

MONOTHEME
PARFUMS MAVIVE
V E N E Z I A

presents

MONOTHEME

type

man

new culture in **man's** care

MONOTHEME

type

THE CONCEPT

MONOTHEME TYPE is a range of innovative cosmetic products and accessories designed for men, a new skincare culture created to transform the daily gestures connected with shaving and taking care of oneself into a truly pleasurable experience.

A range characterised by numbers, starting from those evident on each product: the first gives information on the product's specific properties, the second on the number of active principles it contains, and the third on the natural ingredients which combine to make it up.

A clear and simple reading to identify easily the product most suited to one's needs.

MONOTHEME

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THE TARGET GROUP

MONOTHEME TYPE target group is characterised by men with mature awareness of their looks. Men with an age from 28 to 40 and more taking care of their aspects. Men who look for a brand with a higher level of image and quality than the men oriented brands such as Nivea for Men and L'Oréal Men's Expert and so on. Men who are also attracted by a fragrance and trust an offer of complete range of products for all needs connected with shaving and taking care of oneself.

MONOTHEME

type

THE RANGE



- EDT VAPO 75ml
- GENTLE & PROTECTIVE SHAVING FOAM 150ml
- AFTER SHAVE ANTI-AGEING BALM 100ml
- INVIGORATING & TONIC SHOWER GEL 250ml
- DEODORANT NATURAL SPRAY ALCOHOL FREE 100ml
- ANTI-AGEING FACIAL CLEANSING GEL 100ml
- DETOXIFYING & ANTI-AGEING NIGHT CREAM 75ml
- ANTIWRINKLE FLUID 15ml

MONOTHEME

type

THE RANGE

TYPE 1.2.7.

EDT 75ML VAPO

OLFACTIVE FAMILY: SPICY – AROMATIC - WOODY

1.

The first Type fragrance from Monotheme: an innovative perfume, with an elegant and sophisticated personality, it marries together fresh and sparkling citrus nuances with sensual spicy hints, deep notes of soft exotic woods with enveloping musky tones.

2.

are its plant-based active principles: Coriander and Incense

7.

are its main natural ingredients: essential oils of Lavender, Hay, Basil, Coriander, Cedarwood, Vetyver and Orange Blossom



TYPE 3.3.6.**ANTI-AGEING FACIAL CLEANSING GEL**

3

are the product's main properties:

it gives the skin a new brightness thanks to its exfoliating, cleansing and purifying qualities.

3

are its plant-based active principles:

Ground Apricot Kernel (exfoliating), Natural Carotenoids (protecting), Vegetable Glycerides (softening).

6

are its main natural ingredients:

Cupuacu Flower and Annato, both growing in the Amazon region and rich with precious active principles, as well as essential oils of Hay, Artemisia, Coriander and Basil.

Fragrance Free

To use:

With circular movements of the fingertips, apply the appropriate amount of Gel to the face in the evening before going to bed. Massage gently for at least one minute, then rinse and apply Type 5.6.7. NIGHT CREAM. Non greasy, leaves the skin free of any trace of oiliness.

TYPE 4.4.3.**GENTLE & PROTECTIVE SHAVING FOAM**

4

are the product's main properties:

it protects the skin and prepares it for shaving thanks to the lubricating, softening and soothing qualities of its ingredients.

4

are its plant-based active principles:

Natural Carotenoids (protecting), Vegetable Glycerides (softening), Vegetable Soaps (lubricating), Aloina (soothing).

3

are its main natural ingredients:

oil of Buriti Palm, Aloe Vera extract and Palm oil.

To use:

place the appropriate amount of shaving foam on your fingers and apply to the area that needs shaving. Wait a few seconds before starting to shave.

TYPE 5.6.6.**AFTER SHAVE ANTI-AGEING BALM**

5

are the product's main properties:

it has an effective softening and refreshing action, it helps soothe any skin irritation due to shaving, it restores the skin's natural balance and prevents wrinkles, it leaves the skin soft and hydrated and protects it from harmful UV rays.

6

are its plant-based active principles:

Vitamin A (antiageing), and E (antioxidant), Flavonoids (antiwrinkle), Beta-glucans (replenishing), Aloina (soothing), Alfa-Omega acids (nourishing).

6

are its main natural ingredients:

Cupuacu butter, oil of Buriti Palm, Aloe Vera, Beetroot extract, essential oils of Hay and Artemisia.

To use:

take the appropriate amount of type 4.6.5. AFTER SHAVE BALM and apply to the face after shaving, massaging gently. It is non greasy and leaves the skin free of any trace of oiliness.

TYPE 2.5.7.**ANTIWRINKLE FLUID**

2

are the product's main properties:

it helps prevent wrinkles by keeping the skin supple and delaying sagging, and provides in-depth nourishment to the skin.

5

are its plant-based active principles:

Vitamin A (anti-ageing), Vitamin C (purifying), Vitamin E (antioxidant), Lemonoids (soothing) and Phytosterols (replenishing).

7

are its main natural ingredients:

oils of Andiroba, Buriti Palm, Cupuacu Flower, essential oils of Hay, Artemisia, Coriander and Basil.

Fragrance Free

To use:

take a few drops of type 2.5.7. ANTIWRINKLE FLUID and apply to the areas most likely to develop wrinkles, including the skin around the eyes. Massage gently until thoroughly absorbed. It is non greasy and leaves the skin free of any trace of oiliness.

TYPE 4.2.9.
INVIGORATING & TONIC SHOWER GEL

4
 are the product's main properties:
 a soft and gentle foam that invigorates, tones, deodorises and moisturises to help achieve a feeling of total well-being in the shower.

2
 are its plant-based active principles:
 derivatives of Coconut oil (cleansing) and Guarana extract (stimulant).

9
 are its main natural ingredients:
 essential oils of Lavender, Hay, Basil, Coriander, Cedarwood, Vetiver, Clary, Incense and Orange Blossom.

TYPE 3.2.8.
DEODORANT NATURAL SPRAY ALCOHOL FREE

3
 are the product's main properties:
 antiperspirant, effective 24 hour deodorant, guarantees a moisturising and protective effect.

2
 are its plant-based active principles:
 Phytosterols (replenishing), Flavonoid Glucoside (deodorant).

8
 are its main natural ingredients:
 essential oils of Lavender, Hay, Basil, Coriander, Cedarwood, Vetiver, Incense, Orange Blossom.

To use:
 Spray the appropriate amount of Type 3.2.8. DRY DEODORANT from a distance of about 20 cm. Quick drying, it is non greasy and leaves the skin free of any trace of oiliness.

TYPE 5.6.7.
DETOXIFYING & ANTI-AGEING NIGHT CREAM

5...
 ... are the product's main properties:
 an innovatively formulated cream, it provides a daily supply of all the elements necessary for skin balance, it protects the skin, moisturises it in depth, restores its natural ph, ensures the skin receives optimum nourishment.

6...
 ... are its plant-based active ingredients:
 it is rich in Vitamin A (antiageing) and E (antioxidant), alfa-omega acids (nourishing), natural carotenoids (protecting), hyaluronic acid (hydrating), vegetable glycerides (softening).

7...
 ... are its main natural ingredients:
 Cupuacu butter, oils of Buriti Palm and Annato, essential oils of Hay, Artemisia, Coriander and Basil.
 Fragrance free

To use:
 Carefully apply type 5.6.7. NIGHT CREAM to the face and in particular to the forehead, temples and the area around the eyes in the evening before going to bed. Massage gently until it is thoroughly absorbed. It is non greasy and leaves the skin free of any trace of oiliness.