



COSMETICA ITALIA AT SANA 2021

On Saturday 11 September at 10.30am, the annual convention organized by Gruppo Cosmetici Erboristeria. The central focus of the event will be on the evolution of the channel and natural cosmetics in the wake of the pandemic

A focus session on sustainable packaging is also scheduled

September 2021 – Cosmetica Italia continues its presence at SANA for the 2021 edition (9-12 September).

Among the initiatives of the national association of cosmetics companies at the exhibition of natural and organic products, is the traditional conference organised by **Gruppo Cosmetici Erboristeria** (the Herbal Cosmetics Group).

On **Saturday 11 September** (10.30-12.30, Gallery Hall - Pavillion 26), insiders from the industry and the channel together with expert economists, introduced by the president of Cosmetica Italia, Renato Ancorotti, and the president of the Group, Laura Pedrini, offer an overview of the topic of ***Cosmetics and the post-pandemic: greener, more sustainable, organic and natural - The herbal remedy shop model.***

"The health emergency has brought and accelerated new changes, in particular for contexts such as herbal remedy shops which have been seeing significant transformations for some years now," Pedrini explains. "The world of green and natural products, which traditionally found its natural habitat in the herbal remedy shop, has now expanded across all channels, not least grocery retail and online. It is therefore more important than ever at this time to pause and reflect on these developments in order to keep up with the times, ready to respond to the needs of the market and consumers, who, from a young age, are increasingly attentive to issues such as the natural origin and sustainability of cosmetic products."

The topics to be discussed at the conference range across the spectrum of **natural and sustainable cosmetics**, which nationwide constitute a phenomenon worth over **1.6 billion euros**, and include a focus on the **herbal remedy shop channel** that in 2020 registered **consumption of cosmetics** amounting to **330 million euros**.

Sustainability is also at the centre of another appointment organised in collaboration with Cosmetica Italia, entitled **Responsible packaging: focus on cosmetics**. A vertical in-depth look at the world of packaging, scheduled for **Friday 10 September** (10.30 am-1 pm, Gallery Hall - Pavilion 26, as part of the **SANATECH** calendar of events. This will be followed by a visit to the installation **The neverending palette**, which shows the life cycle of an eye make-up palette, every component of which is, potentially, infinitely recyclable.

Press Office and Communications Cosmetica Italia

Benedetta Boni: tel. +39 02.281773.48 - +39 333.8785084 - benedetta.boni@cosmeticaitalia.it
Mariachiara Silleni: tel. +39 02.281773.39 - +39 344.1107620 - mariachiara.silleni@cosmeticaitalia.it

