

ELELÛ®

Natural Beauty Multifunctional Products Authentic Stories

A sensory journey, inspired by the colors and scents of the sun-kissed Mediterranean coasts, capturing the essence of nature in every product.



A close-up photograph of two women with long, dark hair. The woman on the left is looking slightly to the side, while the woman on the right is looking directly at the camera. They are both smiling gently. The background is a textured, light-colored wall. The text "Embrace *real* beauty" is overlaid in the center.

Embrace *real* beauty

CONCEPT OF BEAUTY

At Elelù Beauty,
we believe that
perfected, filtered, or
flawless skin does not
exist.

We see beauty as a journey toward
authentic skin, a path of self-
awareness and self-love.

We invite you to explore a paradigm of
natural and multifunctional beauty,
simplifying your daily routine with
products that benefit the body, mind,
and environment.



BEAUTY +

SUSTAINABILITY AND EFFECTIVENESS

At Elelù Beauty
we believe that
beauty is
timeless and
ageless.

Elelù Beauty was born as a
ritual of rebirth, designed to
evoke those emotions that
make us feel confident and
connected to ourselves and
others



Elelù' evokes the French term 'élire,'
which means 'to choose.'
This linguistic connection symbolizes
our brand's mission: to offer beauty
products that combine sustainability
and effectiveness, representing a
conscious choice for consumers who
value quality, innovation, and
environmental commitment.

Elelù Beauty represents the rebirth of
every woman towards a gentle and
respectful beauty for herself, others,
and the environment.

It is a mindful gesture that reflects the
desire to make a difference in the
world.



A SUSTAINABLE APPROACH TO BEAUTY

Circular Beauty

Circular Beauty is a philosophy aimed at reducing waste and the environmental impact in the cosmetic industry, adopting sustainable practices throughout the entire product life cycle.

Additionally, it promotes transparency and corporate responsibility, allowing consumers to make informed and conscious choices for their beauty and for the environment.

This innovative approach emphasizes cosmetic upcycling and the careful selection of sustainable and natural ingredients without sacrificing the effectiveness of active principles.



INNOVATION MADE IN ITALY

Upcycled Ingredients



Apples from Trentino through Bioliquefaction® are used to produce Regenine®, which is present in You're so GLOWLY



Organic grape skins from Emilia through Bioliquefaction® is used to produce Regenine®, which is present in You're so GLOWLY.



Organic bran from the Po Valley through Bioliquefaction® is used to produce Regenine®, which is present in You're so GLOWLY.



Mediterranean mullein flowers through plant photoluminescence are used to produce LUMINESCINE®, which is present in You're so GLOWLY.



Unsaponifiable elements of Mediterranean olive oil promote the enzymatic activity of collagen-producing cells, and is present in OilL in One.



The Bidens Pilosa plant, belonging to the Asteraceae family, is used to obtain REVINAGE®, present in OilL in One.



The manna from Sicily's Madonie Mountains through Hyperfermentation is used to produce MannaFerm HF®, which is present in Re-Freshing & Go and You're so GLOWLY.




Sicilian lemons through Bioliquefaction® are used to produce Regenine®, which is present in You're so GLOWLY.



Tomato peels from Apulia through Bioliquefaction® are used to produce Hydropom®, which is present in Re-Freshing & Go and You're so GLOWLY.

[LEARN MORE HERE](#)





MEET THE FOUNDER, MARGHERITA SETTE

My Story

After a career in marketing and various personal challenges, Margherita found a new inner strength and embarked on a journey of renewal, guided by quality: the quality of time spent with family, the quality of the ingredients to nourish both body and soul, and the quality of actions aimed at protecting our planet

Inspired by the names of her twin daughters, Elelù Beauty symbolizes not only a deep family bond but also a commitment to the awareness and sustainable shift that Margherita wanted to see in the world.

“I created each product inspired by the things I love: the vibrant scents of my childhood, the sound of the sea, the sand flowing through my hands, and the earth’s generosity. Through my beauty line, I want every woman to rediscover the love for herself in the mirror, finding the strength to authentically reconnect with the people and the environment around her.”

Margherita





RESPONSIBLE OUTSOURCING

Made in Italy

Our ingredients are carefully selected: natural, vegan, cruelty-free, and free from harmful substances.

At Elelù, we are committed to transforming what is considered plant waste into valuable cosmetic resources. Our sustainable vision aims to reduce waste and enhance natural raw materials.

At the heart of our commitment is respect for the planet. We primarily use ingredients that are Made in Italy, a symbol of artisanal quality and innovation.

Elelù thus integrates sustainability and performance, creating cosmetic solutions that respect the environment and celebrate natural beauty.



EXCELLENCE AND LOCAL QUALITY

Green Production

We are committed to making our production processes more sustainable throughout the entire supply chain.

We collaborate with local suppliers to reduce CO2 emissions, in line with our commitment to sustainability and ethics. This choice also allows us to maintain direct control over all stages of production, ensuring a transparent and responsible supply chain.

In our laboratory, we produce in small batches to ensure quality, freshness, and traceability, while minimizing our carbon footprint.

Through partnerships with experts in technology, science, and sustainability, we work to reduce environmental impact and promote positive, lasting change.



ECO-FRIENDLY AND SUSTAINABLE

The Packaging

Our packaging is the result of careful consideration aimed at combining nature, creativity, and efficiency in the most sustainable way possible

OUR BOXES

They are made from paper sourced from responsibly managed forests, certified by FSC. They are printed in Italy by a company that combines innovation with environmental sustainability, using 100% renewable energy.

OUR BOTTLES

Made of glass, they are completely recyclable and reusable. This material does not leach harmful chemicals into our products, ensuring better preservation and safety.

FOR SHIPPING

We have partnered with Controversa, the first delivery box designed and crafted to be reversed and transformed into a beautiful new container.



BEAUTY FOR ALL

Inclusivity

At Elelù, we are committed to ensuring accessibility and inclusion for all our consumers.

We have developed thoughtfully designed packaging to accommodate the varying physical and sensory abilities of individuals.

In particular, to support blind and visually impaired people, our packaging includes tactile solutions and Braille on the boxes, allowing easy access to product information.

These details not only make our products more accessible but also reaffirm our commitment to a beauty world that values and respects the diversity of everyone.