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iDEA
amenities

iDEA Via per Vimercate, 19 - 20865
Usmate Velate (MB) ITALY
T +39 039 6889489 - F +39 039 6889390
www.ideapiu.it



PHYTOFRUIT®
Phyto apple stem cell



Fitoceutico alle
staminali della Mela

Linea esclusiva per Hotel - Hotel exclusive line
MADE IN ITALY

**MEMBERSHIP IN COSMETIC
REGULATION TO SAFEGUARD THE
SECURITY OF THE USER OF THE PRODUCT**

The safety and wellness of the user of our products are of fundamental importance for the cosmetic Idea Group.

The company complies to the European standards regarding the production and distribution of products on the market.

Cosmetic products for hotels offer the same service of any other cosmetic product. Incorporating all the world's directives, we are sure that all cosmetic products introduced on the market by Idea are in compliance with required standards.

The IDEA cosmetics group is always in touch with COLIPA to be constantly updated about new cosmetic standards. Our products comply with the specific regulations of the following countries:

- Convention SASO (Saudi Arabian Standards Organization);
- REACH (certifications received from our suppliers attesting the registration and pre-registration of the raw materials used in the productive cycle);
- INCI (International nomenclature);
- ICEA (Institute for Ethical and environmental certification);
- ECOBIO COSMETIC (biocosmetic certified formulations).



Hotel exclusive line

PHYTOFRUIT®

Rigorously **ECO SOURCE**, Phytofruit wants to propose an **ANTI-AGING** cosmetic with a new functional active concept based on the **STEM CELLS** of a Swiss apple, protected because endangered and characterized by extraordinary anti oxidant properties.

The line is enriched with natural extracts and is characterized by a fresh **ALLERGENS FREE** apple fragrance, pleasant and unique for the user.

The **PHYTOFRUIT** brands wants to export the cosmetica anti aging all over the world, making known this **NATURAL PHYTOCEUTICAL** with **APPLE STEM CELLS**.

**Why include in our products
the Malus Domestica fruit cultures
extract ?**

Malus Domestica fruit cell culture extract is a Plant extract of an endangered Swiss apple.

ITS PROPERTIES: The apple from which this cell is extracted is rich in phytonutrients and proteins. PhytoCellTec Malus Domestica obtained thanks to a technology (PCT) which allows to obtain totipotent stem cells plant to be incorporated in a cosmetic product for the longevity of the skins cells. PhytoCellTec Malus Domestica also has an anti aging property.

**The criteria that have led us in the
choice of the permitted raw materials were**

- Low toxicity and no side effects on the humans;
- Low environmental impact;
- Dermocompatibility.

