

A black and white close-up photograph of a man's face in profile, looking to the left. He has a light beard and is wearing a dark suit jacket, a white dress shirt, and a dark bow tie. The background is a solid dark grey.

OLIOSETA
ITALIANO
GENTILUOMO

The essential and multipurpose line dedicated to a modern gentleman.

**OLIOSETA
MEETS THE
MALE
UNIVERSE.**



ITALIANO GENTILUOMO

WHY ITALIANO?

**A LINE THAT DERIVES FROM THE TRADITION
OF THE “ITALIAN BARBER SHOP”.**

An ancient art about **rites and preserved practices**,
which today is not just a profession, but a passion.

The barber shop was and still is a place where the true
gentlemen used to go every day to read the newspaper
and get his beard trimmed: a venue where every
person is important and where the time goes by slowly.

**A welcoming environment where people take care of
themselves, feeling at home**, thanks to the barbers
which are **skilful artisans**, who are proud to offer the
gentleman an elegant look and a time for relax.

Italy

WHY GENTILUOMO?

The gentleman is the one who **cares for his appearance**, both on the inside and the outside, celebrating his individuality with a personal and definite touch.

He strives for perfection and upholds fundamental values such as **respect, self-care, common sense and good manners.**

He transforms the time spent in the barber shop into a real **pampering experience.**



WHY ITALIANO GENTILUOMO?

From this heritage comes the new line
Italiano Gentiluomo.

It has been inspired by the passion and tradition of the Italian Barber Shop to conceive professional and high-quality products.

An “**Authentic Grooming**” for a modern gentleman, which will make self-care a pleasant and perfect moment, both at the barber’s and at home.

A genuine Italian ritual.



ITALIANO GENTILUOMO



RESULT-DRIVEN FORMULA

A formula aimed at the male universe **through its ingredients.**

The inseparable bond between the **energy of the Baobab**, a strong and long-lived plant, and the **revitalizing power of a intense fragrance**, to create *truly effective beauty solutions.*

THE INGREDIENTS

BAOBAB EXTRACT AND OIL

The iconic and mystic African tree that can live up to 3.000 years and survive long periods of drought. All parts of the tree are used for therapeutic and nutritional purposes.

Its extract and oil are highly penetrating, deeply nourishing and softening skin.

Thanks to its composition (Omega 6 and 9, Vitamins A, D, E, F and Phytosterols), they have powerful *calming, moisturizing and protecting action.*

#ACTIVEINGREDIENT



THE INGREDIENTS

BAOBAB EXTRACT AND OIL

Effective emollient, its extract and oil instantly condition for **greater manageability**. With a powerful **restructuring effect**, they reinforce beard and hair for **improved strength**.

Intense protection from UV rays.

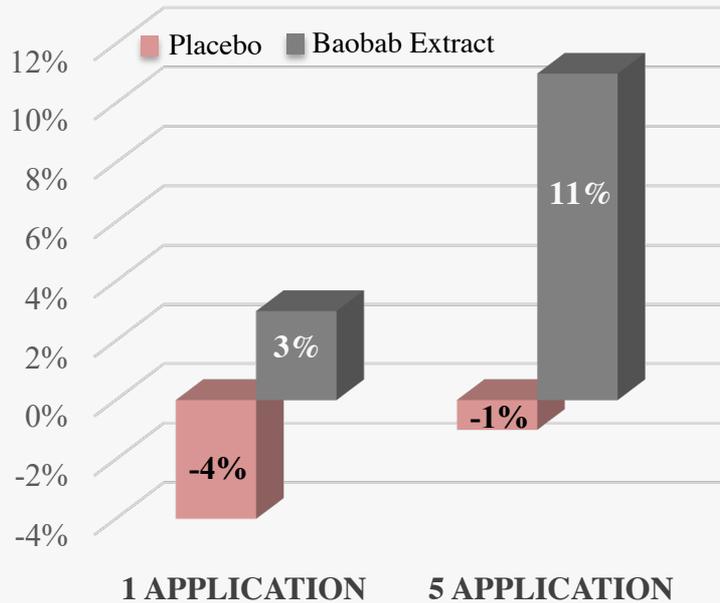
Thanks to the rich amino acids concentration, they are perfect for dry skin **restoring elasticity and softness**. Renewal skin barrier with an **anti-age** effect.

#ACTIVEINGREDIENT

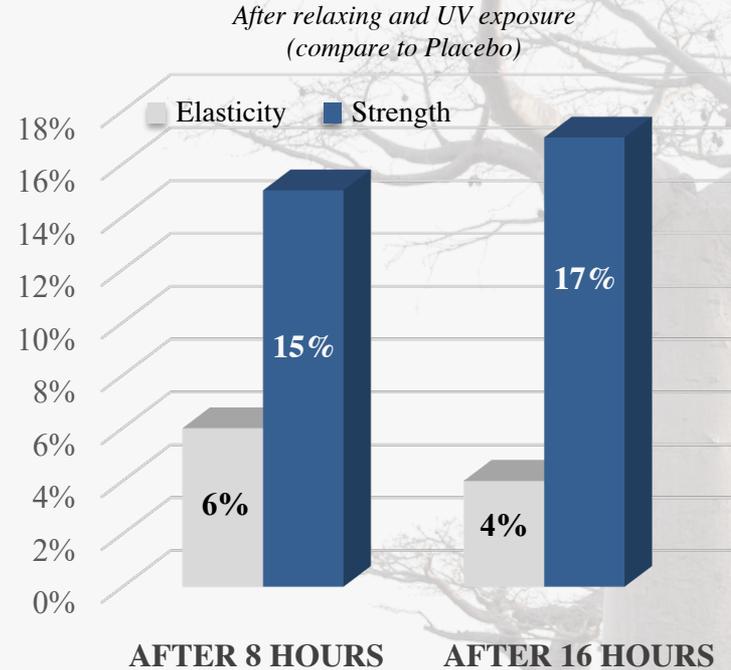


THE TESTS

BAOBAB EXTRACT AND OIL



HAIR STRENGTH



HAIR PROTECTION

THE INGREDIENTS

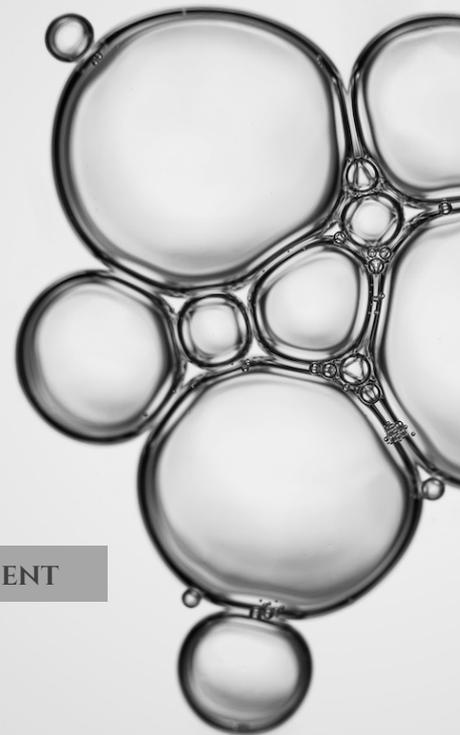
PANTHENOL

Also known as Provitamin B5, it guarantees **long lasting hydration** rebalancing moisture content and **preventing dryness**. Reduces the formation of split ends for hair and beard that are **extremely smooth**.

Improves **shine and radiance**.

It performs an **anti-inflammatory action** and soothes irritated and sensitive skin.

#ACTIVEINGREDIENT



THE SCENT

INTENSE NOTES

Tobacco, spicy, wood, amber.

The fragrance is inspired by strong, seducing and vibrant notes that give «character», for a **timeless elegance**.

A winning combination characterized by the union of **tobacco, vanilla, woods** and **spices** without forgetting touches of **Rose and Vetiver**.

A fragrance that blends with the skin creating **mysterious and evocative alchemy**, perfect for men that seeks style and class.

#TIMELESSELEGANCE





THE OLFACTORY PYRAMID

Bergamot
Cinnamon
Anise

**TOP
NOTES**

Tobacco Leaf
Pimento
Rose

**HEART
NOTES**

Cedar Wood
Tonka Bean
Sandalwood
Vanilla
Giava Vetiver

**BASE
NOTES**

The odor tells you immediately and certainly what you need to know.

There are no words, there is no information more precise than what the nose receives.

- ITALO CALVINO



FOR THE PLANET

ECO-FRIENDLY



Treating Oil with 100% Vegan formula.



Recycled and recyclable packaging.



Formulas with active ingredient
100% natural processed.

#GREEN&SUSTAINABLE



THE PRODUCTS

A line that goes beyond the product functionality to meet the MODERN GENTLEMAN'S NEEDS.

An essential, result-driven line made up of **multipurpose formulations.**



SHAVE CONTOURING GEL



BEARD & HAIR TREATING OIL



BEARD & HAIR DEFINING GEL



SPRAY GROOMING TONIC



HAIR & BODY SHAMPOO



SHAVE CONTOURING GEL

for define beard edges

Guarantees a **perfect and comfortable shave**.
Indispensable for **precision shaving and retouching** thanks
to the transparent texture. Extremely moisturizing and
soothing, it **relieves irritation**, leaves the skin soft and
facilitates the sliding of the razor.

USE

Moisten the skin with water or mix with Beard & Hair
Treating Oil. Distribute on the areas to be shaved. Proceed
with shaving and remove with a damp towel.

Baobab Extract and Certified Organic Oil, Panthenol.
PARABEN FREE



BEARD & HAIR TREATING OIL

for hydrate, give shine and softness

Emollient oil that **moisturizes and shines** making beard and hair soft, disciplined and with a strong scent. It **deeply nourishes** by also acting on the underlying skin. **Protects from dryness**, gives elasticity. Perfect as a **pre-shave** to facilitate shaving.

USE

Dose a small amount on the palm of the hand and distribute evenly on the beard and/or hair. *Pre-shave*: mix a small amount with Shave Contouring Gel.

Certified Organic Baobab, Argan and Linseed Oils.
SILICONE FREE - ALCOHOL FREE - PARABEN FREE



BEARD&HAIR DEFINING GEL

for shaping with medium hold

Gives **control and definition** with medium hold. Ideal for shaping **hair, beard and mustache** defining them in a single step with a **natural look**. It performs a **restructuring and illuminating action**, protecting the fiber from external agents.

USE

Distribute on damp or dry hair. Proceed with styling. On dry beard and mustache, apply a small amount of product and shape.

Baobab Extract and Certified Organic Oil, Panthenol.
PARABEN FREE



SPRAY GROOMING TONIC

for lift and texture with a light hold

Ideal for blow-drying and thermal styling, it gives **texture, volume and lift** to the finer hair. **Protects from heat** and promotes the correct hydration of hair fiber. Thanks to the presence of alcohol, it is excellent as a **pre-cut**, dries quickly and leaves no residue. Fights itching and purifies the scalp.

USE

Spray on damp hair, proceed with drying and styling.

**Baobab Extract and Certified Organic Oil, Panthenol,
Alcohol.**

PARABEN FREE



HAIR & BODY SHAMPOO

for hair, body and beard

Highly moisturizing shower shampoo for hair, body and beard. **Strengthens and nourishes** hair and beard, restoring softness and elasticity to the skin. Ideal for frequent use, it gives a **boost of strength and energy** combined by a delicate, but deep, cleansing and a **strong scent**.

Baobab Extract and Certified Organic Oil.
SLES FREE – PARABEN FREE



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