



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

BEAUTIFUL, GOOD AND SUSTAINABLE: THE PRODUCTS AT SANA NOVITÀ

Every product is an idea: at **SANA Novità** innovation and creativity are at the service of sustainability and wellbeing. The 950 products included in the exhibition at the **BolognaFiere Service Centre** represent the very best and have been designed and created over the last year by companies from across the entire organic and natural sector, all of which are exhibiting at **SANA**.

The products at **SANA Novità** are divided according to the three categories of the event **Food (44%), Care&Beauty (48%)** and **Green Lifestyle (8%)**. All are characterised by an increasingly clear focus on safeguarding the environment, an approach, as is demonstrated by the solutions on display at the Fair, that can be applied to the most diverse aspects of daily life.

THE LATEST TRENDS AT SANA

A visit to the exhibition **SANA Novità** undoubtedly provides a multitude of ideas to interest both the public and professional operators. In the **Food** sector, the first impact is that of the varied and diffuse selection of products, which range from vegetarian butter made from almonds, to organic tomato infusions, from natural chewing gum and sweets to oils and flours, from coffee to liquors, dried fruit to Ayurvedic porridge and mental drinks.

Such ideas are of interest because they give voice to a growing phenomenon in the food sector, as well as a greater awareness of eco-packaging. Pasta, for example, is on display in a range of forms and varieties, such as a pasta made from buckwheat fermented at a low temperature or coloured using vegetables (pumpkin and beetroot) and legumes (yellow and red lentils). At **SANA 2019** these have been presented in eco-compatible packaging (using ecological paper and biodegradable bags). This trend is echoed in the case of ready washed salads that, as well as being rigorously organic, are packaged in a plastic free biodegradable way.

On the green front, one of the standout items is the oil spray that, through a simple gesture, reduces waste and consumption of fats. There is no lack of products to meet the increasing demand for plant-based versions of stracchino cheese, mozzarella and yogurt.

Excellent for enhancing both savoury and sweet dishes, and offering a natural way to conserve meats and deli products, is prickly pear extract, which is particularly appreciated in the field of cosmetics for its antioxidant properties.

Passing from Food to **Care&beauty** – another dynamic sector that is experiencing notable success – is balsamic vinegar. Proposed as a digestive and thirst quenching drink when mixed with apple vinegar, at SANA balsamic vinegar is also at the heart of soaps, creams and body milk formulas.

A new formula for Jade tree extract that, both sweetens and enriches with some fresh citrus notes, is the basis for an entire cosmetics line, as is the case with Tara rubber and the molecules of iced wine that, together with hyaluronic acid, are used in a toning, anti-aging cream. Sendatu algae meanwhile proves to be



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extremely useful in repairing the surface layers of the epidermis and therefore ideal for use in soothing and repairing lotions.

Also innovative is the use of shikakai powder, in combination with neem extract and micro-granules of apricot stone, for a conditioner with detergent properties, or in a fully-fledged shampoo, enhanced with an Ayurvedic decoction rich in active ingredients.

Remaining in the field of hair care, on display is a scrub made from powdered volcanic lava, while returning to body care in general, there is a growing number of items on display in sustainable packaging. From sprays, also in this case designed to reduce waste and consumption, to deodorants and aftershaves in eco-packs, to cosmetics in practical and refillable containers, which combine efficiency and sustainability.

Numerous products too in the field of dietary supplements, from capsules that lower cholesterol to those to help with the symptoms of the menopause or to reduce cellulite.

In the sector **Green Lifestyle** are products for the environment and for the home: there is a bottle that filters water of impurities thus enabling consumers to avoid buying single-use plastic water bottles, and there is a "zero waste" kit, composed of plates, cups and cutlery, created in metal-ceramic, also contributing to reducing the use of plastic. There is bamboo, a flexible wood that regenerates 30 times more rapidly than other plants, used for creating accessories and furniture, but also for tissues and napkins, as well as for foulards, fur alternatives and ecological and resistant fabrics. There are small electric appliances for the home production of cheese, room perfumes and a paper wardrobe made from organic rice. There are enzyme soaps and others created with ecological and organic food ingredients, and the wastewater from their production can be used for the irrigation of organic farms. There are aromatic jewels created from the seeds of tropical plants that allow people to quite literally wear their favourite fragrance. And there is much, much more.

THE AWARD

An unmissable event for keeping up to date with all the latest organic and natural innovations, **SANA Novità** offers visitors to the exhibition the possibility to vote for their favourite product for each of the three trade categories. It will be possible to vote until 11am on Monday 9 September. The winners of **SANA Novità** will be announced on that same day.

The catalogue for SANA Novità can be viewed on the website www.sana.it

For further information

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