

PRESS RELEASE

**Gruppo Cosmetici Erboristeria (the Herbal Cosmetics Group) at SANA**

*New for 2019-09-05*

*A pathway to immerse visitors in the world of cosmetics*

*Bologna, 6-9 September 2019* - The Gruppo Cosmetici Erboristeria di Cosmetica Italia (Italian Herbal Cosmetics Group) renews its participation, **from 6-9 September** at the Bologna exhibition centre, at the 31<sup>st</sup> edition of SANA, the International Exhibition and Conference for Natural and Organic Products.

"SANA confirms its role as the key appointment for the industry and professional operators from the sector and an opportunity for debate and reflection involving the leading players in the field of natural products," announced the president of the Gruppo Cosmetici Erboristeria, **Antonio Argentieri**. "This year we have also created an activity aimed directly at visitors: an **interactive pathway** dedicated to the theme of accurate information about cosmetics in which it will be possible to discover all of the distinctive features of the beauty sector, and in doing so also exploding some false myths."

During the four days of the event, as part of the **Group's institutional space (pavilion 25 - stand C15)**, visitors will be invited to immerse themselves in **a five-stage voyage to discover the world of cosmetics**.

An initial overview of the **sector**, its strengths and the statistics that illustrate its excellence, will be followed by an in-depth examination of the various steps that lead to the **creation of a cosmetic product**: the design and development through the industrialisation to the distribution of the end product.

The pathway will include a stand dedicated to **security**, enhanced with a focus on some often-controversial issues and debates and with identikits of some plants used in new cosmetic formulations. A further interactive stand will allow visitors to put their knowledge to the test through a **quiz** about the labelling of cosmetic products.

To conclude, a final video will look at the **actions** that, also through the use of cosmetics, that enable us each day to take proper care of ourselves: universal actions common to all consumers to contribute to their own wellbeing.

The pathway, for the first time at SANA, is inserted into a context of activities promoted by Cosmetica Italia to consolidate the reputation of the sector and, specifically as part of the **ABC Cosmetici** project, with the aim of valuing the important social role and scientific and technological content of cosmetic products.

Alongside this new feature for 2019 will also be the appointment that traditionally characterises Gruppo Cosmetici Erboristeria's participation at SANA. On **Sunday 8 September** (Service Centre - Sala Notturmo) will be the convention **Natural Cosmetics. A discussion between actors in the herbal remedy channel, industry and distribution**. President Antonio Argentieri will outline the activities that the Group has carried out in order to raise awareness and boost the development of the sector. Following an analysis of the economic scenario by Gian Andrea Positano (Head of the Cosmetica Italia Research Centre), business people including Franco Bergamaschi - President of L'Erborario and Paolo Tramonti - Sole Director of Bios Line as well as representatives of the two associations for the retail sector (Maurizio Devasini - President of UNERBE and Angelo Di Muzio - President of F.E.I.) will take part in a **round table** chaired by television journalist Tommaso Costa. The debate will provide an opportunity for debate between the leading players in the channel, promoting a pro-active discussion about the development of the herbal sector.

The **herbal remedy channel** in 2018, according to the latest studies by the Cosmetic Italia Research Centre, has registered stable progress (+0.2% compared with 2017) with a total value of **441 million euros**. Analysis of consumption within the channel reveals that products for skincare are the category in greatest demand in herbal remedy stores (43%), followed at some distance by hygiene and personal care products (17%) and make up (15.4%).

The world of natural cosmetics represents a dynamic sector and consumers are paying ever-greater attention to these types of products that are also generating interest in other channels (with an estimated value of over **1,100 million euros**).

In 2018 the cosmetics sector generated revenues of **11.4 billion euros**, of which **42%** came from exports (for a value of almost 4.8 billion), growth of 2.1% compared with 2017; thus generating a positive trade balance of **over 2.7 billion euros**.

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