



[comfort zone]

SACRED NATURE

BIO-REGENERATIVE SKINCARE

PRESS RELEASE

SACRED NATURE REGENERATIVE SUSTAINABLE SKINCARE



"We need to rewrite the progress. A product has to be a part of the solution, instead of part of the problem: this means to embrace regeneration and revolutionize the way we formulate, select the ingredients, and design our ranges."

Dr. Davide Bollati, Founder

Human impact has significantly altered 75% of the earth's environment. Overpopulation of the planet and our consumption habits are annually eroding more natural resources than the Earth is able to produce and regenerate. **The constantly increasing levels of carbon dioxide in the atmosphere caused by human activities is at the root of the climate crisis, threatening biodiversity with negative consequences for our planet and our health.**

Reducing and offsetting our impact in order to protect nature is essential, but not sufficient. **To safeguard the future of our planet, and with it that of our species, we must urgently take a regenerative approach to natural resources.** With the launch of **Sacred Nature, a clean, organic line with a strong focus on sustainability**, [comfort zone] brings a radical change with skincare that is not only effective and safe when it comes to regenerating the skin, but that also actively helps to regenerate the planet, contributing to mitigating the climate crisis.

The research for the active ingredients began in the **Scientific Garden**, at Davines Village in Parma, Italy - an open-air extension of the [comfort zone] laboratories - and has led to the creation of the **Scientific Garden Extract™**, a complex of **three bio-fermented antioxidant extracts of myrtle, elderberry and pomegranate**. These plants have been grown according to regenerative agriculture standards to fully respect nature's cycles and promote CO2 sequestration in the soil.

The **bio-regenerative formulas for face and body, certified according to Cosmos Organic & Natural standards and EWG verified**, also include **specific biotechnological molecules for each product** to defend the skin against environmental aggressors and stimulate cell renewal, ensuring optimal skin balance and resilience, as well as prolonged youth.

Sacred Nature also includes **two regenerative professional facials** which can be personalized according to the skin conditions and the time available (30 or 50 mins) **for skin beauty and glow at all ages.**

The **eco-design guarantees this range is CO2 negative**. This includes the **cultivation of the resources, fully recyclable and sustainable components** such as glass, metals and recycled paper, **the production taking place in a carbon-neutral site with energy from renewable resources**, and the **proprietary Ethio Trees CO2 offsetting project**. Finally, through the **1% for the Planet initiative**, [comfort zone] donates 1% of proceeds from the sale of Sacred Nature to finance environmental and social sustainability projects.

The inspirational story telling of sacred nature can be fully enjoyed both on the www.comfortzoneskin.com website as well as on Spotify SACRED NATURE SOUNDS.



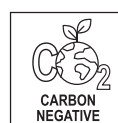
DIRECT
TRACEABILITY



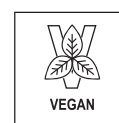
BIODIVERSITY
PROTECTION



REGENERATIVE
AGRICULTURE



CARBON
NEGATIVE



VEGAN

REGENERATE YOUR SKIN
REGENERATE OUR PLANET



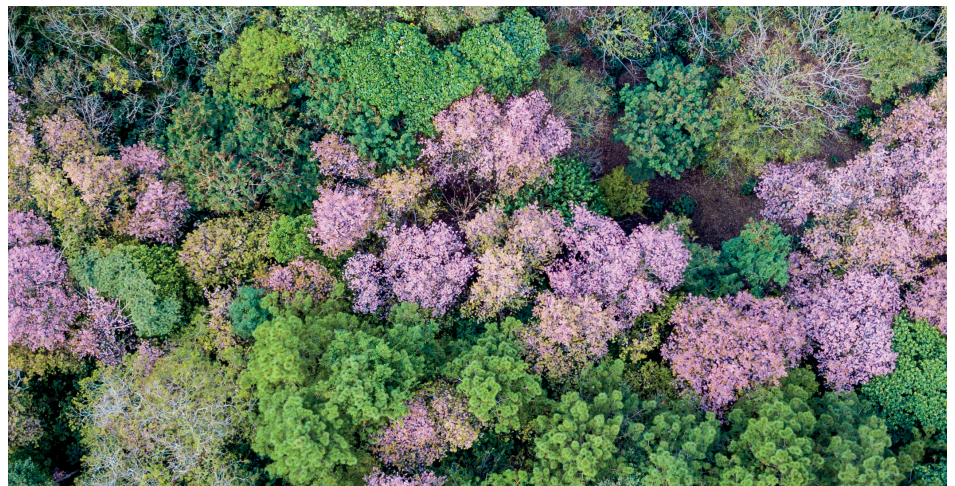
THE SCIENTIFIC GARDEN EXTRACT™

A PROPRIETARY BOTANICAL
REGENERATIVE COMPLEX
WITH FULLY TRACEABLE
BIO-FERMENTED
ANTIOXIDANTS

For Sacred Nature, the [comfort zone] R&D laboratories have adopted **for the first time a direct control of the research of the botanical active molecules, and of their cultivation and extraction** in order to fully support the commitment to a sustainable, regenerative CO2 negative approach.

A specific study has been done directly in the Scientific Garden, the Company's open-air lab at the Davines Village in Parma, where among over 6,000 plants, the [comfort zone] chemists have selected three potent botanicals according to effectiveness and biodiversity criteria validated by **"characterization"** studies that include **qualitative and quantitative studies** to evaluate the composition of active and functional molecules. The **extraction of active ingredients** has then been carried out through **an enzymatic process**, a sustainable water-based extraction method without chemical solvents, combined with **fermentation**: this synergy also permits a +22% in antioxidant activity. Finally, cultivation has happened through the **selection of regenerative farms in Italy**. Regenerative agriculture is a set of organic farming techniques that fight the climate crisis since it contributes to the CO2 sequestration in the soil, increasing its fertility, preserving its biodiversity, and reducing air pollution.

The three antioxidant extracts come from **Elderberries**, which also have anti-inflammatory and antibacterial properties, from **Pomegranate peels**, particularly beneficial in protecting from UV rays damage, and **Myrtle leaves**, with proven protective and anti-aging benefits thanks to their polyphenol composition. The green leaves are **picked from the lower parts of the plant to avoid affecting the ripening process of the berries**, which are harvested at a later date and used in the food and beverage industry. This part of the plant would otherwise have remained unused.



SKIN RESILIENCE AND PROLONGED YOUTHFULNESS

PROVEN EFFICACY FOR A
GLOWY, FIRMER, HEALTHY SKIN

Climate change with unexpected hot and cold peaks, changes in humidity and the high accumulation of greenhouse gases in the atmosphere affects skin every day. **Constantly targeted by free radicals** that threaten its balance, **skin relies on its natural antioxidant defense systems, which, however, due to these frequent external and internal attacks, are unable to provide effective protection**. This affects the skin's youth and health and is manifested in the form of dryness or over-production of sebum, dullness and signs of aging. The Science Garden Extract™ present in all the product range ensures an effective antioxidant, anti-aging protection. Moreover, **each formula features specific botanical active ingredients that stimulate cell turnover and tone**, smoothing and firming the skin which regains a more youthful appearance, and **restore the barrier's balance, integrity and ability to defend itself against environmental aggressors**.

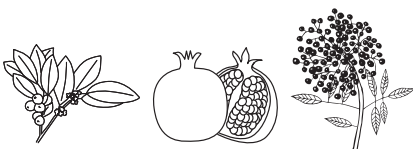
Biotechnological extracts of Moss, known for its high **adaptability to various and extreme environmental conditions** and grown sustainably thanks to modern technologies, enhances cellular exchanges and vitality in challenging conditions, making it **more resilient and less susceptible to aging**.

Kangaroo Paw Flower extract is a protein that improves the **reorganization of collagen and elastin, combatting wrinkles and sagging skin**.

Japanese Cedar Buds extract preserves the energy of keratinocytes for **effective epidermal reconstruction** and ceramides biosynthesis **for increased elasticity**, making the skin more compact, toned and elastic.

Last but not least, **biomimetic textures obtained with natural ingredients such as lecithin and shea butter**, offer ultimate skin comfort and silkiness in a dermocompatible manner, very **well-tolerated even by sensitive skin**.

Sacred Nature follows [comfort zone] conscious skin science approach and therefore is **free from animal derivatives, silicones, parabens, mineral oil, artificial colorants, and SLS**.



NATURAL FRAGRANCE

A REGENERATIVE
“WALK IN THE GARDEN”
EXPERIENCE

Skillfully and gracefully developed by Joëlle Lerioux Patris, a well-known French perfume maker who, following a visit to Davines Village, interpreted the line's sustainable approach and the sensorial experience she had during a walk in the Scientific Garden.

Sacred Nature's natural fragrance is **a vibrant blend of essential oils evoking the richness of nature's biodiversity** in a gentle, refined balance, featuring the **lively notes of geranium and lemon**, that of **bold spicy nutmeg and the sweet Italian petitgrain**, and closes with the reassuring **balsamic Benzoin**, a resin obtained from a Sumatran Tree bark.

CLINICAL, DERMATOLOGICAL TESTS AND CERTIFICATIONS PROVEN EFFICACY AND SUSTAINABILITY

All formulas have been clinically tested by our internal skin experts as well as undergone a variety of **external dermatological tests to verify their quality, safety and efficacy**. In particular the Youth Serum, the hero product of the line, has been proven to make the skin visibly **healthier, more radiant and toned**.*

The line is:

- SUITABLE FOR VEGANS.
- COSMOS ORGANIC AND NATURAL CERTIFIED. Cosmos specification, bringing together **the most authoritative European organizations**, sets strict formulation criteria to promote truly sustainable cosmetics throughout the whole supply chain, from raw materials to production and packaging. It **imposes a ban on the use of petrochemical solvents, nanomaterials, GMOs, and ingredients from protected botanical and animal species**. Also, formulas must contain a percentage of **organic ingredients of at least 20% in leave-on products, and 10% for rinse-off products**. Ingredients of agricultural origin that are physically processed must maintain an organic composition of 95%.
- EWG VERIFIED™. A mark awarded by the American non-profit organization **Environmental Working Group** to cosmetics that meet strict transparency and safety criteria. The active ingredients cannot include **substances associated with potential risks to human health and the environment**. The formula can only include “ingredients with restrictions” within the limits set by authorities such as EU Regulations, Japanese legislation, and the standards established by Health Canada for cosmetic products. EWG also requires **information that is as transparent as possible on the label**.

LCA ASSESMENT, SUSTAINABLE PACKAGING AND PRODUCTION PROVEN EFFICACY AND SUSTAINABILITY

The eco-design and the LCA (Life Cycle Assessment).

The entire range has been eco-designed according to the Product LCA (Life Cycle Assessment) to **guarantee this range is CO2 negative and ensure maximum sustainability through all the product life phases**:

- Clean formulas.
- Production in a CO2 negative production site only with energy from renewable resources.
- Packaging choices: plastic-free approach (plastic being present only for 0,26%), eternally recyclable glass and metal, recycled paper.
- CO2 compensation from “cradle to grave” (manufacturing, packaging, transportation).

Through the **1% for the Planet**, [comfort zone] donates 1% of proceeds from the sale of Sacred Nature to finance **Ethio Trees, an project offsetting CO2 through reforestation and promoting social progress** on the Tambien Highlands in Ethiopia.

THE SPA FACIALS

Sacred Nature includes **two regenerative professional facials** which can be **personalized** according to the skin conditions and the time available to **guarantee skin beauty and glow at all ages**.

SACRED NATURE REGENERATIVE ELIXIR

50 min

A pro-youth facial with Cosmos organic certified formulations featuring the proprietary antioxidant Scientific Garden Extract™, a personalized selection of the facial mask (Rubber mask for a lifting effect or Glow Clay mask to remove impurities and balance oil production) and the exclusive Regener-lift Massage for an instant plumping and firming effect.

SACRED NATURE REGENERATIVE HYDRA

30 min

A revitalizing express facial for instant, deep hydration and radiance with Cosmos organic certified formulations featuring the proprietary antioxidant Scientific Garden Extract™ and a unique 7-step Regeneration Technique to provide deep moisture for plump, dewy and beautiful skin.

THE PRODUCT COLLECTION

Face and body clean, youth-prolonging formulas.

Conceived for younger and more mature skin challenged by climate change and environmental stressors, the line restores glow, firmness and optimal resilience through the high content of antioxidant botanicals. COSMOS ORGANIC certified by Ecocert Greenlife according to COSMOS standard.



SACRED NATURE

CLEANSING BALM

SIZE
110 ml



Oil-based fragrance-free cleansing balm for face and eyes with organic Buriti oil. In contact with water, the balm texture turns into a milky solution which effectively removes make-up and impurities, leaving the skin soft and smooth. For young and mature skin in love with rich, soft textures.

USE

Using a spatula, take a small amount of cleansing balm and massage on the face and neck. Rinse with water or use the [comfort zone] cleansing towel.

100% natural-origin ingredients, 26.1% of the total ingredients are from organic farming.

EFFICACY TESTS

Ophthalmologically tested.

SACRED NATURE

YOUTH SERUM

SIZE
30 ml



Lightweight pro-youth serum for a visibly healthier and younger look with Scientific Garden Extract™, bio-fermented antioxidant ingredients, Tamarind extract, a vegetal alternative to hyaluronic acid for deep hydration, and Kangaroo Paw extract, an Australian flower with a firming action. Ideal for young and mature skin as a pre-step before the daily moisturizer.

USE

Apply morning and evening to clean, dry face and neck. Then apply Hydra Cream or Nutrient Cream, depending on your skin condition.

99.6% natural-origin ingredients, 27.5% of the total ingredients are from organic farming.

EFFICACY TESTS

100% of the panel believes that the product makes the skin visibly healthier, more radiant and toned.*

*Self-evaluation, 20 people after 28 days of use. Test conducted by independent laboratories.

SACRED NATURE

HYDRA CREAM

SIZE
50 ml



Light moisturizing cream with Scientific Garden Extract™, bio-fermented antioxidants and Japanese Cedar Gems. It fortifies and reinforces the skin barrier, and preserves its beauty and youth from the daily attack of free radicals. Ideal for younger skin all year around and for mature skin in hot, humid weather.

USE

Morning and evening apply after the serum and massage to ensure absorption.

99.7% natural-origin ingredients, 30.7% of the total ingredients are from organic farming.

EFFICACY TESTS

Scientifically tested antioxidant effectiveness (ORAC testing by an independent laboratory). Skin hydration increased by 28%*

*Testing by an independent laboratory. Instrumental evaluation of 20 people 30 minutes after the application of hydra cream.

SACRED NATURE

NUTRIENT CREAM



SIZE
50 ml

Rich cream with Scientific Garden Extract™, a complex of bio-fermented antioxidants, biotechnological Moss extract and organic Buriti Oil. It fortifies and reinforces the skin barrier, for visibly nourished and more radiant look. Ideal for skin that is dry, mature or exposed to particular environmental stresses such as wind and cold weather.

USE

Morning and evening apply after the serum and massage to ensure absorption.

99.2% natural-origin ingredient,s 26.5% of the total ingredients are from organic farming.

EFFICACY TESTS

Scientifically tested antioxidant effectiveness (ORAC testing by an independent laboratory).
Skin hydration increased by 26%*

*Testing by an independent laboratory. Instrumental evaluation of 20 people 30 minutes after the application of nutrient cream.

SACRED NATURE

EXFOLIANT MASK



SIZE
110 ml

Illuminating peel-mask with 9% gluconolactone, for delicate exfoliation and renewal, and with Scientific Garden Extract™, bio-fermented antioxidants enhancing skin resilience and vitality. Recommended for all skin types, in particular those that are dull, delicate and impure.

USE

In the evening, apply a thick layer to the cleansed face and neck and leave it on for 15 to 20 minutes. Then rinse with water. Use up to three times a week. We recommend a cycle of at least one month for an intensive treatment. When in use, remember to apply a high SPF during the day. CAUTIONS: Avoid contact with the eyes. This peel can produce redness and heat when applied. In case it feels uncomfortable, rinse with water.

99.8% natural-origin ingredients, 17% of the total ingredients are from organic farming.

EFFICACY TESTS

The skin was smoother immediately after using the product for 95% of the panel.*

The skin's brightness improved for 80% of the panel immediately after using the product and after 28 days of treatment**.

*Self-evaluation, 20 people using the exfoliant mask over a period of 28 days. **Testing by an independent laboratory. Clinical evaluation of 20 people using the exfoliant mask, immediately after use, and after 28 days of treatment (3 times a week).

SACRED NATURE

HAND & BODY SOAP



SIZE
120 gr

Gentle body and hands water-free cleanser with organic emollient and antioxidant Shea Butter. Ideal for daily use and while travelling for everyone, in particular for delicate skin.

USE

Gently rub the soap on wet skin and rinse.

99.9% natural-origin ingredients, 80.7% of the total ingredients are from organic farming.

SACRED NATURE

BODY BUTTER

SIZE
220 ml



Rich body cream with Scientific Garden Extract™, a complex of bio-fermented antioxidants, organic Shea Butter and Buriti oil, rich in Vitamin E, to deeply nourish and protect the skin, prolonging its youth and elasticity.

For all skin types, especially those that are dry and depleted.

USE

Apply all over the body and massage with circular movements to ensure absorption.

99.4% natural-origin ingredients, 30.5% of the total ingredients are from organic farming.

EFFICACY TESTS

Skin hydration increased by 30%.*

100% of the panel believes that the product makes the skin softer, silkier and more velvety.**

* Instrumental evaluation of 20 people using body butter 30 minutes, after application. ** Self-evaluation, 20 people using the body butter for 28 days. Tests conducted by independent laboratories.



[comfort zone]
conscious skin science

www.comfortzone.it

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