

naturalmente

breathe

SKIN | BODY | MAKE-UP THERAPY



Philosophy Book

# PURE SCENTS OF PLANTS AND FLOWERS

## Introduction

“Naturalmente” and “Breathe” have developed pure organic vegetable formulations, based on their desire to reconnect with nature through the benefits of aromatherapy. In their products they use essential oils and organic ingredients which are 100% pure, derived from raw materials harvested from organic, biodynamic and spontaneous cultivation, where plants and flowers are treated without pesticides or chemical fertilizers of petrochemical origin. “Naturalmente” and “Breathe” contain NO Parabens, Formaldehyde, Diethanolamine, Sodium Lauryl Sulfate (SLS), Sodium Lauryl Ether Sulfate (SLES), or synthetic perfumes. “Naturalmente” and “Breathe” are a commitment between the client and the hair stylist or beautician , with the aim of adopting a complete lifestyle and educational approach, by becoming constantly more informed and attentive to the origin of certain products and the way they act. “Naturalmente” and “Breathe” are dedicated to all those who want to meet the needs of all generations (covering every age bracket, from children to those over 50), offering a sensible work system, based on a deep-seated and unflagging environmental engagement. The ingredients are obtained from sustainable protected resources, contain NO ingredients of animal origin and are NOT tested on animals. The packaging is made from materials which do NOT emit dioxins when burnt.



# OBJECTIVES OF THE SYSTEM

## Generative meeting (For all salon customers)

Our hair and beauty salons aim to promote the concept of harmony, as a bond between customer and stylist. We offer products and services based on our customers needs, from stylistic hair flair to remedies and effects of our therapy. Our salons share a deep knowledge of vegetable products, and are strictly professional, pure and healthy for a modern culture and for your family's lifestyle.

## Sharing an idea (Strengthening the bonds)

In the world we live in, it is easy to lose contact with nature. The aim of this message is to make mankind aware, to strengthen these bonds, developing the consciousness of cause and effect that a specific attitude can create.

## Why plants?

Plants represent the beginning, right from the start they have supplied us with food, medicines, and clothing fibers. Herbs and vegetable essences are amongst the most effective components ever known. Plants absorb carbon dioxide and release oxygen, breathing life into the atmosphere. Plants have a natural intelligence that we are not aware of. 90% of plants grown in virgin forests have not yet been studied, but in the meantime, the destruction of these resources continues at an alarming rate.

Plants don't pollute, they create benefits, they are sustainable!  
We're losing the system that feeds every form of life!



## Why this choice?

From “Legambiente-Italy” (Environmental Association): “...*the time has come for sustainable resources and for energy-saving...*” Environmental and climate protection supporters have been telling us for years that this time has finally come. In the last decade, the effects of climate imbalances have been strongly felt: the melting of glaciers and polar ice caps; the increase in global average temperatures; the increase in natural disasters (floods, droughts, and hurricanes); human activities and the energy models that fuel them are not consistent with biosphere health.

## Reduce pollution risks

It's obvious that every action taken by both small and big companies can help reduce pollution levels by making use of alternative energies and methods, avoiding all waste, making intelligent use of resources and renewable source products. Let's not stop to continue to believe firmly that this policy is economically, environmentally and morally appropriate.

## The result of ecological consciousness

“Naturalmente” and “Breathe” are the result of an ecological consciousness, promoting products which do not contain petrochemical by-products. Petrochemicals agents are substances derived from petroleum. Used as raw materials in the production of many cleaning products, and body cosmetics, they are not renewable, and can be toxic for people, for the environment and for every living organism. They pollute air, water, the Earth and our bodies. They are widely used, because they're cheap and faster to produce.

## Reducing the cost of raw materials

However, increasing the use of plant derivatives would decrease their cost and would allow the environment to maintain its natural balance. In using vegetable substances, it is also important to know how they are cultivated.



Sophisticated production systems ensure the integrity and quality of ingredients extracted from plants, selecting plants cultivated and grown without petrochemical fertilizers, insecticides or herbicides from all over the world. The whole process is guaranteed with certificates of authenticity at the origin.

## **Choices that make an impact**

The “Naturalmente” and “Breathe” teams want to demonstrate that we can stimulate positive effects with our attitude, while maintaining a responsible business approach. Being involved and sharing in a common project can strengthen our bonds with ourselves, our planet and those around us. Even the choices that we make in our everyday lives, that seem simplest or insignificant, will set off a chain reaction that goes beyond our individual possibilities.

## **BEYOND THE COSMETIC PRODUCT**

### **Stop cosmetic tests on animals!**

**(data collected by LAV / Anti-Vivisection Association)**

How can we not be party to all the suffering and deaths inflicted on millions of animals through human use and consumption? And how, instead, can we play a role in making practical positive choices, which are good not only for animals, but also for our health and the environment? In the space of a day, we constantly come into contact with products derived from the exploitation and killing of animals. Just try taking a look around...

### **The problem**

50.000 animals die each year, disfigured by lipsticks, poisoned by perfumes, and burnt by creams. In order to test a new ingredient, animal are forced to inhale talc for 6 hours



a day, or to breathe in a hair-bleaching product for 4 hours in a row, or to swallow toothpaste. Their eyes are radiated with ultraviolet rays or injected with eye drops. Rabbits are among the animals most used, because their eyes don't water. They are obliged to bear the devastating effects with no natural reaction to expel the substance. All this until the eye is destroyed. On top of that, acute and chronic toxicity tests, cutaneous absorption tests, teratogenicity tests, carcinogenicity. And yet, more than 8.000 thousands ingredients are already available for companies. This kind of action leads to terrible pain and deaths of more than 125.000 animals, nearly 150 a day.

## Beyond tests

Alternative technologies and raw materials of vegetable origin can also put an end to animal-derived substances for the manufacturing of cosmetics and other products. Many products on the market for personal care and hygiene contain animal-derived substances, both from abattoir refuse and from the killing of animals.

Some examples:

- bowels: creams, soaps, cosmetics.
- blood: moisturizing creams.
- liver: vitamins.
- bones: dessert, yoghurt, cigarette wrapping paper.
- skin: cosmetic treatments.

Currently, tests carried out on laboratory, animals (rabbits, mice and pigs) are divided into three categories: Draize Test-Eyes, Draize Test-Skin and LD 50 which all share a unique feature: CRUELTY. This is the laboratory procedure for testing an allergic factor, and/or sensitivity on some high-consumption products:

*Shampoo*: it is forcibly made to be ingested and is inoculated (in concentrated doses) into rabbit's eyes (LD 50 and Draize Test-Eyes).

*Shaving foam*: it is literally pumped into restrained animal's stomachs (LD 50 predicts death for at least half of them).



*Toothpaste and Lipsticks:* they are forcibly fed to animals as mice, rabbits, baby pigs.

*Foundations, Coloured creams, Facial soaps and Facial cleanser:* they are applied to animal's skin, previously shaved, and later removed (Draize Test-Skin).

Baby pigs, rabbits and mice are mainly used.

*Hair sprays and Setting lotions:* rabbits are forced to inhale such sprays and lotions until they fall unconscious, in order to evaluate the damage (LD 50).

*Tobaccos:* rabbits and dogs are forced to “smoke” through special masks fixed into their muzzles for 24 hours a day (to demonstrate how dangerous smoking is!).

*Suntan lotions:* they are directly applied on to the shaved skin of mice, which is then exposed to high heat (often they are wrapped in silver paper).

Later, the mice's skin is torn off in strips.

*Corneal liquids:* liquid is inoculated, drop by drop, into rabbits eyes (in order to evaluate the damage).

Not even “natural” cosmetic products are free of animal testing. So, don't be misled by some definitions, such as “natural”, “ecological”, “biological”, because it means nothing with regard to testing on animals. Besides, the declaration “finished product not tested on animals” guarantees in fact that the product has not been examined with the usual tests on animals only during the final production phase, but what happens before that? The new European Directive regarding cosmetics textually prescribes that every reference to animal experimentation must clearly indicate whether this experimentation concerns the finished product and/or its components. The guarantee “not tested on animals” must refer to the whole production phase: from ingredients to the final formulation.

## **Hidden cruelty in cosmetic products**

Do you know how carmine colour, used for lipstick colouring, is obtained? Cochineals (cactus bugs) are pulverised: 70.000 of them are needed to obtain only 450 grams of carmine. In order to assure the permanence of perfumes, substances of animal origin are used.



An example is the case of ambergris or of musk. The first is obtained from the stomach of whales, while musk is extracted from the genital organs of deer (stags, roe deer, roe bucks). A civet is used for the same reason, and musk is obtained from the secretion of the anus and genitals of civets cats, causing these animals imaginable torment. This is just a brief explanation of how behind the refinement and elegance used to package and advertise some products, a disconcerting and awful reality is hidden, carried out with complete disregard of the suffering inflicted on animals victims of human stupidity.

## SYMBOLS / WORDINGS

### Warning!

“Clinically tested” or “Dermatologically tested” don’t mean “Not tested on animals”. These are wordings subject to no regulations, unlike those referring to tests on animals. “Clinically tested” certainly means that the products have been derived thanks to test on human beings. “Dermatologically” refers very simply to “on the skin”. Recently, it has been fashionable to quote “hypoallergenic”, namely with a low level of allergenicity. It does not mean it has not been tested on animals.

These are some substances of animal origin present in cosmetics:

animal fats, animal oils, gelatin, stearic acid, glycerol, collagen, placenta, ambergris, musk, civet, castoreum.

### An eco-conscious choice

Using a generic shampoo, any old bubble bath, or a strong fragrance, is like applying a series of synthetic and petrochemical substances to our skin. We should not be surprised when the industries producing these substances don’t talk willingly about the ingredients they use, using fantasy rather than fact to sell their products. “Naturalmente” and “Breathe” are organic, environmental, ethical and healthy products. They are both active and effective, are presented as a concrete alternative to the many products on the market that contain relatively little that is natural.





## Substantial differences

The ingredients used in the “Naturalmente” and “Breathe” products are created with a complex mix of essential oils and substances derived from plants and flowers:

- They are based on the knowledge of aroma-therapists, with the aim of promoting the wellbeing of one’s mind and body.
- They contain no substances of animal origin, petrochemical additives, or stabilizing agents.
- They contain ingredients from plants and flowers with a complex chemical structure that chemical industries have not managed to reproduce synthetically.

## What are synthetic substances?

They are products created in laboratories from petroleum processing, which attempt to reproduce the benefits offered by the world of vegetable substances:

- They can be potentially harmful for human beings, animals and the Earth.
- They are devoid of the real active benefits offered by plants.
- They contain high quantities of products that are then disposed of into the environment, polluting it.
- They are based on a profit basis and market research, not on principles of aromatology.

## What are petrochemicals?

As the name suggests, they are products produced from petroleum. In most cases:

- They pollute.
- They are not biodegradable.
- They create solid and harmful refuse that pollute the Earth and the human body.
- Their residues contaminate the food chain.
- They pollute the atmosphere during manufacture and combustion.
- They increase the risks of environmental disasters.



- They require extraction and manufacturing methods which are harmful for the environment.
- Unlike plants, they are not renewable and are not ecologically acceptable.

## Why do “Naturalmente” and “Breathe” use plants?

- The renewed interest for aromatherapy is not accidental. On a daily basis, plants offer many benefits for our body, mind and senses. Their calming or stimulating qualities relieve our stress, giving a general sense of relaxation, wellbeing, mental sharpness and inner peace.
- It is not a novelty that plants and herbs have been used therapeutically for thousands of years.
- Plants are a renewable resource, while petrochemical agents are not.
- As we derive our food from plants, with which human beings live in symbiosis, we can claim that plants are more consistent with the human body than petrochemical agents are.

The use of plants offers many advantages:

- It supports agriculture, unlike chemical industries and refineries.
- It encourages and increases the cultivations and economies of various populations, helping them to protect the environment.
- It replaces the majority of ingredients based on animal products, the use of which often leads to the maltreatment of animals.

## Choosing whenever possible plants grown organically we obtain greater benefits

- We avoid damage caused by synthetic fertilizers and pesticides and become independent of the use of non-renewable energy resources.
- The Earth is regenerated with the help of organic substances, renewing it and enriching it with natural nourishment, instead of destroying it and drying it up with the use of noxious chemical products.
- Ground erosion is reduced. The process of sedimentation that pollutes groundwater and rivers is prevented.



## Why don't most cosmetic manufacturing companies avoid the use of petrochemicals?

- For a question of profits: it is always more cost-effective to use synthetic products obtained with a lower cost, even if at the expense of the environment.
- Synthetic aromas can be produced in a short time, while pure essence cultivation and extraction requires a longer period.
- For many cosmetic companies, it's sufficient to add a drop of natural essence to be able to claim all benefits of plants without really using them.
- It's easy! Synthetic molecules allow the creation of perfumes that do not exist in nature.

### “Aromatherapy and organicity”

What is Aromatherapy? Aromatherapy is science and art. It's a practice that, enriched with modern research, uses essential oils from plants, herbs and flowers for therapeutic purposes. When used on hair, scalp, and skin and as cosmetics, oils can be preventative, curative or augmentative. When inhaled, oils work on your psyche, giving a pleasant sense of wellbeing. Applied on your hair, scalp and skin they bring beauty and health. Aromatherapy is the “reason” behind the effectiveness of “Naturalmente” and “Breathe”. Using 100% pure essential oils, extracted from plants and flowers, their technology permits the extension of the effectiveness of their benefits on hair after application; for example, rosemary and eucalyptus essential oils detoxify and remove impurities from the hair and scalp. Patchouli essential oil balances dryness or oiliness of the hair, returning the scalp to normality. The fragrance of one's hair assures one that the benefits of the oils are kept active, shampoo after shampoo. This is true aromatherapy for hair.

### Pure essential oils

Essential oils are highly concentrated fragrances of essences derived from flowers, plants leaves, spices, fruit, woods and roots. The precious essential oils can be costly, as a result of many adulterated products available commercially. The research carried out by “Naturalmente” and “Breathe” selects the most pure essential oil from all over the world. These oils are then mixed to create a scent which is patented and unique to “Naturalmente” and “Breathe”.



## The pure harmonies

Authentic harmonies are herbs, flowers, plants and fruits of nature cultivated and grown without the use of synthetic fertilizers, pesticides or herbicides. The soil where the plants are cultivated has been previously “purified” for a period of two to three years; thereafter they will be cultivated without the use of fertilizers or pesticides. “Naturalmente” and “Breathe” using authentic harmonies of plants and flowers, ask their suppliers/laboratories to provide certificates and documents that attest a guarantee in the cultivation of the raw material. The purity of the substances used plays a fundamental role in giving body, volume and an unrivalled vitality to hair, with effective and long-lasting results. For example, soya seeds strengthen the hair with their proteins. Using and promoting vegetable ingredients in its product line, “Naturalmente” and “Breathe” sustain and protect the health of the environment, showing an example of strong responsibility.

## Aromatherapy

### (Treatment of illnesses through the development of human potential)

Aromatherapy is the treatment of illnesses and the development of human potential, through the use of essential oils, extracted in a way that preserves their properties and natural features. For millennia, natural essences have been used for their antiseptic properties, because they combat the growth of germs and kill them. The essences with the greatest antiseptic power in a gaseous state are, in descending order: Lemon, Thymus, Orange Tree, Bergamot, Juniper, Cloves, Citronella, Lavender, Neroli Oil, Mint, Rosemary, Sandal, Eucalyptus. Their antiseptic properties are also valuable because they do not harm healthy tissues. Their essences have anti-toxic powers, meaning they have the ability to deactivate products which lead to cell deterioration. In infected wounds, they bind themselves to the toxins, deactivating them, not to conceal unpleasant smells, but to impede the decomposition process. It is no accident that essences were widely used in ancient times in the process of embalming bodies.

## Preservation during time

It has been noticed that the properties of essences do not diminish overtime. The human body does not habituate itself to essences, because they are always acting efficiently, strengthening the defense system of our organs.



The antiseptic properties of essences are complemented by their scar-forming powers; the flow of blood that they attract stimulates cell regeneration. Other properties can be mentioned as well: they possess anti-toxic and anti-poisoning properties, anti-rheumatic and anti-neuralgic qualities, useful for the treatment of pain. Some of them are stimulating and toning for the endocrine glands, such as the suprarenal cortex, responsible for our ability to withstand stress. Many of them have stimulating properties on our genital system and sexuality. The antispasmodic activity of others allows the treatment of abdominal spasms, such as liver or kidney colics. Some have hormonal properties, because they act as endocrine glands regulators.

## **The volatility of essences**

Volatility is the speed with which essences evaporate, once exposed to air. Essences have different evaporation rates; some are light (such as Eucalyptus and Orange), and others are heavier and slower (such as Sandal or Patchouli). Experts have classified essence volatility according to an evaporation scale that classifies high notes, medium notes and low notes. High note aromas are those that one smells most strongly when smelling a scent, while lower ones are used as fixers, to keep the more volatile essences in place. Applying this knowledge to Aromatherapy principles, one has seen that a link exists between the speed of evaporation of essences and the effect they exert on our body and mind. High notes which evaporate rapidly act more rapidly, and generally stimulate and uplift our mind (Rosemary, Sage). Inferior oils which evaporate very slowly, are sedative and relaxing (Woods and Resins which are effective when treating chronic states, belong to this class).

## **Absorption passages**

Essences enter into relation with man through his sense of smell and skin. Through these routes, essences enter one's organism and affect both mind and body. Through the sense of smell, they mainly act on the nervous system, exerting, in this way, an influence on one's moods, on one's psychic functions such as memory and learning ability and on neurovegetative aspects, influencing psychosomatic connections between mental states and organ health. When absorbed through the skin, it seems that they mainly exert a beneficial action on cells and tissues.



## **Sense of smell**

The olfactory sense is the sensory activity stimulated by essential oils. Aromatic substances that are diffused in the air are perceived by human beings as something that gives rise to internal thought and meditation. The micro-molecules of oils are transmitted to the person who perceives them. Olfactory perception is something extremely fine, connected to psychic states. Hence, essential oil action can be understood as a vibration of energy that works beyond the physical level.

## **Pollution effects**

The progressive increase of environmental pollution and the use of aromatic scents derived from petrochemical by-products, have led to a diminution of our olfactory abilities and hence to the inability to perceive smells (anosmia). With the indiscriminate increase of visual and auditory stimulations, man is losing his ability to distinguish between sensory stimuli, while his senses are growing more rigid and coarse.

## **Winning tools**

- Our philosophy (share and embrace our business philosophy).
- Product knowledge (capacity to explain reasons and use correctly).
- How to promote our product (use of suitable terms).
- Product benefits (list and extol the benefits of our system and our product).
- The massage (application of new techniques and implementation of service).

## **Ideal products line**

- Steady treatment, in order to obtain a real balance of hair and scalp.
- Immediate results.
- Ecology and wellbeing.
- Creative.
- Increases our work options.
- Aesthetically appealing.
- Pleasant aromas.



- Stimulates public interest and boosts business.
- Brings about loyalty of our clients.
- Customizable.

## **What “Naturalmente” and “Breathe” represent**

- Promote and support respect of the environment.
- Do not carry out any tests on animals, either with finished products, or during experimentation processes.
- Raw materials come from certified organic biological cultivations, all over the world.
- Their formulations include 100% pure aromas and substances from plants and flowers.
- Refuse to use substances derived from petrochemical processes that pollute the environment.
- Support and develop eco-business.
- Promote collaboration with ecologically aware farmers, to enhance their economic substance.
- Direct themselves to all generations and all ethnic groups.
- Offer world-wide advisors to develop the eco-business.

## **Why use “Naturalmente” and “Breathe”?**

- Embracing this philosophy, you will become a part of an ecological project of environmental defense and protection, becoming successful entrepreneurs.
- You will be recognized all over the world as a friend of the environment.
- You will be involved with respecting the planet and all its living forms.
- You will offer a surprising alternative in the enhancement of beauty and well-being.
- You will assure services and products of high quality.
- You will have technical support that will ensure continuous training and knowledge and responsible commercial management.

