



Italian Style of life



natural
cosmetics



make-up
treatment



dietetic
integrators

Sole Agent for Asia

April

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Introduction

Located in Bergamo, 50 km away from Milan, the manufacturer has been established in Italy for more than 60 years. Their products have been selling specialty in the shops and department stores all over Italy. Further for the own brand - **Bottega di Lungavita**- they also manufactured OEM and ODM for international brands like L'oreal, Collistar and others.

The old traditions the land provide is all the inspiration needed to create a series of specially-formulated everyday hair and body care products that also take full advantage of all the developments offered by modern technology.

All the “ Bottega ” products are **natural** and the category covers all types of consumers. With their own RD team & laboratory, Bottega has been striving to develop different products which can suit every group of customers and to continuously t expand their product line.

To provide more information to the consumers, Bottega releases the magazines in both English & Italian every three months to update their products and advocate the **Italian Natural Lifestyle**. In addition, Bottega will have special give-away, like cosmetic bags from time to time and can help customers to customize the wood shelf for display.

Bottega di Lungavita is currently selling through some European countries, such as Italy, Greece, Denmark, Norway and Russia. It has also been exported to Canada and USA. Now, as the Sole Agent for **Asian area**, **April** is looking for the trustworthy partners in **the Orient** to bring this brand to the market!!

April

Business Model



April

Certificate



Bottega di Lungavita opera con
Sistema di Qualità ISO 9001 e ISO 14001, ISO 18001, FDA



April

Product Category— *Skin Care*

SPECIALE COESIONE CELLULARE SPECIAL CELLULAR COESION

Vita-Age® Aurum



Facial & Body Program- Anti-Aging

Vita-Age facial & body treatments achieving extraordinary results in improving skin elasticity, density, brightness and the general consistency of skin tissue.

Made up of stabilized cultures of *Leontopodium Alpinum* (**edelweiss**) stem cells, this series is with extremely powerful anti-oxidizing and cytoprotective for an effective anti-aeing action.

Target Age: 40~65

April

Product Category— *Skin Care*

Vita-Age® In



Facial & Body Program- Renew

A line of products formulated for treating specific problems with produces that intervene to effectively care for the face, the area around the eyes, to reduce the imperfections of cellulite and to promote cellular renewal.

Target Age: 25~40



April

Product Category— *Special Care*

Vita-Age® mamma
Vita-Age® bimbo



Special Program- Mom & Baby

For **Mom**: Prevent and Alleviate skin problems connected with pregnancy and the first week after delivery.

For **Baby**: Formulate for maximum safety and efficiency to guarantee mildness on the most delicate skin with a light, fresh and nature scent.

Target Group: Mom & Baby



Espositore da banco
Display unit

April

Product Category- *Skin Care*

Sol-Leon®



Sun Block Program- Anti- Cellulite

Not only aim to protect the skin from burning, but also to control any uncomfortable reactions, such as redness, sunstrokes, skin blemishes and rashes, Bottega di Lungavita has gone one step further by improving and completing the suntan product range.

Target Age: 16~50



April

Product Category- *Skin Care*

Linfa-Age®



Face & Body Program- Repair

An ancient tradition and new technologies in a high dermatological search program created in Lungavita's laboratories.

A wide products range for Face, Body & Shampoo

Target Age: 17~35



April

Product Category- *Personal Care*



Shower Program- Repair

The Linfa-Age line contains phytogenic extracts for the daily care of the face, body and hair. It's made especially for the sensitive reactive skin & dry devitalised skin which is thinning and oily with impurities.

Target Age: 17~35



April

Product Category- *Personal Care*

**Superdren®
Cellulite**

**INNOVATIVO
TRATTAMENTO 3D**
(drena, depura e dissolve i grassi)

**INNOVATIVE 3D
TREATMENT**
(drains, depurates and dissolves fats)



Body Shape Program- Anti- Cellulite

From the research of Bottega di Lungavita comes these items which can infiltrate the adipose tissue and disrupt the operations of exchange between the inside and outside (homeostasis).

Target Age: 25~50



an outstanding novelty
from Bottega di Lungavita

SUPER DREN®
cellulite

April

Product Category– *Personal Care*



Supplement Program- Pills

Vita Jelly: A dietary supplement of Royal Jelly with Acacia honey and Vitamin C from Rose Hip extract.

Ferricco: A dietary supplement of Iron, Vitamins C, B2, B6, B12 and Folic Acid in a natural base of extracts of chamomile, fennel and taraxacum.

Target Age: 25~45



April

Product Category— *Personal Care*

Superbeta®



Supplement Program- Drink

Special Supplements for the wellbeing of the skin based on Beta Carotene, Vitamin A, Vitamin C, Vitamin E, Zinc and Selenium. Useful for the compensation of nutritional deficiencies or to meet the body's increased requirement of such nutrients.

Target Age: 25~45



April

Category- *Personal Care*

Neo Vitagola®



Health Program – Throat

An aid for treatment and prevention of seasonal maladies. An excellent preventive approach with Throat Tablets, Spray and Throat Wash which can help users to prepare and strengthen the immunocompetence to face winter attacks of bacteria and viruses.

Target Age: 16~80



April

Product Category– *Cosmetics*

Trucco viso



Make-up Program- Foundation

Hydro Foundation: A truly innovative foundation which keeps the skin physiologically balanced with hydration.

Compact Foundation: Ideal for both combination and oily skins with softening and soothing powders to ensure a matt and silky look.

Cream Sun Foundation: A soft, silky and light compact cream foundation. It completely covers wrinkles, fine lines, redness and imperfections.



Target Age: 16~55

April

Product Category– *Cosmetics*

Trucco occhi



Make-up Program- Eyes

Moisturizing Cream Eye Shadow:

The soft and silky texture which can be easily put on the eyelids to enhance and color the shape.

Pencils: To highlight the outlines of the eyes.

Mascaras: To strengthen and hardens the eyelashes.

Target Age: 16~55



April

Product Category– *Cosmetics*

Trucco labbra



Make-up Program- Lips

Lip Palm: Four pleasant flavors with Vitamin E & A, plant proteins and green tea extracts to protect and moisturize the lips.

Lip Gloss: A range of fashionable colors to perform high-intensity shine.

Color-Change Lipsticks: According to the pH of the skin, the lipsticks take on colors that range from fuchsia pink to violet.

Target Age: 16~55

April

Overall Support

CONFEZIONI REGALO GIFT



ESPOSITORI DISPLAY UNIT



MATERIALE PROMOZIONALE PROMOTIONAL



Marketing Program-Materials

Promotional materials from show window posters, on-floor, counter display units, information folders, magazine & free samples. The magazine dedicated to natural products and a wide range of advertising offer to facilitate the selling for retailers & distributors.



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