new products, technologies, training, and services to over 5,500 of the UK's CAM professionals. The show is supported by the following associations: Aromatherapy & Allied Practitioners' Association (AAPA), BISA – the British International Spa Association, Complementary and Natural Healthcare Council (CNHC), Complementary Therapists Association (CThA), Shiatsu Society, The Alliance of Registered Homeopaths (ARH), The Aromatherapy Trade Council (ATC), The Association of Registered Colon Hydrotherapists (ARCH), The British Association for Applied Nutrition & Nutritional Therapy, The British Association of Beauty Therapy & Cosmetology (BABTAC), The British Complementary Medicine Association (BCMA), The British Institute for Allergy and Environmental Therapy (BIAET), The College of Naturopathic Medicine (CNM), The Complementary Medical Association (CMA), The Confederation of International Beauty Therapy & Cosmetology (CIBTAC), The Federation of Holistic Therapists (FHT), The Homeopathic Medical Association, The Institute for Complementary and Natural Medicine (ICNM), The Integrative Health Trust, The International Federation of Aromatherapists, The International Federation of Professional Aromatherapists, The International Therapy Examination Council (ITEC), The Nutri Centre, and The Society of Auricular Acupuncturists.

Details of camexpo's full training and education programme are available on the show's website www.camexpo.co.uk. The Nutri Centre sponsored Keynote seminars, plus all demonstrations taking place in the Demo Theatre and on the CAM Stage LIVE, are included in the cost of entry. The show's 48 Taster Workshops, sponsored by Balens, offer exceptional value priced at £17.50 (incl VAT) per session.

For further information and to register, please visit www.camexpo.co.uk (use priority code CAMEX024 to register in advance for £5.50). Please note, entry prices may vary with different promotional codes.

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Notes:

- If reproducing this press release in print, please include the Priority Code: CAMEX024.
- camexpo has been shortlisted for Best UK Trade Show Exhibition (Under 2,000m²) at the Association of Event Organisers (AEO) Excellence Awards for three consecutive years. In July 2011, it was awarded Highly Commended by the AEO judges.
- camexpo is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.
- In addition to camexpo and lunch!, Diversified UK organises Natural & Organic Products Europe, the Independent Health Store Conference, office*, and the Service Desk & IT Support Show. The company also publishes Natural Products magazine and the Natural Beauty Yearbook.
- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.