



PHYTO H₂O

natural skincare and beauty routine

LAUNCH SPRING-SUMMER 2023



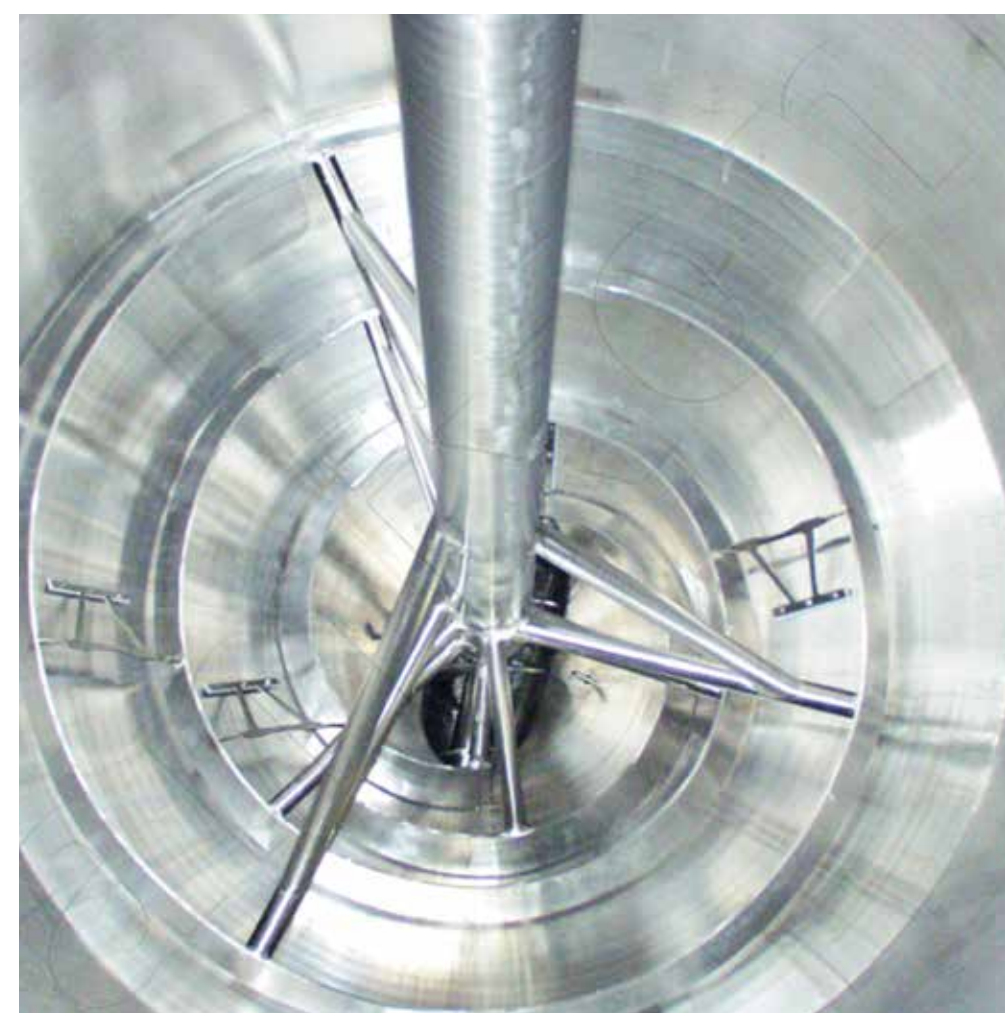
NATURE in the starring role

Officina Fitobiologica

THE STORY OF A PASSION

It was 1977 when Officina Fitobiologica first developed a great love and respect for nature, with its infinite treasures of beauty. Now in its third generation, the Italian company continues to cultivate the insight of founder Aldo Pinotti, who succeeded in combining craftsmanship with advanced cosmetic science and the ancient culture of medicinal plants. Creating, both yesterday and today, original formulas that deliver all the power of botanical actives to the skin.





PHYTO H₂O IS BORN

The new Officina Fitobiologica skincare line originates from the Memory of Water, boosted through our proprietary process known as Biodinamix. These dynamized H₂O molecules can then open plant cells in a way that releases all their active ingredients without the need for chemical solvents. Giving life to eight formulas for a healthy, glowing skincare routine. Genuine natural concentrates that nourish the skin with phytobiological ingredients enriched with Organic Olive Extract.

The memory of water

Fresh as a stream

*An indispensable component
of our body and skin, water regains
its natural vitality thanks
to Biodinamix, the exclusive method
of Officina Fitobiologica. Subjected to
a vibrational energy field, water
becomes as pure and oxygen-rich
as a mountain stream—the perfect
essential element of the PhytoH2O line.*





Precious small fruits

THE BENEFITS OF OLIVE EXTRACT

Organic Olive Extract encapsulates all the benefits of this precious little fruit from which extra virgin oil is made.

Even the Phoenicians referred to it as “liquid gold” thanks to its extraordinary cosmetic properties. High in polyphenols and vitamin E, Organic Olive Extract combats the effects of free radicals and slows the signs of aging.

Regenerating, thanks to vitamin A, it is extremely rich in oleic acids that deeply moisturize and nourish the skin.

Food Grade Hyaluronic Acid



Regenerating nourishment for the skin

FOOD GRADE HYALURONIC ACID

Officina Fitobiologica uses the Food Grade version of this ingredient because it is easily assimilated by the skin and, therefore, has a highly concentrated action. High molecular weight Hyaluronic Acid maintains hydration, while low molecular weight Hyaluronic Acid can penetrate even deeper, stimulating epidermal regeneration.

Water activated by Biodinamix, Organic Olive Extract and Food Grade Hyaluronic Acid act in synergy in every Phyto H2O formula, enhancing its effectiveness.

ADDITIONAL INGREDIENT

Precious phytobiological extracts and effective botanical preparations with 99% plant ingredients, work synergistically with high quality, food grade cosmetic actives. Colors and fragrances are 100% plant based.





SUSTAINABLE PACKAGING

Phyto H2O packaging paper is made according to the criteria of creative reuse (upcycling), using olive processing residues. The use of olive pulp and peel scraps can substitute up to 15% of tree cellulose.

The paper is FSC™ certified, produced with EKOenergy, GMO-free and contains 40% post-consumer recycled waste.

Glass jars, plastic bottles and capsules are also sustainable and made from 60% high-quality recycled material.

A green footprint that sets Phyto H2O apart, thanks to its use of recycled materials, reusable solutions and mono material packaging.

Creative Reuse

For those who love nature as much as we do

knows the needs of her skin

seeks out innovative active ingredients of natural origin

loves fresh, authentic beauty

pays attention to sustainability

expects effective results from her beauty routine

WOMAN PHYTO H₂O



MAN PHYTO H₂O

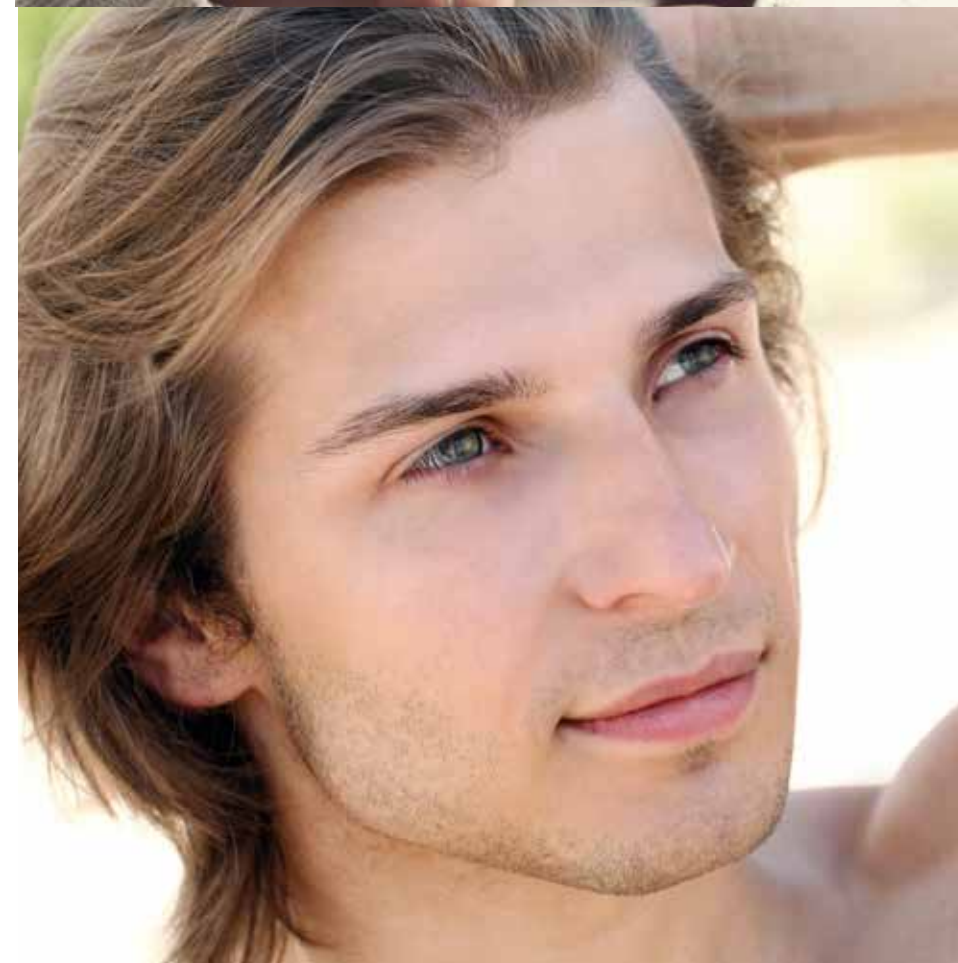
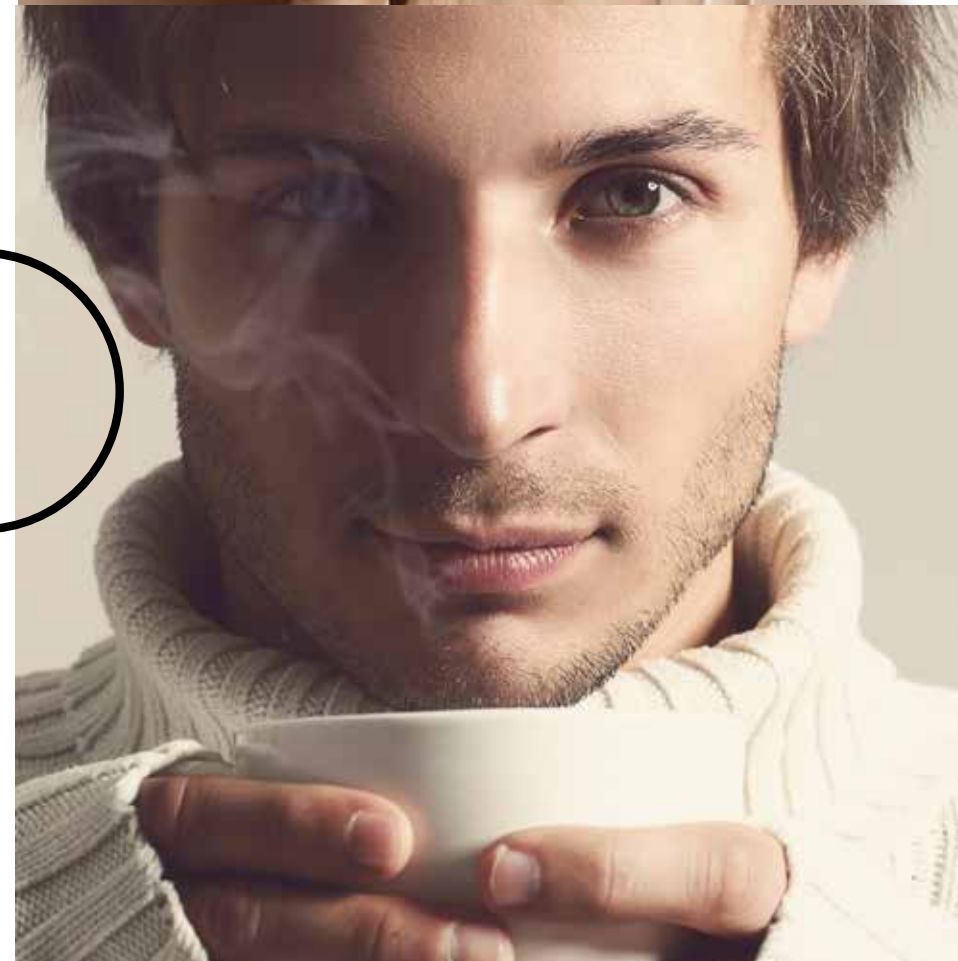
is informed and aware

has faith in himself

believes in eco-friendly products

cares for himself in a natural way

looks for skincare products that are technologically innovative, functional and comfortable





A GARDEN
WHERE BEAUTY FLOURISHES



SKIN BRIGHTENING AGE-DEFYING DAY CREAM

CREMA GIORNO AGE-DEFYING ILLUMINANTE

con Verbascum Flower, Red Rose Petals and Provitamin B5

Verbascum Flower Extract imparts a radiant glow to the face each morning. The cream's soft and comfortable texture is enriched with the anti-aging functions of **Red Rose Petal Extract** and **Organic Olives**, while **Strawberry Extract** helps fight photoaging. Skin appears firmer, smoother and more toned from the first applications thanks to the astringent properties of phytobiological **Hypericum Flower Extract**, moisturizing **Provitamin B5**, and **Food Grade Hyaluronic Acid** with low and medium molecular weights. Italian **Helichrysum Extract** and **Alpha Bisabolol** provide a soothing, anti-reddening action. The delicate 100% natural fragrance of **Centifolia Rose Essential Oil** is enhanced by a touch of **Damask Rose Essential Oil**.

50 ml / 1.7 fl.oz.

PHYTO H₂O



DAY LINE



DAILY REJUVENATION ANTIOXIDANT SYNERGY SERUM

SERUM VISO ULTRA SINERGICO RINGIOVANENTE

with Verbascum Flower, Red Rose Petals and Rose Oil

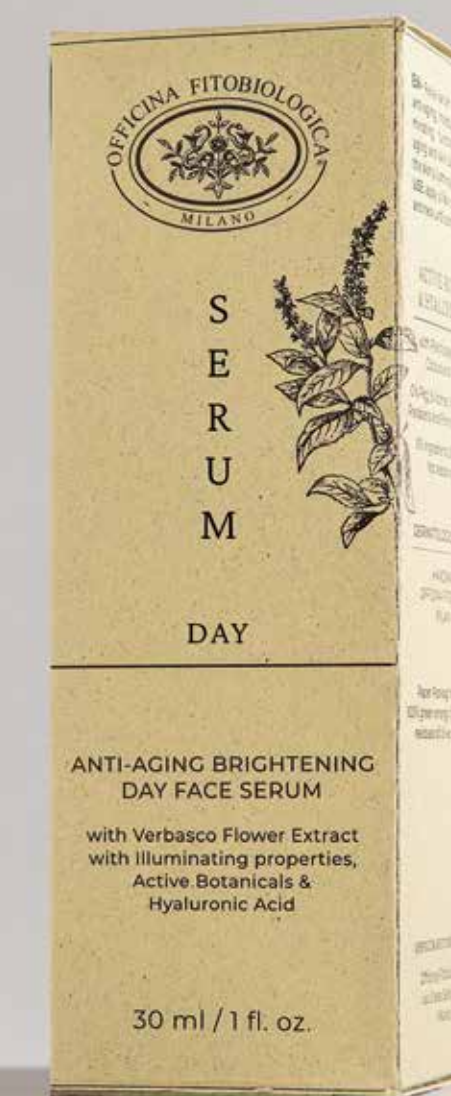
Drops of light and beauty for the skin, which regains its radiance thanks to **Verbascum Flower** Extract. A phytobiological Extract of **Red Rose Petals** caresses the face, diminishing the signs of aging. The facial serum's anti-aging function is powered by the antioxidant properties of **Organic Olive Extract**, in synergy with Rice Oil and Food Grade Hyaluronic Acid at low and medium molecular weights.

Centifolia Rose Essential Oil gives the serum a delicate 100% natural fragrance.

30 ml / 1.0 fl.oz.

DAY LINE

PHYTO H₂O





NIGHTLY RENEWAL INTENSE RESTORATIVE COMPLEX

BALSAMO NOTTE RIGENERAZIONE INTENSA

With an Alpha Hydroxy Acid Mix, Italian Citrus and Shea Butter

A cream that activates skin regeneration during the night with an **Alpha Hydroxy Acid Mix (Fruit Acids)** that promotes cell renewal while, at the same time, stimulating collagen production.

Enriched with Extracts of Sweet Orange and Lemon Peels with an anti-aging action and Organic Olive Extract, rich in antioxidants and nutrients that diminish wrinkles and skin imperfections. **Shea Butter** provides a moisturizing effect, together with **Rice Oil** and Low and Medium Molecular Weight **Hyaluronic Acid**, both Food Grade.

The cream's fresh, 100% natural fragrance is from **Essential Oils of Orange Blossom and Bergamot Peel**.

50 ml / 1.7 fl.oz.

PHYTO H₂O



NIGHT LINE



NIGHTTIME REPAIR LINE-REDUCING CONCENTRATE

CONCENTRATO RIPARATORE NOTTE LINE-REDUCING

With an Alpha Hydroxy Acid Mix and Hybrid Lavender Flowers

Night after night, this facial serum stimulates the regeneration processes of the skin thanks to a mix of **Alpha Hydroxy Acids (Fruit Acids)** that activates cell renewal while, at the same time, stimulating collagen production. Its formula is enriched with the smoothing and soothing action of **Hybrid Lavender Flower Extract** and Low Molecular Weight **Food Grade Hyaluronic Acid**. **Organic Olive Extract** works by deeply moisturizing and reducing wrinkles and skin imperfections, leaving the skin with a dewy, revitalized appearance.

Lavender Essential Oil gives the serum a fresh, 100% natural fragrance.

30 ml / 1.0 fl.oz.

NIGHT LINE

PHYTO H₂O





ACTIVE RECOVERY FIRMING MOISTURE MASK

MASCHERA ATTIVA IDRATANTE E RASSODANTE

With Peppermint Extract, Italian Citrus and Shea Butter

A face mask with a light yet compact consistency that gifts skin the freshness of **Peppermint Extract** with its purifying action. A relaxing, beauty break to effectively counteract sagging skin and other signs of aging with the anti-aging properties of **Lemon Peel Extract** and the moisturizing, nourishing functions of **Organic Olive Extract** and **Shea Butter**. Skin appears softer and smoother, thanks to emollient-rich Provitamin B5 and medium molecular weight **Food Grade Hyaluronic Acid**. **Bergamot Peel Essential Oil** gives the mask a fresh, 100% natural fragrance.

50 ml / 1.7 fl.oz.

PHYTO H₂O



TREATMENT



DOUBLE EXFOLIATION VITAMIN-RICH FACIAL SCRUB

SCRUB VISO VITAMINICO ESFOLIANTE

with Olive Kernel Powder, Hypericum Flowers and Helichrysum Italicum

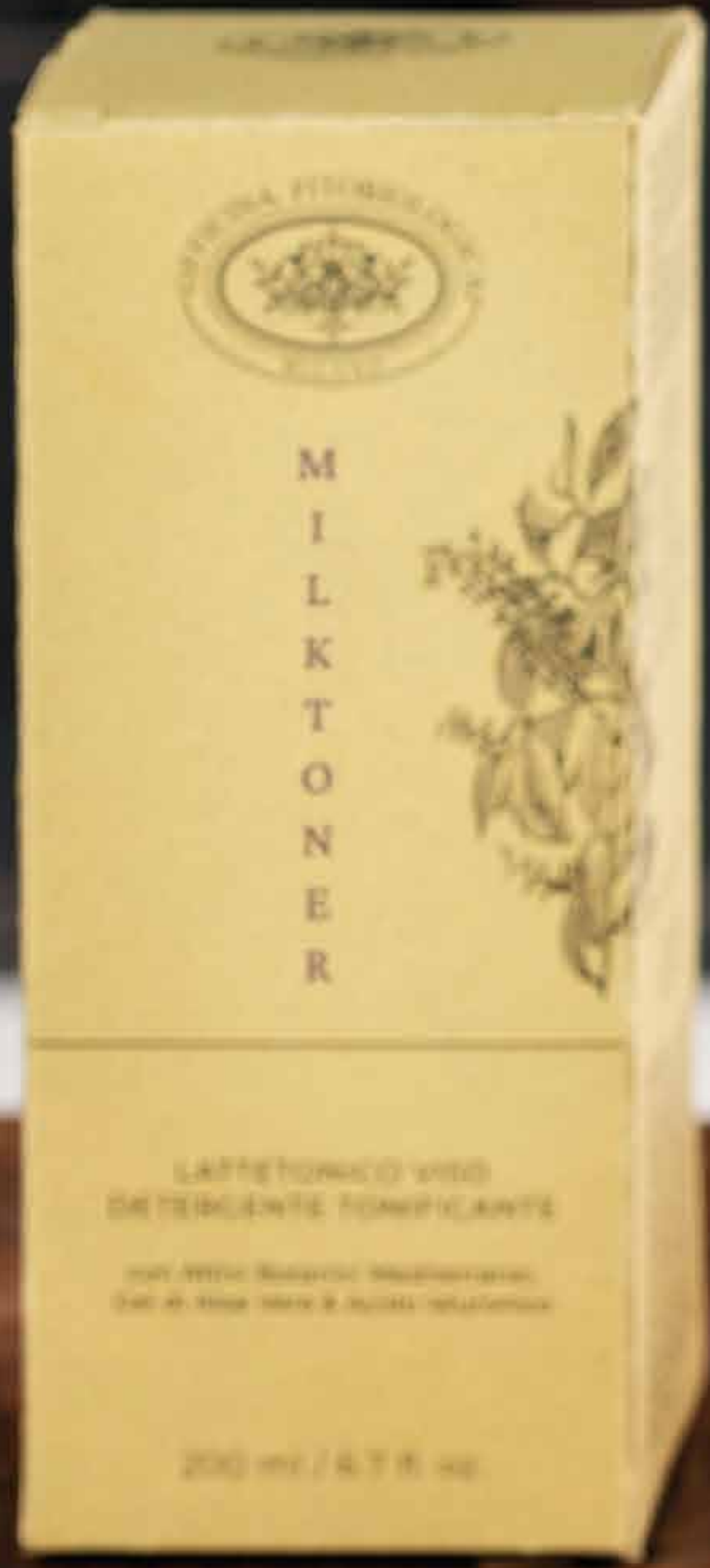
This antioxidant-rich, smoothing and nourishing scrub is formulated to gently exfoliate the superficial layer of the epidermis. An **Extrafine Powder of Italian Olive Kernels** deliver a purifying action and let the skin breathe, while **Nettle Leaf Extract** clears away impurities. **Organic Shea Butter** and **Provitamin B5** deeply nourish, along with **Organic Olive Extract**, which also counteracts the effects of free radicals. The treatment is enriched with the astringent properties of **Hypericum Leaf and Flower Extract** and the soothing action of **Helichrysum Italicum Extract**. **Orange Blossom Essential Oils** and **Bergamot Peel** lend a fresh, 100% natural fragrance.

50 ml / 1.7 fl.oz

TREATMENT

PHYTO H₂O





SKIN BALANCING PURIFYING MILK TONER

LATTE TONICO RIEQUILIBRANTE PURIFICANTE

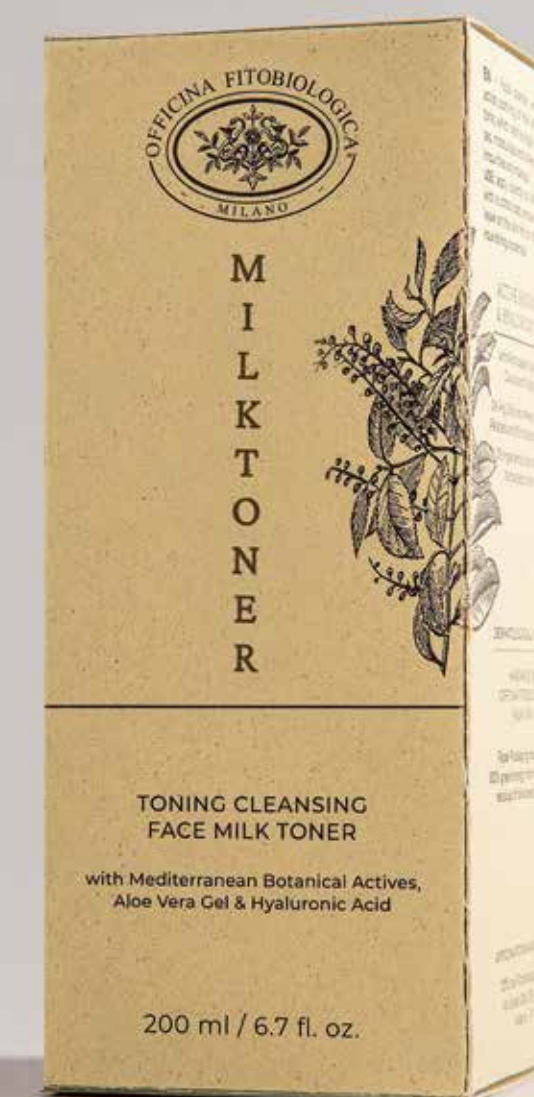
With Aloe Vera, Italian Citrus and Lavender Flowers

The soothing effect of milk is united with this toner's purifying formula, gently freeing the skin of impurities and reviving and brightening the complexion. Just one step protects and soothes with **Aloe Vera Gel**, moisturizes and tonifies with **Organic Olive Extract** and Medium Molecular Weight **Food Grade Hyaluronic Acid**, and diminishes signs of aging with **Sweet Orange and Lemon Peel Extracts**. The skin appears smoother, fresher and more radiant thanks in part to the smoothing action of **Mediterranean Hybrid Lavender Flower Extract**. **Orange Blossom** and **Bergamot Peel Essential Oils** give the toner a fresh, 100% botanical fragrance.

200 ml / 6.7 fl.oz.

CLEANSER

PHYTO H₂O





NOURISHING CLEANSING OIL GENTLE MAKEUP REMOVER

OLIO DELICATO NUTRITIVO DETERGENTE STRUCCANTE

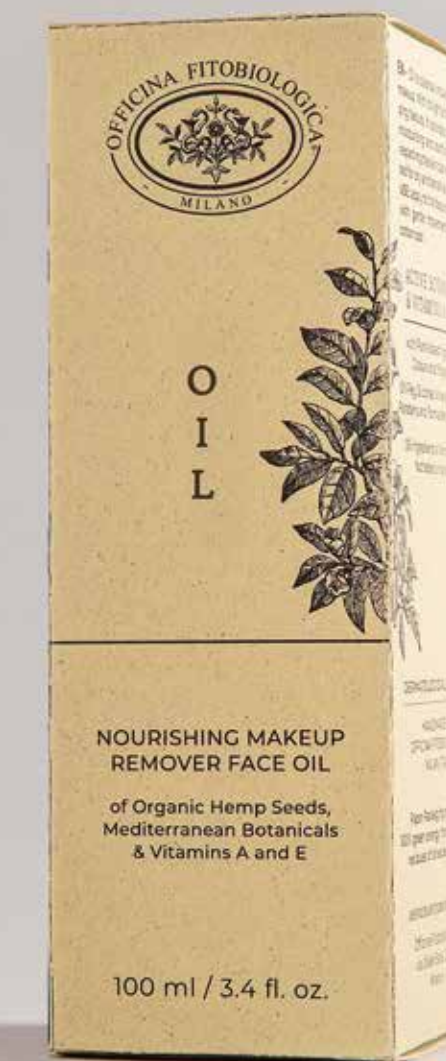
with Hemp Seed Oil and Essential Oils of Melissa and Bergamot

An oil with a light, enveloping texture that gently but effectively cleanses the skin of impurities and makeup, while respecting its natural barrier. Its dual-action formula is moisturizing and soothing, enriched by the protective functions of **Food Grade Hemp Seed Oil** and nourishing and emollient-rich **Organic Olive Extract** and **Pure Natural Castor Oil**. Antimicrobial properties of **Bergamot Essential Oil** and **Lemon Balm Essential Oil** add a refreshing touch. The natural mix of botanical actives act in synergy with anti-aging **Vitamin A and E** and **NMF (Natural Moisturizing Factors)**, which add tone and elasticity. **Bergamot Essential Oil** gives the formula a delicate, 100% natural scent.

100 ml / 3.4 fl.oz

CLEANSER

PHYTO H₂O





WHERE AND HOW WE SUPPORT NATURE

DISTRIBUTION

Officina Fitobiologica has been on the scene for decades with its products, both branded and private label, at numerous specialized retailers throughout Italy.

Since 2021, the company has successfully activated ecommerce with its own Online Shop and extensive digital promotion.

In 2022, the company launched an internationalization plan, with a focus on the Northern European market.

ADOPT AN OLIVE TREE

Officina Fitobiologica translates its passion for nature into concrete commitment through original initiatives aimed at the final consumer.

The company is launching the "Adopt an Olive Tree" project to counter the devastation in southern Italy with the severe Xylella infection that has destroyed entire olive groves, wiping out the main source of CO2 compensation in the southern regions.

By purchasing Phyto H2O products, consumers can adopt an olive tree, which will be planted by Officina Phytobiologica. Those who participate will obtain a certificate of adoption, with the geolocation of the tree and the amount of CO2 it removes from the environment, in addition to receiving a liter of olive oil produced by the adopted tree each year.

A new form of sustainability based on the values of sharing and participation.





A JOURNEY THROUGH THE OLIVE TREES

Officina Fitobiologica stays close to those who choose its products with a special initiative.

A premium stay in the beauty farm "Il Paradiso degli Ulivi" located in the rolling Tuscan hills.

From this enchanting territory comes the **Extra Virgin Organic Olive Oil Extract** that the company uses in its Phyto H2O line.

During your stay, you will be offered treatments using products from the new line.



CERTIFICAZIONI

The safety and efficacy of Officina Fitobiologica cosmetics is guaranteed by rigorous quality controls and certified by leading bodies in the international cosmetic and dermatological sector.



DERMATOLOGICAMENTE TESTATO
Centro di Cosmetologia
Università di Ferrara | Italia



CAMERA DI
COMMERCIO
MILANO



EXCELLENCE BY NATURE
MADE IN MILAN SINCE 1977



B2B WEBSITE

www.officinafitobiologica.com - info@officinafitobiologica.com

Tel +39 02.66.22.04.56

OFFICINA FITOBIOLOGICA S.R.L.

VIA ULISSE SALIS, 28 - 20161 MILANO - ITALY

ITO3731410159

