



ESSERE



BIO ECOLOGICAL COSMETICS



## An eco sustainable choice...

### “The bearable lightness of ESSERE”

To ensure the biodegradability of our cosmetics for the well-being of people and the planet, we have chosen to limit the use of chemical ingredients, silicone, plastic polymers, petrolatum and other chemicals, many of which are allergenic or contain suspect carcinogens. We have decided to replace them with sustainable ingredients. Conventional cosmetic products are composed primarily of petrochemicals and synthetic oil ingredients which are not biodegradable. Is this really the only way to create cosmetics? Is it really necessary to use these substances? Our idea is to produce only eco sustainable cosmetics which maintain high quality standards. As a result of the commitment of our laboratories ESSERE contains safe properties obtained from essential oils and vegetal extracts from plants and flowers. In addition, highly biodegradable surfactants and food preservatives are selected.

Essere:

- Contains plant extracts with real properties
- Is produced with renewable energy
- Contains food preservatives
- Is biodegradable and doesn't pollute the environment
- Is certified AIAB Eco Bio Cosmetics
- Is effective and organic
- Does not contain petrolatum
- Does not contain SLS, silicones, PEG, BHT
- Does not contain parabens
- Does not contain DEA, TEA, MEA, EDTA
- Does not contain formaldehyde
- Is not tested on animals
- Is effective and organic



# Shampoo

## Properties of the natural extracts

### **Eucalyptus globulus**

the essential oil extracted from the leaves of this tree strengthens the skin and hair and it has a balmy and refreshing fragrance.

### **Thyme**

The *Thymus vulgaris* extract taken from the leaves of this plant is beneficial for optimum balance of the scalp and sebaceous glands to eliminate dandruff.

### **Citrus**

The essential oil of Orange and Lemon extract stimulates activity on the scalp promoting microcirculation and giving shine and volume to hair.

### **Mallow**

*Malva Sylvestris* extract obtained from the leaves of the plant is naturally rich in mineral and mucilage, has strong moisturising properties and is indicated for the treatment and care of a dry scalp or sensitive skin. It refreshes and soothes and has a calming effect.

### **Calendula officinalis**

Marigold extract is known for its soothing and refreshing properties. It also helps to reduce redness of the skin. It soothes irritation of the scalp, leaving hair healthy, hydrated and shiny.

### **Chamomilla recutita extract**

The characteristic tonic, calms redness of the skin and has soothing and calming properties. It is great for cleansing and care of the scalp.

### **Mentha piperita**

The Mint essential oil extracted from the leaves and flowers of the plant has refreshing and aromatic qualities. It strengthens and energises the scalp and purifies the skin.

### **Barbadensis aloe**

This extract, obtained from the leaves of the Aloe, has soothing properties for irritations of the scalp. It also has emollient, refreshing and protective properties.

### **Cananga odorata (Ylang Ylang)**

The essential oil of Ylang Ylang which is obtained from the flowers of the plant has moisturising and nourishing properties for the hair and is ideal for dry, brittle or dull hair.

### **Rosmarinis officinalis**

Rosemary extract applied to the scalp has purifying and detoxifying properties.

### SHAMPOO EUCALYPTUS AND THYME

A plant-based shampoo rich in natural ingredients such as mineral zinc, organic Eucalyptus, organic Thyme and Mint, this modern shampoo ensures correct hygiene of the scalp, anti-dandruff action, and anti-grease action. It stimulates the scalp by promoting microcirculation. It contains vegetal extract and essential oils which enhance shine and hydration, leaving hair healthy and soft. Although indicated for greasy hair and dandruff, it can be used on all types of hair. Does not contain: SLS, Petrolatum derivatives, Parabens.

**Application:** Apply a small amount and massage all of the hair - especially the tips. Leave in for 3-5 minutes and rinse well. If your hair is very dirty, repeat. To make your hair shinier and easier to comb we recommend that you use an ESSERE conditioner.

### SHAMPOO GENTLE SHAMPOO CHAMOMILE

This plant-based Gentle Shampoo for daily use, rich in natural elements such as Oats and Millet is enriched with Aloe and Chamomile selected from organic farming methods. A modern shampoo that ensures proper cleansing, moisturising and protection of the scalp. It contains plant extracts and pure essential oils that leave your hair exceptionally hydrated, healthy, shiny and soft. It is suitable for all hair types. It does not impact negatively on people or the environment. Does not contain: SLS, Petrolatum derivatives, Parabens.

**Application:** Apply a small amount and massage all of the hair - especially the tips. Leave in for 3-5 minutes and rinse well. If your hair is very dirty, repeat. To make your hair shinier and easier to comb we recommend that you use an ESSERE conditioner.

### SHAMPOO ALOE AND SWEET ORANGE

A plant based shampoo rich in natural ingredients such as Citrus and Aloe, enriched with natural elements such as Argan and Sunflower. This modern shampoo ensures correct hygiene of the scalp, volumising thin hair and helping to prevent frizzy hair. It contains vegetal extract and essential oils which enhance shine and hydration, leaving hair healthy and soft. Although indicated for fine or frizzy hair, it can be used on all types of hair. Does not contain: SLS, Petrolatum derivatives, Parabens.

**Application:** Apply a small amount and massage all of the hair - especially the tips. Leave in for 3-5 minutes and rinse well. If your hair is very dirty, repeat. To make your hair shinier and easier to comb we recommend that you use an ESSERE conditioner.

### SHAMPOO YLANG YLANG AND MALLOW

A hydrating plant-based shampoo, rich in natural elements such as Ylang Ylang and Mallow, enriched with Calendula and Chamomile, and selected from organic farming methods. A modern shampoo that maintains correct hygiene of the hair and has a moisturising action. It stimulates the scalp promoting microcirculation. It contains plant extracts and pure essential oils that hydrate the hair leaving it exceptionally healthy, shiny and soft. It is suitable for stressed and dry hair, however it can be used on all hair types. It does not impact negatively on people or the environment. Does not contain: SLS, Petrolatum derivatives, Parabens.

**Application:** Apply a small amount and massage all of the hair - especially the tips. Leave in for 3-5 minutes and rinse well. If your hair is very dirty, repeat. To make your hair shinier and easier to comb we recommend that you use an ESSERE conditioner.



# Conditioner

## Properties of the natural extracts

### **Planifolia Vanilla**

Vanilla extract slows down the oxidation of cells and can also benefit the hair by counteracting free radicals. It also has soothing properties and a stimulating fragrance.

### **Coconut Oil**

Coconut oil is obtained by pressing the dried pulp of the Coconut which contains 90% of fatty acids that have emollient, moisturising and nutritious elements. Coconut oil is a real cure for hair. It nourishes, hydrates deeply and makes hair soft and shiny.

### **Mango fruit extract**

Fruit with well-known antioxidant qualities, hydrates and revitalises the hair down to the root, revitalising dry and damaged hair.

### **Passiflora edulis**

Plant rich in flavonoids with strong antioxidant properties, soothing on the skin and has anti-redness properties. It also protects microcirculation.

### **Eucalyptus globulus**

Essential oil extracted from the leaves of the tree. Its balsamic fragrance strengthens the cells, improving the condition of the skin and hair.

### **Citrus Medica Limonum**

Essential oils of Orange and Lemon extract have a stimulatory effect on the scalp, promoting microcirculation and giving shine and volume to hair.

### **Soy Protein**

In synergy with essential oils and natural extracts, soy protects the hair, by nourishing and strengthening it at the same time.

### **Mentha piperita**

Essential oil of Mint extracted from the leaves and flowers of the plant contains refreshing and aromatic properties. It strengthens and energises the hair and has distinctive fragrance.

### BALM MANGO AND LEMON

A moisturising balm with a vegetal base. Ideal for all types of hair. It moisturises by adjusting the degree of humidity and adds extraordinary brightness. The content of the fruit extract rebalances the pH of the scalp, adding volume without weighing it down. It does not contain silicones and it is free of petrolatum substances. The innovative vegetal extracts used in the conditioning balm are obtained from Moringa Oleifera which is easily biodegradable. It is recommended for soothing and refreshing the scalp. It detangles all types of hair. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Apply to damp hair, using a medium toothcomb to distribute the product to the tips of the hair.

Leave in for 5-15 minutes and then rinse thoroughly.

### MASK VANILLA AND COCONUT

Innovative and nourishing plant-based mask, recommended for damaged, treated, dry or dull hair. It penetrates deeply and protects the hair structure revitalising without weighing it down. It contains Jojoba oil and Soy proteins, which nourish and make the hair shine. Eucalyptus and Mint have beneficial properties for the scalp. The mask does not contain silicones and is free of petrolatum substances. The innovative plant-based substance used in the conditioning balm is obtained from the seed oil of the Moringa Oleifera, which is very biodegradable. It is recommended for the deep nourishment of hair which is stressed and lifeless from pollution, saltiness or chlorine. It detangles all types of hair. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Apply to damp hair, using a medium toothcomb to distribute the product to the tips of the hair.

Leave in for 5-15 minutes and then rinse thoroughly. For an intensive treatment, cover your hair with a warm damp towel and leave on.



# Bodywash

## Properties of the natural extracts

### **Arnica Montana**

Arnica Montana which is obtained from the flowers of the plants has stimulating, invigorating, soothing and decongestant properties.

### **Lavandula augustifolia**

Lavender has been used since time immemorial. Its name was probably derived from its function of cleansing the body and, in particular, because it was used to scent the water into which the Romans dived for a bath. It contains powerful relaxing properties.

### **Juniperus**

The essential oil of juniper has different qualities, some of which are very beneficial for the skin and, in particular, its antiseptic properties are excellent for the treatment of oily and acne prone skin. It is indicated for dry and congested skin.

### **Birch Betula Alba**

This extract has purifying and astringent properties. It is used in the aesthetic treatment of cellulite for its draining, toning and firming properties. The birch drains the liquid locally, due to its activities on the capillaries. It contains tannins and flavonoids.

### **Calendula Officinalis**

L'estratto di calendula è noto per le sue proprietà lenitive, disarrossanti e rinfrescanti. Calma le irritazioni della pelle e del cuoio capelluto lasciando i capelli visibilmente più sani, idratati e lucenti.

### **Calendula officianlis**

Marigold extract is known for its soothing, refreshing and redness reducing properties. It soothes irritated skin, leaving it healthy, hydrated and shiny.

### **Avena Sativa**

Oat extract is obtained from the oat grain Sativa. It has soothing and moisturising properties and is especially indicated for the treatment of skins which are delicate and prone to redness. Rich in minerals and vitamins, it nourishes and protects the skin and hair, resulting in a pleasant feeling of freshness and well-being.

### **Citrus**

Essential oils of Orange and Lemon extract stimulate skin cell renewal, and have excellent smoothing, moisturising and firming properties. It is a concentrated multivitamin that allows the skin to return to its natural softness, creating a natural feeling of freshness and energy.

### **Chamomilla recutita**

This extract has tonic, anti-reddening, soothing and calming properties.

### **Achillea millefolium**

Yarrow extract obtained from the tops of the flowers, has protective properties, softening and soothing the skin and scalp. It also has moisturising and emollient properties that create a feeling of freshness and well-being.



### SHOWER BATH EUCALYPTUS AND CHAMOMILE

Soothing and refreshing body wash based on plants, with Eucalyptus, Arnica and Chamomile extracts.

It has a wonderful soothing effect on sensitive skin which is usually prone to be negatively affected by aggressive detergents. It is ideal to apply after sunbathing, due to its cooling effect. The active ingredients allow perfect cleansing and total care for the most delicate of skins. Pure aromas of plants and flowers make the experience unique. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Only a few drops of product are necessary, preferably applied with a sponge to distribute the lather evenly.

### SHOWER BATH LAVENDER AND CITRUS

A moisturising, plant-based body wash, with Sweet Fennel, Lavender and Yarrow extracts. It gently cleanses the body by removing impurities and does not impact negatively on the skin. The active ingredients, in synergy with essential oils, ensures deep nourishment of the skin and creates a unique experience. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Only a few drops of product are necessary, preferably applied with a sponge to distribute the lather evenly.



# Body Lotion

## Properties of the natural extracts

### **Olea europaea**

Olive oil, which contains many valuable substances for the skin such as vitamins, fatty acids, phytosterols and tocopherol, is a fantastic source of hydration, protection and softness as well as having strong antioxidant properties that are essential to combat the first signs of skin aging. It enhances skin tone and elasticity.

### **Achillea millefolium**

Yarrow extract obtained from the flowers of the plant, has a protective, nourishing and refreshing action on the skin. It also has moisturising and emollient properties, suitable for the treatment of dry or dehydrated skin.

### **Hammamelis virginiana extract**

Hammamelis virginiana extract is obtained from the young branches on the ground, has astringent, purifying and decongestant properties that leave the skin feeling pleasantly fresh and relaxed. It is also used for the treatment of sensitive and tired skin.

### **Camellia Sinensis**

Extract of Camellia consists mainly of polyphenols, long known for their antioxidant and protective properties. It is indicated particularly for the treatment and prevention of skin, also has purifying and toning properties that leave the skin healthy and shiny. A prestigious green tea is also obtained from the leaves of Camellia sinensis.

### **Chamomilla recutita extract**

A characteristic tonic which reduces redness and is also soothing and calming. In addition, it relaxes and protects delicate and irritated skin.

### **Malva sylvestris extract**

Mallow extract is obtained from the leaves of the plant. It is rich in mineral and mucilage and has powerful moisturising and emollient properties. It is recommended for the treatment and hydration of dry or sensitive skin.

### BODY LOTION GREEN TEA

Camellia Sinensis is an emulsion based body lotion obtained from a plant which also produces green tea, and is enriched with Olive oil, Calendula, Yarrow and Witch Hazel, all organically grown. It is an excellent fluid cream for hydration of the body. Natural extracts enhance toning and antioxidant properties of the product. It is a cream without silicones, paraffin and fatty substances of animal origin. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Apply to dry skin and massage until completely absorbed.

### BODY LOTION MALLOW AND CHAMOMILE

Olive oil, Mallow and Chamomile based emulsion, enriched with Witch Hazel from certified organic farms. Excellent as a fluid cream for moisturising after a bath, with soothing properties, ideal for dry skin and for all cases where there is a need to moisturise and add fragrance to the skin. Natural extracts contained give the product its moisturising and soothing properties. It is a cream without silicones, paraffins and fatty substances of animal origin. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Apply to dry skin and massage until completely absorbed.



## Properties of natural extracts content

### **Argan**

Argan oil is used for its antioxidant, emollient, moisturising and powerful firming properties. It is one of the oils most rich in Vitamin E and essential fatty acids.

### **Chamomilla recutita**

The extract from the tonic has anti-redness and calming features. It is great for the cleansing and care of a child's scalp and skin.

### **Malva sylvestris**

Mallow extract is obtained from the leaves of the plant, is rich in vitamins and mucilage, has strong moisturizing properties. Refreshes and soothes, thanks to its soothing and calming effect.

### **Citrus Aurantium Dulcis and Citrus Nobilis**

Essential oils of orange and tangerine extract play a stimulatory activity on the scalp, promoting microcirculation and giving shine and volume to hair.

### **Calendula officinalis**

Marigold extract is known for its anti-redness, soothing and refreshing features. It also soothes irritation of the skin and scalp.

### **Helicrysum**

It has strong astringent, refreshing, soothing and anti-reddening properties for the skin and mucous membranes. During the shower or bath, you can reap the benefits of both beneficial actions on the skin and on the respiratory system.

### **Achillea millefolium**

Yarrow extract is obtained from the flowering tops of the plant, has protective properties, softening and soothing to the skin and scalp. It also has moisturising and emollient properties that create freshness and well-being.

### BABY SHAMPOO

An organic shampoo for children which is gentle and mild for the baby's hair and is enriched with plant-derived surfactants from Coconut oil and Glucose. It also contains Mallow and Chamomile extracts. Their protective and emollient properties ensure that the baby's hair feels soft and well-conditioned. It cleans gently with a soft foam. The shampoo strengthens the hair adding shine and vigour. Another advantage of its gentle properties is that it can be used frequently. In addition, it does not contain parabens, aggressive surfactants, synthetic fragrances and dyes. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Apply a small amount and massage into the hair. Massage into the hair until a light foam develops and then rinse well.

### BABY SHOWERBATH

A baby body wash with a sweet and delicate note. It is rich in plant extracts and has a gentle and effective cleansing action. The silky effect is achieved without altering the physiological pH of the baby's skin. This special formulation prevents skin irritation, redness and cracking of the skin due to the synergistic soothing and refreshing action of the extracts of Chamomile, Calendula and Helichrysum. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Apply a small amount and massage the wet body, until a light foam develops and then rinse well.

### BABY CREAM

An organic moisturising and soothing body cream for children, for daily use. The emollient and soothing extracts of the Chamomile and Argan content prevents the skin from becoming red. It is ideal for diaper changes, daily hydration, and it also soothes and protects the skin. The extracts of Olive, Avocado and Aloe leave the skin soft and smooth, toned and supple, but not greasy. It does not contain mineral waxes and paraffin, silicones, chemical preservatives and dyes. Does not contain: SLS, Petrolatum derivatives, Parabens.

#### Application:

Apply to dry skin on the affected area and gently massage until absorbed.



# Gentle Soap

## Properties of natural extracts content

### **Argan**

Argan oil is used for its antioxidant, emollient, moisturising and powerful firming properties. It is one of the oils most rich in Vitamin E and essential fatty acids.

### **Chamomilla recutita**

The extract from the tonic has anti-redness and calming features. It is great for the cleansing and care of a child's scalp and skin.

### **Malva sylvestris**

Mallow extract is obtained from the leaves of the plant, is rich in vitamins and mucilage, has strong moisturizing properties. Refreshes and soothes, thanks to its soothing and calming effect.

### **Citrus Aurantium Dulcis and Citrus Nobilis**

Essential oils of orange and tangerine extract play a stimulatory activity on the scalp, promoting microcirculation and giving shine and volume to hair.

### **Calendula officinalis**

Marigold extract is known for its anti-redness, soothing and refreshing features. It also soothes irritation of the skin and scalp.

### **Helicrysum**

It has strong astringent, refreshing, soothing and anti-reddening properties for the skin and mucous membranes. During the shower or bath, you can reap the benefits of both beneficial actions on the skin and on the respiratory system.

### **Achillea millefolium**

Yarrow extract is obtained from the flowering tops of the plant, has protective properties, softening and soothing to the skin and scalp. It also has moisturising and emollient properties that create freshness and well-being.

### GENTLE SOAP

A plant-based cleanser, ideal for face, hands and intimate cleansing. It is suitable for daily hygiene of the whole family. It gently removes impurities giving a pleasant sensation of hydration. It contains extracts of Sunflower, Mallow and Marigold. It is suitable for all skin types. Does not contain: SLS, Petrolatum derivatives, Parabens.





Metalli pesanti  
inferiori a 0,0001



## Bioart srl

Via L. Da Vinci, 20  
25122 Brescia - Italy  
[www.bio-art.it](http://www.bio-art.it)