



# WORLD OF PLANTS

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## THE WORLD OF PLANTS

One of the basic characteristics of Croatian flora is an abundance of medicinal plants. Even though Croatia is a relatively small country, it stretches across as many as four of the nine European biogeographically regions: the Alpine, the Continental, the Mediterranean and the Pannonian. In all parts of Croatia natural geographic conditions, namely climatic and hydrographical are suitable for organic production of medicinal plants.

Aromatic medicinal plants have been of great importance for human health since ever, and in constant use in medicine, pharmacy, cosmetics, culinary, religion and rituals. In the 21st century the life rhythm has changed significantly, with massive migrations from rural to urban areas, industrialization and technological revolution, people have forgotten about the precious gifts that nature gives us.

Medicinal plants provide accessible and culturally relevant sources of primary health care to almost two thirds of human population. They are a unique type of natural product requiring special considerations due to their impact on people's health.



# Discover the world of plants AND HEAL YOUR BODY AND MIND

**FITOAROMA - Organics** is a new and innovative trademark of pure natural cosmetic and aroma-therapeutic products creatively fusing the tradition of space, beauty, nature authenticity, and knowledge of the new technological era.

Our Products are highly concentrated and active delivering visible results while restoring your skin to its optimal health. Products are based on high quality hydrosols and essential oils of Mediterranean medicinal plants and their efficiency is notable after few treatments.

We love what we have created and we're excited for you to experience our products.

Our products range, natural aromatherapy and skin care products, consists of the following:

- **ESSENTIAL OILS AND HYDOSOLS**
- **MASSAGE OILS**
- **HAIR AND BODY SHAMPOO**
- **NATURAL AROMA SPRAY**  
(anti smoke, anti mosquito, happy feet, air refreshener)
- **ANTI-AGING - MAGICAL HELICHRYSUM LINE**  
(cleanser, moisturizer, serum, night and day face cream, deep wrinkle night cream, masks...)

We believe that healthy skin  
is the most beautiful skin!



## Our Aromatherapy line consists of the following essential oils:

(*Lavandula angustifolia*), lavandin (*Lavandula x intermedia*), immortelle (*Helichrysum italicum*), sage (*Salvia officinalis*), geranium (*Pelargonium graveolens*), peppermint (*Mentha piperita*), melissa (*Melissa officinalis*), thyme (*Thymus vulgaris*), oregano (*Origanum vulgare*), dalmatian pyrethrum (*Tanacetum cinerariifolium*), laurel (*Laurus nobilis*), wormwood (*Artemisia absinthium*).

## ESSENTIAL OILS

What are essential oils? An essential oil is a natural product extracted from a single plant species. Not all plants produce essential oils, and in the plants that do, the essential oil may be found in the roots, stems, leaves, flowers or fruits. Since the Middle Ages, essential oils have been widely used for bactericidal, veridical, fungicidal, ant parasitical, insecticidal,

medicinal and cosmetic applications, especially nowadays in pharmaceutical, sanitary, cosmetic, agricultural and food industries. The convenience of essential oils for daily use is amazing and healthful. If an apple a day helps keep the doctor away, we owe it to ourselves to add important essential oils into our daily routines as well.



How to Use? Directly inhale, apply topically, diffuse, \*dietary supplement.  
\*Oral application without supervision of the qualified person is not recommended.

## HYDROSOLS

What are Hydrosols? A hydrosol or hydrolat is the “floral water” part of steam or produced simply as a result of essential oil distillation. They have the same properties of essential oils, but are far less potent. Unlike essential oils that should be diluted prior to application to the skin, hydrosols are much gentler

than their essential oil counterparts and can generally be used directly on the skin without further dilution. Hydrosols can be used in place of water in creating natural fragrances, lotions, creams, facial toners, sensitive skin anti – aging and make up remover.





Needless to say, LAVENDER oil has always been a favorite among essential oil lovers. Lavender is considered as a mother in the essential oil symbolism, a mother that unselfishly takes care of our health and doesn't want anything in return. Lavender oil not only boosts potent anti-inflammatory properties, but also is ultra soothing for skin with therapeutic scent - fastens the skin epithelialization.

Here are all the ways to use lavender oil for skin:

- Fights Acne
- Soothes Eczema
- Heals injured skin
- Detoxifies Skin (lavender therapy bath)
- Anty-inflammatory Superstar - soothing and healing skin that's irritated or reddened from sun, insect bites or bacteria.
- Burns, muscle cramps, intestinal spasms.
- Useful in treatment of depression, restlessness and nervous tension



IMMORTELLE or *HELICHRYSUM* essential oil is called "Gold of Croatia" because it is as valuable as gold, maybe even more. After all Health is more valuable than Money.

It is extracted from Helichrysum flowers and impresses with its extreme gentleness and high efficacy for skin health and blood cleansing.

The oil is an anti-inflammatory, antiallergenic, antispasmodic, antifungal, and antiseptic.

Here are all the ways to use helichrysum oil for skin:

- Area of benefits from anti-aging skincare
- Muscle relief
- Wound healing
- Stop bleeding - stop nose bleed
- It can be added to carrier, extra virgin olive oil and applied to stretch marks, acne scars, and surgical scars.

In region Istria on the St. Francis hill is situated our Farm "World of plants" a manufacturer of ecological seedlings of aromatic medicinal plants that are differentiated and selected in greenhouse and then grown on Mediterranean fields. Through the processes of steam distillation and extraction, conducted in our distillery, we obtain high quality essential oils and hydrosols from which we manufacture natural aromatherapy products. Our mission is to raise awareness about the magical benefits of aromatic medicinal plants and to create a bond between humans and nature. We do this by producing thoroughly selected autochthon Croatian - Istria plants accordingly to principles of ecological production, without using any chemicals and by making high quality aromatherapy products. ECOCERT SA controls the complete manufacturing procedure. Our team, made of highly qualified experts, has created some brands, which products are based on our organic essential oils, hydrosols, and have different functions and purpose. Our manufacturing procedures are certified by HR-EKO-05, ECOCERT SA and HALAL standards. We have received multiple international awards for our products.



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CROATIAN NATURAL AND ORGANIC,  
GOURMET FOOD AND SKIN CARE  
PRODUCTS

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