

Rio
& CONSUMI
green lifestyle

PRODUCT SHOWCASE

LET'S GO GREEN!

A wide array of the latest natural and sustainable innovations in the beauty and home care world. Without overlooking the vital role played by environmentally-friendlier packaging options and production processes. Some of which will be on display at Vivaness (Nurnberg, July 26 – 29 2022), the International trade fair for natural and organic personal care.

Eco-friendly sunscreens: summer 2022 trends according to Natrue



Not harming coral reefs, safeguarding the planet and combining marine environmental protection with human health. These are the summer 2022 trends as far as sunscreens are concerned according to Natrue, an international non-profit company active in the promotion of natural and organic cosmetics, which is already present on more than 6,400 cosmetics with its certification mark. This summer's 'clean beauty', according to the company, mainly focuses on cosmetics that can effectively protect the skin from UV rays without damaging the aquatic flora and fauna and causing coral bleaching, which can result in the destruction of their ecosystem. These trends go hand in hand with consumers' growing concern for the planet. In order to avoid such phenomena, Natrue is committed to establishing strict criteria for the use of natural and organic ingredients in the production of cosmetics and sunscreens, taking into consideration supply methods, formulations, packaging and all the phases of the production chain.

Solari sostenibili: i trend dell'estate 2022 secondo Natrue

Creme solari che non danneggiano la barriera corallina, che salvaguardano il pianeta e che combinano la tutela dell'ambiente marino e la salute della persona. Sono queste le tendenze per l'estate 2022 intercettate da Natrue, associazione internazionale senza scopo di lucro attiva nella promozione di cosmetici naturali e biologici. Che, con il suo marchio di certificazione, è già presente su oltre 6.400 prodotti cosmetici. La 'clean beauty' di quest'estate secondo l'Associazione si concentra soprattutto su cosmetici in grado di proteggere efficacemente la pelle dai raggi Uv senza inquinare i mari, danneggiare la flora e la fauna acquatica e provocare lo sbiancamento dei coralli, che può avere come conseguenza la distruzione del loro ecosistema. Tendenze che vanno di pari passo con la crescente attenzione da parte dei consumatori nei confronti del pianeta. Per evitare fenomeni simili, Natrue si impegna a stabilire rigidi criteri per l'uso di ingredienti naturali e bio nella produzione di cosmetici e solari, prendendo in considerazione i metodi di approvvigionamento, le formulazioni, il packaging e tutte le fasi della filiera.

Beauty: most sought-after claims by consumers

Which claims are the most catchy in the beauty world? The study center at Cosmetica Italia, the Italian personal care association, has processed Mintel's international database, thus identifying the most sought-after claims. Among face products, the most purchased ones underline the claim 'highlighter' on their label, which rose from 35% in 2019 to 37% in 2021. It is followed by 'no age', once again at 33%, while 'vitamins' is another appreciated plus (from 23 to 28%). As for the body, the most sought-after perk is 'hydration', stable at 77%. 'UV protection' is the most requested among sunscreens (from 83 to 88%), but suitability for 'sensitive skins' is also growing (from 25 to 30%). The hair care segment features on the podium the claims 'nutrient' (from 49 to 51%), 'illuminating' (down from 49 to 47%), and 'damaged hair' (from 38 to 41%).

Beauty: i claim più ricercati dai consumatori

Quali sono i claim più accattivanti nel mondo del beauty? Il Centro Studi di Cosmetica Italia ha elaborato il database internazionale di Mintel, individuando i più richiesti. Tra i prodotti per il viso, i più acquistati evidenziano in etichetta il claim 'illuminante', che è passato dal 35% del 2019 al 37% del 2021. Segue 'no age', stabile al 33%, mentre 'vitamine' è un altro plus apprezzato (dal 23 al 28%). Quanto al corpo, la voce più ricercata è 'idratazione', stabile con il 77% delle scelte. La 'protezione UV' è il principale elemento ricercato nei solari (dall'83 all'88%), ma cresce anche - dal 25 al 30% - l'idoneità alle 'pelli sensibili'. Il comparto hair care vede sul podio i claim 'nutriente' (dal 49 al 51%), 'illuminante' (in discesa dal 49 al 47%), e 'capelli danneggiati' (dal 38 al 41%).

Bioplastics, 2021 turnover in Italy over 1 billion

In 2021 the Italian biodegradable and compostable plastics' industry reached for the very first time a turnover worth more than 1 billion euro. It is a +30% growth over 2020 (815 millions), which rises to 190% when compared to 367 million euro in 2012. This is what emerges from Assobioplastiche's eighth annual report, based on Plastic Consult's study. According to the Italian Association of bioplastics and biodegradable materials, the total volumes of manufactured items produced (125,350 tons) also grew by +13.2% compared to 2020, thus registering an average annual growth rate between 2012 and 2021 of about +14%. According to the findings, the Italian bioplastic supply chain boasts 275 companies, employing 2,895 people (+4.3% over 2020), most of whom employed in primary processing (1,950). Among the main application segments, the highest growth rate in 2021 came from film for non-food uses, packaging and other minor applications (+57% compared to 2020).

Bioplastiche, oltre un miliardo di euro il fatturato 2021 in Italia

Nel 2021, la filiera industriale delle plastiche biodegradabili e compostabili del Bel Paese per la prima volta ha generato un fatturato di oltre un miliardo di euro. Si tratta di un incremento del +30% sul 2020 (815 milioni), che sale a +190% se confrontato con i 367 milioni di euro del 2012. Questo è quanto emerge dall'ottavo rapporto annuale di Assobioplastiche, sulla base dello studio di Plastic Consult. Crescono del +13,2% sul 2020 anche i volumi complessivi dei manufatti prodotti (125.350 tonnellate). Registrando un tasso di crescita media annua tra il 2012 e il 2021 di circa il +14%. Stando alle rilevazioni, la filiera italiana delle bioplastiche vanta 275 aziende, con oltre 2.895 addetti (+4,3% sul 2020), la maggior parte dei quali impiegati nella prima trasformazione (1.950). Tra i principali segmenti applicativi, nel 2021 il maggiore tasso di crescita è stato registrato dal film per usi non alimentari, per imballaggio e per altre applicazioni minori (+57% sul 2020).

UK: Lidl tests its first smart laundry detergent refill station



The first smart station for refilling bulk detergents was installed last 28th April at the Lidl store in Kingswinford, in the UK. The experiment was launched in partnership with Chilean startup Algramo, which provides eco-friendly solutions for 'on tap' products. The six-month experiment will lead to save about 2,970 PET containers in a single store and it is part of Lidl's aim of reducing the use of plastic packaging by 40% by 2025. The way the touch station works is easy: after purchasing the empty 100% recyclable bottle, customers can refill it by choosing among four formulations of Lidl's Formil line. Each subsequent refill will save Kingswinford store customers 20 pence. Mark Newbold, CSR manager at Lidl UK, explains: "We are proud to introduce this pioneering refill technology that not only helps customers reduce their plastic usage, but also their weekly grocery bill."

UK: Lidl testa la prima postazione smart per la ricarica di detersivi sfusi

È stata installata il 28 aprile 2022 nello store Lidl di Kingswinford, in UK, la prima postazione smart per la ricarica di detersivi sfusi. Si tratta di un esperimento nato dalla collaborazione con la startup cilena Algramo, che fornisce soluzioni sostenibili per i prodotti 'alla spina'. L'esperimento, della durata di sei mesi, porterà al risparmio di circa 2.970 contenitori Pet in un singolo store e si inserisce nell'obiettivo di Lidl di ridurre del 40% l'utilizzo di packaging in plastica entro il 2025. Il funzionamento della postazione touch è semplice: dopo aver acquistato il flacone vuoto 100% riciclabile, i clienti potranno riempirlo scegliendo tra quattro formulazioni della linea Formil. Ogni ricarica successiva consentirà un risparmio di 20 pence ai clienti dello store di Kingswinford. Mark Newbold, Csr manager di Lidl UK, spiega: "Siamo orgogliosi di introdurre questa soluzione innovativa. Non solo consente una riduzione della plastica, ma garantisce anche un risparmio sulla spesa ai nostri clienti".

product showcase

July 2022

Let's go green!

As consumers' interest in sustainability continues to climb, many personal and home care world manufacturers are seeking ever more natural and eco-conscious ingredients for their products. Hereafter, a wide array of the latest natural and sustainable innovations in the beauty and home care. Without overlooking the vital role played by environmentally-friendlier packaging options and production processes. Some of which will be on display at Vivaness (Nurnberg, July 26 – 29 2022), the International trade fair for natural and organic personal care.



ALTROMERCATO
www.altromercato.it

Altromercato, the main fair trade organization in Italy and one of the biggest in the world, was founded in 1998, and since then it has been promoting and distributing fair trade and organic products. It works with over 150 partners in 45 countries, purchasing from them finished products, raw materials, textiles and other handicrafts. Altromercato is made up of 99 partners, including cooperatives and associations.

HALL: 9 - BOOTH: 650

LIP BUTTER PROTECTIVE DAY
A delicate and creamy lip butter with multiple functions: it nourishes and moisturizes thanks to the Shea and Cocoa butters, Argan and Pomegranate release antioxidant actives and the Virgin coconut oil creates a protective microfilm during the day. The taste and scent of fruit make it pleasant to apply. Avoid exposure to the sun or high temperatures, store it in a cool place. The lip butter is packaged in a plastic-free paper stick.
Pao: 6 months.
Certifications: Natrue – Natural cosmetics.

ALLEGRO NATURA
www.allegronatura.it †

ORGANIC EYELASHES OIL
A reinforcing and nutritive mix of castor and almond oil, ideal for a restoring treatment for lashes and eyebrows. To be applied at night, before bed time on clean lashes and eyebrows. It contains Ricinus communis seed oil, Prunus amygdalus dulcis oil, and Tocopheryl acetate. Available in a 10ml glass bottle.
Shelf life: 36 months. **Pao:** 12 months.
Certifications: AIAB; Vegan society; LAV-cruelty free.

TERRABIOCARE BY BEC
www.bec-natura.com

BeC is a family business founded in 1982 in Forlì (Emilia-Romagna) into the heart of the Wellness Valley, and it boasts 4 laboratories. The company offers a wide selection of organic, plant-based beauty products and natural supplements including face and body care, hygiene, products designed for pregnant women and young children, sports, sun creams, as well as the vast assortment of supplements.

HALL: 9 - BOOTH: 651

MOUSSEBI
Suitable for impure and acne-prone skin, MousseBI is a creamy foam. It removes makeup and sebum, carrying out an antimicrobial and rebalancing action, without altering the hydro-lipidic barrier, thanks to the combination of mild surfactants with natural cleansing actives like saponins. It boasts antioxidant properties, which help soothe redness and irritation and antimicrobial action towards pathogen agents involved in acne onset. Made with 98.2% ingredients of natural origin, and 31.3% of the total ingredients are from organic farming. Available in a 150ml (5 fl.oz) foamer. **Pao:** 12 months.
Certifications: Ecocert Cosmos Organic, Vegetarian, 100% Made in Italy.

BEMA COSMETICI
www.bemacosmetici.it

Bema Cosmetici is an Italian manufacturing company founded in 1968. It offers a wide range of natural and organic certified skin care products for women, men, and children; phyto-therapeutic products and solutions for beauty salons and Spas. All products are 100% organic and vegan certified and entail extracts from organic agriculture, they are vegan certified, paraben-free, colouring agents free, dermatologically tested and tested against Nickel, Chromium and Cobalt to avoid any risk of skin allergies.

HALL: 7A - BOOTH: ITALIAN AREA (ICE)

DOUBLE LIFTING EYE CONTOUR
The fragility of the epidermis around the eyes manifests itself in the form of puffiness, dark circles and expression lines, which can occur at any age. Bema Cosmetici has formulated this brightening, anti-wrinkle product for all skin types, even those that are very dry and exposed to intense cold, thanks to the nutritional and toning mix of avocado, oats and hibiscus extracts. Available in a 20ml packaging.
Shelf life: 3 years. **Pao:** 6 months.
Certifications: ICEA.

DERMA VIRIDIS
www.dermaviridis.net

FITO POCKET
A convenient box that contains the four Phytocosmetics' travel sizes: Lavanda plus, Arnica plus, Menta plus, and Calendula Plus. The four ointments are able to work synergistically and safely to act on many daily needs. All four products are available in a 25ml aluminum tube in a cardboard box. Lavanda plus: with soothing, calming and relaxing action. Calendula plus: with soothing and emollient action; relieves itching and irritation. Menta plus: with a refreshing, invigorating, relaxing, calming and anti-fatigue action. Arnica plus: with calming, warming, tonic and relaxing action.
Shelf life: > 36 months. **Pao:** 24 months.

product showcase

July 2022

COSWELL

www.eurocosmesi.com/home

Coswell is a family-run group of companies specialized in the production and commercialization of consumer products for personal care and well-being, for the "masstige" perfumery and selective perfumery channel and for pharmacies. The company manages all phases of product development, controlling the entire production chain through the following processes: research and development, production and marketing.



NOURISHING ANTI-AGE FACIAL OIL

A nourishing anti-age face oil with helichrysum petals, 99,7% of natural origin. The Nutricomplex, with rice bran oil, organic macadamia and organic argan oil, nourishes the skin and it makes it suppler. The rhododendron extract strengthens the skin, boosting its resistance. The vitamin E combats the formation of free radicals and has an anti-age action. It does not leave the skin oily, since it instantly absorbs. Available in a 30ml (1.0 fl oz.) packaging.

Shelf life: 36 months. **Pao:** 6 months.

GALA

www.galacosmetici.com

Since 2004 Gala has been producing natural, vegan, organic certified and sustainable cosmetics for brands in different trade channels. It establishes a close relationship of trust and collaboration with its customers, and thanks to its in-house laboratories and offices (R&D, Quality e Microbiological Control, Efficacy Assessment, Marketing) follows the entire cosmetics development process, from the creation and production of the formula, to the development of the range, the study of packaging, and the regulatory assistance and promotion to the sales force.

HALL: 9 - BOOTH: 650



OYUNA - FACIAL CLEANSING OIL EVENING PRIMROSE

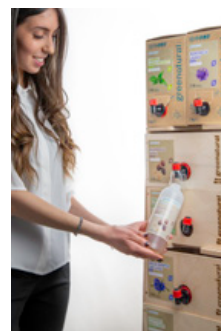
Enriched with organic evening primrose oil and sunflower oil, the facial cleansing oil gently cleanses the skin while providing nourishment and hydration, making it smooth and soft before the beauty sleep. It must be applied on dry skin, massaged with circular movements, and then rinsed with lukewarm water. Available in a 150ml bottle in box. **Pao:** 12 months.

Certifications: Natrue.

GREENPROJECT ITALIA

www.greenprojectitalia.it

Greenatural is Greenproject's eco-friendly, organic brand of sustainable and accessible products. The brand aims at giving everyone the possibility of choosing an alternative that combines everyday needs with environmental protection. All the products are made with natural ingredients in an effort to keep plastic packaging to a minimum. The company's philosophy combines brand positioning with the concept of responsibility.



BULK PERSONAL CARE & HOME PRODUCTS FOR ECO REFILLS

With 27 different items for bulk products - 18 for the home care segment and 9 for the personal care - the company is still growing. Bulk enables plastic reduction up to 90% without sacrificing practicality. The products are certified eco-friendly, manufactured with organic and natural ingredients, as well as biodegradable, not tested on animals, Nickel, chromium and cobalt tested. Suitable for sensitive skin. Available in 10kg bag ready to use. **Pao:** 12 months. **Certifications:** ICEA eco cleaning and ICEA organic cosmetics.

LA SAPONARIA

www.lasaponaria.it

La Saponaria is a craft workshop of conscious cosmetics. Its story started from the passion for soap and the idea of creating a genuine product by hand. Over time, La Saponaria has started producing shampoos, shower gels, body lotions and much more, which are all natural, organic and 100% conscious. All products are handmade in Pesaro (Marche region) and tell stories about perfumes, small farms, ethic industries, good ingredients and fair trade projects with high social value.

HALL: 9 - BOOTH: 9-650



PINK MOON - SOLID BUTTER

The Pink Moon solid illuminating body butter is ideal for nourishing the skin and making it radiant. It is rich in active ingredients such as Murumuru Butter, Rose Hip Oil and Vitamin E. It also contains Pomegranate Oil and Shea Butter. Inside it hides many small, sparkling glitter particles to provide the skin with a shimmering touch. Available in a 80ml (equivalent to 250ml of a traditional body cream) 100% plastic-free packaging, made of FSC recycled paper. While the sachet is made of corn starch, a 100% biodegradable material that can be disposed in the wet waste bin.

Certifications: Organic Cosmetic certified by CCPB.

N&B NATURAL IS BETTER

www.nbnaturalisbetter.com

N&B Laboratories develop private label natural and organic cosmetic products following the complete production cycle at km 0, from organic farming-extraction, production, R&D, until the finished product. To guarantee its Green Quality Concept N&B got certifications such as Natrue, Ecosmetica, B-Corp, ISO9001, ISO 22716. The company's products are also vegan friendly.

HALL: 8 - BOOTH: 541



VIT C+ ULTRA SERUM - INTENSIVE RADIANCE ANTI-AGE SPOT TREATMENT

The VIT C+ ultra serum has a silky texture with an illuminating, anti-age and anti-spot action. A regular use reduces the visibility of dark spots, skin imperfections and damages caused by pollution and UV rays. The serum contains Aloe Vera, Vitamin C, Orange, Lemon, Hyaluronic acid, Olive oil, Beetroot, Bakuchiol, Vegetable retinol, and Grape Vine. Available in a 30ml recyclable glass jar with a plastic pipette.

Shelf life: 24 months. **Pao:** 12 months.

Certifications: Natrue; Ecosmetica.

LABORATOIRES BEWELL

www.bewell.bio



VEG-UP MAKEUP

All the Make-Up products contain two exclusive actives: Eyepro 3x, composed by fermented yeast, rhodiola and betaine, which energizes and moisturizes tissues; and Antileukine 6, an organic protection factor that neutralizes the damages from UV and BLUE rays. In particular, the Matt Lipsticks have moisturizing and volumizing properties and ensure pigmentation and a long lasting effect. They contain Jojoba and castor oil that give creaminess to the texture and regenerate the lips. 100% natural origin, 25% organic in total. The Liquid Lipstick line is also available with fruity and floral flavor. The sustainable packaging made with paper is available in a 7ml format. **Shelf life:** over 2 years.

Pao: 9 months. **Certifications:** BDIH; VeganOK; Gluten free; AAT; Save the Planet.

PALAZZO ROSA LE STANZE DELLA COSMETICA

www.palazzorosa.eu



PROBIOTIKA

Anti-age face cream formulated on an innovative probiotic that stimulates cell renewal and makes the skin fresher, brighter and more compact. Probiotika also fights the signs of ageing and skin imperfections by creating a protective shield against external factors such as free radicals, sun and pollution. The cream contains organic Rosa Damascena water, as well as live microorganisms, therefore keeping it between 10 and 30 °C is recommended. Available in a 50ml jar with silk-screened glass, packaged in a paper case. **Shelf life:** 3 years. **Pao:** 6 months.

NATURA AMICA

www.naturaamica.care

The company was founded in 1996 in Piacenza (Emilia-Romagna), when Antonio and Maja Campagnoli gave life to their dream of a return to the origins and natural processes. This is how Natura Amica was born, and since then the company, which offers a wide range of 100% eco-friendly pet care, skincare and home care products, has never stopped looking for and experimenting with solutions and processes in which nature and progress can coexist.



THALASSO DETOX FOOTH BATH

The super-concentrated formula entails a set of natural components including Ghassoul, which performs a mechanical peeling, gently removing dead cells and toxins from the skin. The sea salts create a mix of antioxidant substances regenerating the feet's skin and making it more elastic and hydrated. The packaging can also be available with the ATICELCA certification, which makes it appropriate for disposal in paper. Available in a 120gram doypack. **Shelf life:** 6 months. **Pao:** 6 months. **Certifications:** AIAB; Vegan Quality.

BIOFFICINA TOSCANA

www.biofficinatoscana.com

AFTER SUN FACE CREAM

A soothing-intensifying after sun face cream that is light, cool and quick to absorb. It contains a colour-blending tan intensifier which fosters the natural skin repair processes following exposure to sunlight. This active ingredient is teamed with emollients such as niacinamide, as well as organic Tuscan helichrysum and Mediterranean maquis mullein flower extracts with soothing properties. Available in a 50ml airless packaging. **Shelf life:** 30 months.

Pao: 12 months. **Certifications:** AIAB; LAV.



SPUMA DI SCIAMPAGNA

www.spumadisciampagna.it

Spuma di Sciampagna is an ally for taking care of skin and laundry. At the base of the offer there is careful research that starts from the selection of quality raw materials, sustainable choices and technological innovation, values that make it possible to create products for cosmetics and detergents that can fully satisfy the needs of the whole family. Strong traditions go hand in hand with enthusiasm for technological innovation, a combination that represents a guarantee of quality and a promise of total satisfaction.



AMETHYST AND ORCHID REGENERATING BODY WASH

A regenerating body shower with a creamy formula based on an innovative combination of moisturizing and conditioning actives. Enriched with an orchid scent and amethyst, it is available in eco-refill, which thanks to its structure allows for a 70% plastic reduction at 2 bottles of shower gel bath of the same size. Available in a 1,200ml plastic bag.

JACKLON

www.jacklon.it

Jacklon's story began in 1930 with Santo Giacalone. In 1950 the second generation started to deal with the first supermarkets and department stores. In 2012 the third generation joined the company, carrying it forward. Today Jacklon is on the forefront for respecting the environment and the individual, with quality certifications and controls, conducted in all phases of the chain, all of them serve to safeguard the environment, products and consumers.



JACKLON BABY

Every mother wants to give her newborn the best skin care products. Jacklon Baby's range is organic certified ICEA, delicate, safe for 0+ babies. The line is dermatologically tested, paraben and coloring free. It also contains allergen free fragrances. The main raw materials are organic oat extract, organic calendula extract, organic sweet almond oil, organic shea butter, vitamin E, sunflower, rosemary and jojoba oils. 100% Made in Italy, the line includes Bath&Shampoo, Shampoo, Nappy cream, Baby talcum powder, Body lotion, and a Gift set. **Certifications:** ICEA-Certified Organic Cosmetics.

LA NORDICA

www.whitecastle.it

La Nordica, founded more than 50 years ago, produces natural and natural-based products under the brand White Castle or for third parties. The quality of the products is a mix of nature, tradition and state-of-the-art high-tech solutions. The production is carried out in Italy and the goods are also made in Italy. Among them there are personal care and wellbeing products (solid cosmetics, soap bars, bath and shower gels, body lotions, bath salts, almond oil, bath rice starch...), gift ideas, home and wardrobe fragrances.



SOLID COSMETICS

Solid detergents of natural origin are a clear response to a growing sensitivity in favor of the environment. All solid cosmetics are biodegradable, entail a low water content. The packaging is plastic free, the cardboard is obtained from sustainably managed plantations. The solid hair shampoo comes in different formulas for normal or dry hair. The cleanser and makeup remover are available in the detox or in the hyaluronic acid option. Lastly, the bath and shower embrace the white musk and fruit scents. The main raw materials are shea butter, panthenol, Linseed and almond oils, and natural extracts. The 80gram solid cosmetics are packaged in a cardboard box. **Pao:** 6 months.

ITALCHILE

www.mosquetas.com



ROSA MOSQUETA OIL FROM CILE

Mosqueta's is the first Rosa Mosqueta oil produced by certified organic and dynamized cold pressing. It entails rosehip oil. It is an active cosmetic product which rejuvenates skin tissues, reduces blemishes caused by scarring and stretch marks, maintains skin elasticity, fights premature skin ageing, dry skin, wrinkles, as well as avoiding sun damage. Available in a 30ml glass bottle. **Shelf life:** 36 months. **Pao:** 12 months.

Certifications: COSMOS Organic.

FOR AN ECO-FRIENDLY AND ALL-NATURAL LAUNDRY ROUTINE
BEIM WÄSCHE WASCHEN
DIE UMWELT SCHONEN

greenatural

Taking care of your own home and family in a safe, sustainable way is not only possible, but necessary. Our new home care line is certified according to the highest quality and environmentally friendly standards defined by ICEA (Institute of Ethical and Environmental Certification). Our respect for nature can also be justified by our smart use of the packaging that we utilize for our products. At Greenatural we pay great attention over choosing packaging materials and our goal is to minimize the use of plastic. Therefore many of our products are available in very practical Bag-in-Box packaging.

Check out of website for more information www.greenatural.com.

Ökologische und wirksame Haushaltsprodukte sind eine Priorität für das Wohlbefinden der Familie und für unsere Zukunft. Das ist die Philosophie von Greenatural: umweltverträgliche Haushaltsprodukte, die nach höchsten Ökostandards zertifiziert sind. Der Respekt vor der Natur zeigt sich auch bei der intelligenten Verwendung von Produktverpackungen. Deshalb sind viele GREENATURAL Produkte auch als praktische Bag-in-Box 5Kg oder 10Kg verfügbar, um mindestens 80% Plastik zu reduzieren. Erfahren Sie unsere Produktpalette auf www.greenatural.com

#today for tomorrow
greenatural.com

product showcase

July 2022

MATERNATURA
www.maternatura.it**SCALP OXYGENATING GEL MASK WITH AHAS**

Exfoliating cream treatment that after appropriate massage turns into gel. Its AHAs (alpha-hydroxy acids) allow to purify the scalp from pollutants, promote proper skin oxygenation, protect from oxidative damage, stimulate cell renewal, moisturize, and prepare the scalp for the next step of the deep cleansing. Available in a 100ml (3.4 fl oz.) packaging. **Pao:** 6 months.

Certifications: VeganOK; AIAB.

ASTRA MAKE-UP
www.astramakeup.com/it/**PURE BEAUTY AQUA LIP STAIN**

Pure Beauty Aqua Lip Stain is ideal for a long lasting result. The product contains 94% ingredients of natural origin, among them: witch hazel water, pear, mandarin, grape, and mulberry extract. With this stain, lips look like they are tattooed with color, with zero-material effect; it immediately blends into lips, depositing a layer of colored freshness like an imperceptible ink. Available in 3ml size (0.1 fl oz). **Shelf life:** over 30 months. **Pao:** 6 months.

Certifications: Vegan Quality.

TEK
www.tek-italy.it**PADDLE BRUSH WITH LONG PINS 1021-03**

The natural ash wood 100% FSC certified paddle brush with long pins, 22x6.5cm, made of hornbeam wood 100% FSC certified and black pure rubber is ideal for long and thick hair. Made in Italy, the brush boasts a handle which is treated with linseed oil and vegetal carnauba wax. The packaging is ecological and entirely made in Italy. **Certifications:** FSC; VeganOK.

GREENHUB - NEBIOLINA
www.nebiolina.com**NEBIOLINA OAT MICELLAR WATER (BABY)**

Organic oat-based solution, dermatologically tested on sensitive skins. NeBiolina Oat Micellar Water is suitable for both face and body. It gently cleanses the skin and does not require rinsing. The formula is enriched with Prebiotics that reinforce the natural defenses of the baby's skin. Among the raw materials there are organic Oat Extract, Natural Prebiotics, and Aloe Barbados Leaf Juice. Available in a 200ml 100%-recycled bottle.

Shelf life: 36 months. **Pao:** 12 months. **Certifications:** COSMOS organic.

ATHENA'S

www.athenas.it; www.erboristica.it;
www.dermabianca.it

**L'ERBORISTICA TROPICAL CLEANSER**

Delicate plant-based cleansing skin gel with 98% of natural ingredients. Inulin, a natural prebiotic, balances and protects the skin against rashes, promotes a healthy skin environment by controlling bad bacterial flora. It helps to keep the skin strong and protected from smog, unhealthy air, excessive humidity, alterations in pH. The Coconut water is indicated on dry or dehydrated skin, that remains luminous and soft to the touch, thanks to its ability to balance the pH and firm the tissues. The face cleanser is part of a collection dedicated to the needs and problems of younger skins. Available in a 125ml tube.

Shelf life: 30 months. **Pao:** 12 months. **Certifications:** Plant based.

RASAYANA BIOCOSMESI
www.rasayanabiocosmesi.it**AYURGEL - DEFINITION AND HYDRATION GEL**

AyurGel is a non-sticky styling gel. It defines the hair, without drying and at the same time giving hydration. Suitable for fixing short hair or defining curls, AyurGel contains extracts of marshmallow, mallow and fenugreek with emollient action, in synergy with betaine, hyaluronic acid and saccharide isomerate with moisturizing action, for soft hair. Available in a 150ml jar in 100% recycled plastic, with an aluminum tap. **Pao:** 6 months. **Certifications:** AIAB Organic Cosmetics; Vegan; Made in Italy.

**HARBOR**
www.phytorelax.it**PHYTORELAX ANTI CELLULITE INTENSIVE TREATMENT**

With 98% natural ingredients, the Phytorelax anti cellulite intensive treatment with green coffee and pink peppermint is a biphasic active body concentrate. It helps fight and reduce skin imperfections of cellulite, thus making the skin appear more toned and smooth. It contains Pink peppermint and Almond oil; as well as Marine Algae and Green Coffee. Available in a 150ml PET bottle in a paper box.

Shelf life: 5 years. **Pao:** 12 months. **Certifications:** VeganOK.

IDEA TOSCANA

www.ideatoscana.it

**MICELLAR WATER - PRIMA SPREMITURA BIO**

The gentle cleansing lotion is suitable for all skin types thanks to its innovative formulation that removes makeup and impurities as well as pollution. Normal water has been replaced in the formulation by organic aloe juice, that has emollient and soothing properties. Furthermore, the organic orange and lemon extracts are excellent toning and enlightening skin enhancers, while the organic olive leaf extract contains a high rate of antioxidants. The fragrance is of 100% natural origin. The tension-active sugar surfactant that provides the cleansing properties (decyl glucoside) is of vegetable origin. Available in 150ml packaging. **Pao:** 6 months.

Certifications: Natrue, Bioagricert, Made in Tuscany, PGI.

CASA MENCARELLI
www.casamencarelli.com**SEA BUCKTHORN SERUM**

A light moisturizer rich in anti-oxidants like Beta Carotene, vitamins E and essential fatty acids Omega 3, 5, 6, 7, 9 to help repair and regenerate damaged skin. The serum improves elasticity and overall hydration, as well as the appearance of fine lines and wrinkles. It is soothing and it helps repair and restore the skin's natural suppleness and radiance. It can be applied before the SPF cream or before the regular moisturizer or as a primer. Available in a 15ml and 30ml glass bottle with dropper.

Shelf life: 30 months. **Certifications:** COSMOS Organic.

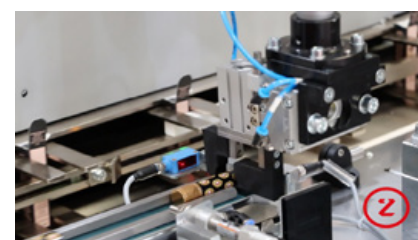
SAPONERIE MARIO FISSI
www.saponieriefissi.com**NEW FRUIT LOVERS COLLECTION**

A complete line that combines the detergent action of the shower gel with the nourishing power of the body cream to get a soft and silky skin. The range consists of body care products with a high percentage of ingredients of natural origin and a green formula with natural extracts. Available in the watermelon, coconut, blueberry and cherry version, the 200ml tube with low profile cap is made of recycled and 100% recyclable plastic. **Pao:** 12 months.

INALME - ALTA NATURA
www.altanatura.com**ACQUA DI DAMASCO**

The Damascus micellar water is intended for skin care. It gently removes makeup, cleanses and leaves a feeling of deep hydration. Ideal for all skin types, it has a delicate effect on face, eyes and lips. It contains Damascus Rose oil and micellar spheres. Available in 500ml packaging. **Shelf life:** 3 years. **Pao:** 6 months.

TECH

ZETAPUNTO
www.zetapunto.it**CRONO**

The robotic solution integrates a SCARA robot that allows the packaging of lipstick sticks. The line consists of a labeling machine that places the label on the bottom of the lipstick and a SCARA robot that loads the product in the packaging, assembled by the cartoner.

Application areas: Cosmetics, packaging & converting.

Certifications: Industry 4.0 compliant.

LINEA BICÉ
www.lineabice.it**BICÉBIO**

BicéBio is the first 100% made in Italy cup, made of a fully compostable material which is also industrial dishwasher safe. Unlike traditional disposable compostable glasses, BicéBio's composition allows the cups to be used (and washed in the dishwasher) more than 350 times. The compostable material the cups are made of, makes them disposable in the home compost once used. The special design makes it easy for children to hold.

Application areas: Home, Tableware, Picnics, Parties, Pubs, Bars, Caterings, Canteens, Hotels.

CAPARDONI E C
www.capardoni.com -
www.capardoni.com/configurator**HILO 50 GREEN**

Hilo Green 50ml is a glass jar entirely made from recycled raw materials. With a clear appearance, the jar is made of up to 90% recycled glass, combined with a recycled post-consumer PP lid that can also be colored with masters in pastel shades or bright colors, made using different techniques. The lid is also available in Biobased PE from renewable plant source with wood pulp. The pack is fully recycled and recyclable. Moreover, it is easy to disassemble.

Application areas: Skincare.

ARCA ETICHETTE
www.arcaetichette.it/en/**ECO-FRIENDLY SELF-ADHESIVE LABELS**

Serialized self-adhesive solutions for security, peel-off (up to 6 layers) and multipage labels (both booklet and zig-zag folding) with embossed Braille characters, No-Label-Look (invisible labels that leave the product the "guest-star" role) and the tamper evident solutions, to protect the product. Made from thinner, biodegradable and compostable, recycled materials to organic-based ones, FSC certified or papers deriving from natural and vegetable fibers.

Application areas: Packaging - Cosmetic industry.

Certifications: FSC; ECOVADIS; ISO9001; ISO45001; ISO14001.

follow

**NATURA AMICA:
DETERGENCY IN HARMONY
WITH THE PLANET**

The choice of powder detergent as green approach emblem: Zeca's "We love the future" slogan embodies the promise of environmentally friendly cleaning products.

Can a personal care, home care and pet care detergency be made by returning to natural processes, by leveraging on organic chemistry, while protecting the environment?

Yes, according to the intentions of Natura Amica, Zeca's brand born in the nineties in Piacenza's countryside from the idea of Prof. Antonio Campagnoli, chemist, and his wife Maya. It all began in the eighties with totally natural deodorants based on alum rock. After five or six years, Antonio developed home care powder detergents, a true intuition: "It was a question - explains Antonio Campagnoli - to treasure on ancient traditions, by updating them."

Concentrated powder has become the protagonist washing machines, fabric softener and also pet detergency. The powder formula, ensure zero use of water, smaller packaging, low costs".

Today Natura Amica is present with its three categories on the shelves of modern trade distribution. 80% of turnover comes from the domestic market (40% modern trade, 30% specialized, 30% small retail). The presence in retail has recently been revised, by involving agencies supervising operators in various regions, especially in the South.

Foreign markets have been developed by signing distribution agreements in the United Arab Emirates, Bahrain, Eastern Europe, Croatia, Japan and the Baltic countries.

The significant growth obtained over the last years (+15% turnover just on powders) are the result of the

joint work carried on by Davide Andreoli, new Italian commercial director, and Simone Fantini heading the international development.

**"PHIGITAL" OPERATION**

Digital activity is an integral part of Natura Amica's business and it has been essential in the strategy that led to a 200% growth in ecommerce turnover; the B2C and B2B online business is been focused on a direct communication with end consumers and B2B customers, educating them on the correct use of products and on their natural components.

Social Media and the new www.naturaamica.care website have captured the interest of millennials and male audiences, which getting new consumer targets.

The B2B marketplace served to build a direct dialogue with small retailers network: captivating videos on product's usage, potential mixing and special edition are available online, together with a catalogue updated every quarter.

Product innovation, indeed, has been a winning factor within Natura Amica development journey: 3 new products per quarter make a big difference!

For your home care, choose NATURA AMICA as the organic and natural partner!

Register in the Partner section and use the VIVANES10 for an additional 10% discount

DISCOVER
NATURA AMICA
LINES

www.naturaamica.care

BARALAN

www.baran.com

Since 1962, Baralan Group has been recognized as a consolidated player in primary packaging for the cosmetics' industry. The company creates, manufactures and customizes premium glass and plastic containers, with related accessories for the beauty industry. With operations in more than 50 countries worldwide, Baralan has its commercial headquarters and four manufacturing facilities in Italy, with U.S. branches in New York, California, Florida, a decoration facility in New Jersey, and another Chinese branch in Shanghai.

**SUSTAINABLE COMPONENTS IN ESCALATING PCR PERCENTAGES**

Baralan's range of closures traditionally produced in polypropylene, are now available in three PCR levels: a 30% level base, an intermediate of 60%, or a full 100% level. The PCR material can be used with existing molds and equipment, allowing brands to transition to more sustainable products without having to invest in specialized equipment, and at the same time maintaining the desired level of packaging aesthetics.

Application areas: Cosmetics and beauty industries.

LIVINGCAP

www.livingcap.com

Livingcap is a Benefit Corporation that designs, develops and produces sustainable packaging for cosmetics and fragrances. It aims at shaping ideas with a circular design approach. For its projects, Livingcap chooses special blends containing a variety of different organic scraps, which they transform into beautiful, natural-looking, eco-friendly packs for cosmetics and makeup.

**MIXY, THE JAR FOR PLANET LOVERS**

Mixy is a refillable jar for skin care and makeup products, made of Mixcycling Lignum, a material that reuses Livingcap's industrial wood waste, providing it with a second life. Thanks to the wood fibers, Mixy drastically reduces the use of non-renewable resources and CO2 emissions. The jar has a 5-8ml capacity, it is refillable and it can be used for a long time.

Application areas: Skincare and makeup.

PENNELLI FARO

www.pennellifaro.com

**SOLO**

Solo is the first 100% monomaterial brush, made from post-consumer waste water bottles. The synthetic fibers are made of 100% recycled and recyclable granules, as well as the handle, ferrule and the tuft. Solo does not entail metal components, glues, inks in decoration. Moreover the production process relies on 100% renewable energy, therefore having zero environmental impact. No needs for component separation in order to dispose it.

Application areas: Makeup and skincare brush.

VARIATI

www.variati.it

**EVOSINA GP GREEN**

Evosina (Sodium Usnate) possesses marked antibacterial properties mainly addressed towards gram+ strains and some fungi species (Malassezia furfur), resulting suitable for deodorant applications, acne prone skin, anti-dandruff cosmetic products. Evosina GP Green is a 100% natural origin ingredient. It entails Sodium Usnate and propylene glycol of both of vegetable origin, respectively obtained from lichen and glycerin from rapeseed and sunflower oils.

Application areas: Skincare, Hair care, Toiletries, Oral care. Deo sprays & roll-ons, face cleansers, emulsions for acne prone skin treatments, anti-dandruff shampoo. Toothpastes and mouthwashes.

Certifications: ISO 16128; COSMOS.

HOME CARE**I.C.E.FOR**

www.icefor.com

I.c.e.for is a leading and pioneer company in quality, environment and safety, specialized in research, development and manufacturing own brand and on behalf of a third party of detergents, cleaners, disinfectant, cosmetics rinsing, emulsions and waxes for professional and domestic use. The company is authorized by the Health Ministry for disinfectants and cosmetics' production and packaging.

**L'ECOLOGICO**

All cleansers in the L'Ecologico range reduce health risks, especially skin and eyes' irritation, as well as safeguarding the environment. The range, which is recommended by Legambiente, contains completely biodegradable vegetable surfactants coming from the waste of vegetal production, particularly from sugar beets and wheat. L'Ecologico does not entail dyes, EDTA and phosphate. Some of the cleaning products in the L'ecologico range have obtained the Ecolabel mark, after passing the assessment test of environmental impact. Available from a 500ml to a 1.5 liter packaging made with 100% post-consumer recycled plastic.

Certifications: Ecolabel; AISE charter.

ALMACABIO

www.almacabio.com

**BIO2 SENSITIVE WASHING UP LIQUID WITH OXYGEN**

Effective on dirt with the utmost care for the health of adults and children, the formula of the Bio2 Sensitive Washing Up Liquid with oxygen contains no fragrances, essences, essential oils, enzymes, preservatives or chemical surfactants. Designed to be kind to the skin, the washing up liquid is therefore particularly suitable for washing babies' bottles and utensils. It contains sodium coceth sulfate, sodium chloride, caprylyl glucoside, lauryl betaine, glycerin, sodium citrate, lactic acid, hydrogen peroxide. Available in a 1,000ml bottle.

Certifications: Bio C.E.Q. for MCS; VeganOK.

SPUMA DI SCIAMPAGNA

www.spumadisciampagna.it

Spuma di Sciampagna is an ally for taking care of skin and laundry. At the base of the offer there is careful research that starts from the selection of quality raw materials, sustainable choices and technological innovation, values that make it possible to create products for cosmetics and detergents that can fully satisfy the needs of the whole family. Strong traditions go hand in hand with enthusiasm for technological innovation, a combination that represents a guarantee of quality and a promise of total satisfaction.

**POWDER LAUNDRY DETERGENT**

Ideal for washing all types of laundry in the washing machine, the powder laundry detergent activates at low temperatures. Its new formula, more concentrated and enriched with active oxygen, leaves the laundry clean and sanitized. The new packaging is disposable in paper, for greater attention to the environment and suitable for small spaces. Available in a 990gram paper bag.

MAPA SPONTEX ITALIA

www.sponstex.it

Home cleaning, hand protection and personal care: these are the sectors in which Mapa Spontex operates, active in the production and marketing of latex and cellulose products for home care. Present in Italy since 1952, Mapa Spontex has always been committed to providing innovative and effective solutions to make household cleaning faster and less tiring, guaranteeing optimal results with minimum effort.

**SPONTEX MICROFIBRE ECO X5**

Five multi-purpose microfibre cloths in a 30x30 size made of 100% recycled fibres from recycled plastic bottles. They easily remove dirt and grease and are extremely efficient even with just water, without the need for detergents, for even more environmentally friendly cleaning. Suitable for the care of all types of surfaces, according to tests the Spontex Microfibre Eco x5 remove up to 99% of E. Coli bacteria on glass with water only. The cardboard packaging is 100% recyclable and made from recycled paper.

Certifications: GRS.

NIVEL - BIOLÙ

www.nivel.it

**BIOLÙ RED APPLE LAUNDRY LIQUID**

Biolù Red Apple Laundry liquid boasts a sweet fruity fragrance, organic certified formula, which respects the skin and the environment. It guarantees impeccably clean laundry even at low temperatures. It does not contain optical whiteners, petrolatum or silicones, enzymes, therefore it is also ideal for washing baby clothes and colored garments too. Available in bulk or refillable bottles in a 1 or 20 liter packaging.

Certifications: Organic certified AIAB; Vegan friendly; Cruelty free.

SAFIC ALCAN

www.safic-alcant.com/it

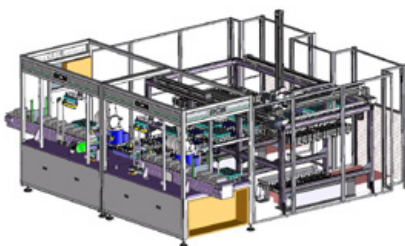
**SOLAMAZE NATURAL**

A polymer supplied as 60% active, natural, biodegradable and produced following 12 principles of green chemistry. It's liposoluble and it provides a superior water resistance and a pleasant aesthetic for high SPF emulsion sunscreens. Appearance: amber liquid. Viscosity, (cps 25°C): 6000. Caprylic/Capric Triglyceride (%): 40. Polymer Active (%): 60. Typical usage in formulation: 2.0 to 5.0% active. Formulation pH range: 4.0 to 8.0.

Application areas: Skincare (Sun-care). **Certifications:** Natrue; COSMOS; RSPO MB.

RCM

www.rcmrossignoli.it

**MACHINE FOR LOADING BOTTLES AND JARS**

The machine is fully dedicated to loading different kinds of bottles and jars, distributed in 120 trays from an euro pallet into an automatic printing machine and the subsequent unloading and palletizing of the same finished products in order to deliver them automatically in the same received way. The company standard uses durable parts produced by reliable suppliers such as Siemens, SMC, Festo, etc., thus maximizing the lifetime and minimizing the disposal of eventual wasted parts. Thanks to the widespread use of the codesign, RCM is always able to fully customize a machine according to the specific customer preferences and, paying attention to the efficiency and emissions.

Application areas: Cosmetic industry.

MKTG INDUSTRY

www.mktgindustry.com

**ECO BEAUTY STICK, JAR AND JAR WITH SIFTER**

The Eco Beauty Stick, Eco Beauty Jar and Eco Beauty Jar with Sifter are made in cardboard & paper only. Hence, they are a 100% plastic and metal free and 100% recyclable. Designed without plastic components, the inner wall is covered with food grade grease proof paper functioning as "oils & fat barrier" that helps protect the structure of the packaging and allows to directly hot pour the formula inside the packaging. The latter have passed Ecocert's evaluation tests in order to receive the Ecocert/Cosmos Attestation of Conformity. As they are mono-material, they can be easily disposed in the correct recycling chain without being disassembled.

Application areas: Makeup, Skincare, Personal care.

Certifications: ECOCERT, COSMOS.

GUERZE' & CO

www.guerzeeco.it

**AUTOMATIC PLEAT WRAPPER**

The FSC paper roll is cut into an octagonal shape and placed under the product. Excess wrapping material is discharged into a container with a vacuum system ready to be recycled. The wrapped product is lowered together into a pleating head assembly, which forms 24 pleats around the good, which is then sent to a labeling station, where an automatic labeling group applies roll fed self-adhesive biodegradable and compostable labels.

Application areas: Packaging of cosmetics (solid shampoo, creams, soaps).

Certifications: CE.