

SANA 2018: ORGANICS ARE SETTING THE TREND

From vegetarian ragù made from soya and seitan to Baobab fruit, white chickpea pesto, “eco-lover” chewing gum, regenerative eyelid elixirs, to wellbeing socks and healthy saucepans.

Curiosities as well as useful and fun products were among the 950 innovations presented by the exhibiting companies at the exhibition at the Service Centre at BolognaFiere. Tomorrow the three winning products selected by the visiting public will be presented with the SANA Novità Award.

The organic and natural sector is becoming increasingly significant among the habits of Italians, not only in terms of market statistics. As well as sales, the variety and wealth of products available are also growing significantly.

More than 950 products were submitted by the exhibiting companies at SANA 2018, demonstrating that there are numerous interesting innovations in all of the trade categories of SANA: Organic Food, Natural and Organic Personal Care and Green Lifestyle. The formulations and ingredients are changing for foods and cosmetics, packaging is becoming more eco-friendly, solutions are being offered with new functionalities for a style of life that is ever more sustainable.

Setting the trend is the line for sensitive skin, not only in the beauty sector, but also for products for home cleaning. There are, in fact, an increasing number of detergents that, while performing effectively also reduce the potential irritants of the surfactants, including those of natural origin. There is a growing number of biodegradable and practical powder products for washing dishes and clothes, products that save water without leaving residues in the washing machine or dishwasher.

At SANA there is space too for saucepans and steamers made from sustainable materials that can safeguard health in addition to various ideas to beat stress and increase perceived comfort. From “wellbeing socks” made from antibacterial and anti-irritant material to cruelty-free footwear made from cork, to cushions designed to ergonomically transform any chair, to pocket-sized natural aroma inhalers and meditation manuals.

In the food sector, worth mentioning are the vegan products that emulate the cuisine of Reggio Emilia, such as vegetarian ragù made with soya and Seitan or vegan tortellini.

Also worth tasting are Baobab fruit pulp and purple carrot juice, white chick pea pesto or organic peas, snacks made from hemp and pumpkin seeds, rice cakes revisited thanks to the addition of Wakame algae and “eco-lover” fruit and xylitol chewing gum made from gum that is 100% natural.

The products for wellbeing respond to every type of requirement: from foam-free shampoo/conditioners with almond oil, citrus and cornflower, for rapid hair care routines, to pink geranium acid rinses for those who want to eliminate impurities and calcium residues after washing.

Among the innovations in 2018 are eyeliners made from sage and argan oil, regenerative eyelid elixirs with elicrisio, hyaluronic acid and red vines and ecological and organic solutions for make up that is 100% natural.

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