



## True Stories

### A brand that comes from a dream and a lot of hard work: meet Arboria

#### Alice Taticchi, Founder of Arboria Skincare

*I'm Alice Taticchi, 34 years old, founder of Arboria Skincare. I have always been passionate about the world of natural and organic cosmetic, especially since the age of 19 when I visited my first cultivation of Aloe Vera. Growing up I was lucky enough to work with an amazing manufacturer, supporting the company during several exhibitions, and getting to know what is behind the production of a cosmetic line. All this encouraged me to launch my own brand, as I got an insider's view of how a cosmetic was produced. I am a mother of a two years old wonderful baby girl, and in my spare time I like to practice the piano and spending time outdoors.*



#### **NATRUE: What inspired you to start Arboria Skincare? Can you tell us about the journey from concept to launch for your brand?**

**Alice:** I had been dreaming of founding my own brand for more than a decade, but somehow it was never the right time. I was working as a full-time model, so I was never in the same place for too long and I was very afraid of failure, of trying something new. However, I internalized the famous quote "If you never try, you'll never know" so I threw myself into this challenge. I was very clear about the characteristics I wanted my brand to have: organic; made in Italy; respectful of people, animals and the environment; inclusive; and beautiful. In June 2021 I visited an incredible cultivation in Puglia, a paradise on earth, and I was so inspired that I decided the name and the logo in a couple of days.

I decided to start with a complete but essential skincare routine, a line that includes cleanser, eye contour, face serum, day cream, night cream and mask; and which I really hope to expand. Once I chose the design, the packaging and the advertising for the fragrance (which is very important to me as I consider it a real strength), I had an agency helping me build the website. Apart from this, I have been doing everything myself since then; including brand launch, social media outreach; and content creation. I have to admit it is quite challenging but definitely rewarding! I believe in this project with all of my heart. Moreover, I would like Arboria to be a powerful tool for helping people and animals in need in Italy, so I'm dreaming about founding my own non-profit organisation as soon as possible, thanks to my products.

#### **NATRUE: How did your background as an influencer influence the creation of Arboria?**

**Alice:** I think my background influenced me by continuously working in beauty and self-care all the time, so in a certain sense my skincare has been ingrained in me, to the point where it has been sedimented within me over the years. I would never have been able to launch a project that didn't feel 100% mine.

#### **NATRUE: What sets Arboria Skincare apart from other natural skincare brands?**

**Alice:** What makes Arboria special is its incredible combination of quality, feel, performance, packaging, and purpose. One of its main ingredients, Aloe Vera from Salento (Puglia), turns out to be 4 times richer in active ingredients than aloe vera grown elsewhere in the world, and it's cold

processed, within 2 hours of harvesting to reduce oxidation and preserve all the active ingredients intact.

Arboria represents Mother Nature, her strength, the incredible capacity of a plant to use its roots not only to acquire the best active ingredients but to transmit them to the world. The winning element of the olfactory note, and the one that has transmitted the most to me, is the Mediterranean scrub, which is the essence of the beauty of the most beautiful places in my country, Italy. Moreover, this ingredient is the expression of a great balance, where biodiversity wins above all else. When you smell Arboria, you are teletransported to the seashore and receive a feeling of incredible calm and relaxation. For the bottles I chose frosted glass with a natural wooden cap, and I love the *maioliche*, an Italian symbol but with soft colours, which can be seen as a print on the packaging. The products are made with extremely high-quality ingredients, are respectful with the biodiversity, and offer exceptional performance in terms of hydration, brightening action, wrinkle reduction and skin cleansing.

### **NATRUE: What does being NATRUE certified mean for your brand?**

**Alice:** Being NATRUE certified is the cherry on top of a great work in producing a line that is extremely respectful of skin, people, animals, and planet. I am very proud to be part of NATRUE's inspiring community, and to see the importance of being an organic brand validated and verified. The NATRUE logo represents a reliable and verifiable landmark for consumers, guarantees clear ingredients and transparent products, and supports animal welfare and waste reduction. In short: everything I believe in.



For more information about Arboria, visit [www.arboriaskincare.com](http://www.arboriaskincare.com)