



# WORLD OF BEAUTY ITALY

The excellence of Made in Italy

# OUR STORY

The brand founded by Florence Guardigli, who in 1969 with a team of doctors and pharmacists created a small laboratory on the hills of Castrocaro Terme, Italy now boasts an international presence, from the East to the West and is used in the best spas, clinics and beauty salons. Excellence of made in Italy. World of Beauty is present in 52 countries around the world and holds several International certifications. Florence's daughter, Anna Lisa Gramellini, who has headed the company for several years, has focused the brand's philosophy on the awareness of the importance of loving oneself. Annalisa has continued the path traced in the groove of care as well as attention in formulations and efficacy testing.





# Responsible Beauty



## Safe Beauty

Since many decades our R&D Team of Scientists dedicate all the efforts in formulating and testing our products, starting from selecting and testing each botanical ingredient, extraction type, safety and quality, verifying their performance and efficacy tests of final formulas.

## Sustainability

We formulate and produce clean healthy products for your skin, respecting the environment and we are committed to the responsible sourcing of natural ingredients in a manner that respects human rights, conserves resources, and protects natural ecosystems.

## Quality, Performance and Packaging

Our formulas deliver outstanding and visible benefits to skin. We use high-quality natural ingredients and production is made with cold process, to respect and maintain each ingredients' performance. All packaging are eco-friendly and recyclable.

  
**WORLD OF BEAUTY**  
ITALY

# ABOUT US

## BRAND POSITIONING

World of Beauty is Worldwide present in over 52 Countries Worldwide in the Best Spas, Beauty Clinics and Specialized Beauty Salon

## BRAND PERSONALITY

World of Beauty brings out inner beauty and self-confidence. True beauty arises through one's actions and aspirations and in the kindness one offers to others; it is being unique.

## ECO SUSTAINABLE

World of Beauty products are paraben-free, paraffin-free, cruelty-free, efficacy-tested, microbiological certified, because we want to give our customers high-quality products while respecting nature and animals. All packagings are recyclable,



  
WORLD OF BEAUTY  
ITALY

T H E   B E A U T Y   B E L O N G S   T O  
T H O S E   W H O   B E L I E V E   I N  
T H E   P O W E R   O F   C H A N G E

"Every skin's deserves the best"  
Mme Florence

  
WORLD OF BEAUTY  
ITALY

# EDUCATION

Abbiamo anche creato la World of Beauty Academy, con masterclass, seminari e workshop per sensibilizzare le estetiste ai trattamenti della clinica del viso, stabilendo uno standard di eccellenza per dare ai clienti la possibilità di avere un team di professionisti al loro servizio.



# OUR PRODUCTS

EACH WORLD OF BEAUTY FORMULA IS ACTIVE AND EASY TO USE, AND  
HAS BECOME A TOP CHOICE FOR SPAS, SALONS, AND BEAUTY  
PROFESSIONALS.



WORLDWIDE  
BEST SELLER

## A K O I A   G O L D



## P R O B I O T I C S



## J E U N E S S E R E C O V E R Y



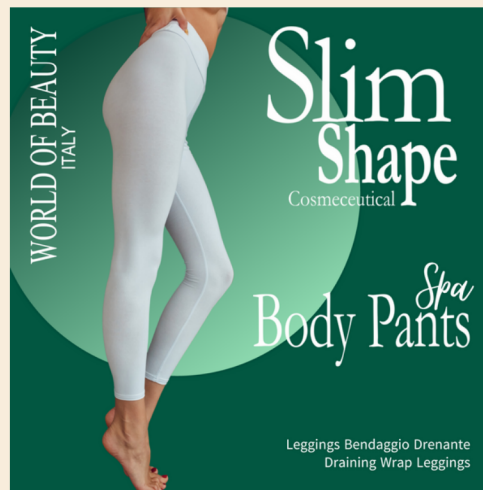
## H Y A L U   D   R N A



NEROLI VIVACE



SLIM SHAPE BODY PANTS



SHANTALA OIL



VANITY FAIR

Italia ▾

AURA ELIXIR



# In the Press

“

World of Beauty and the Ocean Safe protection

If you want to expose yourself to the sun, even when your skin is already tanned, you need sunscreens such as those in the Absolute Sun line by World of Beauty, ideal for protecting and moisturising the skin while fighting free radicals. The protective screen chosen, of course, is ocean-safe, respectful of marine life and safe for the environment.

**Cosmopolitan**

“

**The 15 best lightweight face creams for summer**

**Energie Vitale World of Beauty**

An ultra-moisturizing creamy gel for all skin types with a light texture, ideal for restoring energy and vitality.

**Vogue Ita**

“

Slim Shape Cream, progressively releases the purest caffeine and fresh liposomal extract of green coffee, up to the inside of the adipocytes.

**Elle Ita**

Featured in:

**marie claire**

**COSMOPOLITAN**

**VOGUE**

**BAZAAR**  
Harper's

**VANITY FAIR**

**ELLE**



# WORLD OF BEAUTY

## ITALY