

N A T U R A L C O S M E T I C S



FINESSE



# FINESSE

## About us

Finesse is specialized in the production and distribution of deodorants and natural cosmetic products, in herbal and pharmaceutical sector.

The formula is based on a volcanic saline mineral crystal known since ancient times, called Potassium Alum.

Finesse Potassium Alum Crystal is 100% natural and not chemically recreated in a laboratory.

Finesse products maintain the perfect balance of the epidermis and protects it all day thanks to the natural active ingredient contained in the crystal that guarantees antiseptic, antibacterial and hypoallergenic properties.

# POTASSIUM ALUM CRYSTAL

IT'S AMAZING FOR THE MOST SENSITIVE SKINS AND IT'S PERFECT USED LIKE AFTER SHAVE

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POTASSIUM ALUM STONE IS A 100% NATURAL ACTIVE INGREDIENTS THAT ACTS AS AN  
ASTRINGENT, BACTERICIDE AND DEODORANT,  
AND NOT AS AN ANTIPERSPIRANT PER SE

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IT REGULATES SURFACE PERSPIRATION WITHOUT CLOGGING, PORES AND ELIMINATES  
BACTERIES THAT CAUSE BAD BODY ODOURS



IT NEUTRALIZES ODOUR-CAUSING BACTERIA AND REGULATES PERSPIRATION WHILE  
ALLOWING THIS SKIN TO BREATHE NORMALLY

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IT BASED ON A VOLCANIC SALINE  
MINERAL CRYSTAL KNOWN SINCE ANCIENT  
TIME COME FROM A CAVE IN ASIA

# Certifications

Our lines are certified AIAB Cosmesi Biologica, Qualità Vegana and Natrue



Certificato Cod.Az. 100680



Certificato Cod.Az. 100679



  
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# The Lines



FINESSE CRYSTAL STYLE

FINESSE NATURE

FINESSE PHYTOREMEDIAL

FINESSE 17 BY DAVID TREZEGUET

FINESSE SOLAIRE

FINESSE  
LABORATORIES-IGIENIZZANTI

FINESSE  
#onlyfor

  
FINESSE



# FINESSE CRYSTAL STYLE

Finesse Crystal Style was born in 2003:  
it's the first line specializing in cosmetics  
based on Natural Potassium Alum.

Potassium Alum is a natural antiseptic  
mineral that normalizes skin's  
perspiration and inhibits bad odors.

It is ideal for delicate  
and allergic skin.

Our Potassium Alum stone  
is 100% natural and not chemically  
recreated.

  
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# Our products

Potassium Alum based deodorants and cleansing products for the body with added active principles from plant and flower essential oils and organic water



## The objective

To regulate the skin's perspiration and to cleanse the body in a natural way thus eliminating the bad bacteria and unpleasant body odors.



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# Our new formula

## Sport'eze

Sport'eze is a deodorant available in spray and roll on with the following characteristics:

- New and innovative formula that contains our trademark Potassium Alum crystal, a natural, antiseptic that neutralizes bacteria and eliminates body odors
- Contains Arnica which acts as an excellent natural anti inflammatory, ideal for aching muscles before and after a good workout
- Has whitening properties and is especially kind to sensitive skin



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MINERAL DEODORANT SPRAY  
& MINI SPRAY  
POTASSIUM ALUM



  
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MINERAL DEODORANT  
ROLL ON, STICK & MINI STICK  

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POTASSIUM ALUM



  
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MINERAL UNISEX DEODORANT BODY STONE  
EXCELLENT FOR AFTER SHAVING AND SENSITIVE SKIN

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POTASSIUM ALUM



  
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# BAR SOAP, SHAMPOO-BODY WASH & HAND AND FACE SOAP

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## POTASSIUM ALUM





# NEW PRODUCTS

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## DEO SPRAY WHITENING

“Potassium Alum whitening effect works by lightening the skin”

One of the main ingredients is the Kojic acid.

Kojic acid is an agent produced by several species of fungi which has the Japanese name koji. Kojic acid is a mild inhibitor of the formation of pigment in plant and animal tissues, and is used in food and cosmetics to preserve or change colors of substances, in cosmetics to lighten skin.

Kojic acid also has antibacterial and antifungal properties.



  
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# FINESSE NATURE

Finesse Nature is a line specialized in natural cosmetics products certified by Natura Bio&Vegan Certification.

Nature line is made with Potassium Alum and it is used as body deodorant, detergent and it has active ingredients derived from organic waters of plants, fruits and flowers.



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# The line

Deodorants and cleansing products for the body with a Potassium Alum base  
and organic plant and flower waters



## The Objective

To regulate the skin's perspiration and to cleanse and nourish  
(thanks to their organic active ingredients)  
the whole body in a natural way,  
eliminating the bad bacteria and unpleasant body odors



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# MINERAL DEODORANT ROLL ON

## POTASSIUM ALUM

with Organic Orange Water  
& POTASSIUM ALUM  
with a squeeze of Aloe Vera



# FINESSE PHYTOREMEDIAL

Finesse Phyto remedial is a trademark of natural cosmetics that contains phytocomplexes for nutraceutical activity of plants, fruits and flowers such as Crimean Black Tomato, Pumpkin Seeds, Red Vine and Rosa Damascene. It is grown on a farm in the Po River with the idea to enhance the products of the territory.

"I Cosmetici dell'Orto" line consists of facial creams, body scrubs and lotions rich of lycopene, anthocyanins, beta-carotene and other precious natural ingredients that reinforce cellular aging and are perfect for the most delicate skin.

  
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# The line

Cream and Scrub for face and body with black tomato, pumpkin seeds, grapevines and damasque rose



## The Objective

Enhance the phytocomplexes of the nutraceutical value of the Italian territory



# FACE CREAM & FACIAL SCRUB

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## GINGER & BITTER ORANGE



  
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# NATURAL SOAP BARS



FIG



GINGER



BLACK TOMATO



PUMPKIN



# FINESSE 17 BY DAVID TREZEGUET

The longtime partnership between Finesse "Collection" and David Trezeguet (world famous soccer player) has created **17**, specialized pre-post training products with arnica, canphor, potassium alum, etc.





A World Champion in 1998 and European Champion in 2000 with the French national team, David Trezeguet is best-known for becoming a legendary player of the Juventus Football Club where he spent 11 seasons donning jersey #17 and being given the nickname "TrezeGol" as the most prolific foreign striker in Juventus' history with 171 goals.

As a professional sportsman performing at the highest international level, he knows the importance of taking care of his body.

He has chosen to use only natural products for himself and his family. His love for Italy, where he continues to reside, represents his fundamental desire to collaborate with and promote local companies.

This is why David Trezeguet has chosen Finesse Cosmetics... to take care of his body in addition to paying great attention to the environment.



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This new partnership between Finesse "Collection" and 17 by David Trezeguet comes from the previous experience Finesse has in the cosmetics industry. Since 2003 we have specialized in the formulation, production and distribution of our products in the pharmaceutical, herbal and "Green" sectors - based on natural and organic solutions containing active ingredients from plants, fruit and flowers, and potassium alum, an ancient mineral of volcanic origin.



  
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# FINESSE SOLAIRE

Natural sunscreens with physical sun filters certificated by AIAB & Vegan Quality



**F**  
FINESSE



# FINESSE - LABORATORIES

Hand & surface sanitizing



**F**<sup>®</sup>  
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NATURAL SOCIAL COSMETICS



FINESSE  
#onlyfor

Natural, organic, vegan cosmetics, not tested on animals, made in Italy with the exclusive ingredient of Black Tomato, a natural antioxidant nutraceutical.



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NATURAL SOCIAL COSMETICS



Finesse is glad to introduce #onlyfor, a new brand line of cosmetics  
made in Italy by Finesse Srl:  
natural, organic, 100% vegan, eco-friendly and #onlyfor the best influencers  
and celebrities in the worldwide market.



NATURAL SOCIAL COSMETICS



This innovative cosmetic line is made with organic, vegan, cruelty free, sulfate free, paraben free and dermatologically tested.

Ingredients: containing the unique and worldwide registered BLACK TOMATO active nutraceutical fitocomplex.

Finesse is proud to be the **first cosmetics company** in the world to have obtained this certification.

In addition to the use of our amazing ingredients such as hyaluronic acid of biotechnological origin, there is also the lifting effect of seaweeds that your skin will fall in love with.

The project has been conceived by studying a new SOCIAL line of cosmetics.

Social media market is exponentially growing and it's very demanding about the self-care.

Prominent people in the social media world, in particular on INSTAGRAM, have been examined in order to find the right matches to collaborate and be part of this very exclusive project.



NATURAL SOCIAL COSMETICS



The products for sale are:

Finesse #onlyfor - BLACK TOMATO ANTI WRINKLE FACIAL CREAM WITH  
H.A. AND PHYTODERMINA LIFTING

Finesse #onlyfor - BLACK TOMATO BODY LOTION

Finesse #onlyfor - BLACK TOMATO AND POTASSIUM ALUM BODY WASH

Finesse #onlyfor - BLACK TOMATO EYE CONTOUR CREAM CREAM  
WITH H.A. E PHYTODERMINA LIFTING

Finesse #onlyfor - BLACK TOMATO AND POTASSIUM ALUM FACE CLEANSER

Our Instagram Ambassadors will be asked to work with us for growing our brand reputation and opening to a global market, selling our products worldwide through their global IG channels.



#onlyfor

@finesse\_cosmetici\_naturali

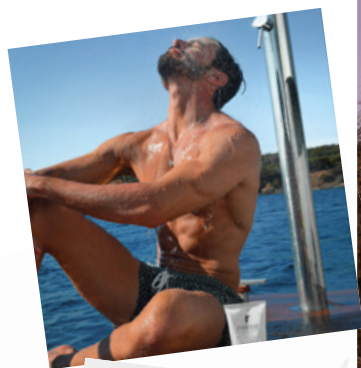
@finesse\_cosmetics\_uae

@onlyforcosmetics





# TESTIMONIAL & SOCIAL MEDIA

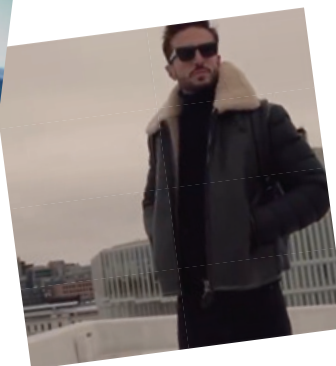


**FINESSE**  
#onlyfor



@onlyforcosmetics  
@finesse\_cosmetici\_naturali

[www.only-for.com](http://www.only-for.com)



**F**  
**FINESSE**

# TESTIMONIAL: **David Trezeguet**

(French soccer player, Brand Ambassador of Juventus FC)

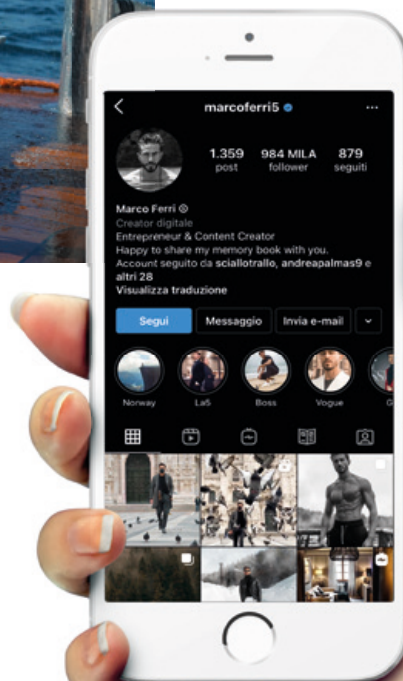
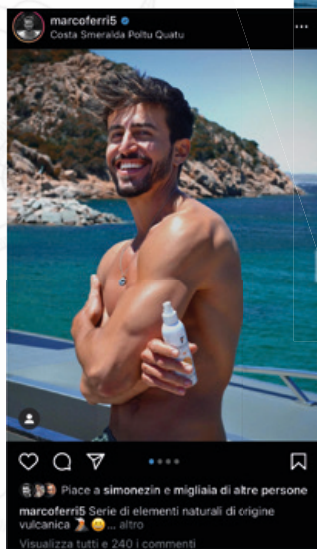


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# Marco Ferri

(model, influencer)



**F**<sup>®</sup>  
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# Stefano Sala

(model, influencer)



  
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# Daria Dereviankina

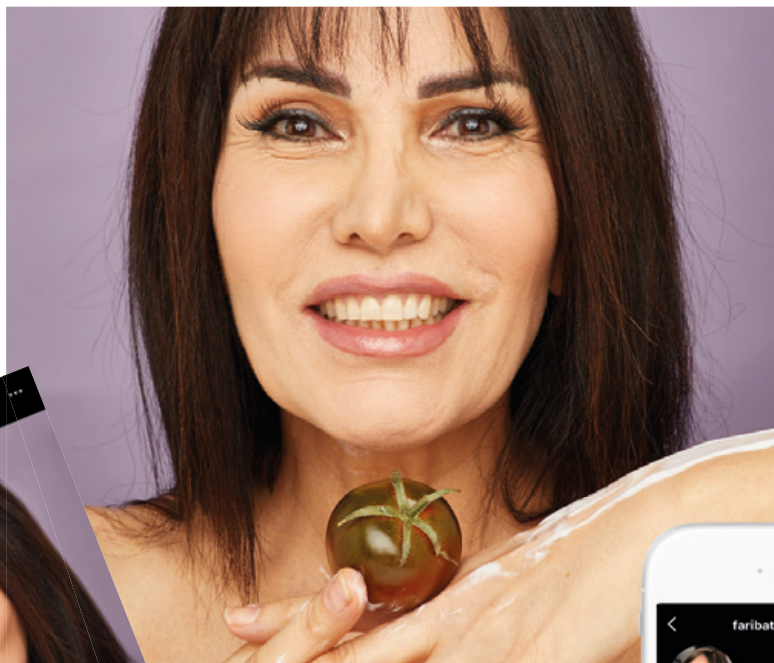
(model, influencer)



  
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# Fariba Tehrani

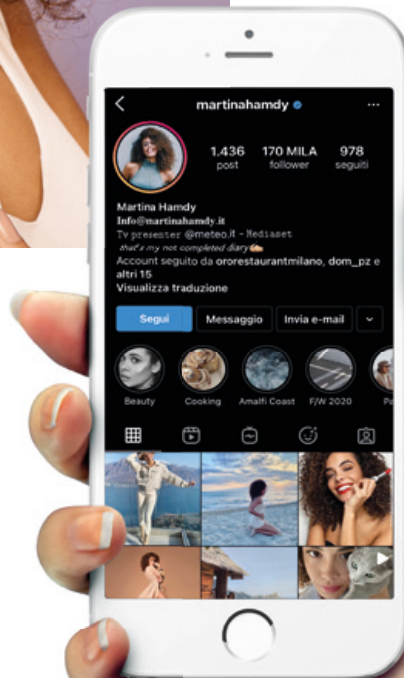
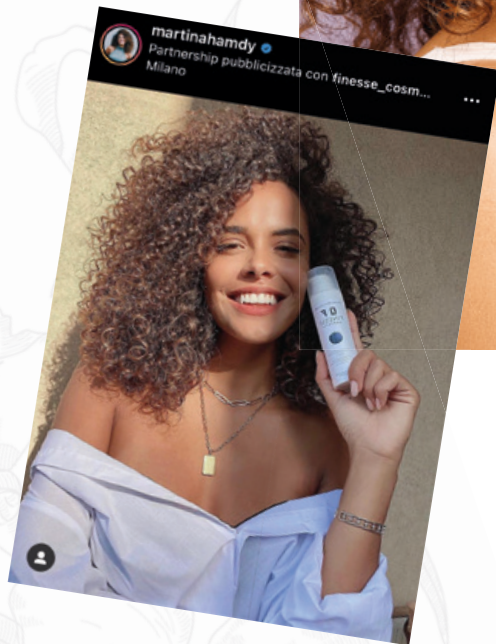
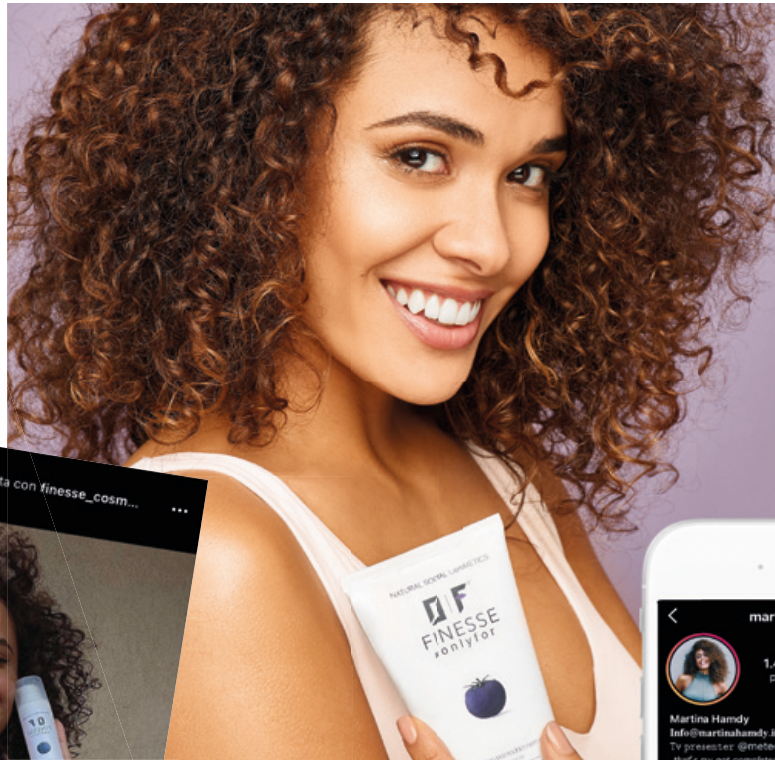
(showgirl, influencer)





# Martina Hamdy

(model, influencer)



  
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# Tell us what you want and we will make it custom for you!

Finesse formulates, **produces and packages natural cosmetic products** with potassium alum and raw ingredients such as vegetables, fruit and flowers.

We create this products for Finesse  
**and develop branding for third parties.**

We provide a **full service package** that ranges from the creation of a formula to the choice of primary and secondary packaging for every customers individual needs.

Some of the products we have developed for third parties have included lines of deodorants, creams, sunscreens cleansers and mosquito repellent, home fragrances and high end cosmetics for fashion brands...to name but a few!



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# FINESSE

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