

BOLOGNA, ITALY
FAIR DISTRICT

COSMOPROF
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

FROM 2025 COSMOPROF WORLDWIDE BOLOGNA AND SANA WILL HOST BIO AND GREEN BEAUTY COMPANIES

**For the 2025 Cosmoprof
edition the collaboration
between Cosmoprof and
SANA has been announced,
offering new opportunities
for bio and natural
segment.**

February 14th, 2024 - A new synergy will enrich the exhibition offering of Cosmoprof Worldwide Bologna in the coming months. **For the 2025 edition, SANA Beauty, the leading trade fair platform for organic and natural consumption, will be hosted within the pavilions of Cosmoprof.** With its 35 years of experience and supported by its historic partner, Cosmetica Italia, specifically by the Natural and Herbal Cosmetics Group, the format will enhance the offering for herbalists and herbal shops, consolidating attendance while simultaneously creating new international opportunities in synergy with the Cosmoprof network.

"BolognaFiere has started a new process for the near future: no longer just product fairs, but specific events tailored to distribution channels. The synergy between Cosmoprof and SANA Beauty is a consequence of this strategic choice. The goal is to become an increasingly strategic partner for companies and operators: our events will be essential tools for consolidating and developing business," said **Gianpiero Calzolari, President of BolognaFiere.**

"Collaboration starting from the 2025 edition with SANA Beauty will lead to greater visibility for the organic and natural sector. Companies will be able to benefit from the international appeal of Cosmoprof to bring new projects and collaborations to life," commented **Enrico Zannini, General Manager of BolognaFiere Cosmoprof.**

"SANA Beauty has established itself over the years as a reference event for companies and professionals specializing in bio and sustainable solutions, highlighting the growing awareness and attention by consumers to greater social responsibility," highlighted **Domenico Lunghi, Director of Propriety Events at BolognaFiere.** "To further boost the sector, SANA Beauty will leverage collaboration with the leading network for the cosmetic industry, Cosmoprof, optimizing inter-company synergies."

"With a market share accounting for 25% of total cosmetic consumption, the segment of natural and sustainable products is continuously evolving, together with their reference channels, purchasing methods, and consumer demands," commented **Laura Pedrini, President of the Natural and Herbal Cosmetics Group at Cosmetica Italia.** "While renewing an ongoing dialogue and proactive synergy to support the entire sector, we look forward with interest to the upcoming SANA Beauty and the opportunities it will offer to our companies."

SANA will also develop new projects for the food sector for the coming year. For more information visit www.sana.it.

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