



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

#PIANETASANA: THE SOCIAL CHALLENGE TO CULTIVATE WELLBEING AND SUSTAINABILITY

Share your experience of the natural and organic world, make a commitment for the planet. Good organic practices that reduce environmental impact have also won over Instagram. From 30 July to 20 August more than **1,800 photographs** were posted as part of the **SANA 2019 Instagram challenge**, organised in partnership with **Bologna Welcome** to promote respect for the planet through a call to eco-friendly action.

For the **#pianetaSANA** challenge, the fifth to be organised by SANA, users of this social media channel were invited to share original photographic contributions relating to their own **green choices**: organic food products and raw materials that respect nature, natural cosmetics that provide genuine moments of wellbeing, sustainable behaviours that represent happy moments during the adventures of daily life. From rewarding days in the vegetable patch to zero waste eating in the **food** section, make up tutorials with natural products to the presentation of everything required for perfect cruelty free skincare in **Care&Beauty**; from strolls amongst medicinal plants to precious advice for plastic free living in **Green Lifestyle**: these are just some of the subjects of the numerous photos submitted for the SANA challenge.

A selection of images has been shared on the event's Instagram account, while the 50 shortlisted photos can be viewed on **sana.it**. The photographers of the 3 winning images – one for each category – will be determined by SANA's social media team and by a technical jury of influencers: naturopath, natural beauty blogger and YouTuber **Martina Rodini**, food Instagrammer and blogger **Maria Sole Racca** photographer and Instagrammer, and winner of the photographic challenge #SANA30th, **Benedetta Mariotti**.

The **award ceremony** will take place at SANA on **Saturday 7 September** at 2.30pm in the Sala Allegretto at the Service Centre.

SANA's social media channels, including Instagram, **Facebook** and **Twitter** will be brought to life with news from the sector, contributions and the latest innovations presented by the exhibiting companies as well as content linked to the numerous initiatives at the event, such as the SANA Academy, SANA Novità, SANA Store and SANA City.

For further information

Press Office SANA
Absolut eventi & comunicazione
Mariagrazia Lioce - Sara Telaro
ufficiostampa@absolutgroup.it
tel. +39 051 272523 - +39 340 9214636

Website

www.sana.it

Social media channels

Facebook.com/sanabologna – Twitter.com/sanafiera
Youtube.com/BolognaFiere – Instagram.com/Sana_fiera

Communication and External Relations Manager

Isabella Bonvicini
Isabella.bonvicini@bolognafiere.it
tel.+39 051 282920 – +39 335 7995370

Press Office BolognaFiere

Gregory Picco
gregory.picco@bolognafiere.it
tel. +39 051 282862 - +39 334 6012743



BolognaFiere spa
Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282111 - Fax +39 051 6374004
bolognafiere@pec.bolognafiere.it
Capitale sociale € 106.780.000,00 i.v.
C.F. - PIVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office
Via Alfieri Maserati, 16 - 40128 Bologna
Tel. +39 051 282111
Fax +39 051 6374031
sana@bolognafiere.it
www.sana.it