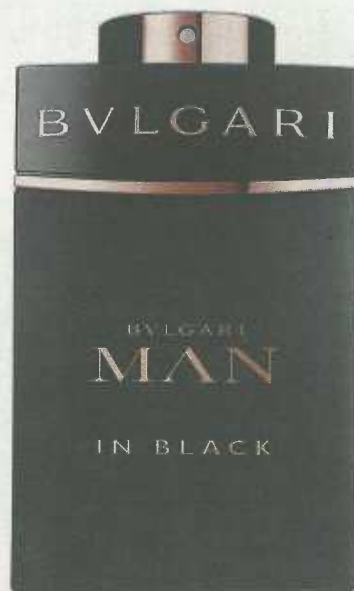


WWD MADE IN ITALY

Acqua Dell'Elba, Bulgari Man In Black and Versace, which is by Euroitalia, source botanical ingredients from throughout Italy.



Inner Beauty

The origin of the ingredients is becoming more important in cosmetics and fragrances. By Cynthia Martens

ITALY'S DOMINANT role on the international beauty scene goes beyond savvy packaging and innovative powder technology. Many insiders note that Italy itself is the source of a rich variety of natural ingredients that can be harvested and used in cosmetics.

"All along the 'boot' you can find high-quality raw materials," said Fabio Rossello, president of Cosmetica Italia, the trade association of Italian cosmetics firms, referring to the Italian peninsula's famous shape. "If in the north, for example, you find mint from Piedmont, in the south you can't forget the citrus family of bergamot, lemon, orange and cedar."

Rossello noted that olive oil and its spin-offs, as well as grape and vegetable extracts, lavender and aloe, are also cultivated in Italy, and that demand for products containing these raw materials remains high. He estimated that overall, Italian cosmetics exports were set to increase by 7 percent this year over 2013, for a value of 3.4 billion euros, or about \$4.41 billion at current exchange.

In Collistar's *Ti Amo Italia* ("I love you, Italy") launch this year, natural ingredients were prominently illustrated on packaging with a map showing where in Italy they were sourced. "All the ingredients we use come from certified Italian producers and we're reinforcing our efforts [in this sense]. Indeed, we are developing a new project that should lead to the first direct collaboration with a local producer," said the firm's chief executive officer, Daniela Sacerdote.



Ferragamo's Tuscan Soul uses bergamot from Calabria.

Giovanni Sgariboldi, founder and president of Euroitalia, which holds the fragrance licenses for Versace, Moschino and John Richmond, said his company regularly selects bergamot, lemon and mandarin from Italian farms.

"In many of our fragrances, at least one of these ingredients is present," he said, citing Versace Yellow Diamond and Versace Pour Homme as examples.

Ferragamo Parfums president Luciano Bertinelli said the selection of such ingredients also helped bolster a company's overall "Made in Italy" image, a powerful brand with consumers.

"During the fragrance-making creative process, we always try to include exceptional Italian ingredients in the blend, because they are the very emblem of the Italian lifestyle," he said. Calabrian bergamot was used both in the brand's Tuscan Soul Punta Ala and Acqua Essenziale Blu juices, and Florentine iris was included in Tuscan Soul Viola Essenziale, Bertinelli said.

Roberto Martone, president of ICR and ceo of ITF, the group that produces fragrances for Blumarine, Dsquared2, Pomellato and Trussardi, said a wide range of Italian ingredients could be found in those scents, too.

"The ingredients harvested in Italy that we use the most are the iris from Florence, lavender from Umbria, artemisia from Tuscany, mimosa from Liguria and orange blossoms from Sicily," he said, adding that Italy also produces rosemary, thyme, sage, mint, Sicilian myrtle and almond extract.

Martone's love for Italian plants led him to include a special garden in his Magna Pars Suites Milano luxury hotel, which opened in 2012 and was born out of his family's old perfume factory. The garden contains olive and maple trees, as well as "Pyramidalis" hornbeams and liquidambar, which Martone said is known in the fragrance world "for the odorous resin it produces, called storax."

"For some time now, there has been a much greater sensitivity on behalf of

consumers not just to raw materials, but to their quality," he added.

Bulgari Parfums managing director Valeria Manini agreed.

"There is a growing consumer awareness of ingredients, spurred in part by the move by some brands to push one key ingredient in fragrances," she said. "There's greater interest in the olfactory pyramid [often used to structure fragrances], which years ago you didn't really see....There's also

"There's social pressure on companies to pay attention to where and how we get our ingredients. It's an effort we must make."

— VALERIA MANINI, BULGARI PARFUMS

Comfort Zone's Sacred Nature products are bio-certified.



more sensitivity to the fact that natural resources are limited. There's social pressure on companies to pay attention to where and how we get our ingredients. It's an effort we must make."

Bulgari Parfums frequently seeks out raw materials tied to its Mediterranean identity.

"When you are an Italian brand, it's important to express yourself through the beauty of Italy and also to contribute to protecting its heritage. That doesn't mean you'll never use sandalwood or benzoin, for instance, but it does lead you to invest heavily in Italian raw materials," Manini noted.

Among the Italian ingredients Bulgari frequently uses, Manini listed iris flower from Tuscany, Sicilian mandarin and lemon, and Calabrian bergamot.

"If you want to get the best turquoise, you go to Iran, and likewise the best bergamot in the world is in Calabria," she said, noting Bulgari

(Continued on page 12)