

SOAVO

by E. Krall



PRESS RELEASE

SOAVO Skincare Essentials

PREMIUM BOTANICAL SKINCARE – MADE IN AUSTRIA. FARM TO SKIN.

Botanical Skincare from Austria: SOAVO Skincare Essentials stand for highest quality – pure, organic and effective unisex beauty and skincare for fresh radiant skin. Farm to Skin: SOAVO´s key ingredient is Austrian Mountain Lavender from own organic cultivation project in the alpine region Upper Styria. SOAVO products are carefully formulated to combine the power of selected alpine plants with silky textures and vibrant scents. „Slow down and rise“ is the claim for the luxurious product range and its multitasking facecare, bodycare and apothecary products. Vegan and entirely plant-based SOAVO is tailored to provide effective solutions for daily skincare: mild cleansing, moisturizing and nourishing, balance & soothing, vitalizing and regeneration.

FARM TO SKIN

Erwin Krall launches SOAVO, a luxurious unisex Organic Skincare and Apothecary brand which is based on the power of Austrian Mountain Lavender and selected alpine botanicals. 2012 SOAVO founder Erwin Krall started the cultivation project BERGLAVENDEL (i.e. MOUNTAIN LAVENDER) with the vision to create effective organic skincare based on local plant ingredients from his own organic cultivation. In the alpine region „Hochsteiermark“ in Upper Styria Erwin Krall started his cultivation with 32.000 bushes *Lavandula angustifolia* – in total 160.000 single plants of Mountain Lavender. Harvested by hand only and traditionally distilled essential Mountain Lavender Oil and Water are true rareties and precious ingredients of SOAVO Organic Skincare.

More alpine plants like Mountain Pine and Swiss Pine are obtained from local organic producers.

SLOW DOWN AND RISE

SOAVO´s mission: Slow down and rise. In fast-paced modern lifestyle our skin and senses lack time to pause, time to breathe, and time to indulge. The result: dry and irritated skin which needs protection and repair in an urban environment. SOAVO Skincare Essentials are gentle for the skin and tailored to provide effective solutions for your daily skincare: mild cleansing, moisturizing and nourishing, balance & soothing, vitalizing and regeneration.

„Repose, unwinding and regeneration are key, because most of us are tied up in a fast-paced life. For wellbeing we can learn to slow down speed in our everyday life and take care of our biggest sensory organ – our skin. SOAVO and it´s Farm-To-Skin philosophy provide exactly this repose, refreshment and regeneration: fast absorbing lightweight textures, elegant and sensual scents, and multifunctional products – for your daily skin care rituals. All our products are balancing and gently refreshing. As the skin is a reflection of inner health and balance for SOAVO skin care means also soul care.“ Erwin Krall, Founder

EFFECTIVE SKINCARE ESSENTIALS

The SOAVO range comprises 9 eco-luxury products in Face Care, Body Care und Apothecary: precious Oils, refreshing Sprays, gentle Washes and Balms enobled with potent plant formulas and fresh alpine scents. SOAVO Skincare Essentials beautifully indulge and refresh skin and senses. They provide moisture, calm and soothe while supporting a supple and silky soft skin.

- for every skin type, especially for dry skin
- balancing and refreshing
- gentle with Organic Mountain Lavender*
- enobled with fresh alpine scent & plant formulas
- vegan

THE SOAVO RANGE

9 Skincare Essentials.



FACE CARE

Hydrate FACE SPRAY
Moisture FACE OIL



BODY CARE

Active BODY WASH
Balance BODY LOTION
Purify HAND WASH
Soft HAND BALM
Refresh HAND & BODY SPRAY



APOTHECARY

Pure MOUNTAIN LAVENDER WATER
Pure MOUNTAIN LAVENDER

ORGANIC SKINCARE. HIGH-GRADE BOTANICALS.

Selected alpine plants including Mountain Lavender from own organic cultivation project are the core of the SOAVO formulas. They are formulated into a powerful active ingredient complex to keep your skin in healthy condition and to enjoy the purity of SOAVO 's skincare experience.

High-grade botanicals are the base of the SOAVO skincare line. We apply highest standards in our product quality and for our certified organic ingredients:

- effective plant extracts
- virgin cold pressed and bioactive plant and seed oils
- precious floral waters
- purest essences

The ingredients are hand selected for their purity, efficacy and skin-friendliness and formulated with great care for specific skin benefits. Also emulsifying and preservation of the SOAVO products are plant-based.

LAVENDER RELOADED: SOAVO SIGNATURE SCENT

Essential oils for SOAVO are not just exquisite elements for the signature scent but also highly effective components for the active ingredient complex of the SOAVO skincare formulas. Lavender with its manifold fragrant messages deserves a special place, both in plant kingdom and in skincare. The floral fresh scent invites buoyant lightness and energy and also creates a balance that makes tension and stress melt away. It´s soothing goodness for body, skin and soul induces tranquility and sensual moments of serenity and wellbeing.

„Based on our key ingredient MOUNTAIN LAVENDER we carefully selected botanicals and essences for a light, fresh and elegant fragrance – without emphasizing the typical herbaceous Lavender note.“ Erwin Krall, Founder.



THE PLANT EXPERT: ERWIN KRALL, SOAVO FOUNDER

In 2012 the plant expert Erwin Krall founded the project BERGLAVENDEL/ MOUNTAIN LAVENDER, an organic cultivation project in Upper Styria, in which he put his heart, time and deep-rooted passion for plants. His aim: creating Premium Organic Skincare with powerful alpine plants from local cultivation. Throughout his life Erwin Krall had two green thumbs and a special connection with nature and natural conditions. Alongside his profession as an Military Officer he became a trained aroma therapist and also started the cultivation project for Organic Austrian Mountain Lavender. In his creative team in Vienna he works on his brand and on redefining lavender cosmetics into urban skincare. In the natural reserve in Styria he dedicates his time to the vision of „Austria, a home for Mountain Lavender“ and the collaboration with local cultivation projects and pioneers. With his label SOAVO by E. Krall Erwin Krall has developed an organic skincare brand based on Mountain Lavender and alpine plants, showing how commitment for regionality, highest quality and organic cultivation, plant expertise and finesse can be translated into contemporary unisex Botanical Skincare.

About SOAVO

Organic Premium Skincare from Austria: SOAVO stands for highest quality - pure and organic. Farm to Skin: The key ingredients is Austrian Mountain Lavender* from our own organic cultivation project in the alpine region Upper Styria. SOAVO formulations combine the power of alpine plants with silky textures and vibrant scent compositions. „Slow down and rise“ is the claim for the exclusive product line and its effective plant complex of organic plant extracts, purest essences and bio active plant oils. SOAVO Skincare Essentials comprise Face Care, Body Care and Apothecary: finest oils, refreshing sprays, mild washes and lotions. For luxurious and effective skincare – Made in Austria. SOAVO is distributed online at www.soavo-skincare.com and via selected store partners.

Press Information: We are happy to provide this text as well as visuals and further information on SOAVO in digital format.

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