

### THE INNOVATION JOURNEY

Macrofarm is a spin-off of the University of Calabria operating in the functional products, with applications in the cosmetic, nutraceutical and pharmaceutical fields. Macrofarm has positioned itself with the various companies in the sector as a "connection" between research and industry, offering a real advantage in the development of formulations and prototyping



### THE INNOVATION IMPACT

The main purpose of the spinoff is to develop solutions in cosmetic and nutraceutical with the aim to innovate with sustainable products.

The Europe nutraceuticals market is experiencing rapid growth, driven by a health-conscious population increasingly focused on preventive

healthcare and wellness. The main growth factors are: increasing health awareness, rising demand for preventive healthcare, shift toward natural and organic products

### USEFUL LINKS

Reference: <https://www.macrofarmsrl.com/>

