

An Introduction



ITALIAN  
ETHICAL  
LUXURY



“The development of knowledge  
entirely depends on disagreement”

Karl R. Popper

In the advanced world, the use of synthetic substances on the skin is not acceptable any longer. And yet are they contained in every product that we use.

[XO Spa] arose from the will of changing this situation and shows that a superior way exists, which is more effective and certain of treating beauty.

*Maurizio A. Rossi*





**[eXtra Organic] Salus Per Aquam**  
mediterranean dietetics for the skin



ITALIAN ETHICAL LUXURY



The luxury of perfectly  
natural products,  
for a lifestyle that is  
**aware and final and certain results**



**The first 100 % chemical free products**

which were exclusively formulated with vegetable ingredients  
of feed and pharmaceutical level



## **Bioactive cosmetics**

Every drop of the product is exploited by the skin  
to recover and maintain original beauty.



**KO**  
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## the product:

Natural organic ingredients	100%
Chemical synthetic ingredients	0%
Peg e hydrogenated products	0%
GMOs	0%
Mineral oils and derivatives from petroleum	0%
Carcinogenic ingredients	0%
Impurities, pesticides etc	0%
Parabens and chemical preservatives	0%
Contraindications	no



## quality:

The quality and purity of ingredients	100%
Exotic and protected plants	0%
Tests on animals	0%
Dermatologic effectiveness	maximal
Environmental responsibility	maximal
Energy saving	maximal



## the results:

Dermal biocompatibility	maximal
Skin absorption	maximal
Absorption time	in few minutes
Useful skin product	100%
Effectiveness	maximal
Allergic reactions	absent
Clearness of results	immediate
Dermatologic tests	complete



**is**

ITALIAN ETHICAL LUXURY

**A revolution in cosmetics!**

No product was made  
at all this way before



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**Passion, Sustainability and Technology**

**The mediterranean culture of beauty**



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LUXURY

-  Every ingredient obtained from the water and lands of the Mediterranean.
-  Pure as nature created them.
-  Selected according to the most recent scientific discoveries.
-  Products made and sealed like fresh food.



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**RED colour like energy,  
positiveness, creativity, passion.**

Bottles

Murano Red Glass  
wellness products





Bottles  
Airless up&down  
Intensive treatments





ITALIAN ETHICAL LUXURY

■ Designed, drawn and formulated by Maurizio Rossi, a quantum physicist who is an expert in cosmetics and natural medicine science.



"I have found out that Beauty can save the world"





The beginning line

## *Purificazione & Tonificazione*

### **[XO] Cleanser & Scrub Corpo**

Cleanser as full purifying treatment.  
With no foaming agents and exfoliant acids.

### **[XO] Elisir** [lipo-tonic body]

Mediterranean oils tonic for hydration, silky, elasticity.  
The most precious tonic ever produced.

### **[XO] Rugiade** [facial & body hydro-tonic]

Tonic of floreal water from the Mediterranean.  
Mineralizing, decongestant and soothing.



### **[XO] Intensive serum**

[Serum of rejuvenating and nutritious oils]

Luxurious treatment for a perfect skin. Omega 3, 6 and 9 integrator of essential Fats, of polyphenols and fat-soluble vitamins. Firming, silky, antiageing.

### **[XO] Intensive cream [Slimming and cellulite]**

It stimulates the superficial circulation.

It regulates the absorption of the subcutaneous liquids. It firms the connective tissue.

It increases the production of collagen.

### **[XO] hydrolipidic gel**

[After Sun Regeneration & Soothing]

Moisturizing, firming, decongestant.

Rich in flavonoids and E vitamin.

For After Sun lotion and in extreme climates.

It prevents from ageing damages.



**[XO] Facial cleanser** [facial equilibrating detergent]

Cleanser as a full treatment. **With no foam.**

**With no surfactants and chemical detergents.**

**[XO] Facial emulsion** [equilibrating, moisturizing, protective]

It protects from chemical substances, pollution and antioxidants. It repairs the oxidant damage provoked by the solar radiation.

It stimulates the physiological activity of skin.

**[XO] Facial cream** [normalizing, antiageing]

To return to the skin a healthy and young look.

Against wrinkles and most frequent aesthetic irregularities. Skin obtains optimal colour and texture.



*Facial Special & Luxury*

**[XO] Restitutive cream**

[ antiageing, nutritious, decongestant night]

With fresh fruit of titled blueberry. With balanced phytocomplexes in polyphenols and Fas. Antioxidant. It gives, structures and invigorates the spoiled skin. Visible improvement of elasticity.

**[XO] Facial scrubbing [ purifying, normalizing]**

It moves superficial cells and restores the optimal texture of the skin for the absorption of the treatment.

Three specific actions:

- 1 Physiologic
- 2 Antibacterial
- 3 Purifying







## The Italian ethical luxury

"Choosing luxury does not mean neglecting ethics,  
but expecting it at its highest level"

[XO] SPA is:

- The first brand of sustainable and ethical luxury in cosmetics.
- The emblem of the mediterranean lifestyle and of the italian ability of merging technology and secular knowledge.

*"If you walk barefoot, you will never forget the ground beneath you"*

*K.G.Jung*



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THE ITALIAN ETHICAL LUXURY

**XO SPA Biorganics Bologna - Italia**  
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