



A line of eco compatible, formulated, tested products produced and manufactured according to the strict and severe Ecolabel standards, to assure the best results between quality and performance.

The modern and captivating graphic, gives a touch of trendy and "green" to an already innovative line, which originates from a working philosophy, in total respect of the ethical and biological principles. We strongly believe in the importance to combine the efficiency of the results towards the respect for nature.



What is the EU Ecolabel?

The European Ecolabel is a voluntary scheme, established in 1992 to encourage businesses to market products and services that are kinder to the environment. Products and services awarded the Ecolabel carry the flower logo, allowing consumers - including public and private purchasers - to identify them easily. Today the EU Ecolabel covers a wide range of products and services, with further groups being continuously added. Product groups include cleaning products, appliances, paper products, textile and home and garden products, lubricants and services such as tourist accommodation.

While the logo may be simple, the environmental criteria behind it are tough, and only the very best products, which are kindest to the environment, are entitled to carry the EU Ecolabel.

What is more, this is a label that consumers can genuinely trust. The criteria are agreed at European level, following wide consultation with experts, and the label itself is only awarded after verification that the product meets these high environmental and performance standards.

The EU Ecolabel is a rapidly growing brand. Many producers wanting to sell their products across Europe have realized the benefits that the European Ecolabel brings. Products bearing the Flower logo can be marketed throughout the European Union and the EEA countries (Norway, Iceland and Liechtenstein).

The voluntary nature of the scheme means that it does not create barriers to trade. On the contrary - many producers find that it gives them a competitive advantage.

Ecolabel criteria are not based on one single factor, but on studies which analyse the impact of the product or service on the environment throughout its life-cycle, starting from raw material extraction in the pre-production stage, through to production, distribution and disposal.

The flower logo helps manufacturers, retailers and service providers gain recognition for good standards, while helping purchasers to make reliable choices.

The EU Ecolabel is part of a broader action plan on Sustainable Consumption and Production and Sustainable Industrial Policy adopted by the Commission on 16 July 2008.

B natural, a line that privileges raw materials as well as natural extracts, rigorously of vegetable origin, with a special attention to the packaging, strictly coming from regenerated and recycled materials.