



33° salone internazionale del biologico e del naturale
33rd international exhibition of organic and natural products

THREE EVENTS ON ONE WEEKEND: BOLOGNA HOSTS SANA, ONBEAUTY BY COSMOPROF AND COSMOFARMA

Beginning from 9 September, the Bologna Exhibition Centre will host three events, leveraging the synergies and points of contact between the respective sectors.

This brand new event programme will involve ten exhibition pavilions: 21, 22, 25, 26, 31, 32, 28, 29, 30 and 37.

The calendar of fair events recommences in the regional capital of Emilia Romagna in September, opening with a triple, truly unmissable appointment: **SANA, OnBeauty by Cosmoprof** and **COSMOFARMA**.

SANA - the international exhibition of organic and natural products, scheduled for 9-12 September is in its 33rd edition and will host companies from the three macro areas of **FOOD, CARE&BEAUTY** and **GREEN LIFESTYLE**. The **FOOD** area will involve **producers, distributors, institutions and certification bodies** from the organic production chain, while the sector **CARE&BEAUTY** will present cosmetics of natural and organic origin, dietary supplements, medicinal plants and eco-friendly body treatments, **GREEN LIFESTYLE** will concentrate on sustainable products and solutions for every aspect of daily life. This year will also see the debut of **SANATECH**, an exhibition area centred on production processes, distribution and packaging of organic products.

OnBeauty by Cosmoprof, the innovative new spin-off format for the exhibition that is an Italian and international reference point for the world of cosmetics, will offer an initial opportunity to recommence activities, from 9 to 13 September, ahead of the next edition of Cosmoprof Worldwide Bologna, which is due to take place in March 2022.

The initiative will bring together key actors from the cosmetics industry, hosting during the first two days the leaders from the **supply chain**, with contractors, suppliers of raw materials, process technology and packaging solutions, and the **retail compartment** with the brands that are most focused on the multichannel transformation of the market, the mix between online and offline and the most innovative solutions for communication with consumers. The **professional channel** will come together in Bologna from 11-13 September, with the participation of companies producing products and services for professional beauty, spa and nail, hairdressing and salon equipment.

Taking place on the same dates, from 9-12 September, is the 24th edition of **COSMOFARMA 2021**, the leading event for health care, beauty Care and services for the pharmacy sector: a complete overview of products and services for the **pharmacy and health product sector**, including **dermocosmetics, natural products and dietary products**, as well as **services for pharmacies** and spaces dedicated to **retail distribution**.

A long weekend to give life to a brand new and fruitful intersection of fair events, with the goal of fostering the development of **new partnerships and collaborations**, leveraging the points of contact between converging sectors and attracting to the Bologna Exhibition Centre a diverse public of visitors operating in different, but connected, areas.

Communication and External Relations Manager

Isabella Bonvicini - isabella.bonvicini@bolognafiere.it - Tel. +39 051 282 920 / +39 335 7995370

Press Office

Gregory Picco - gregory.picco@bolognafiere.it - Tel. +39 051 282 862 / +39 334 6012743

Press Office SANA

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



BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia

Tel. +39 051 282111 - Fax +39 051 6374004

bolognafiere@pec.bolognafiere.it

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Show Office

Via Alfieri Maserati, 16 - 40128 Bologna

Tel. +39 051 282111

Fax +39 051 6374031

sana@bolognafiere.it

www.sana.it