



FRAGRANZE

The world of skincare is the protagonist of Pitti Fragranze: objective perfect skin

At this edition, Fragranze will be presenting a special focus on skincare, one of the biggest growing sectors in the beauty market. With a selection of innovative brands and new ideas created for a public that is increasingly attentive to wellness, selfcare and the environment, along with the search for transparency, authenticity, pure raw materials and an eco-aware approach. The *haute couture* of beauty is moving fast: frontiers, horizons, conquests, research. On stage will be a type of cosmetics that is high performing, selective and innovative, comprised of esthetics but, above all, content: from last generation anti-aging serums to body oils based on Super Fruits, the protagonists of Fragranze will be all the new skincare ideas of the most innovative and green brands on the world scene.

The names of the protagonists include: **3LAB, Björk & Berries, Cinq Mondes, Ecooking, Evidens de Beauté, Insium, Novexpert, Nuori, RéVive** and **Själ skincare**

Special participation: the clean beauty proposals of Muse&Heroine

Muse & Heroine, the innovative agency founded by Janine Knizia will exhibit at the fair for the first time with its highly-curated portfolio of the best clean, niche beauty brands from around the world. Here are some of the must see products:

_ **Ipsum Best Skin Face and Body Oils**: delicately balanced organic mixtures of vegetable oils rich in nutritional substances produced in the outback of Byron Bay, Australia;

_ the **Boundless Solid Oil** by **8 faces**: a special oil created with Amla Berries, a Super Fruit rich in vitamin C with the highest antioxidant value;

_ the **JULISIS bio-botanicals**: the alchemic formulas of which use floral essences and botanical stem cells combined with liquid gold, silver and essences of precious stones;

_ the **Activist** masks: a company devoted to Mānuka honey, the extremely valuable resource from New Zealand, whose objective is to build a sustainable business while celebrating the craft of beekeeping;

_ the **Le Prunier Plum Beauty Oil** which helps to restore, fill and balance the skin. The patented mixture of plum varieties is an excellent source of antioxidants, polyphenols, fatty acids and vitamins;

_ the **Radice** masks: an Italian brand which, for three generations, has adopted ancient Italian recipes and ingredients like rosemary, sage, Tuscan lavender, *Helichrysum italicum*, juniper, thyme and St John's-wort;

_ the natural oils of **Marine + Vine** devised to regenerate and maintain the skin, produced between the beaches of Los Angeles and the countryside of the south of France;

_ the **UBUNA Beauty** serums, created with natural AntiBody Technology which uses unfertilized ostrich egg yolks obtained through a completely humane and sustainable process that causes no harm to the animal at all;

_ the premium skincare line by **Henua**, formulated into a base of Nordic active ingredients like birch sap that get its strength from best naturals like berries and plant extracts.

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_ The talk: “Beauty and care oggi: come una seconda pelle - Beauty and care today: like a second skin”

The evolution of skincare will also be the leading topic of a special talk during which sector experts and protagonists will discuss the concept of "second skin": ingredients, formulas, products and treatments that perfectly adapt to the body, from science to personal attitudes, comparing men's and women's beauty rituals. Curated by Julia Ahtijainen, the protagonists include Professor Stefano Manfredini (University of Ferrara), Janine Knizia (Muse&Heroine) and more.