

SANA NOVITÀ AWARD 2018: THE WINNERS ARE: AGRICOLA AMA TE STESSO, L'ERBOLARIO AND AGRI.BIO.PIEMONTE

Visitors to SANA have selected their favourite products from more than 950 on display. The awards ceremony is due to take place this afternoon at the BolognaFiere Service Centre.

Tomorrow is the final day of the event, which on Monday will be hosting the conventions of the **Fondazione Istituto di Scienze della Salute (Foundation Institute of Science and Health)**, **ICEA (the Institute for Ethical and Environmental Certification)** and **SISTE (the Italian Society for Science applied to Medicinal Plants)**.

SANA Novità has set a new record with **more than 950 innovations** on display (+300% compared with 2013) Visitors to the event voted for their favourites in the three categories. The prize for the winners is the harvest from an organic fruit tree, offered by **Biorfarm**.

THE WINNERS OF THE SANA NOVITÀ AWARD

Organic Food

Dried ginger with no added sugar and flavoured with mixed berries - Azienda Agricola Ama Te Stesso. The no added sugar dried ginger is an artisanal product made in Italy. Only grape juice is used for sweetening and it is flavoured with micronized natural powders. It is totally natural, and contains no preservatives, colourings or thickening agents. The properties of the ginger remain unaltered thanks to the method of conservation: cold dehydration.

Natural and Organic Personal Care

Fior di Salina - L'Erbolario

A treatment range for the body that combines the cosmetic properties of sea salt with those of the typical vegetation of the Mediterranean Maquis shrubland, Lentisco, Salicornia and the Arbutus unedo strawberry tree. Four products – perfume, scrub, bath foam and body cream – that offer a total immersion in wellness while making skin in soft and silky. Its aquatic and citrusy fragrance offers a sparkling homage to the scents of the Mediterranean.

Green lifestyle

Mercur Dyn - Agri.Bio.Piemonte

The Mercur Dyn is a pedal-powered dynamiser for homeopathic dilutions that combines the celestial shapes with the substance of the earth thanks to a simple movement managed by two pedals that through the formation of the vortexes, inverts the sense of rotation with a simple mechanism, It is possible to dynamise from 20 to 250 litres.

THE #BLOGGERFORSANA AWARDS

Also the official bloggers for the event announced the names of the winning products of the **#BloggerForSana Award**.

Organic Food

Michela Dessì of **Cr_eative** and Giulia Giunta of **La Mia Cucina Vegetale** selected the semi-wholemeal **Organic Vialone Nano rice** polenta produced by the **Agricola Martin Roberta**. The polenta has a delicate and creamy taste; it is not pre-cooked and is ready in 10 minutes. This is a brand new product and the polenta has just one ingredient: PGI Vialone Nano rice. It is suitable for those with gluten intolerances and represents an alternative to the classic dish of maize polenta.

Natural and Organic Personal Care

Elena Rossi of **Vanity Space** and Valentina Romani of **The life of a bee** have selected **Alkemilla's New Age Filler**, a product that is innovative for its formulation and that is capable of satisfying a requirement that is particularly pertinent for the female public: a natural primer that ensures an instant lifting effect.

Green lifestyle

Raffaella Caso of **Babygreen** and Selene Cassetta of **Viaggio Sostenibile**, the bloggers for the Green lifestyle section, selected **Life Energy Mat** by **Siqur Salute**: an innovative geo-bionomic mat capable of reducing the impact of tensions and artificial drafts within an environment, reducing stress and increasing general wellbeing. In fact, merely coming into contact with Life Energy Mat is sufficient to reduce the levels of electrical tension in the body by more than 90%.

<http://www.sana.it/iniziativa/sana-novita-award/6467.html>

THE CONVENTIONS

Attracting notable interest and participation at SANA were today's two appointments at the **SANA Academy** dedicated to the vegetarian diet and the relationship between nutrition and longevity, in addition to the meeting "**Organics, grocery retail and the role of specialized shops**" promoted by **Eco-Bio Confesercenti**.

There was also a great response from the public for the **SANA Novità Award** and the presentation of the manifesto "**Food for Health**" introduced by **Vandana Shiva** and dedicated to the link between diet and health and the necessity to develop global strategies to safeguard the environment.

Scheduled to take place tomorrow are a further three high profile events: the convention "**Mediterranean diet and its ingredients: the relationship with microbiome**" organised by the Foundation Institute for the Science of Health at 9.45am in the Sala Concerto; "**Natural and organic cosmetics: Cosmos ICEA certification**" curated by ICEA in Sala Bolero and "**Botanicals and contaminants: emerging questions or ne management of existing risk?**" promoted by SISTE in the Sala Notturmo at 10.30am.

Website

www.sana.it

Social Media

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

Press Office SANA

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

Product Communication and Event 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
segreteria.generale@pec.bolognafiere.it
Capitale sociale € 106.780.000,00 i.v.
C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office
Piazza Costituzione, 6 - 40128 Bologna, Italia
Tel. +39 051 282111
Fax +39 051 6374031
sana@bolognafiere.it
www.sana.it