



## *Sense Range*

Active ingredients product range  
that contributes to consumer's well-being  
by providing sensations



*Sensorial*



Sense Range

Sense Range branded products aim to increase consumer wellbeing by creating feelings on the skin which are converted into a positive state of mind.

Senses provide us with the vital information that allows us to relate confidently and independently with the world that surrounds us. This is done through feelings, which are used as the mechanism by our body to process all the stimuli it receives: light, sounds, textures, tastes, hot or cold, pain, smells, even caresses, feeling ticklish and kisses.

Touch is the sense responsible for perceiving the stimuli that include contact and pressure, as well as those relating to temperature and pain. Your sensory organ is the skin. The majority of feelings are perceived through special nerve endings in the skin, which are called touch receptors. These receptors are located in the epidermis, which is the outermost layer of the skin, and transport feelings towards the brain through nerve fibres.

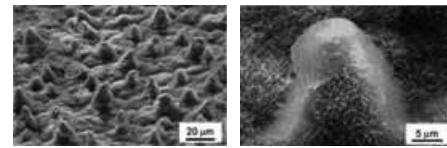
Pro vital has developed Sense Range branded products to give an added value to the end products included within the range by providing the consumer with a sensory experience which is over and above the benefits of the other active ingredients that the cosmetics contain.

• Lotusense  
"The tidiness and impermeability of aquatic plants"

LOTUSENSE conveys the feeling of cleanliness and impermeability of certain aquatic plants. The plant that best represents this botanical family is the lotus blossom, which is renowned for permanently staying clean. This quality has been scientifically proven and is known as the lotus effect.

The Lotus Effect

The so-called lotus effect derives its name from the lotus flower. This plant develops densely to cover shallow surfaces of water. Its flowers and leaves attract attention as they do not retain any kind of particle, which means that they always maintain their pure and meticulous beauty.



This effect is due to the microscopic nodular structure of the foliage surface, which repels water. The water droplets that fall onto the leaves only touch the tips of these nodes. As the power of adhesion between particles and the tips of the nodes is minimal, the water droplets drag even the tiniest of existing dirt particles off the leaf.

This effect results in the Lotus blossom being impermeable, self-cleaning, protected and tidy.

LOTUSENSE avoids water loss and favours optimal hydration of the stratum corneum. This feeling provides an additional protective quality of the active ingredient on the skin. It conveys the idea of keeping oneself tidy.

The root of the lotus blossom going down into the water represents material life. The stem sticking up through the water symbolises existence in the psychic world. The flower floating on the water is the emblem of spiritual existence.

Action	Cosmetic application	Cosmetic formulations
Lotus Effect	Impermeability Cleanliness Tidiness	Make-up remover face gel Cleaning mousse Anti-stress facial water
Spa - Spiritual opening	Relaxation	Body milk wellbeing balm After-shave



Nelumbo nucifera

• WhiteSense  
"The softness of white flowers"

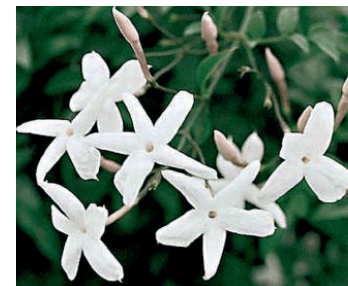
WHITESENSE conveys the feeling of softness and the velvety touch of the petals originating from white flowers, the common Rose, Jasmine and daisies. By applying this floral concept to the skin, it feels soft and smooth. This gives the skin a look of overall evenness and improvement, removing the roughness and dryness of the stratum corneum (the outermost layer of the skin).

WHITESENSE is a floral complex obtained from the common Rose (*Rosa centifolia* L.), white Jasmine (*Jasminum officinale* L.) and Daisy (*Bellis perennis* L.)

Action	Cosmetic application	Cosmetic formulations
Skin conditioner	Moisturising	Body butter Body milk
Hair conditioner	Hair conditioning	Hair mask



Rosa centifolia



Jasminum officinale



Bellis perennis

• AyurSense  
"The freshness and wisdom of the Himalayas"



Eclipta alba

AYURSENSE conveys the feeling of freshness and the overall wellbeing of plants used traditionally in Ayurvedic medicine. Eclipta represents the harmonious workings of the organism, with this being converted into feelings of freshness, energy and strength due to its rejuvenating and longevity effect.

Among the traditional medical systems, Ayurveda is recognised by the WHO as a very well-organised scientific medical system to prevent and treat different medical conditions. Ayurveda literally means "science of life" Ayus are life cycles that represent the body, mind and senses and Veda is knowledge of the world and the way in which its components function.

The ayurvedic system stresses that health is all parts of the human being (physical, mental and spiritual) working in harmony. Eclipta has been regarded with rasayana - grass of longevity and rejuvenation -

AYURSENSE is an extract of the Eclipta or false daisy plant (*Eclipta alba* (L.) Hassk = *Eclipta prostrata* (L.) L.)

Action	Cosmetic application	Cosmetic formulations
Freshness	Cooling down	Sun spray Facial mist Refreshing towels
Ayurvedic treatment	Anti-aging	Relaxing mousse Nourishing milk Anti-aging gel