



ITALIAN  
FOOD



FACE AND BODY  
CARE LINE



## VIVI VERDE COSMETICS

**Vivi verde line** has always focused on respecting the environment. Its variegated offer of daily care products caters for the need, increasingly felt by consumers, to achieve a sustainable economy.

Our **Vivi verde cosmetic** and **personal care** products, designed to take care of your skin while respecting the environment, now offer one guarantee more to those who seek natural, organic products: they have obtained **NATRUE certification**, a strict international standard for natural cosmetics.

[NATRUE](http://www.natrue.org) ([www.natrue.org](http://www.natrue.org)) is a not-for-profit international association based in Brussels, committed to promoting high quality and ethical standards for natural and organic cosmetic products.

The NATRUE certifications guarantees the **eco-friendliness of the raw materials** and processes used, as well as the protection of the environment.



Apart from **natural ingredients** obtained from physical processes, identical natural ingredients are also admitted in the manufacturing. These are substances that exist in nature, or **are of natural origin**, or are obtained from strictly regulated chemical processes starting exclusively from natural ingredients.

In particular, NATRUE specifications provide for a list of admitted or prohibited ingredients, minimum guaranteed percentages of natural ingredients and maximum percentages of ingredients of natural origin.

All vivi verde cosmetic and personal care products:

- are free from mineral oils, silicones, synthetic colourants and fragrances, PEG and synthetic polymers
- contain ingredients from organic farming
- contain natural fragrances
- have dermatologically tested formulations
- are packaged in recyclable materials





Moreover, Coop has developed together with **UNI R&D**, a department of the Padova University, certain criteria for the selection of the raw materials contained in its products, to guarantee high standards of safety to the consumers and the environment.

Last but not least, the products have been specifically tested for **efficacy** and for **compatibility with the derma and the mucous membranes**.

Our vivi verde products come in 6 different lines, developed to **cleanse, nourish and moisturize** the face and the body: moisturizing line, nourishing line, anti-age line, purifying line, delicate line and functional line.

### Moisturizing

To provide intense hydration to your skin and protect it from the adverse effects of atmospheric agents. Recommended daily care for normal to combination skins.



### Anti-Age

For a moisturizing and protective action, creams and fluids that enhance skin elasticity and counter the signs of skin aging, minimizing the existing wrinkles. Specific daily care for mature skins.



### Nourishing

To provide nourishing and elasticity to your skin, and also to counter the action of free radicals, **the** cause of premature skin aging. Recommended daily care for dry and sensitive skins.



### Purifying

For a clean, fresh skin, deep- cleansing products that remove make-up, impurities and sebum. Especially recommended for normal and combination skins.



### Delicate

Face and body care products designed for sensitive skins. For **gentle** makeup removal, cleansing, soothing and moisturizing. Other products in the line are soaps, shampoos and shower gels for your daily hygiene, to provide your skin with the care it deserves, while respecting nature and the environment.



### Functional

Body care products for scrubbing, nourishing, toning and elasticizing action. They remove impurities and dead cells from your skin, countering the action of free radicals, the cause of premature skin aging.



