



OFFICINA FITOBIOLÓGICA

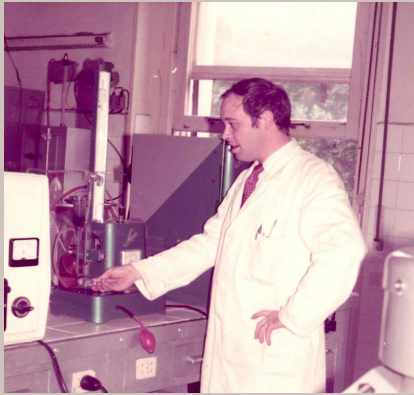
MADE IN MILAN SINCE 1977

COMPANY PROFILE

HISTORY

The story of a passion, born in Milan in 1977, from the inspiring principle of its founder, Aldo Pinotti: to combine the ancient culture of medicinal plants with modern cosmetological science.

Original creations and formulas that fully express the beneficial potential of plants, thus giving life to cosmetics with recognizable results at first sight as in the long term.





DISTRIBUTION

Officina Fitobiologica is present since decades with its products, both branded and Private Label, in many specialized dealers in Italy, and collaborates with Italian and European distributors.

Since 2021, it has successfully activated the E-Commerce channel through its Official Online Shop and initiated an internationalization plan through export activities in the Northern European market.

ITALY, EUROPE

OFFLINE

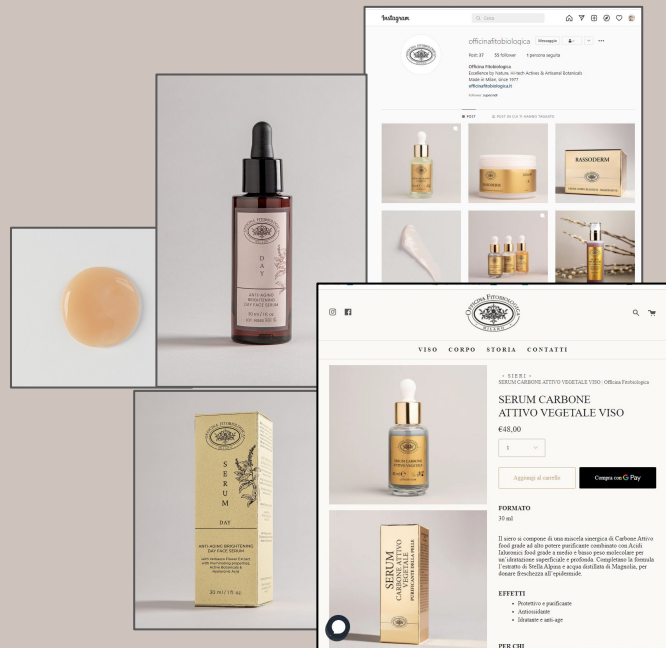
HIGH END BEAUTY CENTERS
BRANDED & PRIVATE LABEL

SPECIALTY RETAILERS
BRANDED & PRIVATE LABEL

ONLINE

DIRECT E.COMMERCE
OFFICIAL ONLINE STORE

WEB MARKETING
& SOCIAL MEDIA PROMOTION



TARGET CUSTOMERS



OUR CLIENTS

Our client is a person aware of the needs of his skin, who seeks the highest quality of ingredients and is very attentive to results.

It knows and searches for innovative active ingredients and requires safe, precious and natural elements.

She is informed about the products offered by the market, has a good spending power and therefore has the possibility of choice.

Officina Fitobiologica fully satisfies these needs with its certified high-tech products and with a valuable vegetable component and effective.

GENDER
Woman

AGE
Over 30

ATTITUDINE
Average spending power with attention to natural origin of ingredients and effectiveness of the product.

PURCHASING FACTORS
High attention to the quality of ingredients and active principles with special attention to plant-based elements and environmental sustainability.



PHYTOBIOLOGICAL EXTRACTS 100% VEGETAL

Created with the exclusive process formulated by a Phytobiological Workshop which extracts, at controlled temperature and speed, without chemical solvents, the active ingredients from botanicals, allowing the water molecules to harmoniously penetrate the plant cells, opening them up and bringing the precious active ingredients into solution.

These Extracts enhance the effect of the Synergistic Actives for a visibly effective and natural result.





GOLD COLLECTION



GOLD COLLECTION | WOMAN FACE & BODY

HI TECH ACTIVES & OFFICINAL BOTANICALS





FITOBIOLÓGICA COLLECTION

FITOBIOLOGICA COLLECTION | WOMAN, FACE

BOTANICAL BEAUTY

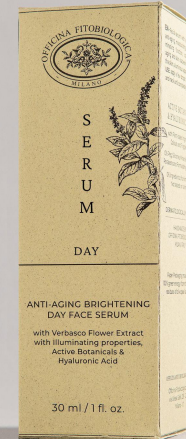
99% PLANT-BASED INGREDIENTS,
100% PLANT-BASED COLOURS AND FRAGRANCES



0% PEG, SILICONES, MINERAL OILS, EDTA,
FORMALDEHYDE, PERFUME, PARABENS AND
GLUTEN



0% INGREDIENTS OF ANIMAL ORIGIN,
NOT TESTED ON ANIMALS



ECOFRIENDLY PACKAGING

The paper packaging of the Collection Fitobiologica is made with 100% green energy from recycled olive peel and pulp residues and the containers in recycled plastic and glass.

CERTIFICATIONS

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.



DERMATOLOGICALLY TESTED

at the Cosmetology Center
of the University of Ferrara | Italy





OFFICINA FITOBIOLOGICA

BOTANICAL BEAUTY
MADE IN MILAN SINCE 1977

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