



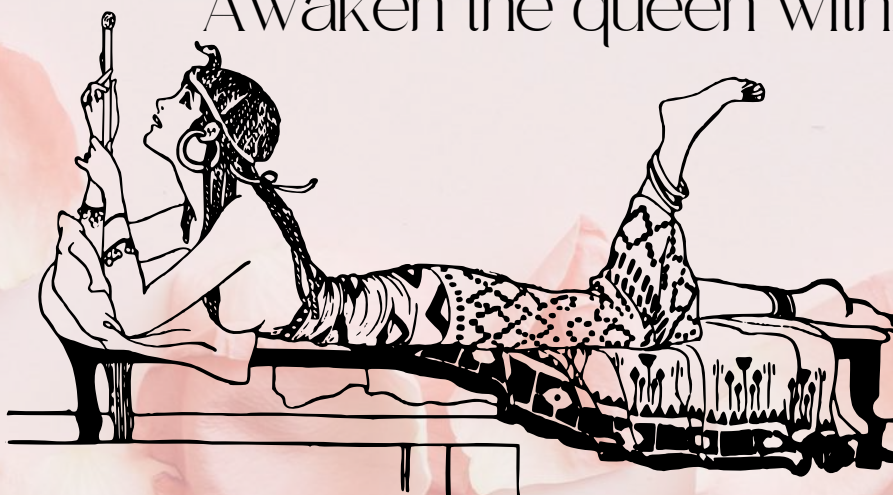
Cleope



Natural and Organic Cosmetics  
for Mature Women

**THE LINE INSPIRED BY CLEOPATRA**

“Awaken the queen within you”



# Nature

takes care of us

and our skin



The new Cleope Natural Cosmetics line

CLEOPE.EU

# ECOSUSTAINABLE BEAUTY



*Natural  
Cosmetics for  
Your Mature  
Skin*

**Mature Beauty is a form of power, and Cleope  
is here to enhance and celebrate it**

Cleope, the new line of Natural, Organic, Certified and Made in Italy Cosmetics inspired by Cleopatra. "Cleope" in fact is a diminutive of Cleopatra and was used to refer to her affectionately.

Discover Cleopatra's Ancient Beauty Secrets with our extraordinary line of Cosmetics inspired by Ancient Egypt.

Each product in the Cleope line has been carefully developed to revitalize, nourish and improve mature skin, delivering visible and lasting results.

From moisturizing creams to plumping serums, from anti-aging treatments to regenerating masks, Cleope offers a full range of high-quality products that address the specific needs of adult women.

Cleope is more than just a line of Cosmetics.

It is an invitation to all Mature Women to embrace their authentic Beauty, celebrate their age and take care of themselves in a loving and natural way.

A solution that combines outer Beauty with inner Wellness.

We hope Cleope will inspire women of all ages to live their unique Beauty and embrace the wisdom that comes with experience.





Discover the ancient beauty secrets of Cleopatra with our extraordinary line of Natural and Organic Cosmetics inspired by Ancient Egypt.

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## MY NAME IS SIMONA SESSA



I'm a Naturopath, Visagist, Image Consultant, Makeup Artist, Beauty Consultant, Aesthetician and Journalist. I present my line of Cleope Natural and Organic Cosmetics, inspired by the legendary Queen Cleopatra and ancient Egypt.

My passion for the Beauty and Wellness industry grew out of an awareness of the importance of taking care of oneself in a natural and sustainable way.

As a Naturopath, I focus on achieving inner balance and well-being through the use of natural remedies and holistic practices.

With my experience as a Visagist and Beauty and Image Consultant, I am dedicated to helping people discover their true inner and outer Beauty by providing personalized advice on skin care, makeup and style.

As a Makeup Artist and Aesthetician, I have acquired skills in makeup application and skin care, preferring Natural and Organic products.

*Simona Sessa*



## NATURAL COSMETICS ENTREPRENEUR

A momentous change in my career and life occurred when I decided to abandon chemical makeup and Cosmetics that were causing irritation and redness on my skin.

In search of healthier and kinder alternatives, I discovered the magic of Natural Cosmetics and mineral makeup. This breakthrough had a profound impact on me, both personally and professionally.

My sensitive skin finally found relief and healing through the use of Natural and gentle ingredients. I was amazed at the results I achieved: more radiant, healthy, and irritation-free skin. The experience inspired me to share this discovery with others, especially women who might face similar challenges related to age and skin maturity. And thanks to my choices at age 54, I look 10 years younger. Everything as Nature creates...



So, with my passion for Natural Beauty (given the results on me) and inspiration from the legendary figure of Cleopatra, I had the idea to create a line of Cosmetics dedicated to mature women and first wrinkles from 30 years old and up. I wanted to come up with products that would meet the specific needs of mature skin while offering a Natural and premium solution.

## THE LINE FOR MATURE WOMEN AND FIRST WRINKLES FROM AGE 30 AND UP



The Cleope Cosmetics line was conceived as a tribute to Queen Cleopatra and her eternal Beauty.

I thoroughly studied the secrets of her ancient Beauty routine and was inspired by the precious ingredients used by the Egyptians.

Cleope represents the essence of timeless Beauty and ancient wisdom by combining Natural and Organic ingredients with innovative formulations.



# Mission

The Mission is to promote authentic and healthy Beauty, avoiding petrochemicals and favoring ingredients of Natural and sustainable origin.

The Cleope Cosmetics line reflects this philosophy, offering high quality products made with Organic and environmentally friendly ingredients.

Each product has been carefully developed to deliver effective results and ensure maximum customer satisfaction.

Cleope is a tribute to the timeless Beauty of Cleopatra and the Ancient Egyptian wisdom that has always valued the beneficial properties of Natural ingredients.



# CERTIFIED LINE

## CLEOPE DOES NOT CONTAIN

- Parabens, Sle/Sles, Paraffins, Silicones, Mineral Oils, Synthetic Dyes, Pegs, Silicones, nanoparticles.
- Products not tested on animals. We are cruelty free.

## CLEOPE CONTAINS

- only Natural and nutritious ingredients in our products without any harmful petrochemicals
- the mark will never contain suspect chemicals.
- Organic ingredients
- many products are Vegan

## CERTIFICATIONS

We are among the few companies in Italy and in Campania that can boast the AIAB - Associazione Italiana per l'Agricoltura Biologica (Italian Association for Organic Agriculture) certification and display on their labels the BIO ECO COSMESI conformity wording as well as the special mark provided.

## IL CERTIFICATO

The AIAB (Italian Association of Organic Agriculture), certifies Organic products made by Italian firms, according to association standards that prohibit the use of chemical pesticides.

The first recognition on Organic Cosmetics in Italy created over 10 years ago, it guarantees compliance with a specification and the use of good practices:

- Only plant-based raw materials that are non-allergenic and irritating;
- Use of agricultural and livestock products from Organic Farming.

## NICKEL TEST

Nickel free certification on each lot and product to minimize the risk of allergic reactions to Nickel.



## "Awaken the Queen within you"



Relive the elegance and grandeur of the Queen of the Pharaohs as you embark on a journey to skin perfection.

Our products are formulated with precious ingredients just like Cleopatra's Secret Beauty Elixirs.

Let the magic of precious ingredients and nutrients from Nature envelop you.

Our line of Cosmetics enhances your inner and outer Beauty, offering a rejuvenating and luxurious treatment.

Awaken your skin with the power of enchanted deserts and the freshness of the Nile.

Our products will transport you to a time of fascination and mystery, offering you an unprecedented sensory experience.

Feel the gentle touch of the Rose on your skin, while the other natural ingredients envelop you with their Divine fragrance.

Revolutionize your Beauty routine with our exclusive Cosmetic line inspired by Cleopatra and Ancient Egypt-the epicenter of Beauty and elegance.

We are proud to present you with a collection that celebrates the historical legacy of Ancient Egypt. The Egyptians were pioneers of natural cosmetics and make-up. Thousands of years ago, in the heart of this extraordinary civilization, the Egyptians discovered the power of Cosmetics and Beauty rituals.

They understood that Beauty was not just superficial, but had deep and symbolic meaning.

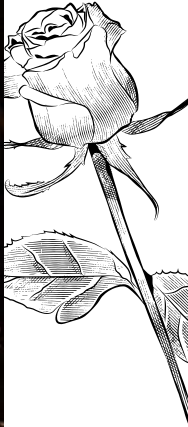
Their skin care and make-up products were imbued with a spiritual connection to the Divine and Nature.

The Cleope Cosmetic line captures that age-old essence, combining the finest Natural ingredients with the wisdom and knowledge of the Ancient Egyptians. Each product is carefully formulated to deliver extraordinary results for your skin.

Awaken your inner Queen and immerse yourself in a sensory journey into the Beauty of Ancient Egypt.



# The Rose for Perfect Skin



Rose was one of the most frequently used ingredients by Cleopatra to preserve her beauty.

Cleopatra, the legendary queen of Egypt, was famous for her Beauty and charm, and it is said that she used a number of Natural ingredients to take care of her skin.

Among these ingredients, it is said that she preferred Roses.

Rose was considered Cleopatra's favorite ingredient for her cosmetics because of its beneficial properties for the skin and its irresistible scent.

Roses were widely cultivated in Ancient Egypt and had symbolic and spiritual value.

Cleopatra was fascinated by the beauty and elegance of Rose flowers, and she used the petals to obtain numerous benefits for her skin.

Roses were especially prized for their fragrance and beneficial properties for the skin.

Cleopatra used Rose petals to create fragrant oils, ointments, and creams.



The Rose is an aphrodisiac.

First, Rose petals contain a variety of nutrients, including vitamins, antioxidants and organic acids. These components have moisturizing, soothing and regenerating properties for the skin.

Applying Rose petals to the skin helps to deeply moisturize it, improving its elasticity and giving it a more youthful and radiant appearance.

In addition, Rose petals contain Natural essential oils that contribute to their distinctive scent.

Cleopatra used scented oils obtained from Rose petals to create customized fragrances, which she wore to enhance her Beauty and charm.

The scent of Roses was said to have an aphrodisiac and seductive effect, and Cleopatra exploited this to accentuate her power of seduction.

## THE ROSE A SPIRITUAL AND BEAUTY SYMBOL

The Rose was considered Cleopatra's favorite ingredient for her cosmetics because of its beneficial properties for the skin and its irresistible scent.

Rose petals were said to be macerated in sesame oil or olive oil to extract their aroma and nutritive components. These scented oils were used to massage the body, leaving the skin moisturized and fragrant.



The use of Roses in her Beauty routine was a way to keep her skin healthy, moisturized, and perfumed, thus contributing to her legendary Beauty and allure.

Cleopatra used these Natural ingredients in combination with other essential oils and plant extracts to create ointments, face masks, and custom perfumes.

Her Beauty and fame helped popularize these ingredients in Ancient Egyptian Cosmetics and they are still used in many Cosmetic formulations today for their beneficial properties for the skin.

## A PRECIOUS LINE INSPIRED BY CLEOPATRA'S BEAUTY ELIXIRS



Our rich and nourishing formulas will transform your skin, hydrating, brightening and smoothing it.

Our care and attention to every detail, from packaging to fragrance, will make you feel like an Egyptian Queen in your daily Beauty ritual.

No matter how old you are, your Beauty is timeless and unique.

Our products are formulated with fine ingredients just like Cleopatra's Secret Beauty Elixirs.

# Rebirth with CleoPe

## The Art of Eternal Youth



## CLEOPE'S LAUNCH PRODUCTS



FACE CREAM

Face cream ideal for mature skin and 30 years and older. With the "Wellness of Happiness" Anti-Stress Complex.



FACIAL SERUM

Precious facial serum to improve skin by diminishing expression lines. With organic rosehip extract.



LIP CREAM

Lip cream with precious Hyaluronic Acid spheres and the Hibiscus complex. Plumping effect.



EYE CREAM

Mature skin eye contour cream with Olive Oil and Albizia complex.



EYES PATCH

Lift and soothing eye patch with Mullein flowers and organic Chamomile.



ANTI-AGING MASK

Face mask to soften expression lines. Ideal product for mature skin. Lift effect.



LIP PATCHES

Lip patch for marks called "barcode". Produced with Hibiscus and Ginseng.

cleope.eu



*Cleope:*

*The Elixir of Your Beauty*



**Remember:**

**your Mature skin  
Is a treasure to be celebrated  
and we are here  
to accompany you on this journey.**



Cleope Cosmetics not only  
work on your skin,  
but also offer an  
incredible sensory  
experience.

**NO MATTER HOW OLD YOU ARE,  
YOUR BEAUTY IS TIMELESS AND UNIQUE**





## ISKIN IMPERFECTIONS 30 YEARS AND OLDER

Our line is designed for women aged 30 and older who wish to preserve and enhance the Beauty of their skin to the fullest until they reach mature age.

A woman's skin can begin to show signs of aging at different stages of life, but usually the first traces become visible around age 25-30.

As the years progress, usually around age 40-50, more pronounced skin imperfections, skin blemishes, and loss of tone may appear.

It is important to intervene as early as age 30 to preserve Beauty well into old age.

Our choices today affect our future appearance. And the face is your calling card and must be perfect.



We know that age brings unique skin challenges, which is precisely why we have created a line of products that care for the specific needs of your mature skin.

Our Cleopatra-inspired Cosmetics are formulated with select ingredients to fight the signs of aging, reduce skin imperfections, and restore your skin's vitality.

We care deeply about your well-being and self-confidence. We want you to feel the Beauty inside you shine on your skin.

Our Cleope line, inspired by Cleopatra, is specially developed with advanced formulations that nourish, hydrate and smooth your skin, restoring its elasticity and radiance.

Be proud of your age and embrace the Beauty that only experience and maturity can bring.

With our Cleope line, you can preserve your skin and enjoy your Beauty at every stage of your life.

# To you woman...



Dear Woman you are on the verge of discovering a world of Beauty and unique inspiration.

Our Cleopatra-inspired Cosmetics are created especially for you, a modern woman who wishes to relive the charm and grandeur of Ancient Egypt.

Why should you choose our Cleopatra-inspired Cosmetics?

The answer is simple: because you deserve to feel like a Queen every day. The special collection was developed with the intention of projecting an unprecedented Beauty experience that goes beyond aesthetics.

Immerse yourself in the luxury of our products, made with Natural and fine ingredients that Cleopatra herself would have used.

Each ingredient has been carefully selected for long-lasting results. Your skin will be hydrated, smooth and radiant, while your senses will be transported on a sensory journey into the past.

## THE BEAUTY WITHIN YOU DESERVES TO BE EXALTED AND CELEBRATED

But there's more. When you use our Cleopatra-inspired Cosmetics, you are also connecting with a millennia-old tradition.

Cleopatra and Ancient Egypt pioneered Cosmetics and Natural Make-up, understanding that Beauty has deep symbolic meaning. With our products, you can rediscover the importance of taking care of yourself, expressing your uniqueness and evoking a sense of inner power.

We invite you to become the star of your own Beauty story, rediscover your inner royalty and explore the connection between body, mind and spirit through our Make-up and skincare treatments.

Every time you use our Cosmetics you are taking complete care of yourself, revealing your true Beauty and the divine essence that resides within you.

We are here to help you awaken the Queen within you. Choose Cleopatra Cosmetics and embrace the timeless elegance, inner power and mystery of Ancient Egypt.





## Our Campaign

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# Cleope and the Rose The Beauty of Mature Women

Join us in this extraordinary Beauty Awareness Campaign for Mature Women with Cleope Cosmetics.

We celebrate the Natural majesty of Mature Women, inspired by the legendary Beauty of Cleopatra and the secret of her Beauty Elixir: the Rose.



We wish to honor the strength, wisdom and unique Beauty of every woman, recognizing that age is just a number and true Beauty shines through authenticity.

Like Cleopatra, who embraced the Rose for its inherent magic, we at Cleope believe in the power of Natural and Organic ingredients to nourish and revitalize the skin of Mature Women.



# YOU ALSO PARTICIPATE



If you are a Mature Woman aware of your Natural Beauty participate in our initiative by sending us a photo of you holding a Rose, a symbol of your Enduring Beauty and connection with Nature.

Send us the photo and release you find on the website to [info@cleope.eu](mailto:info@cleope.eu).

We will embed your photo in our social channels.

Post the photo in your social as well and then use the hashtag [#CleopeRosa](#) and tag [@cleopecosmetics](#) to let everyone know about this wonderful testimony of authenticity and self-reliance.

With Cleope and the Rose, we celebrate the timeless Beauty of Mature Women together and promote awareness of a Natural and loving approach to skincare.

We are certain that every woman possesses a unique and unmistakable Beauty, just like a Rose petal in a blooming garden.





“Don't forget that Nature has produced everything you need to live in excellent health.”





How Nature  
creates...



Awaken the  
Queen within  
you!





May Nature  
be with you ...



  
Awaken the  
Queen within  
you!



# Renaissance with Cleope: The Art of Eternal Youth

[cleope.eu](http://cleope.eu)



## THEY SAY ABOUT US.



”

"Results  
extraordinary,  
from the very first  
day."

Angelica Solima



”

"A wonderful line  
that reflects  
ancient traditions."

Francesca De Caro

”

"Finally, a line that  
takes care of the  
skin naturally"

Tonia Bartolo





# Cleope



**Mature Beauty is a Form of Power**

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**"Awaken the Queen within you"**

