



SANA Beauty kicks off with Cosmoprof Worldwide Bologna. Appointment from 20 to 22 March at BolognaFiere

The new SANA Beauty project, an exhibition and training area dedicated to natural, organic and sustainable beauty, kicks off at Cosmoprof Worldwide Bologna.

Bologna, 19 March – **SANA Beauty** is making its entrance onto the **Cosmoprof Worldwide Bologna** stage and is ready to give visibility to a **selection of natural, organic product companies**.

From Thursday 20 to Saturday 22 March 2025, on the mezzanine floor between Pavilions 21 and 22 of BolognaFiere (Green & Organic area), the **SANA Green Gallery** will be set up for the first time, dedicated to the beauty brands of the **SANA** circuit, **the International Exhibition of Organic and Natural Products**.

The space will host manufacturers of facial and body cosmetics, fragrances, make-up and nutritional supplements inspired by natural and conscious beauty, with the aim of representing a **segment**, the **eco-green** one, that is becoming increasingly consistent in the already vast cosmetic universe that, according to Cosmetica Italia data, will close in **2024** with a **turnover of 16.5 billion** and is projected to grow **+6.9% in 2025**, for a total of **17.7 billion euros**.

It should be noted that the Observatory on the Sustainability of the Cosmetics Sector in Italy, carried out by Cosmetica Italia in collaboration with Ergo, a spin-off of the Scuola Superiore Sant'Anna of Pisa, and presented in the second half of 2024, has shown that companies in the sector are very committed to **sustainability** in terms of **products, packaging and production processes**. At the same time, there is full awareness of the importance of continuing to invest and innovate in traceability and transparency, eco-design, business and consumption models, with an increasingly circular and sustainable supply chain approach.

*"At Cosmoprof Worldwide Bologna 2025, SANA Beauty brings its expertise and sensitivity to priority issues for health and beauty, for people and the planet. Inside the SANA Green Gallery is a space that reflects our vibrant community, designed to encourage buyers, professionals and specialist companies to meet and connect", says **Claudia Castello**, Exhibition Manager of SANA Beauty. "For our exhibitors, a stage like Cosmoprof is an exceptional opportunity to enter or consolidate their presence on international markets. In addition, SANA Beauty offers attending pharmacists and retailers a wide and sustainable range of products, as well as opportunities for in-depth study and training tailored to their needs".*

The exhibition area will be accompanied by a series of initiatives organised by BolognaFiere in collaboration with companies and associations, starting with the Gruppo Cosmetici a Connotazione Naturale ed Erboristica (Natural and Herbal Cosmetics Group) of Cosmetica Italia and AITA - Associazione Italiana di Tecnologia Alimentare (Italian Association of Food Technology).



BolognaFiere S.p.A.

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NATURAL WELLNESS INITIATIVES

Situated in the same space as the SANA Green Gallery, the **SANA Green Lounge** is a reference point for natural wellness professionals and enthusiasts, with **meetings** dedicated to **natural cosmetics, herbalist shop and sustainability**. A journey through the trends in the sector, enriched with workshops and meetings for the herbalists' channel to explore the world of conscious beauty with leading experts in the field.

On **Thursday 20 March**, at 12 noon, the day will begin with ***Beauty from Inside: taking care of your appearance through nutrition***. The link between nutrition and beauty will be explored with the help of Professor Sebastiano Porretta, President of AITA, who has already successfully led initiatives on healthy nutrition within the **Lab Academy SANA Food** project, and Mattia Di Nunzio, Associate Professor of Biochemistry at the University of Milan. The aim of the seminar is to explain how specific food components - such as polyunsaturated fatty acids, antioxidants, polyphenols and certain minerals such as selenium - can help to ensure a healthier appearance of hair, nails, skin and, in general, our entire body.

At 2 pm, the focus shifts to ***Nutrition and Herbalist Shops: the new era of natural nutrition***, with an emphasis on the new frontiers of phytotherapy. At the end of the day, at 4 pm, the extraordinary properties of clay will be explored in the ***Argilla Verde Argital session, a natural anti-ageing agent that purifies, moisturises, nourishes and protects the skin***.

On **Friday 21 March**, the morning will begin at 11 am with ***Essential Oils: Harmony for Mind and Body***, a training session aimed at the world of herbalist, who will be able to discover the rebalancing power of botanical extracts. This will be followed at 12 noon by the presentation of ***Equilibra, the power of ingredients in formulations: inner&outer balance***, which will highlight the importance of beauty that comes from balance.

In the afternoon, at 2 pm, there is a new training session on essential oils to learn about ***The Art of Choosing Essential Oils for the Environment***, while at 3 pm we talk about innovation with La Saponaria, looking at ***Pure Actives: the future of cosmetics between effectiveness and sustainability***. This second intense day will end at 4 pm with a discussion between six leading companies entitled ***B Corp&Beauty: innovation and impact for a sustainable future***, focusing on how to combine ethics, performance and environmental responsibility.

As in previous editions of SANA, the final day of SANA Beauty (**Saturday 22 March**) will be dedicated to a discussion on the future of the sector, organised by the Natural and Herbal Cosmetics Group of Cosmetica Italia. The session entitled ***Evolution and new opportunities for natural and organic cosmetics: the word from the experts*** is scheduled for 12 noon. It will be attended by **Laura Pedrini**, co-owner of Lepo and President of the Natural and Organic Cosmetics Group, **Gian Andrea Positano**, Director of the Cosmetica Italia Study Centre, **Antonio Argentieri**, Senior Manager L'Erbolario SB, **Roberto Liscia**, President of Netcomm, **Giacomo Fusina**, CEO Human Highway, **Wilmer Zanghirati Urbanaz**, Vice-Coordinator FEI Confcommercio, Production Sector, and will be moderated by journalist **Tommaso Costa**.



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*"The talk will be a key opportunity to overview the evolution of an ever-expanding market", emphasises **Laura Pedrini**, "with an average annual growth rate of 5.3% between 2019 and 2024, well above the average for the Italian cosmetics market. During the meeting, we will analyse the new opportunities in the sector, exploring the main trends from different perspectives: that of the market, the consumer, distribution, the influence of digitalisation on the cosmetics industry and, finally, the role of companies. The discussion will focus on the challenges and opportunities of an evolving market, with a special focus on sustainability and quality as key elements for the future".*

For more information, click [here](#).

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