



Healthier and more beautiful with algae: in AquaFarm we explain why

For a long time microalgae and macroalgae have been used in cosmetics and in the preparation of supplements and functional foods. We have, however, only recently begun to understand their benefic mechanisms, thanks to wholly Italian researches. In AquaFarm an overview of the latest knowledge in a market which – just for the microalgae industry – is growing globally by 7.5% a year.

Milan / Pordenone 13rd January, 2016. The second day of AquaFarm, Friday, 27th January, will be dedicated to algae: the conferences will treat the most current and innovative themes of algae farming and the potentiality the use of micro and macro-algae offers the most diverse areas.

The global microalgae-market is growing at a rate of 7.5% per year, and last year about half of the product value was tied to applications related to cosmetics, to functional foods and pharmaceuticals (as reported by the survey *Algae Market, By Application, by Cultivation Technology, and Geography - Global Industry Analysis, Size, Share, Growth, Trends and Forecast - 2016-2024* by Transparency Market Research). To this, the market of the extracts from macroalgae must be added.

The closing session, **Seaweed makes you healthy and beautiful: applications in health and cosmetics**, which - like the other three dedicated to algae - will be coordinated and moderated by Professor Mario Tredici, vice president of EABA - European Algae Biomass Association, will be devoted to the state of art of the knowledge on the mechanisms that make the algae so beneficial.

Only in recent years, in fact, a series of researches implemented by different schools at international level, among which the Italian one has an important role, is beginning to shed light on what the active principles involved are, but especially the interaction and the work in synergy between different active ingredients and the way the body reacts and metabolizes, both systemically and locally.



In AquaFarm there will be the intervention of Silvia Buono, on the one side, from the research team gathered around the Federico II University of Naples, at the forefront, which will study the algal biological activities useful in the cosmetic sector, and of Silvia Cenadelli, from the Italian Experimental Institute Lazzaro Spallanzani, who will illustrate the broad sector of the active ingredients with algal origin, on the other. The overview of the nutraceutical, i.e. those medicated foods for groups of people with rare diseases, will be done by Fabio Barbato from ENEA.

In addition to the research world, the session will benefit from the contribution of the industrial sector, which, in the algae-cultivation-field, has always had a relationship of close cooperation and integration with the scientific one, both in terms of technology and application.

The session will anticipate some issues that we will find in Estetica Show, in late November 2017, in Pordenone Fiere, too.

The AquaFarm 2017 conference program is available and constantly updated on the website www.aquafarm.show, in the Program section.

Participation is free, this is the link to the online pre-accreditation. However, it will be possible to register during the event.

For more information

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