



NESTI DANTE from Florence, *with love & care* “Not the biggest, but the best”

Unlike pottery and glass, it leaves no archaeological remains, nor is it reproduced in frescoes and paintings. We are talking about soap. It is perhaps for these reasons that nobody has ever been able to accurately reconstruct its history, from antiquity to the present day. Legend has it that a fisherman had left a cauldron on a beach in Liguria with some leftover olive oil and other substances, containing soda. Unintentionally, his wife boiled this mixture at length, obtaining soap, in dialect ‘savun’, which is alleged to have given the city of Savona its name. It was not until the early 19th century that a London barber, Andrew Pears, was to transform it into a real perfumed cosmetic. Today, soap is not only a basic accessory for hygiene and beauty, but even a sort of “fetish” that nourishes the passion of many modern soapmakers...of the household version. They dabble in making products with the most varied techniques: cold-processing or hot-processing (in the oven or in a bain-marie for example), taking ready-made glycerine bases or “reprocessing” old cakes of soap. However, to transform a simple hobby into the vocation of an entire life, a few leisure hours and a pinch of enthusiasm are not enough. You need constancy and intuition, will and imagination, pragmatism and farsightedness. This is a blend of qualities that are not easily found but which certainly belong to a pioneer of this artisanal activity, Dante Nesti, the founder of the soapmaking company of the same name, based in Florence. In 1945, at the age of 20, he started to make soap in his own home, using a small 50-litre cauldron. Only three years later, his ingenious but improvised skill had already taken on the features of a solid company registered with the Chamber of Commerce in the Tuscan capital. Today, **Nesti Dante srl**, managed by his son Roberto and by the third generation (Carolina and Edoardo), is one of the few companies in the world which, although on an industrial scale, still produces soap with artisanal methods, carrying out the complete cycle of production. And it strictly follows the traditional process of boiling in a cauldron (with a capacity from 70 thousand to 120 thousand litres), which takes several days and the continual assistance, including manual, of master soapmakers and perfumers, who can monitor the various phases of the process (saponification, washing, liquidation, decantation and extraction from special vacuum driers). This recipe for success is completed by the exquisite refinement of the packaging with attention paid to even the tiniest detail and the use of selected raw materials of very high quality and without synthetic surfactants, which are responsible for allergies and irritation of the skin, hair and eyes. The result of the Florentine company? Half a century of coherent commitment, illuminated by the objectives of excellence of its founder: “We will always work not to be the biggest, but to be the best.”



IL FRUTTETO

You can close your eyes and paint it with your imagination.

A luxuriant Tuscan orchard, shimmering with the warmest and brightest colours and basking in the sun, against a background of a clear sea, which blurs with the transparency of the sky. **Il Frutteto**, the line produced by Nesti Dante of Florence, draws its ingredients from this splendid and uncontaminated corner of nature, with the care that has characterised every one of its products for the past half century, or to put it better, every one of its “creations.” Six precious plant soaps (250g each), enriched with the active ingredients of fruit and wrapped in fine illustrated paper. The secret of their indisputable effectiveness? The entirely artisanal process, which is the expression of the best Italian soapmaking tradition. The soap paste is obtained from a long and complex process of boiling in a cauldron, which lasts four days and requires the constant presence and meticulous intervention of master soapmakers and perfumers. This process does not alter in the slightest the essences, rich oils and functional substances of top quality in the formulations, which are also without synthetic surfactants. These are the versions: **Peach and Melon, Pomegranate and Blackcurrant, Fig and Almond Milk** have toning, softening and moisturising virtues, **Citron and Bergamot** refreshes and gives renewed energy, whilst **Red Grapes and Blueberry**, like **Olive and Tangerine**, are distinguished by their protective and nourishing properties. The **Natural Liquid Soap** (in a 300ml size) must not be forgotten. In two variants – Bath and Shower Gel and Gel for Hands – consists exclusively of olive oil, enlivened by extracts of grape, blackcurrant and lemon. Its extreme delicacy makes it perfect for all skins, even the most sensitive and reactive. The **Il Frutteto Kit Collection** crowns the line: the six scents comes in 150g / 5.3 Oz size and are assorted in a transparent box enriched with an elegant and cheerful ribbon, which gives a real gift look.





HORTO BOTANICO

Walking in silence through the flowerbeds and down paths in a botanical garden, discovering medicinal herbs, unusual vegetables, collections of rare trees and the lacy embroidery of exotic flowers, can arouse intense emotions. It is nature that reveals itself to our eyes, in a riot of bright colours and variegated shapes, that alternate the majestic and gigantic plant with the tiny leaf with mysterious therapeutic powers. A microcosm that is reserved and unassuming in appearance, but with grandiose beauty and unexpected virtues. After all, the botanical garden in Florence is called the “Garden of Simples”: a small natural gem of illustrious and very ancient origins (it was founded in 1545 by Cosimo I de Medici), meekly set amongst the most famous artistic masterpieces of the city. Its hidden marvels are the inspiration of **Horto Botanico**, the line produced by Nesti Dante of Florence, six soaps (250g each) elegantly wrapped in fine paper. The delicate formulations contain all the benefits of selected plants. They have in common the wholly artisanal process of production, the result of the most excellent Italian soapmaking tradition. The variants:

Artichoke and **Carrot** which stand out for their toning properties, whilst **Tomato** has soothing and rebalancing virtues and **Pumpkin** leaves the skin velvety smooth. Lastly, **Cucumber** is the ideal soap to nourish the tissues in depth and **Lettuce** has refreshing and regenerating qualities.

The **Horto Botanico Kit Collection** crowns the line: the six scents comes in 150g / 5.3 Oz size and are assorted in a transparent box enriched with an elegant and cheerful ribbon, which gives a real gift look.





DEI COLLI FIORENTINI

The sinuous profile of a horizon that is unique in the world, inlaid with cypresses and the light of glowing sunsets. The hills of Florence, studded with monuments and castles, unspoiled parks very rich in animal life, pony trekking centres, craftsmen and artists who, still following in an ancient tradition, produce objects and works of art of rare beauty. The **Dei Colli Fiorentini** line is inspired by a journey through the perfumes and colours of this enchanting nature where time is as if suspended. It consists of six soaps (250g each), invaluable for the beauty of the skin and the well-being of the mind. Here are the variants: the very sensual **Iris** which, growing abundantly in the Tuscan countryside, appears not coincidentally in the coat-of-arms of Florence. One more reason to prefer its perfume? It is a flower that transmits positive vibrations and is perfect to offer in the case of imminent changes or good news, or to wish someone who is about to take an important step good luck; the inebriating **Poppy**: its petals which are as crimson as they are fragile make it the symbol of a captivating but ephemeral passion, subject to the dangers of time. Then there is the exciting **Ginestra**: the person who wears this essence has the fame of being irresistible. It is not surprising that it was highly appreciated by the Greeks and Romans, who grew it to attract bees and obtain an excellent honey. And what about relaxing **Tuscan Lavender**? Only a few drops are necessary to regain serenity and equilibrium and dispel tension and stress with greater insouciance. Regenerating **Cypress** also had to be included. The sacred custodian of this land, in ancient times, it was the emblem of immortality.

Closing the sequence, the romantic **Sweet Violet**, which conceals its secret of seduction as told by the legend: Vulcan, to conquer the reluctant and very beautiful Venus, appeared before her flaunting this elixir. And at last, the goddess put aside her reluctance and kissed him. The **Dei Colli Fiorentini Kit Collection** crowns the line: the six scents comes in 150g / 5.3 Oz size and are assorted in a transparent box enriched with an elegant and cheerful ribbon, which gives a real gift look.





GLI OFFICINALI

In the 15th century a vast pharmaceutical literature flourished in Italy, consisting of books and pharmacopoeia: its maximum expression is the *Ricettario Mediceo Fiorentino* (the Medicean Florentine Prescription Book), which originated a noble profession called *L'Arte dei Medici e degli Speziali* (the Art of Physicians and Apothecaries).

The Art of Physicians and Apothecaries made use of Medicinal plants such as sage, thyme, rosemary, mallow, lemon balm, fennel and dandelion, still widely employed.

The **Gli Officinali** line, the latest precious creation by Nesti Dante of Florence, draws on their virtues in all six soaps (200g each), wrapped in paper with beautiful floral illustrations, enriched with an attractive and refined ribbon on the top and produced with an entirely artisanal process, as in the best Italian soapmaking tradition. The basic paste, in fact, is obtained through a slow and complex process, in special boilers, which lasts four days and requires the constant presence and meticulous manual supervision of soap and perfume experts. A process which does not alter in the slightest the essences, rich oils and functional substances of first quality in the formulations, which do not contain any synthetic surfactants. What makes these soaps special? Each formulation combines a delicate and elegant fragrance with a functional substance extracted from a medicinal herb. Here they are:

Rhubarb benefits from the outstanding anti-oxidant properties of this plant, mixing them with the revitalizing olfactory notes of **Hydrangea**. The **Sage** soap aromatised with Fruit of the **Strawberry** bush offers a prolonged sensation of freshness. And then is the turn of **Rosemary**, displayed ever since antiquity at weddings, as a symbol of immortality and fidelity. The sensual perfume of **Calla Lily** enhances its beneficial invigorating effects. Whilst the purifying properties of **Cinnamon** are emphasized by the intriguing accords of **Camellia**. **Saffron**, well-known as a spice and colouring for the skin, lips and hair, supported by **Sunflower** to offer nourishing and emollient properties.

Lastly, **Cloves**, combined with the regenerating essence of **Ivy**, have a rapid relaxing action.





EMOZIONI IN TOSCANA

First-sight love, experienced by passionate connoisseurs. Cities of art, monasteries, hamlets, rural estates, hay lofts, forests, green hills, landscapes changing in colour with the changing season: pictures you can see from the train window travelling across Tuscany. Nature, art and taste for good cooking are all tied together, a nature perceived as a friend to be respected, to please and to be shaped by enhancing its beauty; art inspired by nature which man has transformed into landscape.

The sensibility and wisdom of Nesti Dante, firm of Florence, towards nature, art and life, express themselves as a tribute to their land with an evocative line of natural soaps called Emozioni in Toscana. Six soaps, each one wrapped in precious paper, showing Tuscany landscapes:

Borghi e Monasteri – Villages and Monasteries, an evocative scent tying together earth and heavens, a bouquet of incenses to re-establish the balance between mind and body.

La Macchia Odorosa – Mediterranean Touch, tied with the sea breeze, becomes an intense fragrance which evokes Juniper, Thyme, Pine resin fragrances.

In the **Campagna Dorata – The Golden Countryside**, the precious properties of wheat meet with the red luxuriance of poppies, giving birth to a warm scent, mystic symbol of the essential.

Bosco Incantato – Enchanting Forest, a breath running through fresh and humid tree leaves, an intense scent which gives to the skin a renovated strength.

Giardino Fiorito – Booming Gardens, we can sense and smell captivating scents which awake fantasy dreams and passions.

Acque Termali – Thermal Water Springs: it reminds the beauty and the harmony of Ancient Romans bodies and its pure scent helps us find a precious, vital lymph.

“Emozioni in Toscana” by Nesti Dante are soaps produced in Florence with an entirely artisan process, as in the best Italian soapmaking tradition. The basic paste, in fact, is obtained through a slow and complex process, in special boilers, which lasts 4 days and requires the constant presence and meticulous manual supervision of soap and perfume experts.

The **Emozioni in Toscana Kit Collection** crowns the line: the six scents comes in 150g / 5.3 Oz size and are assorted in a transparent box enriched with an elegant and cheerful ribbon, which gives a real gift look.





ROMANTICA

THE MAGIC OF FLOWERS LINKED TO THE MOST UNFORGETTABLE MOMENTS IN OUR LIVES

The aim of maintaining the high standard of excellence which characterizes all of Nesti Dante's natural soaps, has led Nesti's Master Soapmakers through the wonders of Tuscany in search of two special bouquets that could truly represent their passion for soap making. They have selected the essences of the most romantic and emotional elements of our region and made them the heart of the two new Nesti Dante soaps. Because they understand that the best bouquets are both an endearing part of our daily lives as well as encapsulating our fondest memories.

Florentine Rose and Peony (Rosa Medicea e Peonia) The symphony of floral notes creates a pure and emotive fragrant sensation.

Tuscan Wisteria and Lilac (Glicine di Bolgheri e Lillà) Mysterious and intense floral notes that are intriguingly tactile and caress the skin with pleasure.

Noble Cherry Blossom and Basil (Ciliegio Nobile e Basilico) The vibrant cherry blossom accentuates the floral notes and the soft sensuality of basil, coming together in perfect harmony.

Royal Lily and Narcissus (Giglio del Granducato e Narciso) The fragrance of the white velvet petals of this splendid flower intertwine with the sensuous scent of Narcissus.

Wild Tuscan Lavender and Verbena (Spigo Toscano e Verbena) The sensational fragrance of Wild Tuscan Lavender together with the sparkling scent of Verbena Leaf to create an energizing soap.

Fiesole Gillyflower and Fuchsia (Violacciocca Fiesolana e Fucsia) The beautiful fragrance of Gillyflower together with the enchanting touch of Fuchsia to create a gentle romantic soap.

The **Romantica Kit Collection** crowns the line: the six scents come in 150g / 5.3 Oz size and are assorted in a transparent box enriched with an elegant and cheerful ribbon, which gives a real gift look.





DOLCE VIVERE

Close your eyes and think about the best that Italy can offer. Visions of enchanting bays, cities and villages full of charm, culture and history. Mediterranean experiences which evoke the scents and emotions of a country rich in enchanting essences. The Dolce Vivere line is a tribute to Italian beauty and life-style. It creates the feeling of being in one of its most enchanting places, by evoking nostalgic and romantic situations and experiences, which stimulate the senses. Since 1947, Nesti Dante's philosophy has been to be passionate about linking optimum quality with a sensitivity to all things natural and beautiful. Four places, four unknown worlds to discover, four fragrances ...made in Italy:

Sardegna (Myrtle Nectar, Lentiscus and Helycrisum Shrub) The clear fresh morning air, the sun above the beach and the wild scent of berries evoke olfactory emotions and memories.

Capri (Orange Blossom, Frosted Mandarin and Basil) A surprising and unique fragrance with the charm and romance of the myth, the legend, the art and the passion of Capri.

Venezia (Red Geranium, Rice Cloud and Cotton Flower) A tender and chypre fragrance, created by olfactory memories of artefacts and feelings, a real life 's experience.

Portofino (Flax, Rose Water, Marine Lily) A journey through beautiful sensations: bare feet in the grass, dew-drops on the fingers and the breeze on one's face. A unique place, a beautiful bay, totally natural, an Italian masterpiece.

Roma (Oleander in Bloom, Muscat and Fig) An explosion of sweet scents and sugary notes creates an atmosphere of eternal beauty.

Firenze (Blue Iris, Morning Dew and Laurel) Sensual notes of blue iris and laurel blend together to create a sparkling fragrance rich in vitality and energy.

The **Dolce Vivere Kit Collection** crowns the line: the six scents come in 150g / 5.3 Oz size and are assorted in a transparent box enriched with an elegant and cheerful ribbon, which gives a real gift look.





GOLD 60th ANNIVERSARY

ONLY PASSION CAN LEAD TO EXCELLENCE

The Natural Soaps by Nesti Dante come from the constant search for excellence. Following the great Italian tradition of quality, since 1947 Nesti Dante has been producing high performance Natural Soaps with love and care. This means guaranteeing the best raw material, great care and an obsessive attention to detail for every Soap. All these values are those of entirely Italian production according to standards and systems that make excellence the distinguishing feature of soap manufacturer Nesti Dante.

To celebrate the sixtieth anniversary of when the young Dante prepared his first cauldron in Florence, the great skill of the Saponeria Nesti has produced a beautiful soap with 24 carat gold leaf, a futuristic beauty product with all the great value of the most desired metal. The privileged relationship that has always existed between gold and the skin is rediscovered and given its right value. Since the times of ancient empires, gold, a noble matter by definition, has so much been an element of longevity that the Initiation to Pharmacopoeia states: "Gold annihilates everything that may represent a danger and destroys what is toxic. It restores balance to the circulation of the energy of the medians". Recent biological studies have also scientifically tested the mineral in terms of efficacy on cellular regeneration and protection against free radicals, highlighting its antioxidant power. This new contribution to beauty is further enhanced by the intense velvety note of Noble Iris, the flower and symbol of Florence that radiates irresistible sensuality as Maria de Medici who always carried one with her, claimed.

This is a Limited Edition soap.





CIOCCOLATA Indulge your senses

When can chocolate be enjoyed without guilty feelings about all its calories? When it is Cioccolata by Nesti, the new line created by the Florence-based soapmakers! The scent of chocolate is undoubtedly one that evokes our carefree childhood days and it also arouses sensations of both satisfaction and temptation. But as well as being a guilty pleasure which can stay on the hips, chocolate, according to recent scientific research, has therapeutic powers that help restore our energy levels and sense of well-being. These magical powers derive from cocoa, a key ingredient for the skin's health.

It is to rediscover these hidden pleasures that Nesti Dante has created Cioccolata by Nesti, based on cocoa beans, which stimulate the attention span and mental lucidity, improve the sense of well-being, help concentration levels and fight stress. Cocoa contains flavonoids, which are excellent anti-oxidants, and it offers pure and natural energy to the body and mind. The soap also contains shea butter which has well-known nourishing and dermo-active properties, as well as stimulating the anti-oxidant processes which are vital for the skin's tone and tissues and, last but not least, help prevent damage caused by exposure to the sun. The 200g soaps are like elegant and unique tablets of actual chocolate, in stylish paper wrappings. They immediately reveal an enticing fragrance, with the cocoa ingredient emerging to enhance the chocolate-like effect. The soap has been manufactured using processes from the finest traditions of Italian soapmaking. The soap paste is obtained from a long and complex process of boiling in a cauldron, which lasts for four days and requires the constant presence and meticulous intervention of master soap-makers and perfumers. This process does not alter in the slightest the formula's top quality essences, rich oils and functional substances. In line with the artisanal tradition, the formulations do not contain any synthetic surfactants.

Cioccolata by Nesti comes in four tempting versions. **Dark Chocolate** has the aroma of pure dark cocoa, irresistibly caressing the senses with a warm and enticingly sensual feeling (but don't be carried away to taste it!); **Orange Chocolate**, with the taste of paradise thanks to the combination of the sweet and warm orange fragrance with the dark notes of cocoa, leaving the body beautifully perfumed; **Mocha Chocolate**, with the rich aroma of coffee from your favourite café, plus the benefits of caffeine in naturally relieving swelling and minor imperfections caused by cellulite and **Mint Chocolate**, evoking the best of after-dinner mints where the highly sensual aroma of dark cocoa is refreshed by a hint of stimulating fresh mint.

The effects of using Cioccolata by Nesti may be surprising: someone may want to nibble away at your neck!





PHILOSOPHIA

WHERE RICHNESS, GLAMOUR AND SYMPHONIC ASSOCIATIONS COME TOGETHER

The love for the beauty that nature has to offer us, an insatiable joie de vivre and the constant search for balance in the benefits are the inspiration for PHILOSOPHIA, a line of natural soaps prepared with love and care by Nesti Dante, using an entirely artisanal process from start to finish.

The soap paste is obtained from a long and complex process of boiling in a cauldron, which lasts four days and requires the constant presence and meticulous intervention of master soapmakers and perfumers. This process does not alter in the slightest the essences, rich oils and functional substances of top quality in the formulations - which are also without synthetic surfactants. Four soaps are packaged in style and harmony, where the wrapping creates evocations for the intimate and indissoluble bond that unites it with the essence and the active ingredients used. The inspiration comes like a secret journey of the mind: "There are no rules, there is no logic, except that of beauty" says designer Carolina Nesti, "The inspiration comes from the heart and the philosophy of the brand." A journey of well-being, in four stages, for a daily ritual of love and care. The six versions are:

ILLUMINATING SCRUB: The soft perfume of a medlar in the sun and the sweetness of pink persimmons are the suffused background to the gentle exfoliating action of bran and walnut granules; its pulverized shell delicately eliminating dead cells and restoring natural luminosity. This process increases the vitality of the cells and their renewal, giving a youthful, healthy and compact appearance for happiness on the skin's surface.

MOISTURIZING CREAM AND PEARLS: The intense accords of rosewood are interwoven with black iris for seductive notes enriched with moisturizing cream and pearl extract for a velvety smooth and sensual skin. Body care becomes a daily ritual that infuses pleasure, whilst the skin benefits from the moisturizing properties of the cream and the soothing action of the milk.

REVITALIZING BREEZE: A fragrance of citrus zests, red basil and lime envelops the precious active ingredients of chlorophyll and bamboo lymph with stimulating and relaxing virtues to offer the skin a paradise of fresh emotions. An invigorating cocktail that combines efficacy with the gratification of the senses, leaving the skin toned.

REJUVENATING LIFT: The enchanting profusion of cherry blossom and the rejuvenating action of A + E vitamins help to get a firm and smooth skin. The sweetness of pink geranium, together with the purifying flow of Bach Flowers, fill the mind with joyful memories and intense motions.

REGENERATING DETOX: The active principle of azulene 100 % crystalline gives a pleasurable detoxifying effect. A true sensation of purity and well-being, from a soap rich in oligoelements. The well balanced olfactory note combines the intensity of Winter Daphne, Echinacea absolute and the mildness of White Lotus.

REGENERATING COLLAGEN: The hypnotic, dreamy fragrance of blue azalea, together with the sparkling freshness of starfruit brings out the active ingredient of vegetable collagen, leaving your skin feeling smooth and deeply regenerated.





CHIC ANIMALIER

EXTREME LUXURY

TAKING SOME LUXURY FOR ONESELF, A PLEASURE THAT IS OUT OF THE ORDINARY AND GOES AGAINST HABIT TURNS EXCEPTION INTO A WAY OF LIVING AND FEELING

Inspired by fashion, rich raw materials and olfactory research are the driving forces that give rise to extreme luxury.

The secret?...in the formulas.

Luxury chooses the path of sensory perception and reveals the birth of a soap called **Chic Animalier**:

- Refinement, passion, the victim of that inexorable celestial damnation called desire, a ritual that in itself is a beauty cure: this is triggered off by **Chic Animalier White (Tiger)**.
- There is fire in its merciless expression, the eternal instant captures the power of living bodies, the hormones of pleasure enter into circulation and before reason takes over you will be invaded by an extreme sensory perception triggered off by **Chic Animalier Bronze (Leopard)**.
- Exuberant and seductive, it storms into the territory of unexplored fragrances, exalting the accents of wild orchids perfume, breaks out the desire of possession and contains the promise of vibrant nights, which do not know the sleep.....**Chic Animalier Red (Python)**.





AMORINO

THE SKIN'S GUARDIAN ANGEL

The Angels, wherever they are and whichever name they go by, are messengers. They can be understood as emanations, virtues or beings, they can be considered as builders of the Universe or as guardians and protectors of the soul... They are our link with the deepest Self, they are our ray of sunshine on which our aspiration to beauty flows.

Amorino Soap is inspired by this splendid and uncontaminated paradise of thoughts. This line by Nesti Dante of Florence, has been produced with all the care that for half a century has connoted all its products, or rather, every one of its "creations". Three natural soaps of plant origin (150 g each), enriched with elegant floral notes and wrapped in fine paper illustrated with paintings by the greatest artists of the Renaissance. The secret of their indisputable effectiveness? The entirely artisan process, which is the expression of the best Italian soapmaking tradition. The soap paste is obtained from a long and complex process of boiling in a cauldron, which lasts four days and requires the constant presence and meticulous intervention of master soapmakers and perfumers. This process does not alter in the slightest the essences, rich oils and functional substances of top quality in the formulations which are also without synthetic surfactants. The versions are : **ROSE BOUQUET** for romantic moments of affectionate love; **LILY CHARM**, a white and pure fragrance for an angel-like skin; **WATER DREAM** a plunge into the blue sea to re-oxygenate the skin with fresh notes of effervescent purity.

A symbol of love and joie de vivre, Amorino Soap, with its rich floral notes. offers new sensory experiences as it beautifies the skin and relaxes the mind. This way, the soap becomes an element of a romantic life style which is increasingly concentrating on rediscovering the carefree attitude of childhood.





LE DELIZIOSE

LE DELIZIOSE (= Delicious) line is inspired by a journey through the perfumes and colours of Tuscan enchanting nature where time is as if suspended. The line has been created by Nesti Dante of Florence, a company that can boast of half a century of fervent and passionate activity. It consists of three soaps (150g each), invaluable for the beauty of the skin and the well-being of the mind. They reveal unexpected and original perfumes and are the result of wholly artisan work, as required by the most excellent Italian soap making tradition. A process that does not alter in the slightest the essences, rich oils and functional substances of prime quality in the formulations - which are also without synthetic surfactants.

Tuscan Lavender

Helps to regain serenity and equilibrium and to dispel tension and stress with greater calm .

Peach

With toning, softening and moisturising virtues, has sweet and velvet perfume for a pampering natural soap

Fig

With Mediterranean, exciting scents - has an essential “green” fragrance for an energizing, natural soap.





IL PURISSIMO

150g Vegetable Soap, exceptionally Gentle, Colorant and Fragrance Free: Simple and 100% Pure.

Offers natural hydration and protection from the harmful effects of the environment, which makes it ideal for the most sensitive of skins. A real bath-time treat.

Il Purissimo is a natural soap prepared with the traditional method of boiling in cauldron and using only vegetal raw materials coming from sustainable plantation. This hypoallergenic soap is formulated and dermatologically tested to minimize any risk of allergenic reaction. Il Purissimo is the ideal soap for babies, mothers and everybody who looks for the most natural soap.





KIT COLLECTIONS

The complete **Il Frutteto**, **Horto Botanico**, **Dei Colli Fiorentini**, **Emozioni In Toscana**, **Dolce Vivere**, **Romantica** and **Philosophia** ranges are also available in a special **Kit Collection** packaging: the six scents come in 150g/5.3oz sizes and are assorted in a transparent box, enriched with an elegant and cheerful ribbon, which gives a real gift look.





LUXURY GIFT SET

There is a place in Florence, Italy, where the Art of Well-Being comes true: the Nesti Dante Soapworks. Here born every day, is Nesti's best specialties...thanks to the passion and creativity of skilful Soap Masters: little masterpieces with whom discover velvet perfumes and enchanting sensation. Like the other Nesti Dante soaps, they are produced in the best artisanal tradition and are free of synthetic surfactants.

FLORAL NOTES

From the pleasant Florentine Hills a mixture of Floral Notes will wrap you in exhilarating perfumes. The precious gold printed Florentine paper of the box crowns this enchanting soap collection. Versions: Lilac, Tuberose, Musk, Waterlily, Lavender, Bush Rose.





NESTI DANTE NATURAL LIQUID SOAPS

Exclusive products in the toiletries market segment, made with a special technology of natural saponification (and using real OLIVE OIL, with well known eudermic properties), that allows us to achieve and maintain the NATURAL SOAP in liquid shape (which is usually a solid product).

It is really a NATURAL LIQUID SOAP, with a light bubbling effect, with the added values of:

- Total absence of both SODIUM LAURETH SULFATE and other synthetic surfactants (as the detergent action is granted by the product itself, which is a SOAP, in all respects)
- Presence of active principles (ensuring smoothness and elasticity to the skin)

The NATURAL LIQUID SOAP (300ml size) exists in two functional presentations (with cylindrical bottles):

- BATH & SHOWER GEL
- FACE & HAND GEL (with pump in a new bottle)

and in three variants :

IL FRUTTETO → Enriched with Red Grapes leaves and Lemon extract (emollient and hydrating action)

ALMOND OLIVE OIL → Olive Oil extract and Sweet Almond protein (provides softness and elasticity to the skin)

HONEY & WHEAT GERM → Honey and sugar cane (sweetening action) and Wheat protein (balancing and protective effects)

They are eudermic products indeed, extremely mild, fit for any kind of skin, including the sensitive one.



Technical info on NESTI DANTE Soaps :

Nowdays , Nesti Dante - Florence is one of the few factories , even if it has industrial dimension , that goes on with handcraft method of saponification .

The process (chemical reaction between fat materials and sodium hydroxide , with the help of steam) takes place by tradition in big containers , called " boilers" .

This typically handcraft operation lasts several days. The presence of the soap-boiler helps to control carefully all the stages of the saponification process .

These are the qualitative advantages of using the " traditional " saponification , instead of the "continual " one :

- the use of raw material as " whole neutral fats " , instead of " acid fats" (used in the continual saponification) allows a qualitative selection of each individual ingredient and , much more important , gives a result of a richer and more softening soap , thanks to the presence of the "glyceride fraction" in the fats ;
- the stages of the process (saponification , cleaning , liquidation , racking and drying) are under the control of skilled workers , with the guarantee of a product in line with the quality level's expectation .

Specifically for IL FRUTTETO (250 g) ,DEI COLLI FIORENTINI (250 g) , HORTO BOTANICO (250 g) lines :

1) there is no use of Animal Fats . Only Vegetal Oils of the best quality , such as : Palm-oil , Palm-Kernel oil , Coconut- oil and Italian Olive-oil ;

2) The soaps contain special active ingredients , namely :

FIG & ALMOND ----> Hydrolized sweet almond protein (moisturizing & soothing)

CITRON & BERGAMOT ---> Citrus limonum (energizing & refreshing)

POMEGRANATE---> Punica granatum & ribes nigrum (nourishing & balancing)

RED GRAPES & BLUEBERRY --> Vitis vinifera & vaccinus myrtillus (nourishing & illuminating)

PEACH & MELON ---> Prunus Persica & Cucumis Melo (nourishing & tonic)

OLIVE OIL ---> active principle inside the pure OLIVE OIL , used at 90% (nourishing & moisturizing)

Then , for the Brand New HORTO BOTANICO :

ARTICHOKE : Cinatra Scolymus (rinigorating & energizing)

CARROT : Daucus Carota (toning & rejuvenating)

CUCUMBER : Cucumis Sativus (nourishing & hydrating)

LETTUCE : Lactuca Sativa (refreshing and reoxygenating)

TOMATO : Solanium Lycopersicum (calming & equallizing)

PUMPKIN : Cuburtita Pepo (softening & sweetening)

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COSMETIC INGREDIENTS YOU SHOULD AVOID

- Sodium Lauryl Sulfate
- Sodium Laureth Sulfate
- Ammonium Lauryl Sulfate
- Ammonium Laureth Sulfate
- DEA (DEA Lauryl Sulfate)
- Alpha Olefin Sulfonate

WHAT ARE THESE INGREDIENTS?

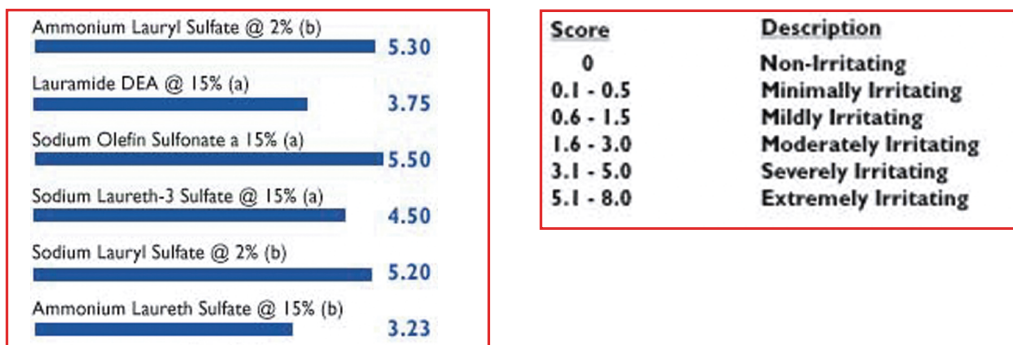
OK, so the #1 most unwanted ingredient is really more than just one ingredient. But there is very good reason why you should never actually use any shampoo, conditioner, bubble bath, skin care, color cosmetic or body wash containing even one of these type of ingredients.

These ingredients are known as surfactants. Surfactants like these make lots of bubbles and clean the hair. But you won't just find them in shampoos. These same surfactants are also found in toothpaste, shaving cream, laundry detergent, dish soap and many industrial cleaning products as well.

Surfactants basically come in 2 types, 'Linear Alkyl Surfactants' and 'Ethoxylated Surfactants.' Ethoxylated surfactants are almost identical to linear alkyl surfactants, except that they have been chemically combined with the compound 'ethylene oxide'. So for example, when ethylene oxide is added to the linear alkyl surfactant sodium lauryl sulfate, it's name is changed to sodium laureth sulfate. When you see the word 'laureth', it means it is 'ethoxylated.'

SURFACTANTS AND SKIN IRRITATION.

Ethoxylated surfactants are used in shampoos because they are considered slightly milder than their linear alkyl counterparts, simply because the molecules are larger. The more ethylene oxide you add (higher ethoxylation), the larger the molecule becomes. The idea is to make the molecule large enough so that it won't irritate the skin, but as you see in the chart, it has negligible effect in many cases.



Come si evince dal grafico, questi tensioattivi impiegati comunemente, sono agenti di potenziale irritazione cutanea anche se sono presenti solo per il 2%.

As you can see in the chart, these commonly used shampoo surfactants have a real potential to irritate skin, even when as little as 2% is used. Some companies will tell you that the surfactants they use are gentler than the one's other companies use. But if you read their labels, you'll find that most of the time the ingredients are the same! (some companies hide this fact by listing a bunch of herbal ingredients first, but keep reading and you'll find it there eventually).

HOW MANY SURFACTANTS EFFECT THE SKIN.

Because of the way they are designed to work, surfactant molecules stay on hair and skin long after you think you've rinsed them off. As they sit there, they literally strip-away fatty acids, moisture and amino acids from your hair and skin. They increase dryness, increase roughness, and disturb the healthy growth process of new hair and skin.

Harsh surfactants inhibit the activity of skin cell enzymes, breaking the Membrane Coating Granules (MCG) found in the lower horny layers of skin. These side-effects reduce the water-binding capacity of skin, and contribute to dysfunctional keratinization (growth) of skin cells. The result can be skin that doesn't form properly, looks dull and dry, and even chaps and peels.

The greater the percentage of surfactant used, the higher potential for irritation. This is alarming knowing that some shampoos contain up to 50% or more.

Research shows that surfactants strip away vital amino acids like serine, histamine, glycine, alanine and lysine from keratin (hair & skin protein). And harsh surfactants have a skin roughening potential that increases along with the percentage used, leaving the skin and hair feeling dry and unmanageable, looking dull and lifeless the more you use them. They rob the skin and hair of what they need.

Given the permeability of ammonium and sodium laureth sulfate into the skin, everyone should consider the use of these ingredients on the skin and hair. But professional stylists and estheticians -- who are exposed to these ingredients 100's of times each week when working on clients -- should be especially concerned.

ETHOXYLATED SURFACTANTS AND CANCER.

Even though Sodium Laureth Sulfate, Ammonium Laureth Sulfate, Alpha Olefin Sulfonate and other ethoxylated surfactants are considered milder on the hair and skin, they may actually be worse for the body.

We explained above how ethylene oxide is bonded with a surfactant to make the molecules larger. Some companies try to tell you that because their surfactant has more ethoxylation, their shampoo will be gentler to your hair and skin. While this may be somewhat true, what they don't tell you is that the higher the ethoxylation, the greater risk of exposure to harmful carcinogens, nitrosamines and/or 1,4 dioxane.

In the process of ethoxylation, a by-product called 1,4 dioxane can be released. 1,4 dioxane is a known carcinogen that reacts with other ingredients in shampoos to form dangerous nitrates. These nitrates are capable of permeating through intact skin each time you shampoo.

Dr. John Baily, Director of Colors and Cosmetics for the US Food & Drug Administration (FDA) reported many shampoos, bubble baths, creams and lotions contain "excessively high" levels of 1,4 dioxane. Relying on The National Cancer Institute clinical tests showing that 1,4 dioxane causes liver damage in animals, Dr. Baily went on to say that the higher degree of ethoxylation, the more likely the occurrence of 1,4 dioxane.

Dr. Baily expressed concern that the levels of 1,4 dioxane has "not significantly dropped" in the 10 years since this information was first released. In other words, many of the companies that make these products have not bothered to change their formulas even though they have known for years about their deleterious effects.

Note: Products for children and babies usually use highly ethoxylated ingredients, because a child's skin is so permeable. Unfortunately, parents permit their babies to sit for long periods of time in bubble-baths, or use "no tear" baby shampoos - possibly exposing their children to these dangerous elements. This is faulty logic! Since a baby's skin more susceptible to absorption of these harmful elements they should use ingredients that are LOW in ethoxylation. We advise that you keep young children away from harsh and highly ethoxylated surfactants.

NITROSAMINES & IRRITATION.

Sodium Lauryl Sulfate, a non-ethoxylated surfactant, has been shown to react with other chemicals that form nitrosamines. Nitrosamines, like 1,4 dioxane, are also carcinogens. Shampoos with high levels of nitrosamines may expose you to these potentially cancer causing agents. Each time you shampoo, more potentially cancer-causing nitrates can enter into the blood stream than would if you ate a pound of bacon!

HAIR LOSS, DANDRUFF AND SKIN DISORDERS.

Would you believe that certain surfactants also contribute to hair loss!

In published studies, sodium lauryl sulfate has been shown to deteriorate the hair follicle. It retards the growth cycle of hair, and increases the amount of time needed to regrow hair from a normal of 3 months to up to 24 months, prolonging the sleeping stage of hair growth and giving you the appearance of hair loss. Scalps that are dry and itching, or scalps that suffer from thinning hair, dandruff, eczema, dermatitis, psoriasis or rash requires a high degree of mildness that these surfactants do not have. In these cases, the most gentle approach to cleansing is desired.

OCULAR DAMAGE.

Sodium lauryl sulfate was also shown to cause damage to eyes. It interferes with the formation of protein within the eye, just like it does to hair and skin. The Wholistic News Magazine Lifestyle reports that [sodium lauryl sulfate] causes ocular tissue malformation, blindness, cataracts, as well as retarded healing of the eye...[direct] contact with the eyes is not necessary for a problem to occur, since [sodium lauryl sulfate] can be absorbed by the skin and travel through the body to the eyes."

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