

Bologna, 8<sup>th</sup> September, 2011

## PRESS RELEASE

### **SANA AWARD BENESSERE 2011**

**The aim of this award is to raise the profile of the Herbalists who have shown themselves best able to respond to the new needs of consumers asking for more quality, more information and an increased level of competency.**

**Bologna, 8<sup>th</sup> – 11<sup>th</sup> September**

Keeping well “naturally”, by looking after yourself using products made from herbal plants and cosmetics which are safe and which have certified guarantees: this is the new lifestyle which is emerging quite markedly.

**The Herbalist shops have found themselves at the centre of this change.** They are now a driving force in its development, especially when they are able to provide new answers to meet the needs of evermore informed and aware consumers.

**Sana Award Benessere** had as its main objective **to highlight the herbalist shops** that by **showing great innovation** have grasped this opportunity and are responding to this new increased demand.

The award looked at the following:

- Services used to better manage point of sale and contact with the public
- The use of shop window dressing in communicating the characteristics of the type of products for sale
- New methods for receiving customers and listening to them
- Communication tools used in addressing issues associated with well-being and the role of the herbalist

Prize-giving will take place **sunday 11, 10 am, Sala Biologica, Hall. 34**

Sana Press office: GB Studio (Gabriella Bonvini – Stefania Consigli) 02.70600135

E-mail: [press.sana@gmail.com](mailto:press.sana@gmail.com)

BolognaFiere Press office: Isabella Bonvicini 051.282261 – 335 7995370

E-mail: [isabella.bonvicini@bolognafiere.it](mailto:isabella.bonvicini@bolognafiere.it)