

Reference market

Healthy and beauty

Well-being, from *ben-essere*, which means to feel good, to exist well, is the term which specifies the aspects, the characteristics the quality of life of each individual and the environment.

Health is the most valuable asset we possess and one that we must guard very carefully. Good health means carrying out all our daily activities without problems,

feeling good about ourselves and our society. Italians know this well.

Consumers today, also in the light of a more stressful lifestyle, are strongly committed to managing their health needs and oriented towards solutions to maintain of well-being.

The Italians and health

Health is a priority for Italians at every stage of life.

18-34 years old

1. A safe job and a proper wage
2. **Protecting health**
3. Economic welfare
4. Spending time with the partner
5. Spending time with friends

35-54 years old

1. **Protecting health**
2. A safe job and a proper wage
3. Spending time with the partner
4. Taking care of family and home
5. Economic welfare

54-64 years old

1. **Protecting health**
2. Economic welfare
3. Taking care of family and home
4. A safe job and a proper wage
5. Spending time with the partner

Over 64 years old

1. **Protecting health**
2. Taking care of family and home
3. Being well-considered by others
4. Economic welfare
5. Helping other people

In line with this raised well-being aim, interest in natural products and the need for certainty about their effectiveness has also increased.

In recent years, the consumer's approach to health has changed from reactive (intervening only in the event of symptoms or manifestations of illness) to proactive. In recent years, the consumer's approach to health has changed from being reactive

(intervening only in the event of symptoms or manifestations of illness) to being proactive and taking products such as vitamins, minerals, and supplements to maintain health.

Easier access to information through digital platforms also facilitates exchanges of views and comparisons on health problems and available solutions.

The environment and our health

A clean environment is essential for human health and well-being.

People's health and well-being are closely linked to the state of the environment. At the same time, the local environment can be a source of stressors - e.g. air pollution, noise, hazardous chemicals - that negatively affect health.

The health of the EU population is also affected by climate change through heatwaves, flooding and changes in the distribution of vector-borne diseases.

A good quality natural environment meets basic needs regarding clean air and water, fertile land for food production, energy, and materials for production.

In its report on disease prevention through healthy environments, the World Health Organisation (WHO) estimates that environmental stressors are responsible for 12-18 % of all deaths in the WHO Europe region's countries.

Improving the quality of the environment regarding air, water, and noise can help prevent disease and improve the quality of human health. Air pollution is the leading environmental health risk in Europe and is associated with heart disease, stroke, lung disease and lung cancer. It is estimated that exposure to air pollution causes more than

400,000 premature deaths in the EU each year.

Exposure to hazardous chemicals is also a significant concern. People can be exposed to a wide range of chemicals in their daily lives through polluted air and water.

The properties of certain hazardous chemicals mean that they persist in the environment and bioaccumulate in the food chain.

The field of health protection and promotion has been strengthened in recent years as a continuous and systematic educational action. The concept of psychophysical well-being as a positive perception of one's body and person in its entirety is privileged and the optimistic search for a healthy lifestyle-oriented towards a correct diet and physical exercise.

Health emergencies and the spread of bad eating habits among young people, which have personal, social, environmental and economic repercussions, call for a new systemic approach to health.

Civilisation-related diseases

Human nutrition has changed over the years from the primordial diet based on food obtained from fishing, hunting and gathering wild-growing vegetables to a diet that uses livestock farming and intensive cultivation, some of which are genetically modified.

Numerous studies have shown that a proper, healthy diet helps prevent

numerous diseases, including heart attacks, strokes, hypertension, neurodegenerative diseases, diabetes, obesity and cancer.

Underlining how these diseases emergence is linked to a lifestyle characterised by too much food and not enough physical exercise.