

Immortelle collection

Take your
skincare to
another level.
CERTIFIED
one.



OLIVAL

NATURAL
COSMETICS

Get to know NATRUE

Natural cosmetics on the market are very diverse and different from each other. Sometimes, it is very difficult to assess the quality and naturalness of micellar cleansers, tonics, or creams.

So, how to choose natural products? Look for certificates for natural cosmetics!

One of the most famous (and most recognized) is the NATRUE certificate – an independent confirmation of the quality and naturalness of cosmetics.

NATRUE is obtained by the non-profit organization *The International Natural and Organic Cosmetic Association* based in Belgium. Their goal is to support the use of premium natural raw materials, and thus the visibility of manufacturers who meet the highest standards of quality and integrity in the development and production of natural cosmetics.



Strict criteria of professional experts = superior natural products

In order for certain cosmetics to be NATRUE certified, it needs to be compliant with the NATRUE standard. This standard was developed by *The NATRUE Scientific Committee Criteria and Label*, and is getting continuously revised. In order to "earn" the certificate, it is necessary for each product to pass a professional and thorough inspection by NATRUE experts. The formulations themselves, or the compositions, are certified. All components are thoroughly reviewed and approved - ingredient by ingredient, percentage by percentage.

NATRUE principles

1

The certificate guarantees formulations without synthetic ingredients.

2

Only **natural ingredients, ingredients derived from natural sources**, and **bioidentical** (nature-identical) ingredients are allowed.

3

Water is not counted as a natural ingredient due to its (usually and in general) high content in products.

4

Sustainability is encouraged and certification follows only for manufacturers who strongly follow NATRUE requirements.

You can recognize a NATRUE-certified product by the characteristic mark of a female silhouette on the product's packaging. In order for the collection to be certified, it is necessary that at least 75% of the products in collection comply with all the criteria and standards of the organization.



Special features of natural cosmetics



Formulations of natural cosmetics must be at least 95% natural.

In the case of certified natural cosmetics, the standard is even stricter, since the formulation must not contain ingredients such as artificial or synthetic active substances, polymers, certain preservatives, etc. On the other hand, it is important to emphasize that natural cosmetics, just like conventional ones, have their own rules. One of them is microbiological safety. This means that even natural products, unless they are anhydrous, must be preserved with suitable preservatives.





Instead of synthetic perfumes, natural cosmetics contain natural scents or pure essential oils.

Natural cosmetics are specific – each natural ingredient can vary in its properties such as color and scents, which contributes to the final uniqueness and beauty of the product itself. Enjoy it!



Certified natural cosmetics are double-regulated.

Cosmetics produced in the EU are subject to strict European regulations, and in the case of certification, they must comply with an additional standard of the competent organization in order to ensure maximum quality, which is essential for product certification.



What does the Immortelle collection offer you

From micellar solutions, foams, gels, and toners to creams, the collection holds carefully designed products that represent the care of all types of skin, including sensitive one.

The design of the product clearly communicates the purpose itself - from cleansing, washing, and toning to nourishing.

Attractive packaging with flower details preserves the quality of natural ingredients and shows the width of the assortment.

The Immortelle collection is a Croatian product - from concept and development to production, which takes place in Olival's modern plant in Zagreb.



Your new favorites

Cleansing and toning

Micellar Solution Immortelle

Powerful micelles in combination with immortelle essential oil and aloe vera extract gently and effectively remove mild makeup and impurities from the face and neck. This micellar solution is suitable for lighter makeup and ideal for the first step of double cleansing.



Micellar Solution 2in1 Immortelle

The combination of powerful micelles and nourishing sesame oil gently and effectively removes waterproof makeup and stronger impurities. The micellar solution 2in1 refreshes the skin and restores its softness, without feeling dry or tight.





Nourishing Milk Immortelle

The lightweight and rich texture of the milk effectively removes makeup and cleanses impurities. After cleansing, the skin remains soft and nourished. Nourishing Milk Immortelle is intended for everyone who prefers creamy products for removing makeup.



Micellar Foam Immortelle

Powerful micelles in combination with immortelle essential oil and soothing aloe vera extract in a gentle foam thoroughly clean the skin of the face and neck, without feeling dry or tight. Micellar Foam Immortelle is ideal as a second cleansing step or on its own, if the skin only needs to be washed.



Micellar Gel Immortelle

Powerful micelles in combination with immortelle essential oil and soothing aloe vera extract in a mild gel thoroughly clean the skin of the face and neck, without feeling dry or tight. Micellar gel does not create a strong foam like classic cleansers and is suitable for the second step of double cleanse.



Refreshing Toner Immortelle

The combination of immortelle essential oil, nourishing grape seed extract, and aloe vera gently tone the complexion, refresh the skin, and restore its natural balance. It is an optional step in skin care that prepares the complexion for the application of serums and creams.



Exfoliation

Nourishing Peeling Immortelle

Enriched with immortelle essential oil, sesame and olive oils, as well as natural kernels of apricot and olive pits, this peeling effectively cleanses the complexion and makes the skin smooth, nourished and fresh. It is recommended to use it 2 to 3 times a week, depending on the needs of the skin.



Active Peeling Immortelle

Based on the purifying effect of activated charcoal and kernels of apricot and olive pits, this peeling effectively cleanses the skin, while the essential immortelle oil stimulates renewal. After applying the peeling, the skin is tightened, soft and smooth. It is recommended to use it 2 to 3 times a week, depending on the needs of the skin.



Occasional care

Nourishing Mask Immortelle

With the purifying effect of white clay and the nourishing properties of immortelle essential oil, this mask deeply moisturizes, nourishes, hydrates the skin and awakens a healthy glow. It is recommended for dry and sensitive skin, 2 to 3 times a week, depending on the needs of the skin.



Active Mask Immortelle

Based on the purifying action of activated charcoal and green clay, this mask perfectly cleanses pores and reduces the effects of external influences. Essential oil of immortelle, aloe vera and chamomile nourish and soothe the skin. It is recommended to use it 2 to 3 times a week, depending on the needs of the skin.



Daily care

Extra Moisturizing Cream Immortelle

The emphasized effect of deep moisturizing of the skin and airy texture is based on the effect of immortelle essential oil, jojoba oil, wheat germ, carrot and lemon balm extracts. The cream is suitable for all skin types. It can be used daily, and the fast-absorbing formulation makes it an excellent base for makeup. After application, the skin is pleasantly smooth and silky.



Extra Rich Cream Immortelle

Very creamy, rich and nourishing cream is based on the properties of immortelle essential oil, olive oil, apricot kernels oil, and extracts of aloe vera and chamomile. The richness of natural ingredients helps to restore moisture, elasticity and glow. The cream is recommended for night care of dry and sensitive skin. It can be used in the evening, and with more pronounced dry skin it is good to use it during the day or as needed.



Regenerating Cream Immortelle

The soothing effect on the skin and the lighter texture of the moisturizing emulsion are based on immortelle essential oil, macadamia oil, evening primrose and marigold oils, and St. John's wort extract. The carefully selected ingredients of the Regenerating Cream Immortelle stimulate skin renewal, provide it with the necessary moisture, and make the complexion silky. The cream is intended for special care of mixed and oily skin. It is used in the morning and evening routine, and the fast-absorbing formulation makes it an excellent base for makeup.



Mattifying Fluid Immortelle

The delicate, airy and mattifying texture of the fluid is based on immortelle essential oil, squalane, camelina oil and thyme extract. This complex alleviates and prevents irregularities - it has an antioxidant effect on sebum, which prevents the development of bacteria, reduces the inflammatory response of the skin and prevents rough skin texture. It is ideal for teenage skin care as it combines treatment care and hydration.





Eye Area Cream Immortelle

The nourishing, rich texture of the cream is based on immortelle essential oil, shea butter and apricot, avocado and argan seed oils. It gently hydrates, nourishes and smoothes the area around the eyes, while extracts of poppy and Chilean raspberry specifically relieve puffiness and contribute to elasticity, tone and luminosity. Poppy extract reduces the volume of puffy under-eye area and dark circles. It can be used in the morning and evening, or as needed.



CC Natural Cream Immortelle

The combination of immortelle essential oil, nourishing oils, vitamins H, E, B5 and mineral pigments nourishes the skin and evens out the natural tone of the complexion. CC natural cream provides light to medium coverage, soothes the skin, moisturizes it has SPF 12. It is ideal for normal to dry skin.






Golden Immortelle Oil


Immortelle essential oil in combination with natural oils of apricot, jojoba, macadamia, argan, wild rose and marigold quickly absorbs into the skin, deeply nourishes it, helps retain moisture, fullness, elasticity and alleviates signs of premature aging. It can be used alone or with serum and cream and is ideal for facial massage.



Find your ideal products



A routine is a planned schedule of skincare products and their usage over a long period. The key to its efficacy is time – that is, consistency and consistency. That's why routine is called routine – it is necessary that all its steps become a habit and take a part of everyday life.



How to put together your own routine? We promise it is not hard!

Step 1 → cleansing

If you wear makeup and products with UV filters for sun protection (which we definitely encourage!), it is great to include a double cleanse. In the first step of double cleanse, with the help of a **micellar solution or milk**, makeup and SPF are dissolved and removed, followed by washing with a dedicated **gel or foam** that cleanses the remaining impurities. If you do not wear makeup, it is enough to choose your gel or foam, depending on your skin type.


Step 2 → toning

Facial toner is an optional step in the skincare, but it makes a great difference. With toning, the skin is prepared for the application of serums and creams, and at the same time, it is balanced and moisturized after cleansing.



Step 3 → occasional care


Face exfoliation or peeling is key to the process of the removal of dead skin cells. This method restores the skin's youthful appearance, prevents clogging of pores and improves the absorption of other products. Apply it in the evening depending on the needs of the skin - someone will need it three times a week, others once every one to two weeks.



Face mask is an additional treatment step in skincare that serves as an addition to classic creams. Whenever we feel like the skin needs that little boost, "that something", it is time to apply a mask. It will hydrate the skin, nourish it, stimulate glow, and restore a well-groomed appearance. When to use it? It depends on the needs of the skin itself, but it is usually enough to apply it twice a week in the evening - on days when peeling is not planned.

Step 4 → everyday care (+ SPF)

Every skin needs and deserves its own **cream**, and it is crucial to choose the ideal one according to the type and condition of the skin. It is important to recognize the type of skin in question (dry, balanced or normal, combined or oily type) and what is the condition of the skin at the time you are looking for a cream (if the skin is dehydrated or sensitive).



Don't forget, **sun protection** is also an important dimension of skincare. Immortelle creams do not offer adequate protection from the sun, so make sure you use your dedicated SPF regularly and abundantly.



Cleansing and toning

PRODUCT	SKIN TYPE	PURPOSE	HOW TO USE
<i>Micellar Solution Immortelle</i>	<i>all skin types</i>	<i>cleansing of lighter makeup and SPF (first step)</i>	<i>apply to a cotton pad, cleanse, and rinse off</i>
<i>Micellar Solution 2in1 Immortelle</i>	<i>all skin types</i>	<i>cleansing of heavier makeup and SPF (first step)</i>	<i>apply to a cotton pad, cleanse, and rinse off</i>
<i>Nourishing Milk Immortelle</i>	<i>all skin types, especially dry</i>	<i>cleansing of heavier makeup and SPF (first step)</i>	<i>apply to a cotton pad, cleanse, and rinse off</i>
<i>Micellar Gel Immortelle</i>	<i>combined and oily skin</i>	<i>washing (second step)</i>	<i>apply to a moistened face, massage and rinse off</i>
<i>Micellar Foam Immortelle</i>	<i>dry and sensitive skin</i>	<i>washing (second step)</i>	<i>apply to a moistened face, massage and rinse off</i>
<i>Refreshing Toner Immortelle</i>	<i>all skin types</i>	<i>toning and preparing for skincare</i>	<i>apply to hand palms or a cotton pad</i>





Occasional care

PRODUCT	SKIN TYPE	PURPOSE	HOW TO USE
<i>Nourishing Peeling Immortelle</i>	<i>dry and sensitive skin</i>	<i>exfoliation and care</i>	<i>massage into the skin for a few minutes, then rinse off</i>
<i>Active Peeling Immortelle</i>	<i>combined and oily skin</i>	<i>exfoliation and pore purification</i>	<i>massage into the skin for a few minutes, then rinse off</i>
<i>Nourishing Peeling Immortelle</i>	<i>dry and sensitive skin</i>	<i>nourishment and hydration</i>	<i>apply to skin after cleansing, let it sit for ten minutes then rinse off</i>
<i>Active Mask Immortelle</i>	<i>combined and oily skin</i>	<i>pore purification</i>	<i>apply to skin after cleansing, let it sit for ten minutes then rinse off</i>





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Immortelle

**extra
rich
cream**

for night care
dry and sensitive skin

contains olive and apricot
kernel oils
enriched with aloe vera and
camomile extracts




Certified
natural cosmetics



Everyday care

PRODUCT	SKIN TYPE	PURPOSE	HOW TO USE
<i>Extra Hydrating Cream Immortelle</i>	<i>all skin types</i>	<i>hydration and care</i>	<i>apply in the evening and morning (if needed, before SPF)</i>
<i>Extra Rich Cream Immortelle</i>	<i>dry and sensitive skin</i>	<i>nourishment and hydration</i>	<i>apply in the evening</i>
<i>Regenerating Cream Immortelle</i>	<i>combined to oily skin</i>	<i>lightweight hydration</i>	<i>apply in the evening and morning (if needed, before SPF)</i>
<i>Mattifying Fluid Immortelle</i>	<i>oily skin with imperfections</i>	<i>hydration and treatment care</i>	<i>apply in the evening and morning (if needed, before SPF)</i>
<i>Eye Cream Immortelle</i>	<i>all skin types</i>	<i>hydration and treatment care</i>	<i>apply in the evening and morning (if needed, before SPF)</i>
<i>CC Natural Cream Immortelle</i>	<i>all skin types</i>	<i>light coverage and care</i>	<i>apply in the morning (after SPF)</i>
<i>Golden Immortelle Oil</i>	<i>dry and sensitive skin</i>	<i>nourishment, concentrated care</i>	<i>apply in the evening, after cream or its own</i>

Apply your cream before SPF only if it is necessary for your skin.



Star ingredients (that you may not be familiar with)

The most prominent ingredient of the collection

IMMORTELLE ESSENTIAL OIL is known as *Helichrysum italicum* or Immortelle because of its immortality, or resistance to the harsh conditions of the sun and Mediterranean environment. It is one of the most valued active ingredients in natural cosmetics. For 1 liter of high-quality immortelle essential oil, about 4 tons of flowers are needed, and distillation is carried out within 24 hours of picking.

Immortelle provides the skin with multiple benefits. First of all, it is a powerful antioxidant that stimulates microcirculation, thereby revitalizing and renewing the skin. It has an anti-inflammatory effect, and with long-term use, it works against signs of aging. Due to its natural characteristics, immortelle essential oil will suit almost all skin types, except skin that is very sensitive to active ingredients.







POPPY EXTRACT helps to reduce the volume of tissue under the eyes (puffy circles). It has a targeted effect on improving the appearance of the skin around the eyes. It helps strengthen the elasticity of the tissue and optically contributes to the freshness of the area. (*Eye Area Cream Immortelle*)



THYME EXTRACT, i.e. its polyphenols thymol and carvacrol, provide a strong anti-inflammatory, antimicrobial and antioxidant effect. The extract offers benefits to skin prone to pimples and acne. (*Mattifying Fluid Immortelle*)



JOJOBA OIL is similar to the natural lipids of the skin, it absorbs very quickly, nourishes and protects. (*Extra Moisturizing Cream Immortelle*)



CHILEAN RASPBERRY SEED EXTRACT is high in unsaturated fatty acids and vitamin E, and also contains the natural phenol resveratrol, which stimulates collagen production. It acts as an antioxidant, improves the retention of moisture in the skin, and maintains its natural elasticity and suppleness. (*Eye Area Cream Immortelle*)



WHEAT GERM OIL stimulates skin regeneration, deeply nourishes and regenerates, and has an antioxidant effect. It also has a long-term effect on the appearance of wrinkles. (*Extra Moisturizing Cream Immortelle*, *CC Natural Cream Immortelle*)



CARROT EXTRACT is rich in beta-carotene and works extremely well for dry skin that needs regeneration. (*Extra Moisturizing Cream Immortelle*)



MELISSA EXTRACT balances the condition of the skin and contributes to natural revitalization. (*Extra Moisturizing Cream Immortelle*)



MACADAMIA OIL is rich in fatty acids and vitamins. As such, nourishes and revitalizes the skin. The oil quickly absorbs, it is non-greasy, and contributes to smoothness and natural glow. (*Regenerating Cream Immortelle, CC Natural Cream Immortelle, Golden Immortelle Oil, Active Mask Immortelle, Nourishing Mask Immortelle*)



APRICOT KERNEL OIL is rich in essential fatty acids and vitamins A, B, E. Deeply nourishes sensitive and dry skin, restores elasticity and soothes. (*Extra Rich Cream Immortelle, Eye Cream Immortelle, Golden Immortelle Oil*)



ALOE VERA has an anti-inflammatory and soothing effect, with a hydrating and regenerating effect. (*Extra Rich Cream Immortelle, Mattifying Fluid Immortelle, Micellar Solution Immortelle, Micellar Foam Immortelle, Micellar Gel Immortelle, Refreshing Toner Immortelle, Active Mask Immortelle, Nourishing Mask immortelle*)



EVENING PRIMROSE OIL is rich in essential fatty acids. It is suitable for dry, mature, chapped skin that lacks richer and regenerating care. (*Extra Rich Cream Immortelle, Regenerating Cream Immortelle, Nourishing Milk Immortelle*)



CHAMOMILE EXTRACT is ideal for calming properties in case of sensitive skin. Soothes the skin and promotes regeneration. (*Nourishing Mask Immortelle, Active Mask Immortelle, Extra Rich Cream Immortelle*)



GREEN CLAY has a purifying effect and slightly mattifies the complexion. Helps prevent irregularities. (*Nourishing Mask Immortelle, Active Mask Immortelle*)





Tradition and top quality ingredients - combined

We have been creating, formulating and producing cosmetics since 1994! Olival products are made with pharmaceutical heritage, knowledge and experience that we have been perfecting for almost 30 years. We are motivated by our love for natural ingredients such as nourishing oils and high-quality plant extracts, but also by the needs of our users, to whom we want to offer a wide and diverse range of cosmetic products.

There are more than 180 products in the range - currently, because that number is growing year by year (which we are very proud of).

Immortelle Collection has been one of the favorites on the market since 2011. Since then, it has changed its appearance several times, while the formulas have remained the same since its initial launch.



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*Follow us for
more tips and
recommendations*

*Read the Olival
blog*

Education is at the core of our existence and we work on it every day. Through posts on social networks, blog articles, various guides, as well as individual free consultations, we continuously strive to make navigating through the world of cosmetics much easier and more intuitive. We want it to be a simple process, a daily little ritual of relaxation and pleasure.

If you want to start fresh, but still don't know how... we are here for education, consultations and recommendations. Contact us via social networks or email!

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