



# The Natural and Organic Awards 2008

## WINNER

# Best New Non-Food Product

DEAD SEA **spa** MAGIK  
MINERAL SKIN NUTRITION



### Natural & Organic Products Europe 2008

Dead Sea Spa Magik have returned from a triumphant show... Natural & Organic Products Europe at Olympia London and not empty handed!

Natural & Organic Products Europe, the largest trade event of its kind in the Europe, hosted The Natural and Organic Awards 2008 on Sunday 13th April at an amazing evening event at Stamford Bridge, the home of Chelsea FC.

Over the last fifteen years the Natural Products and Organic Awards have set the standard for innovation, quality and commitment in both the natural and organic sectors. Hosted by Natural Products magazine and the Soil Association they have become the benchmark of excellence for the industry.

After a champagne reception, followed by a delicious meal, comedian Jarred Christmas commenced the awards evening.

### Best New Non-Food Product

Dead Sea Spa Magik, one of 15 entrants into the Best New Non Food Product category, occupying over 30 seats at the awards event let out big cheers and claps when read out as being short-listed. Waiting for the winner to be announced was very tense... then finally... "Winner of Best New Non-Food Product goes to.... Dead Sea Spa Magik, with their entire new range, well done!"

We all stood, cheered and headed up to the stage to be presented with our award! The atmosphere was electric... we were overwhelmed! A great achievement for the past two years hard work, getting the new formulations and packaging of Dead Sea Spa Magik perfected, finished and launched.

After the all winners were announced, a live band struck up and a very happy Dead Sea Spa Magik crowd hit the dance floor!



## Official Press Launch

The next day, Monday 14th April, Dead Sea Spa Magik hosted the official press launch on their Spa Village stand. The event was attended by over 80 members of the press, from all over the world, including television crews, consumer press and trade. We even had celebrities on stand, trying our products.

Robert Czik, Managing Director of Finders International said a few words about the launch of new Dead Sea Spa Magik and the growing spa industry.

Carsten Holm, of Diversified Business Communications, who organised the awards and exhibitions, formally presented Robert with the award in front of the press.



Carsten later commented, "We introduced beauty products for the first time, both in the awards, and as a dedicated section within the exhibition, and have been truly delighted with the response."

This enthusiasm from retailers and buyers reflects a growing awareness of the toxins in products which are often applied to the skin and hair – and a consumer demand which is seeing these products move to join other organic and natural products in the mainstream shopping basket."

Robert then presented Julie Booth, the winner of the on pack Dead Sea Bath Salt competition, with her prize, an all inclusive luxury break for two at Fortina Spa in Malta.



## New Dead Sea Spa Magik

Dead Sea Spa Magik has been reformulated, rebranded and repackaged to give even better, natural results.

Dead Sea Spa Magik products now contain no parabens. We only use allergen-free fragrance, have a Harmonised Water™ base, and have added an organic blend of Matricaria Flower Extract, Linden Blossom Flower Extract, Lemon Balm Leaf Extract and Rooibos Leaf Extract, certified as organic according to EEC council regulation No. 2029/91.

 **Certified Organic Ingredients**

 **Paraben Free**

 **Allergen-free Fragrance**

 **Harmonised Water™ Base**

 **Skin-friendly**



## Did you know?

High resolution images of Dead Sea Spa Magik logos, products and lifestyle shots can be downloaded online, along with images of the awards evening.

[http://www.findershealth.com/trade\\_only/tradeonly\\_imagelibrary.htm](http://www.findershealth.com/trade_only/tradeonly_imagelibrary.htm)

Dead Sea Spa Magik products are available from Debenhams, John Lewis, Holland & Barrett, Kalmora Spas in Debenhams, Birmingham & Plymouth and Kalmora Spa at Browns of Chester, also most independant Health Shops and Chemists.

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