



VILLA
FLORIANI





Villa Floriani skincare uses the best natural Italian ingredients to bring the professional spa experience to your home.

At Villa Floriani, we all share a simple Italian philosophy that if we look after our body, our mind will follow. We believe in the power of nature to protect, revitalise and purify our skin – and in turn we can all look and feel more confident. We call this philosophy, La Vita Pura. It's our guiding principle. And it's the secret to healthier, happier skin.

Our ethical treatments, collections and signature rituals are designed to help you live La Vita Pura – The Pure Life – improving your skin confidence without costing the Earth.

Our skincare experts have formulated a unique range of chemical-free skincare and bodycare products that match the seasons, ensuring your skin is radiant, revitalised and resilient throughout the year.

Born from the professional beauty therapy market, it is our mission to bring the professional spa to every home.

Our quest to bring natural skincare creations to the world, while minimising impact on the planet and encouraging others to do the same.



A journey of the senses



Collina Rejuvenating

“A rejuvenating natural skincare range, fresh from the verdant heart and hills of central Italy.”

Serene rolling hillsides and lush deep verdant valleys. The sun-soaked countryside of central Italy is a land of abundant bounty. Here, golden oils and grapes and healing herbs and fruits grow that are the envy of the world.

It is a land rich in inspiration.

It is a land of rich rejuvenation.

Collina

SERENITÀ | REJUVENATE | REGENERATING

Function
Benefit:

Anti-aging, Rejuvenating,
Brightening

Product
Assortment:

Exfoliating Body Cleanser
Olive Oil Body Scrub
Exfoliating Olive Oil Balm
Serenity Bath Oil
Rejuvenating Body Cream
Nourishing Satin Oil
Thermal Mud Body Treatment

Key
Ingredients:

Olive Grape, Vine Sap,
Thermal Muds, Sunflower,
Rocket, White Truffle,
Garden Herbs

Technology:

Extraction technology developed by
the oldest university in the world,
the University of Bologna
Molecular Bioliqefaction,
Enzymatic Activation,
Natural Liposomes
and Stimulated Stem Cell

Scent:

Tuscan Breeze, Italian Aromatics,
Primavera

POSTCARDS
FROM



TUSCANY
ITALY



Costa Revitalizing

“La Dolce Vita for your mind
and body”

Inspired by dramatic sweeping coastlines
dotted with citrus groves and surrounded by
crystal clear mineral-rich water. Awash with
refreshing citrus tones to revitalise the senses,
leaving you positively uplifted.

Costa

LA DOLCE VITA | REVITALIZING | ENERGIZING

Function
Benefit:

Revitalising, Uplifting, Invigorating,
Radiance Boosting

Product
Assortment:

Energizing Body Cleanser
Reinvigorating Citrus Scrub
Revitalising Body Essence
Cooling Body Sorbet

Key
Ingredients:

Sicilian Lemon, Italian Citrus Blend,
Prickly Pear, Mullein, Sea Salt,
Marine Salt, Mediterranean Sea Minerals,
Maritime Pine

Technology:

Extraction technology developed by
the oldest university in the world,
the University of Bologna
Centrifuged, Molecular Bioliquefaction,
Natural Liposomes

Scent:

Sicilian Citrus,
Amalfi

POSTCARDS
FROM



AMALFI
ITALY



Montagna Regenerating

“A richly regenerating natural skincare collection, inspired by the Dolomites’ soaring peaks.”

Arresting vistas and stunning snow-capped peaks. The Dolomite Mountains in Northern Italy inspire and astound. And here, healing magic is found. Hardy active ingredients flourish at altitude. The purest water flows. Rich in vitality, rich in resilience. To help skin regenerate and perform against the elements.

Montagna

VITA PURA | PROTECT | PURIFY

Function Benefit:	Protecting, Ultra Hydrating, Purifying
Product Assortment:	Mineral Quartz Polish Altitude Renewal Treatment
Key Ingredients:	Dolomite Mineral Complex, Quartz Crystals, Alpine Flowers, Alpine Nuts, Pine, Mushroom
Technology:	Extraction technology developed by the oldest university in the world, the University of Bologna Stimulated Stem Cell
Scent:	Alpine Breeze, Alpine Meadow

POSTCARDS
FROM



THE DOLOMITES
ITALY







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