

**BASILARE IS BORN
THE ESSENCE OF BEAUTY**

Promoting beauty through self-care while enhancing the value of the local territory: BASILARE, an Italian natural cosmetics brand, was born from the ambitious project of Luisa Barbieri, an entrepreneur deeply committed to personal care and psychophysical well-being.

A premium, essential dermocosmetic line designed for daily skincare, composed of three targeted products: a cleanser, a liquid serum, and a moisturizing cream. Treatments formulated with scientific rigor, the result of advanced dermatological research and timeless, authentic values.

BASILARE finds its beating heart in the **Triveneto** region, between Padua, Venice, and Trento, embracing the **Genius Loci** as a virtue of Italian identity. The territory is intrinsic to the development of a refined formula of natural origin (98%), capturing the deepest essence of local crops, including **Vitis Vinifera** (grape) and its derivatives. BASILARE products are dermatologically and ophthalmologically tested and are designed to offer maximum gentleness, even for sensitive skin.

BASILARE is the result of dedicated work and investment in Research and Development, involving expert professionals - cosmetologists, chemists, and packaging designers - who, with skill and dedication, created a precious set that combines scientific knowledge with aesthetic sensibility in the constant pursuit of artisanal perfection. All the benefits of these products are supported by in vivo and in vitro clinical tests.

“*BASILARE was created to add a* ***touch of gentleness*** *and* ***elegance*** *to* ***daily beauty rituals,*** *timeless virtues capable of sealing bonds and transforming hospitality into an unforgettable experience*,” says **Luisa Barbieri, CEO and Founder of Basilare**. “*At the heart of my entrepreneurial vision is the desire to revive authentic Italian style, by enhancing the resource-rich territory I come from*,” she emphasizes.

The brand thus promotes authentic beauty as a conscious, refined, and daily gesture, and bases its philosophy on essentiality, in the purity of the formula, the simplicity of the form, and the balance of aesthetics.

**PRODUCTS**

BASILARE products are designed for a premium clientele, intended for a skincare routine applied morning and evening. They are gender-neutral, created to enhance the beauty of the face, eyes, and décolleté. A routine articulated in three essential steps, supporting daily skin care with precision and care.

The line includes a cleansing cream, a velvet-like touch that helps maintain the skin’s elasticity, tone, and softness; a liquid serum, which brings radiance and glow, helping the skin regain freshness and vitality thanks to its formula rich in powerful antioxidants; a moisturizing cream, a silky caress that prepares the skin for the application of additional dermocosmetic products such as sunscreen and/or makeup. Each product is carefully designed to enhance the skin effectively and gently, promoting hydration, protection, and luminosity through a targeted dermocosmetic approach.

The formula is born from the natural resources of the land, extracting the most precious beauty ingredients: Vitis Vinifera in three forms: grapeseed oil, glycerinated grape marc extract, and stem cells from unripe grapes; Hydrolyzed mullein flower extract; Hyaluronic acid; Resveratrol; Rosehip.

The brand’s core principles communicate the efficacy of the formula as a guarantee of quality, the sustainability of a research process rooted in naturally derived active ingredients and eco-conscious packaging and the elegance of form and aesthetic. BASILARE’s goal is to offer a skincare experience that merges the exclusivity of the ritual with the tangible results achieved through consistent use.

**BRAND POSITIONING**

BASILARE positions itself as an ethical company within the **soft luxury** market, both nationally and internationally. Its presence is aimed at environments of refined hospitality: prestigious hotels, in-house boutiques, luxury resorts, private clubs, yachts, and exclusive villas, where every detail of the guest experience is meticulously curated.

The gift boxes, designed to be prestigious gifts for special clients and meaningful occasions, stand out for their elegance and minimalist style, enhanced by custom-designed packaging. Product distribution is selectively targeted to the **B2B market**, with an option for consumers to reorder via a “secret area”, a private section of a dedicated e-commerce platform.

BASILARE represents Italian style around the world, striking a balance between aesthetics and functionality, design and practicality, and the effectiveness of the product itself.

**SUSTAINABILITY & PACKAGING**

One of BASILARE’s core values is kindness toward the environment, expressed through an authentic and consistent approach to sustainability. From the selection of naturally derived ingredients to the enhancement of local resources aimed at reducing environmental impact and optimizing transportation and logistics, every phase of the production process reflects the brand’s commitment to genuine, locally rooted sustainability (even zero-kilometre, where possible).

The elegant, clean-lined bottles are made from over 80% recycled polymers, which are protected from direct contact with the cosmetic formulas by a thin layer of virgin polymer, ensuring the product’s integrity and safeguarding it from potential contamination by heavy metals.

The rectangular shape of the bottles conveys a sense of stability and substance, echoing the strength of the formula within. This design choice makes the product visually distinctive on the market. Functional dispensers ensure ease of use while protecting the product from oxidation.The color palette, a scale of deep greys, reinforces the concept of sophisticated elegance.

BASILARE is not merely a cosmetic line, but an expression of its founder’s values, conveying reliability, safety, and quality across the product, the packaging, and the entire supply chain. This is a brand fueled by ethical principles, committed to environmental responsibility and the dignity of people.

Elegant. Consistent. Kind. Basilare.

*“Simplicity has value. It is the Value”, Luisa Barbieri, CEO and Founder BASILARE.*