



NATURA E BELLEZZA

  
WINE COSMETICS



## NATURAL COSMETICS

The natural cosmetics product line "WineCosmetics" is almost entirely made of substances of natural origin.

The percentage of "naturalness" of the cosmetic products "Wine Cosmetics", is always greater than 97% and is represented by a specific symbol on the packaging.

The residual percentage includes essence and preservatives (some of these are also used in food industry) with a secure toxicological profile, which are strictly necessary for the stability of the formulations and for protection from microbiological risk.

The skin absorbs 60% of the substances with which it comes into contact and the "naturalness" of cosmetics is extremely important for our health.

Natural Cosmetics have several advantages:

- natural substances, compared to the chemical ones, are more similar and more recognizable to our skin, so they have a very low risk of being recognized as 'foreign' and thus cause irritation and allergies;
- help to maintain beauty for a long time thanks to their active ingredients; in this way it is possible to take care of our skin in harmony with nature;
- they are more biodegradable and less polluting compared to the synthetic substances.

Being natural blend products, they are more delicate and subject to degrade more easily than synthetically derived compounds. Natural cosmetics products "Wine Cosmetics" should be used within 6 months after opening and stored in environments without changes in temperature and away from a direct light.

Dermatologically tested

DO NOT containing surfactants SLS / SLES, silicones, paraffin, dyes, parabens and mineral oils.

## WINE COSMETICS

Vine, grape and wine contain a precious treasure: a concentration of polyphenols, trace elements and vitamins.

It is not a coincidence that the therapeutical effects of the wine are known since immemorial time.

The biochemical and molecular research has helped to identify the mechanism of action of the molecules contained in the wine, incredibly active as antioxidants.

Antioxidants have the property of neutralizing free radicals, which cause an oxidative stress leading to a premature cellular aging. For this reason, it is clear the interest in these molecules for their cosmetic potential, because they exert a protective effect on skin cells.

Among the antioxidants present in vine, grapes and wine we find :

**PHYTOALEXINS**, whose word is deriving from PHYTON = plant and ALEXEIN = defend, they are substances of low molecular weight , non-protein in nature , divided into several chemical classes , which are produced by plants and accumulated in the cells as a means of defense from attack of pathogens.

**BIOFLAVONOIDS** as proanthocyanidins , are angioprotective and prevent damage from free radicals.

**POLYPHENOLS** such as **tannins** and quercetin , have vasoactive and astringent properties.

In vine, grapes and wine we also find:

**ORGANIC ACIDS** Fruit (tartaric acid, malic acid and citric acid), which have the ability to gently exfoliate the superficial layers of the epidermis, helping normal cell turnover and giving the skin a smooth, bright and uniform aspect.

Maintain a youthful skin by protecting and improving tone and hydration: few words that describe "Wine Cosmetics" natural cosmetic line.

## ACTIVE INGREDIENTS BENEFITS



*Vitis Vinifera (grape) fruit extract:* produced by the combination of white and red grapes has a high content (80% titled) of polyphenols, therefore presents an exceptional antioxidant action, fights oxidative stress of the skin by preventing damage from free radicals, which cause premature aging.

*Grape Seed Oil:* byproduct of winemaking, grape seed oil is appreciated both in cosmetics, for its emollient and antioxidant activity, both in dietary-food.

*Fruit acids (malic, tartaric, citric):* brightening action, stimulate cell renewal

*Bilberry extract:* rich in anthocyanidins and tannins, are angioprotective and prevent damage from free radicals.

*Honey:* moisturizing and emollient.

*Coenzyme Q10 (Ubiquinone):* by virtue of its antioxidant properties protects from harmful free radicals that cause premature aging of the skin cells.

*Fitodermina lifting (oligo saccharide biotechnology, INCI: Hidroxypropyl cyclodextrin):* gives softness to the skin, improves the brightness of the face, great as a makeup base, firming effect

## ACTIVE INGREDIENTS BENEFITS

*Shea Butter*: is a valuable ingredient with emollient, moisturizing and regenerating properties of the skin barrier; is able to give firmness and elasticity to the skin; contains E vitamin, which acts as an antioxidant.

*Jojoba Oil*: is very similar to human sebum, with emollient action for dehydrated skin areas.

*Sweet Almond Oil*: emollient, nourishing, firming and soothing.

*Silk proteins*: moisturizing effect, form a soft film on the skin, giving a silky feeling.

*Wheat Protein*: conditioning and smoothing effect on the skin.

*Aloe Vera gel*: soothing, refreshing and moisturizing

*Panthenol*: moisturizing emollient and soothing

Mix of moisturizing substances including fruit sugars (Urea, Glucose, Sodium PCA , Sorbitol , Fructose , amino acids)

*Glycerin*: moisturizing which makes your skin soft and glowing, maintaining the proper humidity level

*Rice starch*: soothing, helps to give a velvety effect, without the use of synthetic polymers

*Hyaluronic Acid*: vegetable origin, improves cell adhesion, retains the right degree of skin hydration and gives firmness to the cells



## Cleansing & Make-Up Remover Milk

*with Vitis Vinifera, Grape Seed Oil, Silk and Wheat Proteins*

The Cleansing & Make-Up Remover Milk Wine Cosmetics, used in the daily cleaning of the face, thoroughly eliminates impurities and make-up. Exerts a strong moisturizing and nourishing action at the same time. The synergy of Vitis Vinifera extract and Grape Seed Oil gives also an important antioxidant effect.

**98,1% natural origin ingredients**

## Moisturizing Toner

*with Vitis Vinifera, Aloe Vera Gel, Fruit Acids*

The Moisturizing Toner Wine Cosmetics has a cooling and soothing effect on your skin. After cleaning the skin with the Cleansing & Make-Up Remover Milk Wine Cosmetics, the Moisturizing Toner helps cellular renewal thanks to the content of fruit acids.

**97,1% natural origin ingredients**





## Soft Cleansing Exfoliator Face and Neck

*with Vitis Vinifera, Jojoba Oil Spheres, Grape Seed Oil*

The Soft Cleansing Exfoliator Face and Neck Wine Cosmetics allows a gentle but thorough cleaning of the skin of your face and neck to facilitate the action of the Nourishing Face Cream Day and Night Wine Cosmetics.

Microspheres of Jojoba Oil guarantee the gentle exfoliating action. Grape seed oil and Vitis Vinifera extract provide an antioxidant effect on your skin.

A face and neck cleansing exfoliation once or twice a week helps the process of epidermal cell renewal, giving brightness and smoothness to your skin..

**97,4 % natural origin ingredients**



## Nourishing Face Cream Day and Night

*with Vitis Vinifera, Coenzyme Q10, Silk and Wheat Proteins*

The Nourishing Face Cream Day and Night Wine Cosmetics, with an everyday use, allows you to give back hydration to dry and dehydrated skin, in need of brightness and softness, stimulating cell renewal, thanks to the content of fruit acids.

At the same time with the contribution of Polyphenols, naturally contained in Vitis Vinifera, Coenzyme Q10 and Panthenol, the cream acts to reduce skin irritation and free radicals, preventing skin aging.

**97,5% natural origin ingredients**





## Anti-Ageing Face Cream Night and Day

*with Vitis Vinifera, Coenzyme Q10, Cyclodextrins*

The Anti-Ageing Face Cream Night and Day Wine Cosmetics gives an intense nourishment and effective anti-ageing protection, giving your face a prolonged freshness, softness, silkiness and a radiant appearance.

It provides a high concentration of pure Vitis Vinifera extract, naturally rich in Polyphenols, and black Bilberry, rich in Anthocyanidins and Tannins, which work together to neutralize free radicals and make your skin more youthful and radiant. With its daily application, day and night, thanks to Coenzyme Q10, your skin is comfortably protected and nourished, wrinkles are softened, and features smooth and toned: your face wakes up all the splendor of youth.

The presence of Cyclodextrins gives softness to your skin, improving brightness. Excellent base for makeup. Firming effect.

**97,7 % natural origin ingredients**



## Eye and Lip Fluid

*with Vitis Vinifera, Fitodermina Lifting, Hyaluronic Acid*

The Eye and Lip Fluid Wine Cosmetics, thanks to the association of Vitis Vinifera, antioxidant and anti-aging, Fitodermina Lifting and Hyaluronic Acid, which give softness to your skin, improve the brightness of your face.

Create a lifting effect, reduces dark circles, attenuates bags, draining the storage of liquids that cause edema and acting as lipolytic, improves elasticity by promoting the synthesis of new collagen and elastin.

It is ideal for reducing the signs of aging around the lips.

**98,3 % natural origin ingredients**



## Hand and Nail Cream

*with Vitis Vinifera, Grape Seed Oil, Shea Butter*

The Hand and Nail Cream Wine Cosmetics, is an excellent cosmetic to make your skin hydrated and at the same time protected from premature skin aging.

The content of Grape Seed Oil, always considered an elixir of youth because of the high content of Polyphenols, and the extract of Vitis Vinifera, give the cream, together with Shea Butter, a moisturizing, soothing and antioxidant effect.

With a daily use the Hand and Nail Cream makes hands bright and pleasant to be caressed.

**97,8% natural origin ingredients**



## Wine Cosmetics

A natural cosmetic's treatment for  
all the need of your face and hands

The complete line for your wellness



100% MADE IN ITALY





Produced by Natura House - Orbassano (TO) for ITALY4STYLE  
Via Sant'Agata, 7 - 14045 Incisa Scapaccino (AT)  
Tel. +39 0141 1706327 Fax +39 0141 1702021  
[info@winecosmetics.com](mailto:info@winecosmetics.com)