

# SOAVO

by E. Krall



PRESS RELEASE

## SLOW DOWN AND RISE: MOUNTAIN LAVENDER ´S BOTANICAL GOODNESS SOAVO SKINCARE – Pure. Organic. Farm to Skin.

SOAVO Skincare Essentials combine the power of alpine plants with silky textures and vibrant scents. Vegan and entirely plant-based SOAVO is tailored to provide effective and gentle solutions for daily skincare: mild cleansing, moisturizing and nourishing, balance & soothing, vitalizing and regeneration.

„Slow down and rise“ is the claim for the exclusive product line and its plant complex of organic plant extracts, purest essences and bio active plant oils. Premium Organic Skincare from Austria: SOAVO stands for highest quality - pure and organic.

The SOAVO range comprises 9 products in Face Care, Body Care und Apothecary: precious Oils, refreshing Sprays, gentle Washes and Balms enobled with fresh alpine scent & plant formulas. SOAVO formulas of exquisite botanicals indulge and refresh skin and senses. They provide moisture, they calm and soothe the skin and support 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 GENTLE POWER OF MOUNTAIN LAVENDER

Austrian Mountain Lavender, the key ingredient for SOAVO Skincare Essentials grows in SOAVO ´s organic cultivation project in Upper Styria.

The sunny steep slopes at 800 m height, in the heart of the natural reserve „Mürzer Oberland“ are the habitat of a plant with gentle powers: SOAVO ´s Mountain Lavender, bot. *Lavandula angustifolia*. Once these hills were royal hunting grounds of Austria emperor Franz Josef and archduke Johann of Habsburg, „the Styrian prince“. Today they are home of the bright blue panicles of organic Mountain Lavender cultivation. The treasures obtained from the

Styrian mountains are: exquisite essential oil and floral water from Mountain Lavender – also core ingredients for SOAVO organic skincare.

2012 plant expert Erwin Krall startet the MOUNTAIN LAVENDER PROJECT with his vision of creating contemporary organic skincare with powerful alpine plants from local cultivation.

## THE SOAVO CREDO: SLOW DOWN AND RISE

MOUNTAIN LAVENDER (*Lavandula angustifolia*)

Lavender, a „plant of the soul“ helps to alleviate stress and create balance. SOAVO Pure Mountain Lavender with it´s light and clear fragrance leaves skin and mind relaxed and helps to recharge your batteries.

*„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. „Slow down and rise“ is the message of Mountain Lavender and also the claim of SOAVO Organic Skincare“. Erwin Krall, Founder & CEO*

## SOAVO ETHICS & STANDARDS FOR AUTHENTIC QUALITY

### FARM TO SKIN

SOAVO´s precious key ingredient: Austrian Mountain Lavender from our own organic cultivation project in the alpine region of Upper Styria ([www.berglavendel.at](http://www.berglavendel.at)). Mountain Lavender Essential Oil and Mountain Lavender Water are the core of the SOAVO formulas.

### ALL NATURAL & 100 % PLANT-BASED

All SOAVO formulas are based on 100% natural and bioactive plant ingredients of highest quality. Emulsifying and preservation of the SOAVO products are also plant-based.

### ORGANIC BOTANICALS

SOAVO applies highest standards to product quality – certified organic botanicals: effective plant extracts, purest essences, precious floral waters and virgin bioactive plant and seed oils.

### SELECTED INGREDIENTS

Our ingredients are carefully selected for their purity, efficacy and skin-friendliness.

### ORGANIC SKINCARE

All ingredients comply with international standards for certified organic cosmetics (Cosmos-Standard, NaTrue). Some SOAVO products also carry the beauty label of AUSTRIA BIO GARANTIE for certified organic cosmetics.

### CLEAN COSMETICS

We refrain from: synthetic fragrance, preservatives, colorants, petrochemicals, paraffins, PEG, PPG, parabenes or silicones.

### CRUELTY-FREE

SOAVO is PETA - Cruelty-Free-certified. Neither formulas nor ingredients are tested on animals.

### MADE IN AUSTRIA

Development & manufacturing in Austria. SOAVO prefers to work and collaborate with local and alpine plant ingredients.

### UNISEX SKINCARE PHILOSOPHY

High performance organic skincare suitable for HER and HIM: multifunctional eco-luxury skincare products, light-weight, fast absorbing textures, elegant and sensual scent compositions.

### VEGAN

All SOAVO products are vegan, i.e. free from animal ingredients.



## SOAVO

9 Skincare Essentials for fresh radiant skin.



### 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

## 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, organic, effective for fresh, radiant skin. 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](http://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.

SOAVO Press Contact: Nina D. Jaksch, GREENSCAUT e.U. M. +43 699 1716 8383 E. [nina@greenscaut.com](mailto:nina@greenscaut.com)