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Plants beneficial for the environment and the skin

The United Nations has designated June 5th as World Environment Day , to underline the importance of protecting and safeguarding the environment and the impact that the latter has on the well-being of peoples and on economic development.

This celebration offers the opportunity to reflect on the importance of conservation and enhancement of the environment and with the aim of a more conscious vision and responsible behavior by individuals, businesses and communities.

Botanical ingredients in cosmetic formulations

On the occasion of World Environment Day I would like to offer you an alternative perspective, focusing on the role of some plants which, in addition to being beneficial and advantageous for the well-being of the ecosystem, prove to be precious green ingredients in cosmetics.

Aloe , for example, known mainly for its **anti-inflammatory qualities** , is also perfect for **purifying the air** : it is estimated that 20 aloe plants, over the course of a year, are able to convert the same equivalent of CO2 from a tree, while reducing levels of benzene and formaldehyde.

Aloe *Barbadensis* Miller specifically is a very precious variety, both from a nutritional, health and environmental point of view: this is precisely why Eisenberg chose it as one of the main ingredients of La Protection Idéale, the novelty of the year.



Aloe in La Protection Idéale by Eisenberg

Eisenberg's La Protection Idéale is a 3-in-1 skincare treatment that gives glowing skin protected from UV rays, blue lights and pollution. thanks to its formula with SPF 30 PA+++.

La Protection Idéale creates a 360° shield protecting the epidermis from free radicals caused by continuous daily aggressions, thus preserving the natural luminosity and youthfulness of the skin.

Within its formula, aloe has a **hydrating and soothing action** , an effect further enhanced by Shea butter and Criollo Porcelana Cocoa Peptides, other star ingredients of the product.



Red algae in Eisenberg Soins Anti-Age

Red algae also play a key role in the well-being of our sea ecosystem. In addition to **producing oxygen** , thanks to the process of **photosynthesis** , red algae also filter water . Some varieties also deposit calcium carbonate in the cell walls, thus playing a central role in the growth and **regeneration of coral reefs** and other bioconstructions.

Red algae are among the main ingredients of Soins Anti-Age , one of Eisenberg's best-selling treatments . A formula with **anti-wrinkle and firming action** , rich in active ingredients aimed at regenerating and nourishing the skin.

In this case, red algae perform a detoxifying and purifying action, leaving the skin toned, smooth and visibly rejuvenated.



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