



Journey of Luffa and Lavender

FROM MEDITERRANEAN TO THE
WORLD...

Agenda



Welcome and Introduction



Lions Mediterranean Conference



Medcon2024 Bologna


1st Plenary 8 March 2024



«The Mediterranean Sea to connect and enhance the traditions and peculiarities of peoples»

Journey of Luffa and Lavender

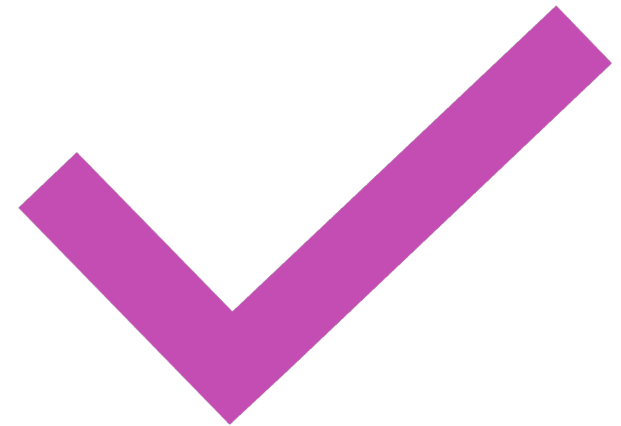


Ln. Yasemin Erten, İstanbul Çatalçeşme Lions Club,
118Y/TÜRKİYE 

Past of Luffa and Lavender

DESCRIPTION AND HISTORY

since 9000
years in our
lives...forgotten
and revived
for good
health and
well-being.



Past of Luffa and Lavender

- **Also Lavender starts its journey as planted herbs, originated at the Mediterranean, the Middle East and India 2500 years ago.**
- **Firstly used at the Roman Empire as a natural antiseptic, to help repel insects and battle wounds, furthermore to cook and wash with.**
- **The English word *Lavender* derives from the Latin word "*lavare*" which means "to wash".**

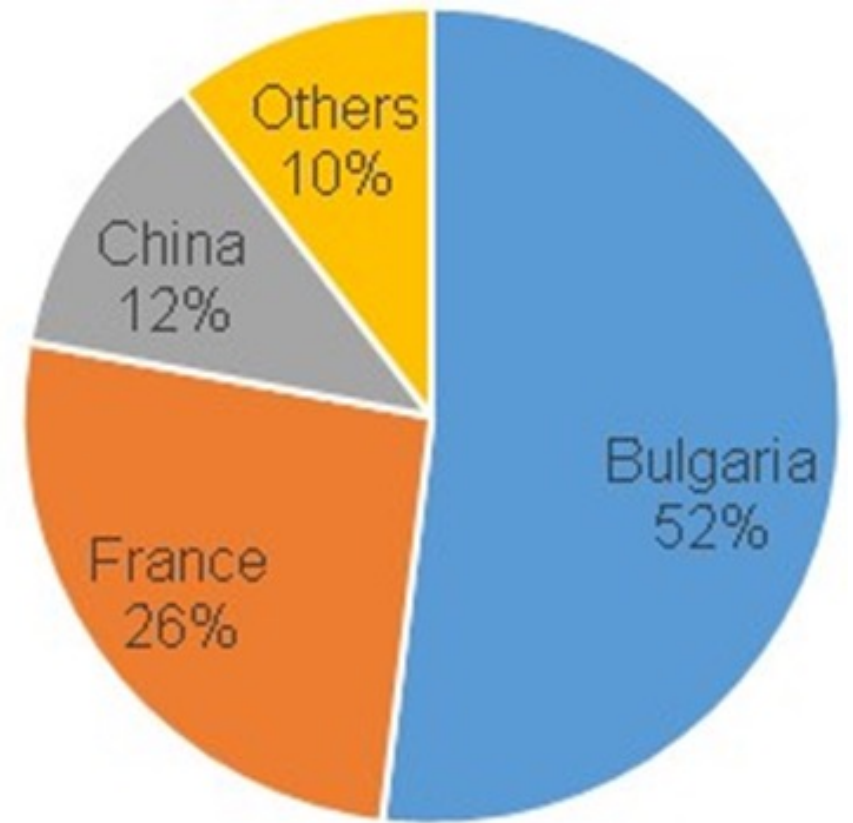
Present of Luffa and Lavender



- **The global loofah seeds market is witnessing several emerging trends.**
- **One such trend is the increasing demand for organic and natural products, which has led to a rise in the cultivation and consumption of loofah seeds.**
- **Another trend is the growing awareness about the various health benefits associated with loofah seeds, such as their rich nutritional content and ability to aid in detoxification.**

Health and Well-being from tip to toe

Present of Luffa and Lavender



**World lavender oil production
by countries (2017)**

Future of Luffa and Lavender

NATURAL LOOFAH



VS

PLASTIC BATH SPONGE



Remove dead skin cells ✓	✗ Only increases the lather
Pure natural green products ✓	✗ Made of plastic
Pollution-free ✓	✗ Polluted environment
Degradable material ✓	✗ Non-degradable plastic
Durable and not fragile ✓	✗ Easy to scatter and short life
Stronger absorbent and milder ✓	✗ Poor water imbibition

Lavender Essential Oil Market

Type Outlook

- ◆ Supermarkets and hypermarkets
- ◆ onvenient Stores
- ◆ Beauty Shops
- ◆ Pharmacies
- ◆ Online Stores

Application/ End-Use Outlook

- ◆ Food and Beverages
- ◆ Pharmaceuticals
- ◆ Therapeutics
- ◆ Aromatherapy
- ◆ Personal Care Products

2030



2019



Regional Outlook



Future of
Luffa and
Lavender



Awareness and Impact of Lions

- **Planting activities/Seed banks**
 - **Support and cooperations**
 - **Awareness of UN 17 Global Sustainable Development Goals**
- Step 3 - Good Health and Well-Being**

Awareness of UN Global Sustainable Development Goals



3 GOOD HEALTH AND WELL-BEING

ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

NOTABLE STRIDES HAVE BEEN MADE TOWARDS IMPROVING GLOBAL HEALTH OUTCOMES



146 OUT OF 200 COUNTRIES OR AREAS HAVE ALREADY MET OR ARE ON TRACK TO MEET THE UNDER-5 MORTALITY TARGET



EFFECTIVE HIV TREATMENT HAS CUT GLOBAL AIDS-RELATED DEATHS BY 52% SINCE 2010



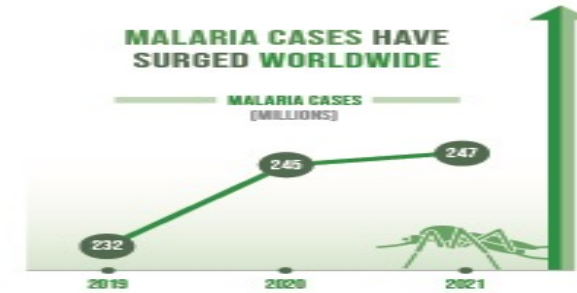
AT LEAST ONE NEGLECTED TROPICAL DISEASE HAS BEEN ELIMINATED IN 47 COUNTRIES



25 MILLION CHILDREN MISSED OUT ON IMPORTANT ROUTINE IMMUNIZATIONS IN 2021

6 MILLION MORE THAN IN 2019

MALARIA CASES HAVE SURGED WORLDWIDE



OUT-OF-POCKET PAYMENTS FOR HEALTH PUSHED OR FURTHER PUSHED



MILLION PEOPLE (4.9% OF POPULATION)

INTO EXTREME POVERTY

A WOMAN DIES EVERY TWO MINUTES FROM PREVENTABLE CAUSES RELATED TO PREGNANCY AND CHILDBIRTH [2020]



Conclusion and Summary

- Nowadays both plants Luffa and Lavender spread the world from plantations and pharmaceutical laboratories and are natural materials in our kitchens and our bathrooms.
- The economic impact between the neighbouring Mediterranean countries influences the world.

Acting local, attracting global.



THANK
YOU 