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associazione nazionale imprese cosmetiche

Gruppo Cosmetici Erboristeria
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PRESS RELEASE

Gruppo Cosmetici Erboristeria (the Herbal Cosmetics Group) at Sana 2019

Natural cosmetics: a sector worth over 1,100 million euros

Milan, 10 July 2019 - The Italian Herbal Cosmetics Group has confirmed its participation, **from 6-9 September** at the Bologna exhibition centre, at the 31st edition of SANA. The International Exhibition of Organic and Natural Products.

Alongside the **institutional lounge**, located in **pavilion 25 (stand C15)** and a reference for numerous associated companies present at the fair, the Group will propose two different initiatives that will bring particular energy to the event line-up at SANA 2019.

Sunday 8 September will see the traditional convention with the round table "*Natural Cosmetics. A discussion between the players in the herbal remedies channel, the industry and distribution"* that will involve some business people (Franco Bergamaschi, president of L'Erbolario and Paolo Tramonti, sole administrator of Bios Line) and two retail associations (Maurizio Devasini, president of UNERBE and Angelo Di Muzio, president of F.E.I.).

During the four days of the event, the Group's institutional space will also host for the first time **a pathway open to all visitors** and dedicated to the theme of sound information on cosmetics; the initiative, which is part of the initiative of reputational activities promoted by Cosmetica Italia and the project **ABC Cosmetics**, intends to add value to the important social role and scientific and technological content of cosmetic products.

"Cosmetics is a sector that exists 'skin to skin' with consumers, accompanying them in their daily wellness routines," commented president of Cosmetica Italia, **Renato Ancorotti**. "This is why themes such as trust, reliability, safety, quality and research are the mainstays of our sector's reputation."

The figures demonstrate how the cosmetics sector represents an irreplaceable component of the personal care market. In 2018 the sector generated revenues of **11.4 billion euros** of which **42%** (almost 4.8 billion) **were destined for export**, growth of 2.1% on 2017; this generated therefore a positive trade balance of **over 2.7 billion euros.**

A glance at consumer trends in the herbal remedy stores confirms the progress of this channel (+0.02% compared with 2017) with a value of **441 million euros**. In particular, consumers are showing a greater attention towards natural cosmetics that, while also involving other channels, have an estimated turnover of **over 1,100 million euros**.

"The now consolidated presence of the Group at SANA is testament to the importance of this event in bringing together industry representatives and professionals from the sector, who this year they will be especially present on the panels of our round table," announced president of the Gruppo Cosmetici Erboristeria, **Antonio Argentieri**. "Like other distribution scenarios, herbal remedy stores are also traversing a period of great transformation; being able to count on specialised personnel during the purchasing phase remains, however, one of the principal drivers that establishes consumer loyalty in the channel."

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