

Bologna, 8th September 2011

PRESS RELEASE

WELLBEING, THE NATURAL WAY

Natural products are still in the lead in the market for well-being and beauty products. The data shows that their success continues to grow.

Bologna, 8th – 11th September

Herbal plants are always up front in the Health & Well-being area.

Herbal teas, herbal remedies, natural hygiene & beauty products are increasingly popular. Herbs work, they do what they say they will, they help us to keep well, support our bodies natural defences and forestall signs of aging.

According to the WHO Health statistics in the first half of 2011 the natural health market grew in both size and value.

Sales of herbal products, herbal teas, vegetable based medical equipment and herbal supplements grew by 12.3% in the 12 months (June 2010 - June 2011) compared to the previous year, with a total market value (chemists, big distribution outlets, herbalists shops and door to door) of approx **2.44 billion €** price sold to the public (WHO stats Health Sell Out Multichannel for Chemists, Big Distribution outlets + estimate for other sales' channels).

High growth margins for the natural cosmetics sector too, that for years shows a higher rate of increase than Italy's general cosmetics market. "One number says it all" - declares Antonio Argentieri, President of the Sales in Herbalists for Unipro - in 2010 sales of organic and natural cosmetics were worth **365 million euro**, 3.7% compared to the 9.2 billion across the cosmetic sector, with **5.5% growth compared to 1.1% in total market growth**. And this year Unipro forecasts a further 5% increase, further proof of the consumers shift towards the natural way".

At Spazio Officinale as always there is a rich programme of conferences and meetings offering the sector's professionals incentives, in-depth updates and exchange of views and opinions. This year the themes are: the herbalist profession today, natural and synthetic aromas (regulation updates and how the market is evolving), the characteristics, changes and trends in the herbalists' market, two sessions on marketing dedicated to herbalists and one session on the use of omega-3 and omega 6 fatty acids.

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