



around the world

index

1

vision & mission 2

products 3

nature meets innovation 6

sustainability 12

certifications & recognition 13

opportunity 15



vision

We believe that each of us deserves to feel at their best in their own skin.



mission

We craft effective, sustainable beauty solutions, turning everyday skincare into a refined ritual inspired by the power of Made in Italy.



products

3

Five solid formats designed to address every skin need.

Three are dedicated to facial cleansing under the **PureWash line**, each with a targeted function: exfoliating, moisturizing, and gentle cleansing.

The remaining two belong to the **Exfolia line** and are formulated specifically as scrubs: one for the face and one for the body.



Fillerist is the anti-aging, plumping serum for face and neck, designed for those seeking visibly smoother, brighter, and firmer skin.

Its formula is enriched with an exclusive combination of hyaluronic acids of different molecular weights and advanced peptide complexes.



products

4

Water Tank wraps the skin in lasting hydration, creating a water reservoir that keeps it plump and radiant all day long.

Overnight Restore works in sync with the skin's nightly rhythm, smoothing texture and reducing imperfections.

You wake up to skin that feels rebalanced, rested, and luminous.



Silky Shot offers an advanced formula with 40% oil, restoring the skin's lipid film and protecting it from external aggressors.

Its balm-to-lotion texture melts into the skin, creating a silky finish without leaving a trace.

Perfect for rehydrating the skin after sun exposure.



our Argan oil

- 100% organic, USDA-certified
- Directly sourced from women's community in Morocco
- Suitable for face, body, and hair
- Helps deeply hydrate the skin
- Soothes irritation and visible redness
- Ideal for the delicate eye contour area



nature + innovation



nature meets innovation

Argan oil deeply moisturizes thanks to fatty acids and Vitamin E.

← DEEP HYDRATION →

Low molecular weight hyaluronic acid delivers moisture to the deeper layers of the skin.

Argan oil reduces wrinkles and maintains luminosity of the skin.

← ANTI OXIDANT →

A peptide complex stimulates collagen synthesis, slowing down the aging process.

Argan oil improves elasticity, thanks to Omega-3 and six different fatty acids.

← ELASTICIZED →

Hyaluronic acid in HIGH PCT/QTY retains water, making the skin elastic and firm.

Argan oil protects the skin from external factors, reducing damage.

← PROTECTS →

Phenoxyethanol maximizes film-forming properties, acting as a protector against external agents.



results you can feel.

8

- All of our moisturizing products deliver **immediate hydration** after application. After approximately four weeks of use, hydration levels increase by up to 65%.
- Anti-wrinkle products show **visible results** within 15 minutes of application. A 62% reduction in fine wrinkles is observed after 15 days, while deep wrinkles decrease by 14% after 28 days.
- Products targeting dark circles and puffiness deliver visible results after 28 days of use, with a 53% **reduction in bluish discoloration** and puffiness.
- All smoothing creams demonstrate visible pore refinement after 14 days of application, with a 22% **reduction in fine pores** and a 5.5% reduction in larger pores.



target markets

- **Italy** – selective distribution model
- **GCC** – regional expansion focus
- **Russia**
- **Japan**



an Italian success story

10

- Selected perfumery showcases supported by in-store activations to drive product discovery
- Ongoing brand presence in premium gyms, reinforcing a high-end lifestyle positioning



our values

11

We carefully select extraction methods that preserve the integrity and properties of each raw material. Our team continuously researches and develops innovative formulas, staying aligned with the latest cosmetic advancements.

Sustainability is central to our approach: we use recycled glass packaging and develop formulas composed of more than 56% natural-origin ingredients.



sustainability

We source our argan oil directly from different women's cooperative near Essaouira.

This direct relationship ensures the highest standards of purity and sustainability, while supporting local communities and fair trade practices.

Our approach actively promotes female entrepreneurship and a culture of responsible, inclusive business.



certifications

our standards



Certificate of Analysis

recognition

what they say about us

"... I love this scrub! It makes the skin super soft and smooth right away. A must-have..."

"... This night cream is a cuddle for the skin! In the morning, the face is soft, hydrated and rested. It absorbs immediately without being greasy. I love it..."

"... Top hydration! My skin has never been so bright and soft. Light consistency, it absorbs immediately. I'll buy it again..."

"... I have combination skin and this cleanser is the perfect solution: it cleans deeply without attacking. After use, the skin is smooth and matte..."



why us

14



ONE OF ITS KIND

expanding category value through
unique product lines on the market

RESEARCH

research department with constant
development of new formulas

MARGINALITY

above the category benchmark



tailor made opportunities

Our brand identity is fully customizable in terms of aesthetics, allowing it to be tailored to different positioning needs and market expectations.

This flexibility enables the development of packaging concepts designed for diverse contexts, enhancing the overall customer experience.

Every detail can be carefully crafted to express a distinct identity and elevate the product in a unique and impactful way.



meet the team

16



Fulvio Romano

CEO

Entrepreneur with over 30 years of experience across B2B and B2C sectors, Fulvio drives strategic growth, investment planning, and international development, building sustainable businesses designed to create lasting impact.



Silvia Sacco

Founder & CFO

With a background in international political science and executive leadership, Silvia leads Argan De Vie with a strong ESG vision, integrating sustainability, governance, and long-term strategy into every business decision.



Giovanna Toaldo

With extensive experience in administration, finance, and compliance, Giovanna ensures operational precision across every process, from certifications to international logistics. She safeguards the structure behind the brand's credibility and global expansion.



Alessandra Mura

ICF-certified coach with a PhD in Economic Research Methodology, Alessandra brings deep expertise in leadership, emotional intelligence, and team development. At Argan De Vie, she fosters a culture where people, purpose, and performance grow together.



discover more on our website



info@argandevie.com
customer@argandevie.com
[+39 348 189 7901](tel:+393481897901)

 Argandevie  argandevie

Via Fratelli Giordano 1/A, 10023, Chieri (To)- ITALIA