

THE  
RERUM NATURA



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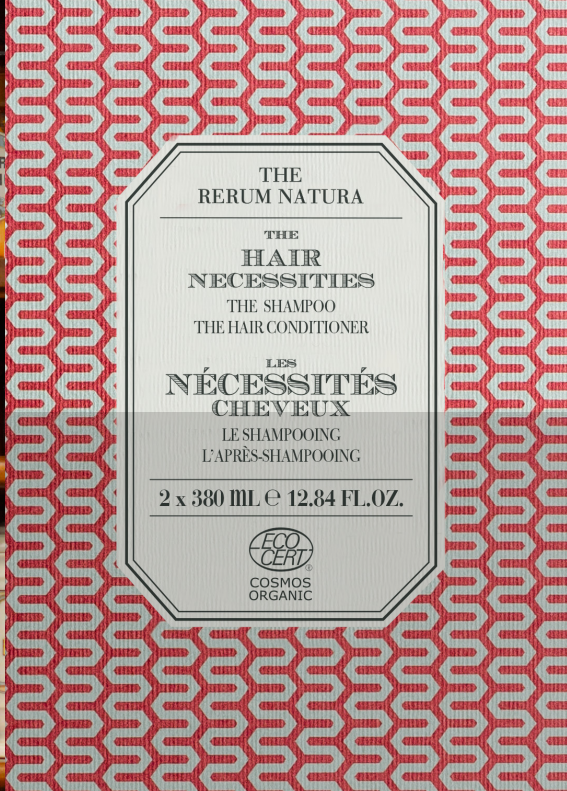
## ABOUT

The Rerum Natura collection was crafted with masterful, traditional herbal expertise. This certified **Cosmos Organic** range offers cosmetics formulated and developed to be effective and respectful of the skin and environment.



Masterful herbal  
traditional expertise







## ORIGINS

De Rerum Natura is a poem written by Roman philosopher, Titus Lucretius in the 1st century BC. Exacting the same purpose in narration of “the nature of things,” The Rerum Natura is the embodiment of a cosmetic brand inspired by authentic herbal preparation.





CONTEXT

# THE SECRET FORMULA OF NATURE

The Rerum Natura explores a new frontier of superior standard and innovation, an effective and respectful cosmetic collection with organic active ingredients and essential oils certified by Cosmos Organic.





## OLFACTIVE NOTES

Only pure botanical essential oils have been selected to create the clean fragrance of all The Rerum Natura cosmetics. Extracted from aromatic plants, its intense perfume aims to create a feeling of pure well-being that embraces mother nature. A unique fragrance blended in every formula to gently restore and nourish the natural balance and beauty of the skin. No synthetic fragrances are used.



## TOP NOTES

Lemon, Verbena, Lemmongrass

## HEART NOTES

Rosemary, Tea accord

## BASE NOTES

Sage, Vetyver







## OUR VALUES

We trust in the masterful herbal traditional expertise to drive research and innovation in cosmetics. **Our priority goes to skin comfort, natural well-being and respect of the environment.**

nature  
authenticity  
tradition  
innovation

Superior  
standards and  
innovation







## THE CERTIFIED RANGE

The Rerum Natura cosmetic collection is formulated and developed to be highly effective on skin, with environmental sensitivity **certified by Cosmos Organic**. **All cosmetics are enriched by organic ingredients** and made with formulas in compliance with the highest sustainability standards.

The Rerum Natura cosmetic collection is available in a wide range of sizes. The Rerum Natura bottles and dispensers are made 100% r-PET and 94% recycled r-HDPE.

Post Consumer recycled plastic is still 100% recyclable.



THE COSMETICS









## TECHNICAL SPECIFICATIONS

### THE COSMOS ORGANIC STANDARD



All cosmetics in The Rerum Natura range are COSMOS Organic Certified. This certification process guarantees the final product capable of marking a new frontier of superior standards and innovation. A COSMOS certified organic formula is guaranteed worldwide.

**COSMOS Organic Certification** requires the following criteria:

- 95% minimum of agro-ingredients physically processed must be organic (PPAI) + agro-ingredients chemically modified (CPAI)
- 10% of the total ingredients are from organic farming (CLEANSER rinse off)
- 20% of the total ingredients are from organic farming (CREAM leave on)

*\*Cosmos Organic certified by Ecocert Greenlife according to COSMOS standard available at:*

*<http://COSMOS.ecocert.com>*



## ANCILLARIES



### BC\_EFK085RN

22 x 15 x 3,7 cm

#### THE TRAVEL KIT

in cotton

contains:

- . Organic certified, The Body Wash
- . Organic certified, The Shampoo
- . Organic certified, The Hair Conditioner
- . Organic certified, The Body Cream

in 100 ml / 3,38 fl.oz bottle

- . Organic certified, The Soap

50 g / net wt. 1.76 oz.

- . Organic certified, The Soap

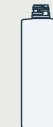
35 g / net wt. 1.23 oz.



## PACKAGING SPECIFICATIONS



Caps made of recycled PP



Dispenser 100% recycled PET  
PE Label



Bottles 100% recycled PET  
PP Label



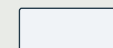
Soap wrapped in  
paper



Doypack in white  
Quadruplex



Pouch in cotton  
with paper band



Boxes in paper





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**BC\_EFKIT1RN**

25,2 x 8,7 x 3 cm

**THE SOAP HOUSE**

in paper box

contains:

**. 4 x Organic certified, The Soap**

50 g / net wt. 1.76 oz.

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## GIFT SETS



### BC\_EFCAMP3RN

18,8 x 21,4 x 6,2 cm

#### THE BODY NECESSITIES

in paper box

contains:

- . Organic certified, The Body Wash
  - . Organic certified, The Liquid Soap
  - . Organic certified, The Hand & Body Lotion
- in 380 ml / 12,84 fl.oz bottle



### BC\_EFCAMP4RN

19,4 x 21,2 x 6,2 cm

#### THE HAIR NECESSITIES

in paper box

contains:

- . Organic certified, The Shampoo
  - . Organic certified, The Hair Conditioner
- in 380 ml / 12,84 fl.oz bottle

# THE RERUM NATURA

FROM THE WISDOM OF NATURE  
A BEAUTY DISTILLATE FOR BODY AND HAIR CARE.  
A UNIQUE LINE OF COSMETICS WITH ORGANIC  
CERTIFIED FORMULAS AND INGREDIENTS.




COSMOS ORGANIC    COSMOS ORGANIC

MADE IN ITALY



esserbella



VIENI A TROVARCI SUL SITO [WWW.ESSEBELLAPROFUMERIE.IT](http://WWW.ESSEBELLAPROFUMERIE.IT)

## THE RERUM NATURA

THE RERUM NATURA

THE SECRET FORMULA OF NATURE

From the wisdom of nature a beauty distillate for body and hair care. A unique line of cosmetics with organic certified formulas and ingredients.

gfi



esserbella  
BATH CARE





## E-COMMERCE

### EUROPE

Corporate webshop

[shop.gfl.eu](http://shop.gfl.eu)

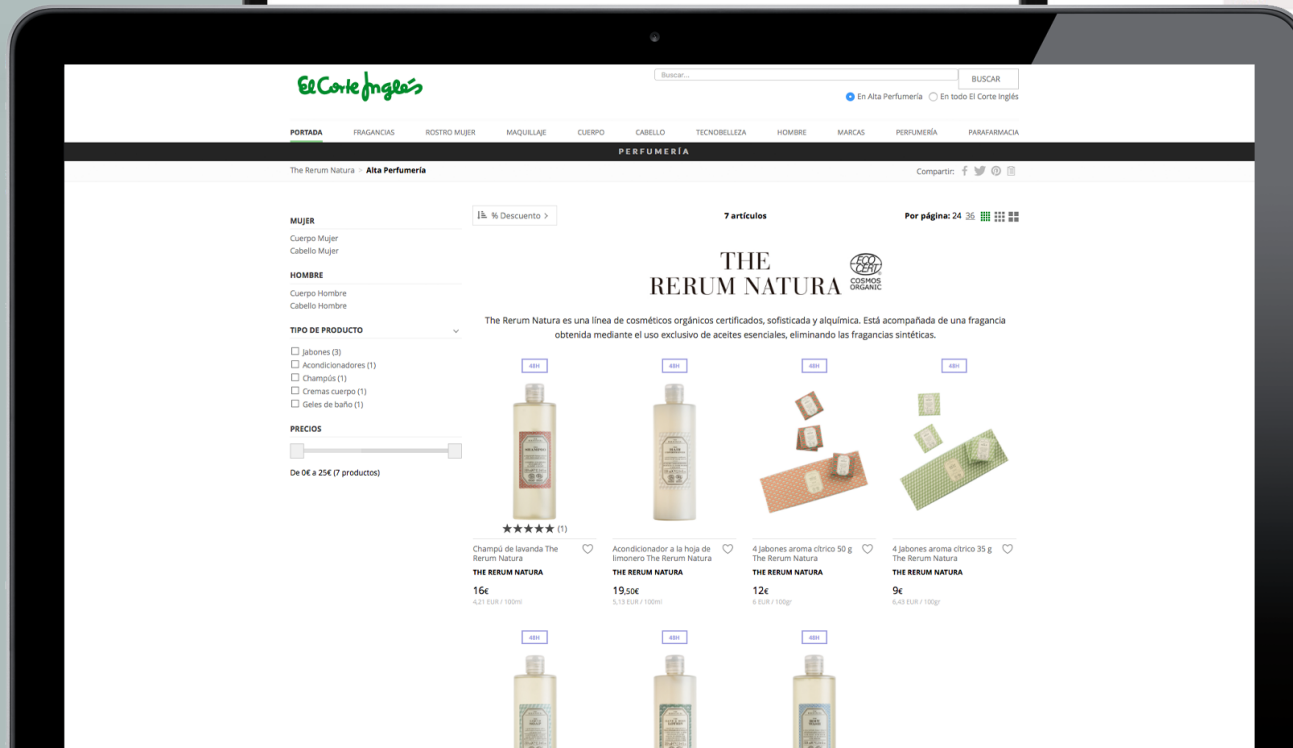
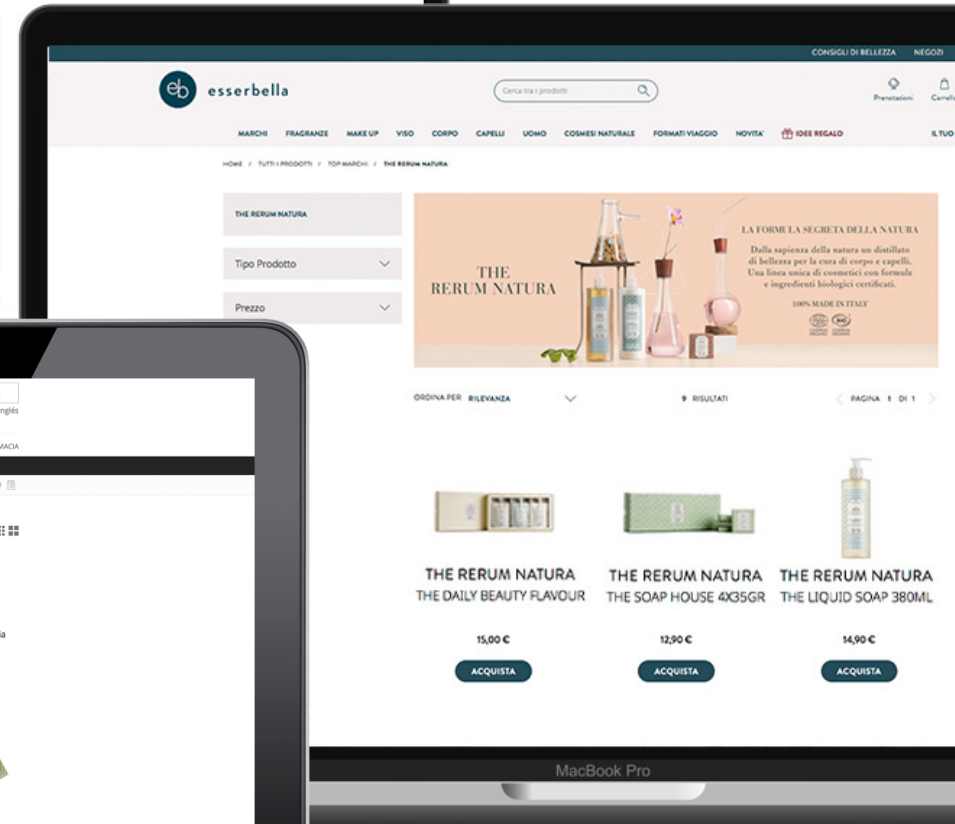
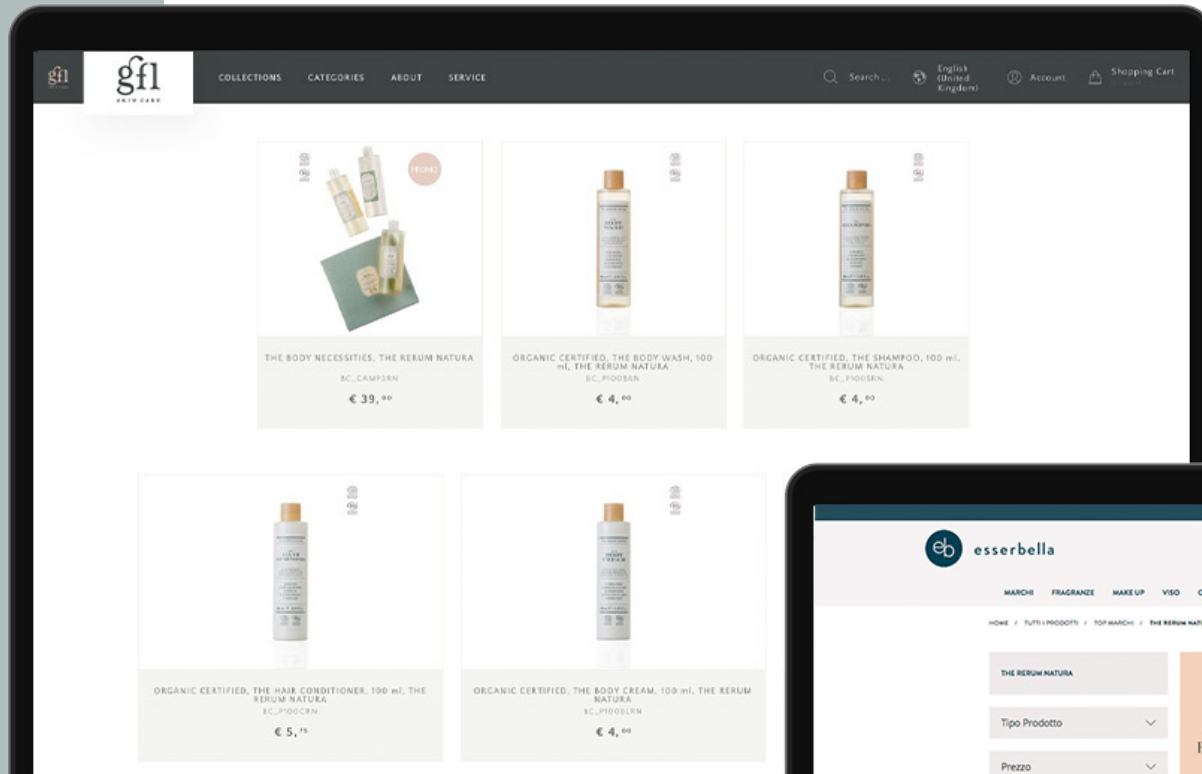
Retailers:

ITALY : Esserbella

[www.esserbellaprofumerie.it](http://www.esserbellaprofumerie.it)

SPAIN: El Corte Inglés

[www.elcorteingles.es](http://www.elcorteingles.es)





SOCIAL



Corporate IG  
<https://www.instagram.com/gflskincare/>

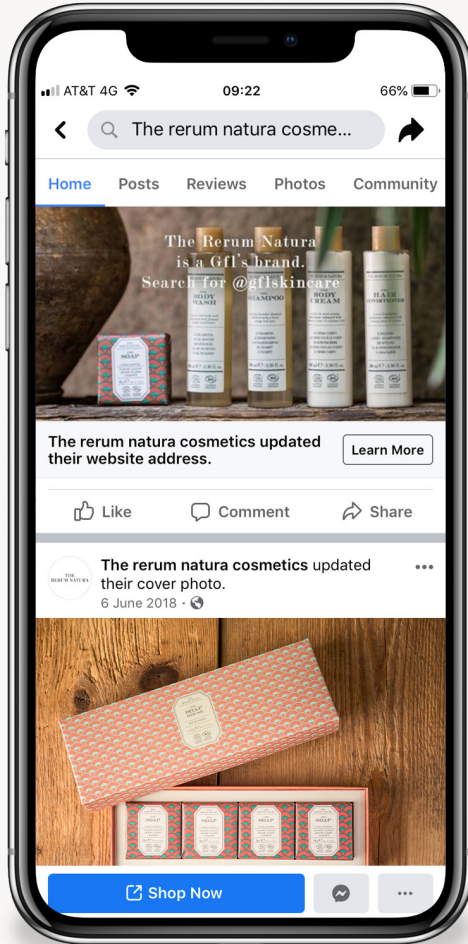


Corporate FB  
<https://www.facebook.com/GFLSkincare>

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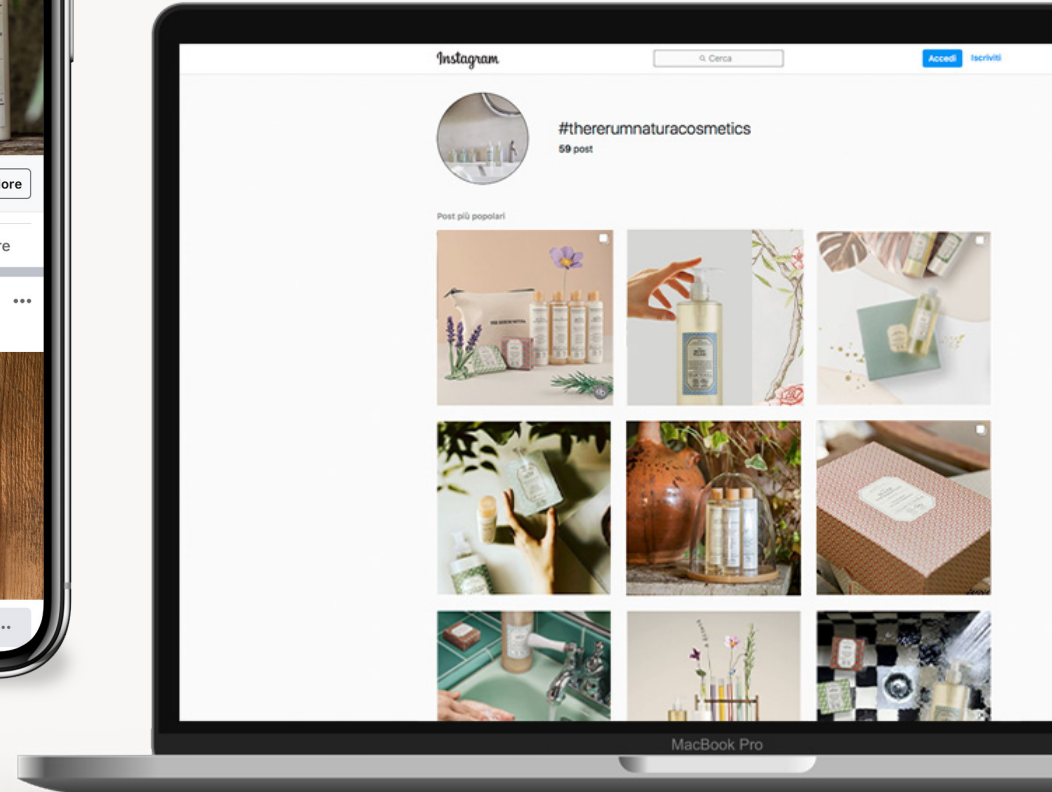
salma72097 product <sup>100</sup>

lunsmeister Will you launch the fragrance as a perfume? Love the scent!



## #thererumnaturacosmetics

#secretformula #essentialoils #cosmosCertified #organicbodycare  
#organichaircare #organiccertified #cosmosorganic #botanical





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