



Prima Spremitura **BIO**

LINEA VISO BIOLOGICA

Organic Cosmetics NATRUE

ORGANIC FACE CARE LINE



THE SINGLE-DOSE TREATMENTS
innovation

L'innovazione dei
TRATTAMENTI MONODOSE

CON OLIO EXTRAVERGINE DI OLIVA "TOSCANO IGP" BIOLOGICO
WITH ORGANIC TOSCANO PGI EXTRA VIRGIN OLIVE OIL

PRIMA SPREMITURA BIO: ORGANIC FACE CARE LINE



All of our products are board-certified organic, guaranteeing high quality, evidenced by the special logo seen on all our packaging.

Natrué, a restrictive international certification

Gaining organic certification is not a simple process. First, the cosmetics must contain a minimum percentage of natural ingredients – of which 95 percent must be organic; they must also be produced using a natural process. All the Natrué product lines follow special criteria for gaining organic certification, dependent upon for what purpose the product is to be used. For example, the criteria for an organic bath gel differ from that for an organic body cream.

But the Natrué line isn't just about natural ingredients – we're concerned about our packaging too. By limiting the actual amount of packaging and utilizing recycled materials in their production, we also try to reduce the environmental impact of our products.

Prima Spremitura BIO meets the strict requirements of ORGANIC COSMETIC certification:

- Made with natural ingredients
- 95% of ingredients are organic certified
- Where certified-organic ingredients are available, non-organic ingredients may not be substituted
- No genetically-modified ingredients have been used
- The scent is 100% natural

We care about every aspect of the production of this product: from providing a healthy work environment to strict regulation of quality control.

Prima Spremitura Bio is the first line of certified-organic cosmetics to use Organic Toscano PGI Extra Virgin Olive Oil, having gained authorization from the Italian Minister of Agriculture to transform the oil from a food product into a cosmetic.

The active ingredients



Organic Toscano PGI Extra Virgin Olive Oil

Thanks to the richness of minerals salts and beneficial substances such as Oleuropein (an antioxidant and cell renewal regulator), Oleocanthal (with soothing properties), Phytosterols ("bioactive" action and nourishing), Squalane (protective and moisturizing), Tocopherol (moisturizing, anti-inflammatory and soothing) are due the known emollient and soothing properties of this extraordinary oil, genuine and proper olive pressing, unique in its kind.

It is also extremely rich in Polyphenols that oppose in an effective manner the harmful effects of the free radicals which are mainly responsible for the cellular and skin ageing.

Organic Avocado Oil

Widely used in cosmetics for its rich content of fatty acid, fat-soluble vitamins and lecithin which regenerates the skin with deeply nourishing, emollient and restorative properties.

Highly recommended for the treatment of very dry and/or mature skin.



Organic Sesame Oil

Rich in unsaturated fatty acids, as well as natural antioxidants and other beneficial substances, it is particularly sebum compatible: it nourishes and protects the skin without feeling heavy.

Organic Aloe Vera Juice

Aloe Vera is a plant widely used in cosmetics for its soothing and toning properties and for its high content of important elements for the well-being of our body such as Vitamins, Mineral salts, Amino acids, Enzymes and Polysaccharides.



Organic Almond Oil

As the Extra Virgin Olive Oil, it has always been used as a natural cosmetic remedy. In fact, its strong emollient, elastic and antioxidant action has been long known. Particularly effective for the treatment of sensitive, dry and reddened skin as it deeply nourishes and hydrates the skin.

Hyaluronic Acid

Thanks to its unique molecular structure, this substance attracts and retains water making the skin elastic and smooth. For this reason, it helps to slow down premature skin aging improving the skin moisturizing. Particularly suitable for tired and dry skin without toning.

Organic Sunflower Oil

Thanks to its high concentration of linoleic acid, it is highly soothing. Further the high content of Vitamin F helps to protect the skin from aggression by external agents, making it smooth and velvety.

Organic Cocoa Butter

Its regenerating, emollient and protective qualities give softness and elasticity, helping to counteract the appearance of signs of expression. Natural active ingredients of ancient tradition, it represents a precious ally for effective cosmetics.

REFRESHING CLEANSING MICELLAR WATER

An innovative formulation that removes makeup and tones the skin in one single and smooth gesture. It is an effective, practical and delicate gesture to clean your skin and restore its natural glow. The product gently cleans the skin and helps remove effectively all makeup traces, impurities and pollution with a refreshing action. The water helps re-establish the skin's glow and prepares it for its daily moisturizing treatment. This phase effectively completes the routine treatment for all skin types.

Normal water has been replaced in the formulation by organic aloe juice, that has well known emollient and soothing properties. The organic orange and lemon extracts are excellent toning and enlightening skin enhancers, while the organic olive leaves extract contains a high rate of antioxidants.

The fragrance is of 100% natural origin as the rest of the line. The tension-active sugar surfactant that provides the cleansing properties (decyl glucoside) is of vegetable origin and is extremely gentle.

Product use:

The product should be applied with a cotton pad, passing it gently without rubbing on the face, the eyes and the lips, or simply by tapping the solution on your face with your fingertip. The rinse process is not needed.



INCI- List of Ingredients:

Aqua (Water/Eau), Aloe barbadensis Leaf Juice (*), Glycerin, Decyl Glucoside, Citrus aurantium dulcis (Orange) Flower Extract (*), Citrus limon (Lemon) Peel Extract (*), Olea europaea (Olive) Leaf Extract (*), Sodium Chloride, Sodium Benzoate, Sodium Dehydroacetate, Potassium Sorbate, Citric Acid, Lactic Acid, Parfum (Fragrance), Benzyl Alcohol, Limonene, Linalool, Geraniol. (*) **coming exclusively from organic farming.**

Organic product, certified "BIO-ORGANIC" and "NATRUE".

Does not contain: SLS/SLES, PARABENS, SILICON, MINERAL OIL, ISOTHIAZOLINONS, ARTIFICIAL COLOURS AND FRAGRANCES.

Size	Code
150ml	430135

BALANCING SKIN TONER

To refresh, revitalize, tone, and moisturize, our Balancing Skin Toner is the perfect finish to a facial cleansing routine for all skin types protecting skin against dehydration. It delicately removes all residue of our cleansing milk, preparing the skin for all the benefits of our facial creams.

Unightly under-eye bags can be eliminated by soaking a cotton ball in the toner and placing them around the external area of eye for 10 to 15 minutes.
(Avoid getting product in the eye.)

Product use

Pour an appropriate quantity of product on a cotton ball and dab softly on the face, avoiding direct contact with the eyes.

For day and night usage after the cleansing milk and before the daily moisturizing face cream. It may be used to mitigate bags under the eyes: pose for few minutes and in the lower portion of the periorcular area two halves of cotton balls soaked with skin toner.



INCI- List of ingredients

Citrus limon (Lemon) Fruit Water, Citrus aurantium dulcis (Orange) Fruit Water, Glycerin, Betaine, Achillea millefolium Extract, Althaea officinalis Root Extract, Olea europea (Olive) Leaf Extract, Hydrolyzed Olive Fruit, Parfum (Fragrance), Lauryl Glucoside, Polyglyceryl-2 dipolyhydroxystearate, Benzyl Alcohol, Sodium Benzoate, Sodium Dehydroacetate, Aqua (Water/Eau), Potassium Sorbate, Citric Acid, Gerianol, Linalool, Limonene.

Organic product, certified "BIO-ORGANIC" and "NATRUE".

Does not contain: SLS/SLES, PARABENS, SILICON, MINERAL OIL, ISOTHIAZOLINONS, ARTIFICIAL COLOURS AND FRAGRANCES.

Formats	Code
150ml	430124
500ml	430131



Prima Spremitura BIO

MOISTURIZING FACE CREAM

THE POWER OF NATURE

Prima Spremitura BIO was born from the selection of the best natural and organic ingredients, first of all the Organic Toscano PGI Extra Virgin Olive Oil, well known for its nourishing and rebalancing properties. The entire product line is certified Organic Cosmetics by Natrue.

RESULTS ON YOUR SKIN

- It makes the skin silky, compact and velvety thanks to its light texture with high emollient power
- It moisturizes without greasing, penetrating deeply thanks to the Organic and Biological formulation enriched by the Organic "Toscano PGI" Extra Virgin Olive Oil, Fitosqualano and Organic Aloe Vera Juice
- It protects the skin from environmental stresses: sun, wind, cold and smog. It prevents the formation of the first wrinkles
- Suitable for young skin (up to 35 years old) to strengthen natural defenses, giving the face a fresher and brighter look

DAILY SINGLE-DOSE TREATMENTS

- maximum health safety by eliminating any risk of bacterial contamination
- only preservatives allowed by organic standards
- take your creams always with you in a tiny space

HOW TO USE

After cleansing with Micellar Water or Skin Toner, apply on face, neck and décolleté, massaging until full absorption. It can be used in synergy with other Face Care products, especially the Eye and Lip Contour Cream, to say goodbye to dark circles and early wrinkles, for a vital and refreshed look! Use it also as a make-up base.



INCI- List of ingredients

Acqua (Water/Eau), Aloe barbadensis Leaf Juice, Stearyl Alcohol, Helianthus annuus (Sunflower) Seed Oil, Olea Europaea (Olive) Fruit Oil (*), Squalane, Sesamum indicum (Sesame) Seed Oil, Glycerin, Dicaprylyl Ether, Cetearyl Glucoside, Tocopherol, Xanthan gum, Silica, Parfum (Fragrance), Sodium Dehydroacetate, Sodium Benzoate, Benzyl Alcohol, Lactic Acid, Potassium Sorbate, Citric Acid, Geraniol, Linalool, Limonene.

* with Organic Toscano PGI Extra Virgin Olive Oil.

Organic product, certified "BIO-ORGANIC" and "NATRUE".

Does not contain: SLS/SLES, PARABENS, SILICON, MINERAL OIL, ISOTHIAZOLINONS, ARTIFICIAL COLOURS AND FRAGRANCES.



Format	Code
30x2ml	430121

NIGHT FACE CREAM

THE POWER OF NATURE

Prima Spremitura BIO was born from the selection of the best natural and organic ingredients, first of all the Organic Toscano PGI Extra Virgin Olive Oil, well known for its nourishing and rebalancing properties. The entire product line is certified Organic Cosmetics by Natrue.

RESULTS ON YOUR SKIN

- It supports the night regeneration process of the skin. Every morning there's a pleasant surprise: a visibly more toned, fresh, smooth and brighter skin
- Creates a barrier against external agents, counteracting the accumulation of free radicals and the loss of hydration, causes of skin ageing
- Hydrates and nourishes without greasing, penetrating deeply thanks to its formula rich in Organic Vegetable Oils, enhanced by Organic "Toscano PGI" Extra Virgin Olive Oil, Biological Squalane, Organic Aloe Vera Juice and Organic Cocoa Butter
- It reduces the signs of daily stress due to facial expressions, reducing the appearance of wrinkles

DAILY SINGLE-DOSE TREATMENTS

- maximum health safety by eliminating any risk of bacterial contamination
- only preservatives allowed by organic standards
- take your creams always with you in a tiny space

HOW TO USE

In the evening, after cleansing with Micellar Water or Cleansing Milk and Skin Toner, apply on face, neck and décolleté, massaging until full absorption. During periods of increased stress or dry skin it can be used even during the day, as it creates a real barrier against external agents. It can be used in synergy with other Face Care products, in particular with the Anti-Ageing Moisturizing Cream and Eye and Lip Contour Cream, to enhance its beneficial effects. Use it also as a make-up base.



INCI- List of ingredients

Acqua (Water/Eau), Aloe barbadensis Leaf Juice, Stearyl Alcohol, Theobroma cacao (Cocoa) Seed Butter, Helianthus annuus (Sunflower) Seed Oil, Glycerin, Sesamum indicum (Sesame) Seed Oil, Olea Europaea (Olive) Fruit Oil (*), Dicaprylyl Ether, Glyceryl Stearate, Squalene, Sodium Cetearyl Sulfate, Tocopherol, Xanthan gum, Sodium Benzoate, Sodium Dehydroacetate, Parfum (Fragrance), Benzyl Alcohol, Lactic Acid, Geraniol, Linalool, Limonene, Potassium Sorbate, Citric Acid.* **with Organic Toscano PGI Extra Virgin Olive Oil.**

Organic product, certified "BIO-ORGANIC" and "NATRUE".

Does not contain: SLS/SLES, PARABENS, SILICON, MINERAL OIL, ISOTHIAZOLINONS, ARTIFICIAL COLOURS AND FRAGRANCES.

Format	Code
30 x 2ml	430122

ANTI-AGE MOISTURIZING CREAM

THE POWER OF NATURE

Prima Spremitura BIO was born from the selection of the best natural and organic ingredients, first of all the Organic Toscano PGI Extra Virgin Olive Oil, well known for its nourishing and rebalancing properties. The entire product line is certified Organic Cosmetics by Natrue.

RESULTS ON YOUR SKIN

- it fights the onset of wrinkles by the age of 35 and redefines the contours of the face thanks to the Hyaluronic Acid
- it hydrates and nourishes the skin quickly, penetrating deeply without greasing
- it gives new vitality, elasticity and tone to tired, atonic and relaxed skin

DAILY SINGLE-DOSE TREATMENTS

- maximum health safety by eliminating any risk of bacterial contamination
- only preservatives allowed by organic standards
- take your creams always with you in a tiny space

HOW TO USE

After cleansing, apply on face, neck and décolleté, massaging until complete absorption. Create the perfect combination for your skin type, using it in synergy with the Night Cream and the Eye and Lip Contour Cream. Use it as make-up base, too.



INCI- List of ingredients

Acqua (Water/Eau), Aloe barbadensis Leaf Juice, Stearyl Alcohol, Dicaprylyl Ether, Persea gratissima (Avocado) Oil, Glycerin, Helianthus annuus (Sunflower) Seed Oil, Theobroma cacao (Cocoa) Seed Butter, Olea europaea (Olive) Fruit Oil, Cetearyl Glucoside, Sodium Hyaluronate, Xanthan Gum, Silica, Benzyl Alcohol, Sodium Benzoate, Sodium Dehydroacetate, Lactic Acid, Parfum (Fragrance), Tocopherol, Potassium Sorbate, Citric Acid, Limonene, Linalool, Geraniol.

* with Organic Toscano PGI Extra Virgin Olive Oil.

Organic product, certified "BIO-ORGANIC" and "NATRUE".

Does not contain: SLS/SLES, PARABENS, SILICON, MINERAL OIL, ISOTHIAZOLINONS, ARTIFICIAL COLOURS AND FRAGRANCES.



Format	Code
30X2ml	430125

EYE AND LIP CONTOUR CREAM

THE POWER OF NATURE

Prima Spremitura BIO was born from the selection of the best natural and organic ingredients, first of all the Organic Toscano PGI Extra Virgin Olive Oil, well known for its nourishing and rebalancing properties. The entire product line is certified Organic Cosmetics by Natrue.

RESULTS ON YOUR SKIN

- Skin tightening and smoothing effect
- It fights the onset of wrinkles by the age of 35, with a highly elasticizing action, thanks to the Hyaluronic Acid
- It attenuates dark circles and bags under the eyes reducing their volume and colour, giving a fresh and pleasant sense of well-being
- It reduces wrinkles around the lips and, if used regularly, it slows down their appearance
- It hydrates and nourishes the skin quickly, penetrating deeply without greasing, thanks to the Organic and Biological formulation enriched by the Organic Toscano PGI Extra Virgin Olive Oil, Organic Squalane Oil and Organic Shea Butter

DAILY SINGLE-DOSE TREATMENTS

- maximum health safety by eliminating any risk of bacterial contamination
- only preservatives allowed by organic standards
- take your creams always with you in a tiny space

HOW TO USE

After cleansing, apply on the eyelids and the periocular area, massaging and tapping until full absorption. Repeat also in the area around your lips.

Create the perfect combination for your skin type, using it in synergy with the Night Cream and the Moisturizing Cream. Use it as make-up base, too.



INCI- List of ingredients

Acqua (Water/Eau), Aloe barbadensis Leaf Juice, Helianthus annuus (Sunflower) Seed Oil, Theobroma cacao (Cocoa) Seed Butter, Stearyl Alcohol, Dicaprylyl Ether, Sesamum indicum (Sesame) Seed Oil, Olea europaea (Olive) Fruit Oil, Glyceryl Stearate Citrate, Glycerin, Squalane, Sodium Hyaluronate, Xanthan Gum, Silica, Sodium Cetearyl Sulfate, Benzyl Alcohol, Sodium Benzoate, Sodium Dehydroacetate, Lactic Acid, Parfum (Fragrance), Tocopherol, Potassium Sorbate, Citric Acid, Limonene, Linalool, Geraniol.
* **with Organic Toscano PGI Extra Virgin Olive Oil.**

Organic product, certified "BIO-ORGANIC" and "NATRUE".

Does not contain: SLS/SLES, PARABENS, SILICON, MINERAL OIL, ISOTHIAZOLINONS, ARTIFICIAL COLOURS AND FRAGRANCES.

Format	Code
20x1ml	430126

ULTRA SOFT FACE PAD

Ultra soft:

An ultra soft, gentle pad with the emollient properties of extra virgin olive oil. Excellent for a daily cleansing of dry, dehydrated and/or sensitive skins.

The olive oil inside the pad makes it easy to gently remove all skin impurities. Successful combination with our Make-Up Remover Cleansing Milk.

Exfoliating:

A special exfoliating pad made with olive oil and olive pits for an effective deep face cleansing treatment. Aimed at opposing the phenomena of skin thickening, atonicity and aging.

Used on a regular daily basis on mixed and/or oily skins it helps preserve or awaken the natural brightness of skin enhancing the beneficial effects of our Bio Face Care Line.

Product use:

We recommend using the pad with our Make-Up Remover Cleansing Milk to remove skin impurities originating from smoke and smog as well as to remove make-up, even the most persistent kind. Pour the product on the olive oil pad and swipe it gently across the face in order not to irritate the epidermis, using circular or semicircular motions starting from the lower part of the face and moving upward.



Formats	Code
Ultra soft	4109FOR
Exfoliating	4101FOR

BEAUTY FACE MASKS

To use with our Balancing Skin Toner.

One organza bag contains 20 masks sealed in plastic, the measuring cup and the instructions how to use them.

Instructions Face Mask

1. Carefully remove the plastic of the mask "tablet"
2. Put 15ml of Balancing Skin Toner Prima Spremitura Bio in the measuring cup
3. Add the compressed mask
4. Turn the mask in the measuring cup to the other side
5. Pour the mask together with the remaining Skin Toner in a bowl and make sure that all liquid is well absorbed
6. Unfold the mask carefully and apply it to the face



Formats	Code
singola	30021
20 pezzi	30020