



31° Salone internazionale del biologico e del naturale
31st International exhibition of organic and natural products

ORGANIC AND NATURAL: WHAT'S NEW?

950 products showcased at SANA Novità, 44% in the Food sector, 48% in Care&Beauty and 8% in Green Lifestyle.

Discovering the latest trends in the world of organic and natural products is easy thanks to **SANA Novità: 950 products** will be on display at the Service Centre – in the sectors of **Food, Care & Beauty** and **Green Lifestyle** – to showcase the very best of research, transformation and creativity. A concentration of innovation from the world of natural and organic products and a unique opportunity to discover how the sector intends to respond to the growing demand of a public that is increasingly interested in purchasing organic foods, natural cosmetics and sustainable products.

As part of the 31st edition of **SANA - the international exhibition of organic and natural products**, the exhibition **SANA Novità** is the perfect synthesis of the capacity and the rapidity with which the exhibiting companies anticipate and interpret the market trends, proposing each year cutting-edge products and solutions. The 2019 edition sees a composition of products made up of 44% from the Food sector, 48% from Care&Beauty and 8% from Green Lifestyle.

Visiting **SANA Novità** represents an unmissable appointment for those who wish to keep up to date with the latest developments in the world of natural and organic products, including green cosmetics, natural dietary supplements or sustainable packaging, ready meals, recipes or organic ingredients, as well as accessories or solutions for lifestyles that respect the environment.

In addition to the pleasure of discovering what's new in the sector, visitors to **SANA** can also have the chance to vote for their own favourite product in each trade category. The voting will remain open throughout the four days of the event, until midday Monday 9 September. The winners of **SANA Novità** will be announced on the same day, Monday 9 September.

The catalogue for the exhibition SANA Novità can be viewed on www.sana.it

For further information

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