



 **IL FIORISTA**
BEAUTY

WHO WE ARE

Il Fiorista is a **sustainable lifestyle concept** that brings the mental and **health benefits of flowers to your everyday life** and connects you to the beauty of nature.

Hybrid spaces that include:

- Restaurant
- Bar
- Education center
- Shop

The first iteration came to life in New York in September 2019.

Offering a wide variety of **curated branded products**, including: salt, sugar, dried herbs and flowers, honey, candles, eucalyptus scarves, bamboo socks and more.

Now il Fiorista is ready to launch its **beauty line**.





INSPIRED BY FLOWERS

Il Fiorista beauty is **a natural beauty line**, eco friendly, **inspired by flowers and their powers and benefits for the skin**. Floral extracts contain vitamins and antioxidants that help moisturize, cleanse and smoothen skin, as well as fight early signs of aging and free radical damage.

The origin of the use of flowers in cosmetics **has very ancient origins: the Egyptians** already made extensive use of flowers for the creation of their beauty products and the **Greeks** relied on totally natural ingredients to create the elements of their skincare.

The care of the skin and that of a well groomed body was not a chore, but instead a thin coat of obsession in **Roman times**. These strong inclinations sprouted into studies of plants and flowers thought to have significant and valuable cosmetic properties.

Since then, flowers have increasingly been at the center of attention and their properties studied and appreciated all over the world.

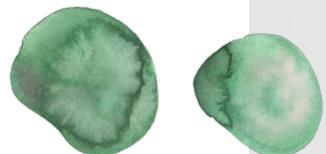
Il Fiorista beauty combine a **deep knowledge of flowers and their natural properties with a scientific and innovative approach** and advanced techniques in order to extract the active principles without manipulating them.



NATURE AND PRODUCTION

We respect the nature and **we are extremely careful about the sustainability of our production chain**, trying to reduce at minimum the environmental impact of our products.

- Our products are without parabens, formaldehyde, mineral oils or silicones.
- Dermatologically tested formula.
- **We use 96-97% natural ingredients** and we are vegan-friendly: no animal origin substance / no animal testing.
- **Our packaging is recyclable & reusable:** we use as much as possible glass and recycled papers and we avoid extra papers.





OUR PRODUCTS



Our first three products are with **Nasturtium flower** and **Moringa oil**.

- Day Face Cream
- Night Face Cream
- Cleansing Face Mousse

Nasturtium: from this colorful flower a precious extract is obtained in defending the skin from oxidative stress.

Moringa: also known as the "miraculous tree", is a tropical plant rich in substances known to be antioxidants and nutrients, vitamins, minerals and proteins.

Other products are already in the pipeline with different flowers :
Saffron, Rose, Violet, Lavender, Passion flower, Sunflower, Marigold, Chamomile, Hibiscus, Elder flower, Geranium, Orchid, Jasmine, Iris, Lotus, and other unique and wild ones.



NASTURTIUM LINE



IL FIORISTA
NASTURTIUM
FACE CLEANSING MOUSSE



DAY FACE CREAM



Purifying, illuminating, revitalizing day face cream **with Nasturtium flower and Moringa oil** (50 ml) - normal or dry skin

Specific treatment to defend the beauty of the skin, promoting its natural purification process, acting against the loss of **radiance, freshness**, and the weakening of the defenses from external aggressions.

96% ingredients of natural origin

Vegan friendly

Dermatologically tested formula

NIGHT FACE CREAM



Revitalizing, detoxifying night face cream **with Nasturtium flower and Moringa oil** (50 ml) – all skin types

Double function treatment: it acts on the superficial layer of the skin during the night's rest, **removing dead cells and impurities**. At the same time it nourishes, hydrates and protects thanks to its expertly studied formula rich in functional principles.

96% ingredients of natural origin

Vegan friendly

Dermatologically tested formula

CLEANSING MOUSSE



Face cleansing mousse, delicate purifying, **with Nasturtium flower and Moringa oil** (100 ml)
- all skin types

Specific treatment to defend the beauty of the skin, promoting its **natural purification process** and acting against wrinkles, the loss of radiance and freshness, and the weakening of the defenses from external aggressions.

97% ingredients of natural origin

Vegan friendly

Dermatologically tested formula

