

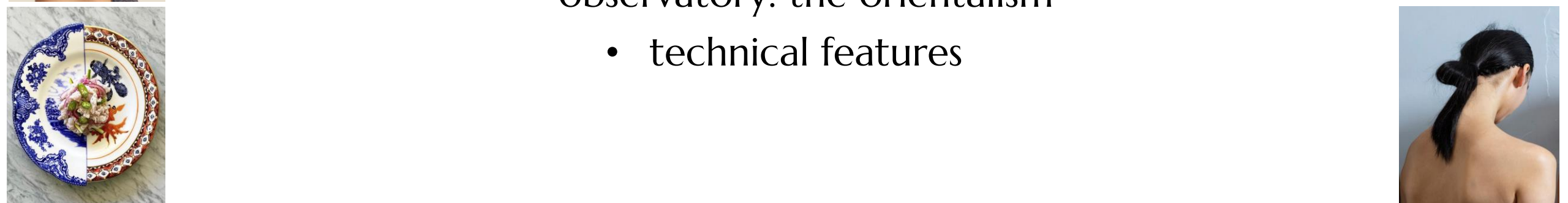
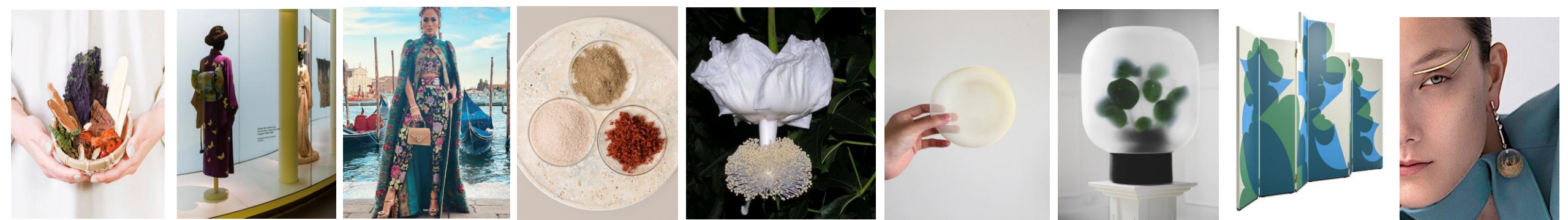


BREGAGLIO
Personal Care 
A company of ZSCHIMMER & SCHWARZ

CAMPO PLANTSERVATIVE Wsr
A solution to green protection



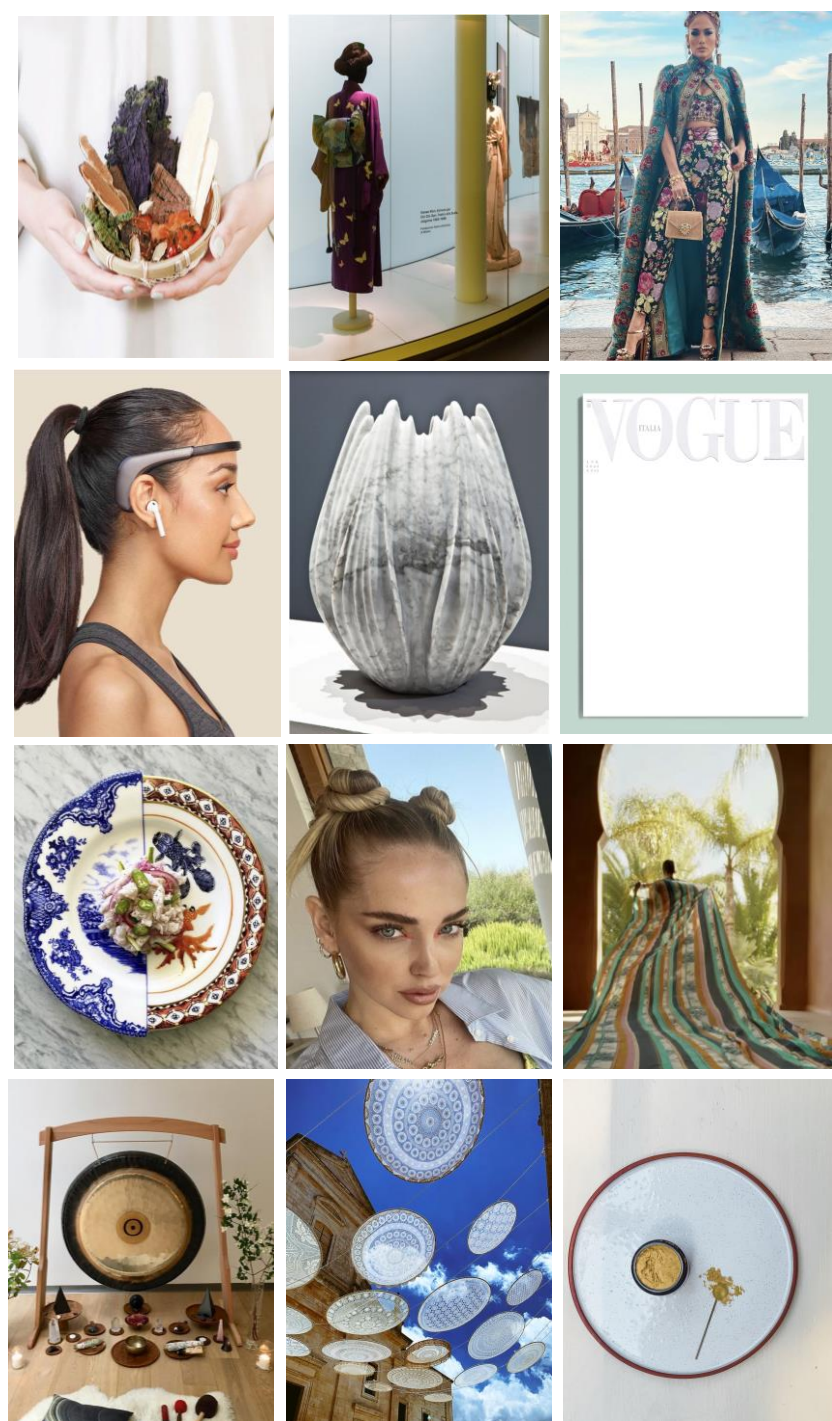
A central graphic featuring a white diamond shape. To the left of the diamond is a light blue plate with a red rim, containing a small jar of yellow powder and a metal applicator. To the right of the diamond is a tall, slender, light green ceramic vase with a blue base.



CAMPO PLANTSERVATIVE Wsr

- coolhunting research done by our observatory: the orientalism
 - technical features





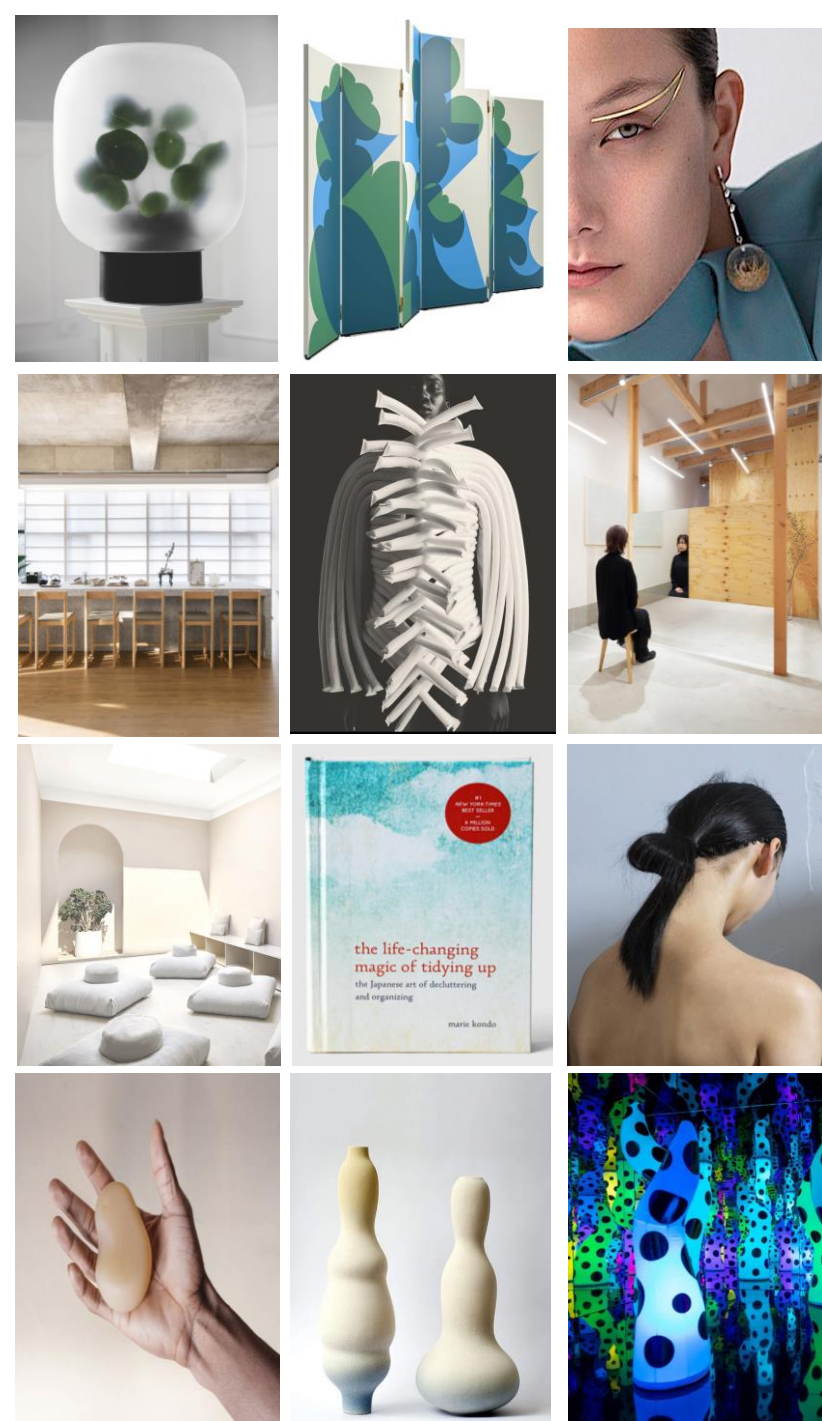
THE CURRENT ORIENTALISM

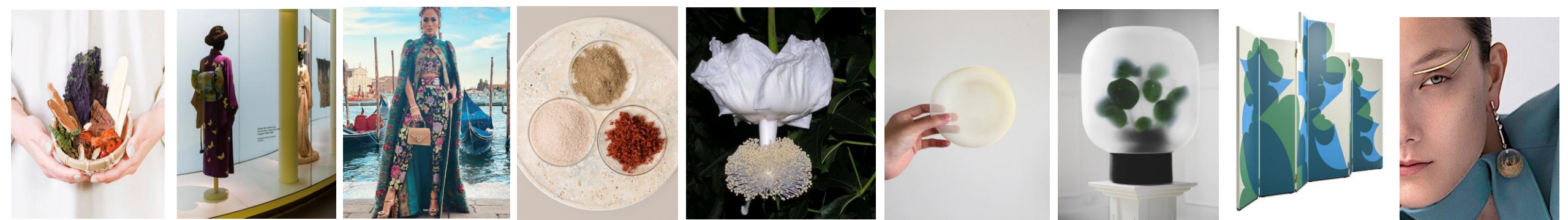
We are immersed in a new form of Orientalism.

The Western spirit has been totally caught by the East assimilating oriental lifestyles without realizing it.

We are experiencing an identity crisis and a greater awareness of our human fragility that emerged with pandemic.

This mood happens also in the cosmetic field and in the research of new raw materials.





We will go through three oriental concepts:

- CYCLICALITY
- NON-DUALITY
- METAMORPHOSIS

We will see how CAMPO PLANTSERVATIVE Wsr falls within these concepts in its origin, production and effectiveness

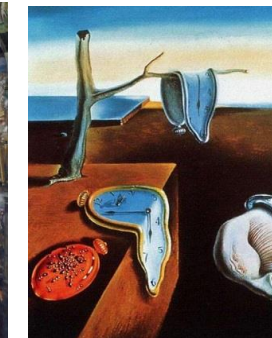




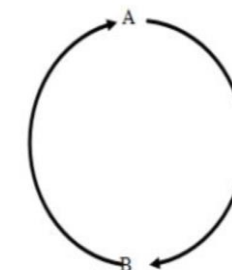
ORIENTALISM & CYCLICALITY

West's concept of **time** is **linear** and schematic, starting at one point and progressing to the next in a relentless escalation of choices.

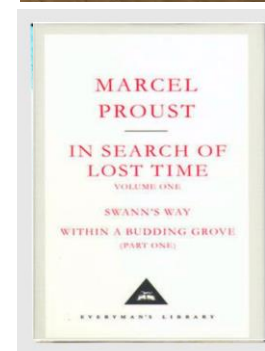
Failures and improvements until it reaches its final destiny with no possibility of return.

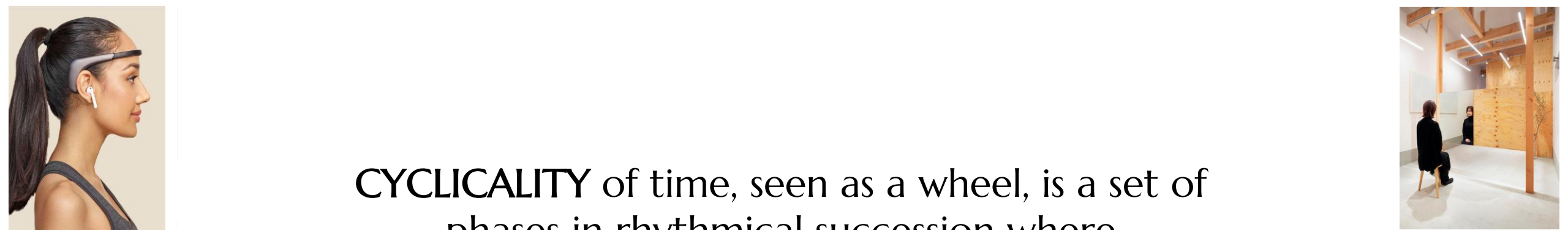
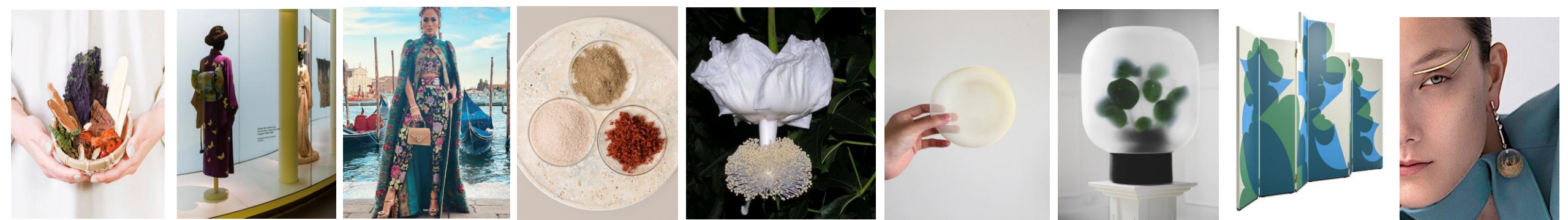


Linear (timeless)

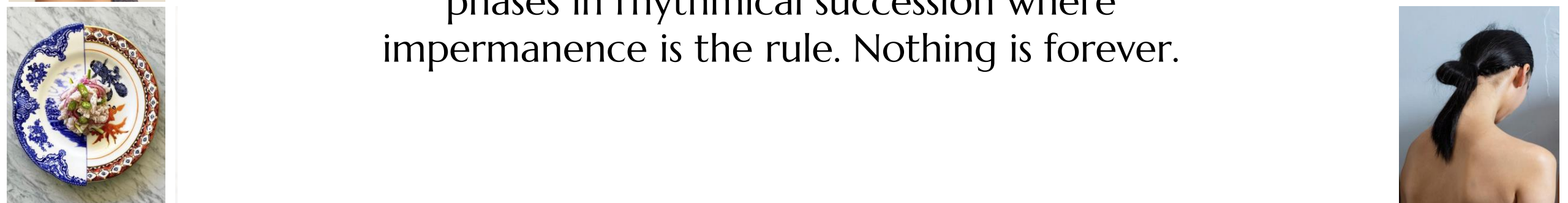


Cyclical (temporal)





CYCLICALITY of time, seen as a wheel, is a set of phases in rhythmical succession where impermanence is the rule. Nothing is forever.

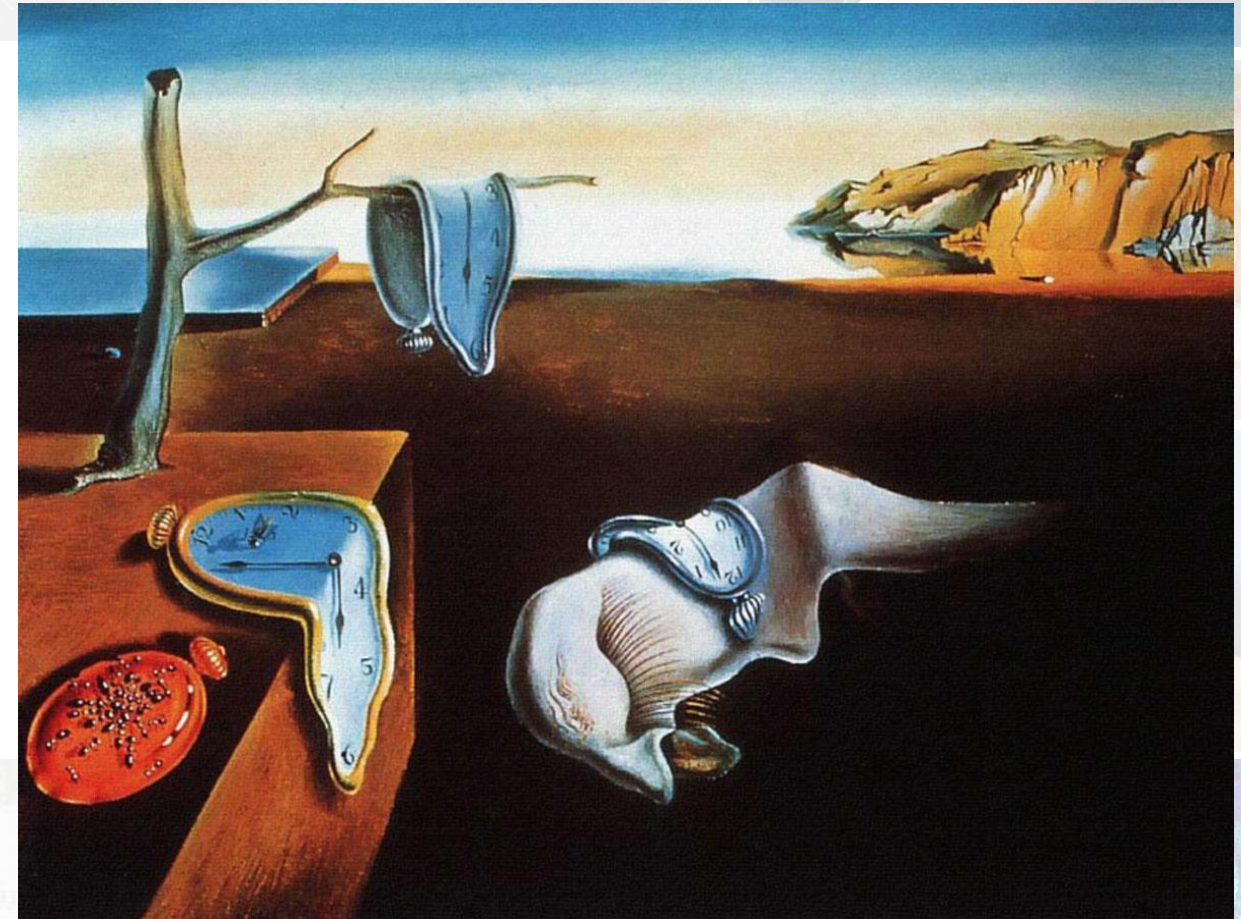


CAMPO PLANTSERVATIVE W_{Sr} & CYCLICALITY

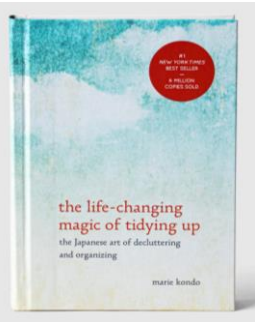
CAMPO PLANTSERVATIVE W_{Sr} is a natural extract from *Lonicera caprifolium* and *Lonicera japonica*.

The plants grow following the **natural cycle of the nature** without any form of maintenance nor of any pesticide or plant-grown factor. This ensures **sustainability** of the raw material.

The flowers are harvested in specific time of the day, before sunlight, every day and every seasons.



Salvador Dalí "The persistence of memory", 1931



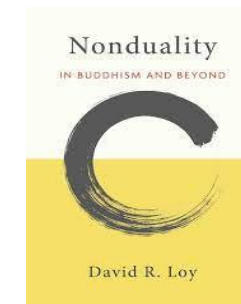
ORIENTALISM & NON-DUALITY

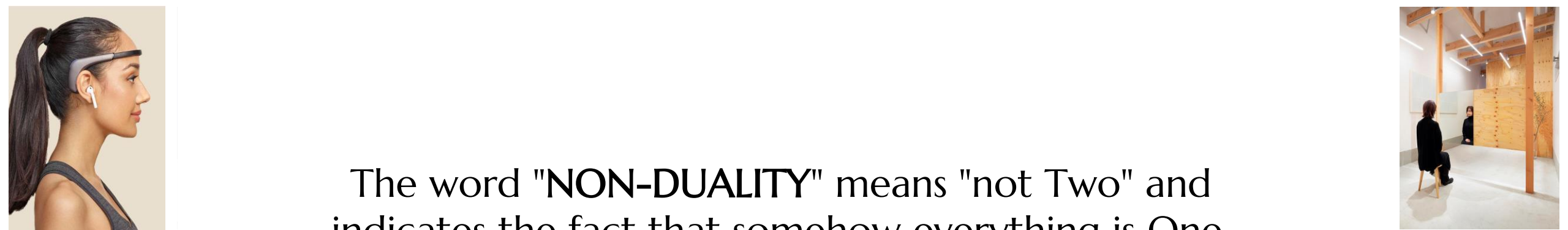
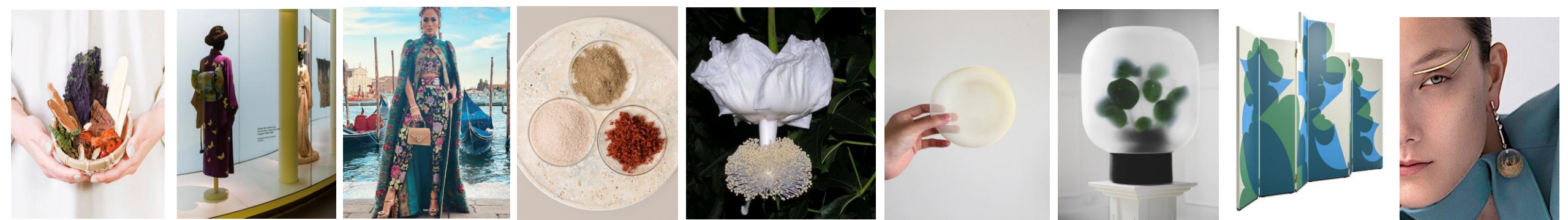
In the West we tend to separate everything focusing on the details.

Non-duality holds that the various phenomena are inseparable from each other but that there is no clear line of demarcation between them.



"For us, Venice represents the perfect harmony of opposites that attract: it is romantic and sensual, melancholic and joyful, rational and visionary, luminous and nocturnal, sacred and profane, dark and golden," Domenico Dolce and Stefano Gabbana said in a statement





The word "**NON-DUALITY**" means "not Two" and indicates the fact that somehow everything is One.



CAMPO PLANTSERVATIVE W_{Sr} & NON-DUALITY

CAMPO PLANTSERVATIVE W_{Sr} is a mixture of *Lonicera caprifolium* flower extract and *Lonicera japonica* flower extract but it is not the result of the mix of two extracts

Both species of flower buds are harvested and stepped into freeze-drying vessel.

Extraction is done on the freeze-drying vessel mass

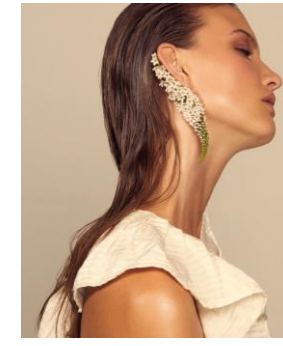
There are «not Two» but One.



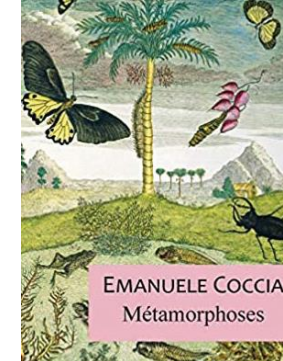
René Magritte "Decalcomania", 1966



ORIENTALISM & METAMORPHOSIS

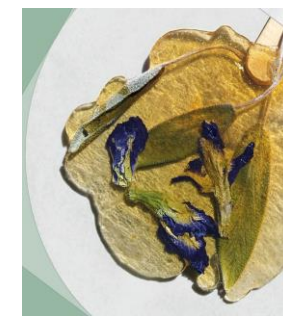


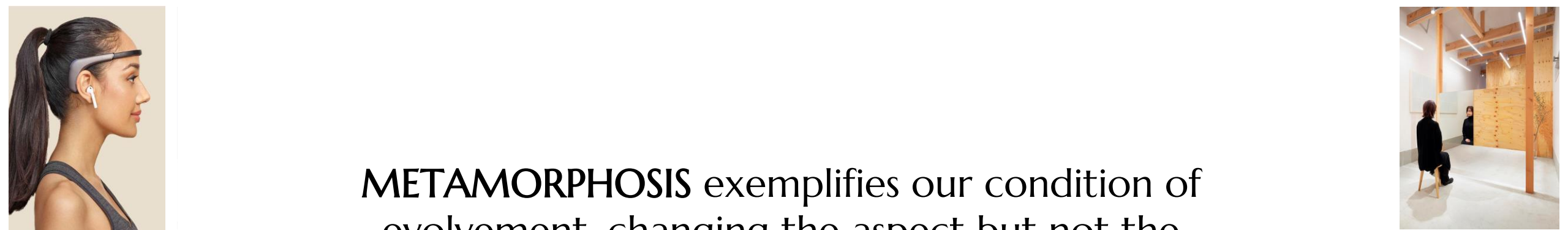
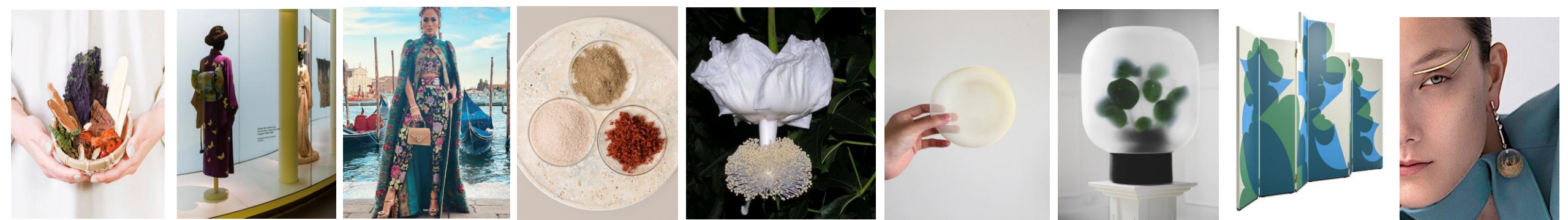
The Western mentality of use and dispose dictated by excessive consumerism appears to be taking an about turn.



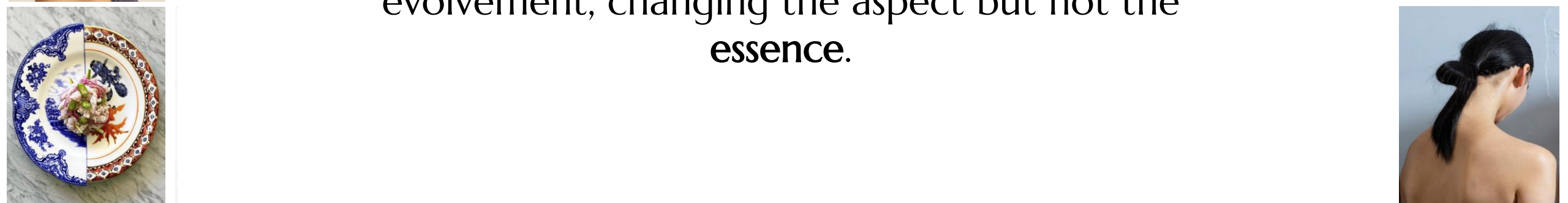
The desire for **eco-sustainability** and a **circular economy** reflects a change in attitude of the consumer.

From here the need to try and give a second life to the things around us, **upcycling** them.





METAMORPHOSIS exemplifies our condition of
evolvment, changing the aspect but not the
essence.

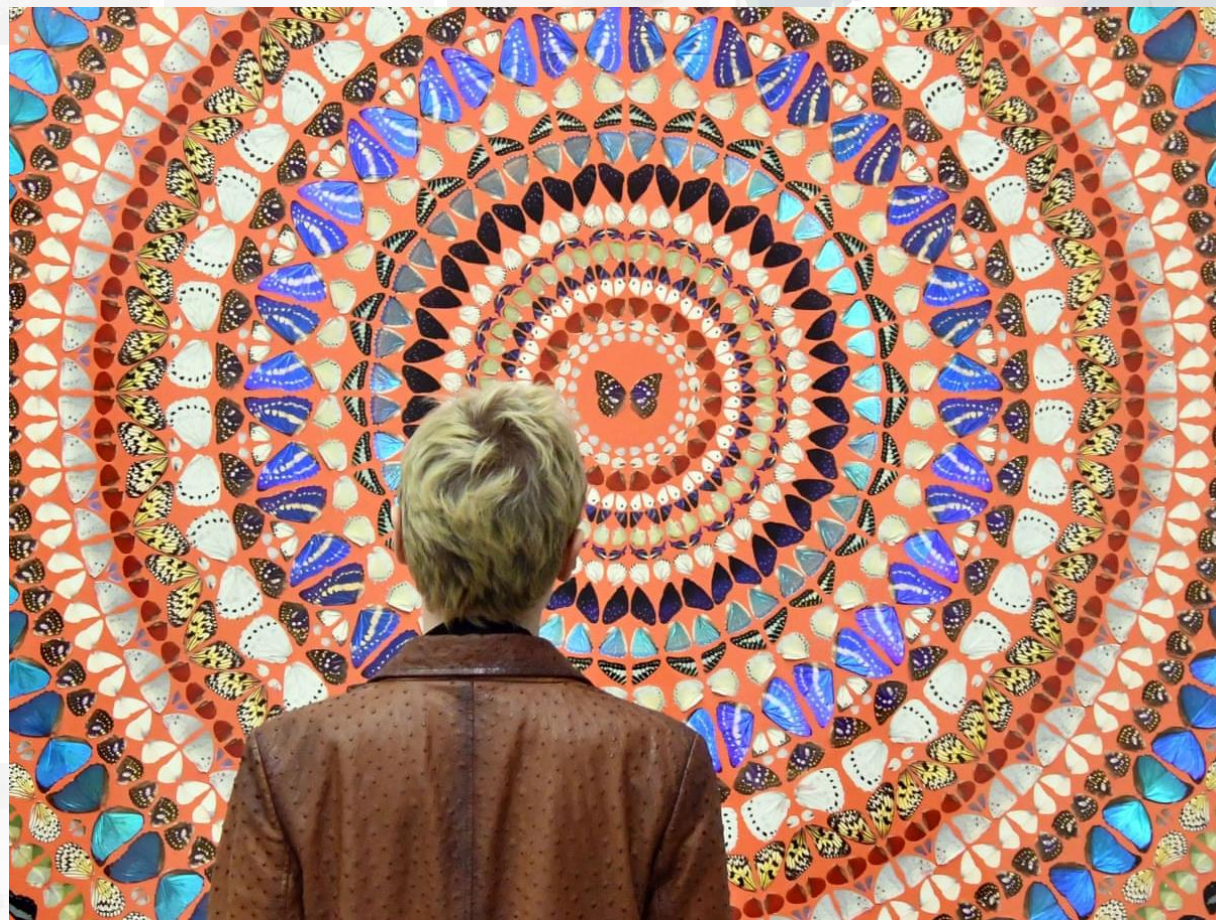


CAMPO PLANTSERVATIVE W_{Sr} & METAMORPHOSIS

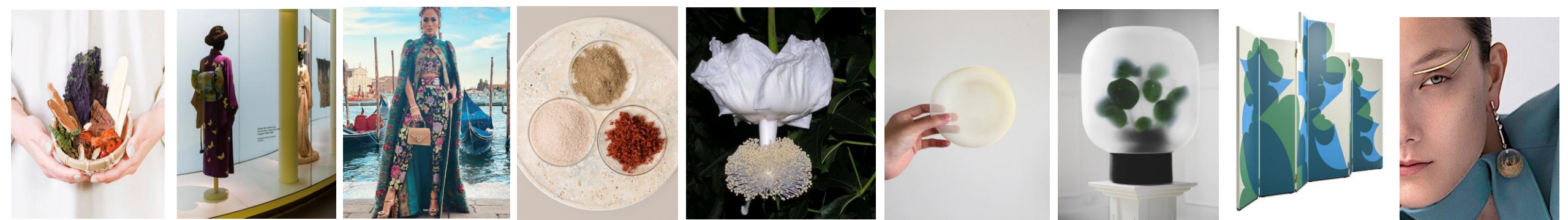
CAMPO PLANTSERVATIVE W_{Sr} is upcycled to wildly cropped Honeysuckle plants classified as weeds.

All the steps of the manufacturing process are part of the natural transformation of the Ionicerin fractions complex into the final clear Ionicera derivate

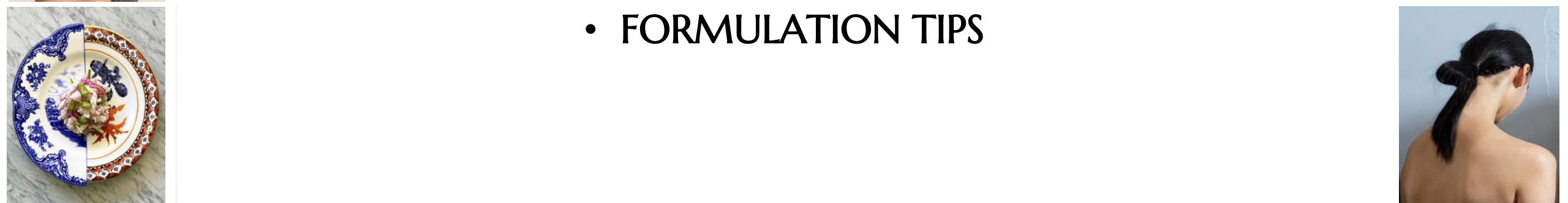
All the metabolites formed contribute to the **multifunctional property** of this natural active, maintaining the «essence» of the plants.



Damien Hirst "Butterfly", 2012



- Technical features:
- EFFICACY
 - SAFETY & APPLICATION
 - FORMULATION TIPS



CAMPO PLANTSERVATIVE Wsr – EFFICACY

Suggested concentration 0,5- 1,5 %

Effective microbiostatic activity against a wide broad spectrum of bacteria, yeasts and moulds at concentration of 0,85% (w/v) or less

Minimun inibhitory concentration

The MIC value were determinated in liquid media with readings of bacteria growth after 7 days at 32°C and for fungal growth after 30 days at 25°C in solid media

MIC of Plantservative Wsr	
Bacteria	(%W/W)
Staphylococcus	0,85
Streptococcus haemolyticus	0,85
Lactobacillus buchneri	0,85
Bacillus subtilis	0,85
Pseudomonas fluorescens	0,85
Pseudomonas aeruginosa	0,85
Escherichia coli	0,85
Enterobacter agglomerans	0,85
Klebsiella aerogenes	0,85
Proteus vulgaris	0,85
Yeasts	
Candida albicans	0,85
Saccharomyces cerevisiae	0,85
Molds	
Penicillium notatum	0,85
Trichoderma viride	0,85
Aspergillus niger	0,85



CAMPO PLANTSERVATIVE Wsr – EFFICACY

Microbicidal action in aqueous solution

0,85% in phosphated buffer, pH 5.0

Microbial Species	0,85% PLANTSERVATIVE Wsr				
	15 mins	30 mins	1Hr	2Hr	1 Day
Staphylococcus aureus	-	-	-	-	-
Escherichia coli	+	-	-	-	-
Pseudomonas aeruginosa	+	-	-	-	-
Pseudomonas fluorescens	+	-	-	-	-
Candida albicans	-	-	-	-	-
Penicillium crustaceum	+	+	+	-	-

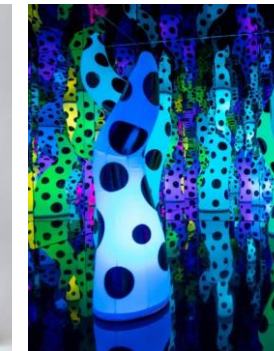
+ = Grown after subculture was added into inactivated medium

- = No growth was observed after subculture was added into inactivated medium

Challenge test – CTFA protocol

low emulsion SPF 30 with 0,5% Wsr

	0 hour	24 hours	72 hours	1 week	2 weeks	3 weeks	4 weeks
S. Aureus	1.700.000	<10	<10	<10	<10	<10	<10
<i>reduction</i>		99,90%					
P.aeruginosa	1.200.000	<10	<10	<10	<10	<10	<10
<i>reduction</i>		99,90%					
A. niger	620.000	<10	<10	<10	<10	<10	<10
<i>reduction</i>		99,90%					
C. albicans	550.000	<10	<10	<10	<10	<10	<10
<i>reduction</i>		99,90%					
E.coli	1.400.000	<10	<10	<10	<10	<10	<10
<i>reduction</i>		99,90%					



CAMPO PLANTSERVATIVE W_{Sr} – SAFETY & APPLICATION

- low toxicity
- not irritant for skin, well tolerated by eyes at suggestion concentration
- no skin sensitizing effects
- no EC allergens
- skin care, hair care, sun care, makeup, toiletries
- easy incorporation - clear solution
- no incompatibility known, no changes in color or odor in final products
- high stability at extreme pH (2,5-12) and temperature (T up to 95°C)
- global approved
- supporting 100% naturally derived claim



CAMPO PLANTSERVATIVE W_{Sr} – FORMULATION TIPS

Our suggestions:

- pH of the RM is between 9-12
add citric acid or lactic acid
directly to it (pH 5-7* according
to the pH of the final formula)
and after adding it to the final
formulation, to stabilize the pH
during the time

*Citric acid 50% sol: W_{Sr} 0,3:1

Lactic acid 80% sol: W_{Sr} 0,18:1

- water solution: add it at any time
no solubilization needed
- ow emulsion: add it during the
cooling phase. In some case
(acrylate emulsifier) add it in the
water phase before heating to
stabilize viscosity
- wo emulsion: add it in water phase
before heating



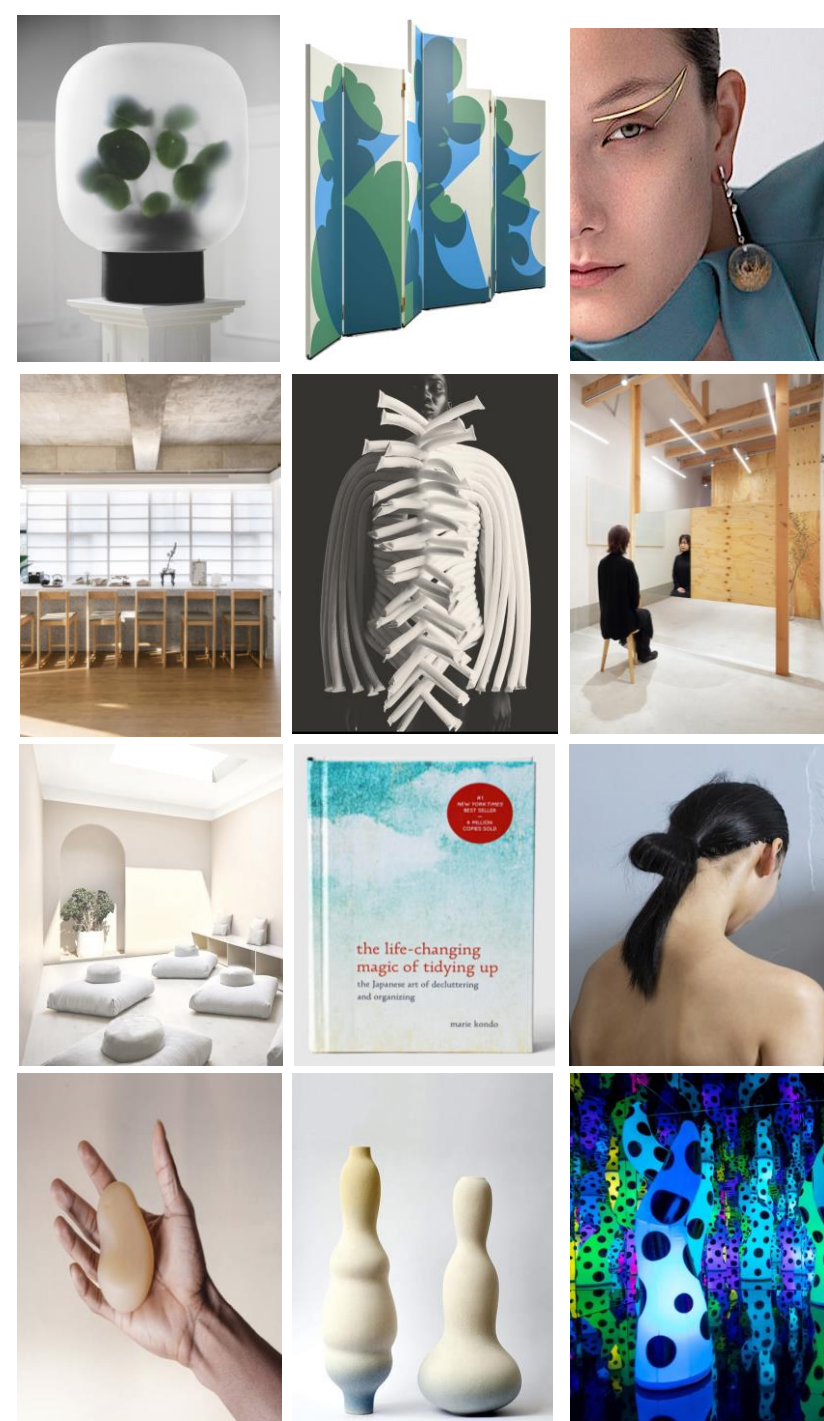
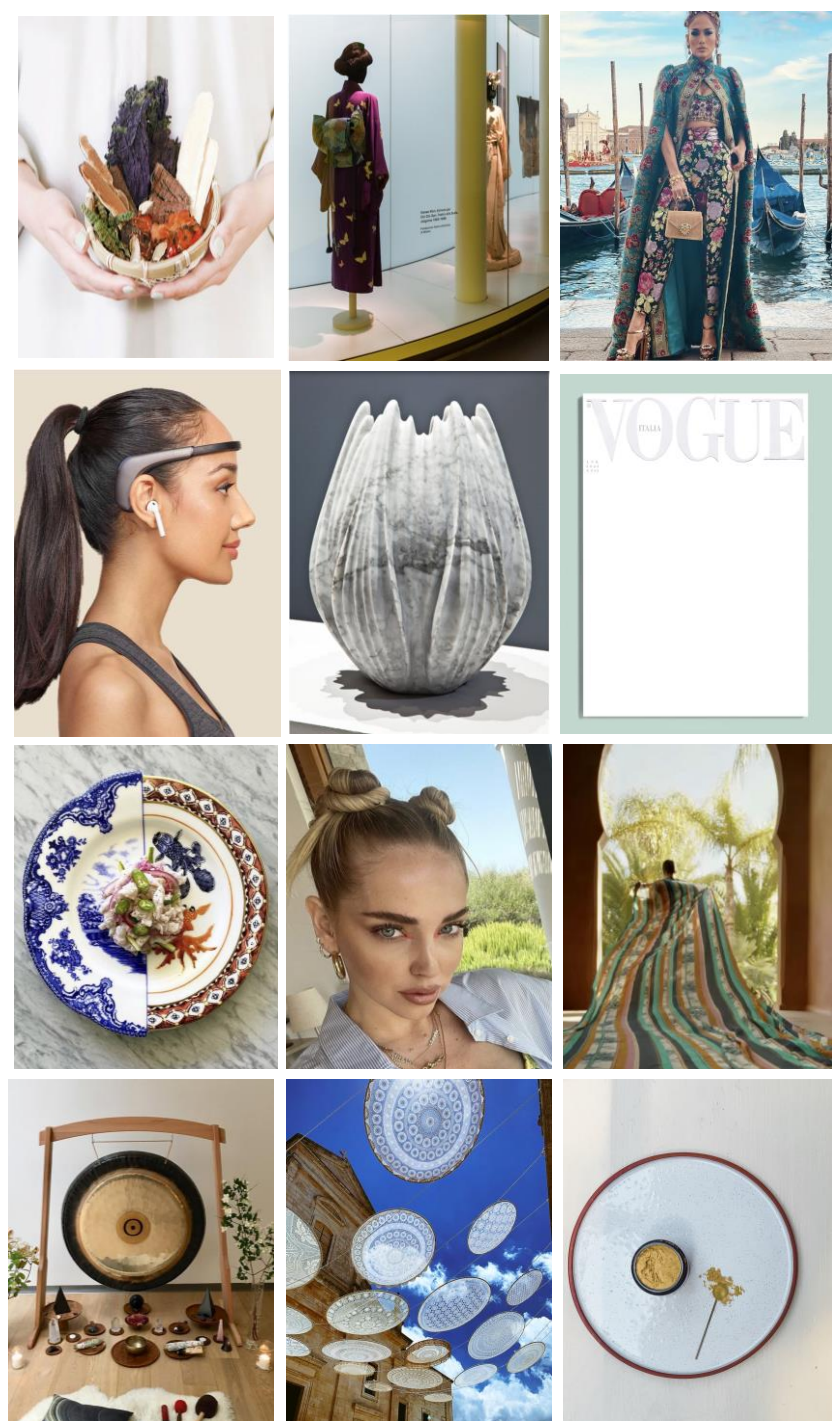
WRAP UP

Non duality, cyclicity, metamorphosis are cornerstones of oriental philosophy that allow us to find our balance and serenity.

CAMPO PLANTSERVATIVE Wsr field in its 'being' anticipates the intuition of these concepts in its origin, production and effectiveness.

What is the result?

It is a raw material that instills safety, which protects both the cosmetic formulation and our skin





ANNAMARIA RATTI
Speaker and technical research
annamaria.ratti@bregaglio.eu

CONTACTS:



CRISTINA MINELLE
Coolhunting and picture research
cristina.minelle@bregaglio.eu



Level 30, 6 Battery Road,
Singapore 049909
sales@campo-research.com
Tel: +65 6383 3203
Fax: +65 6383 4034

Follow us!



binnovative_by_bregaglio



bhealthy_by_bregaglio



BREGAGLIO SRL



bregaglio.eu
campo-research.com





BREGAGLIO
Personal Care 
A company of ZSCHIMMER & SCHWARZ

CAMPO PLANTSERVATIVE Wsr
A solution to green protection

