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#TimeToEndBreastCancer

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Liquori Morelli lancia linea di cosmetici

📅 5 OTT 2020

DI REDAZIONE





Spray igienizzante


Liquori Morelli lancia nel mercato italiano **Anyma** la prima linea cosmetica firmata dall'azienda. Il progetto nasce da una somma di elementi che hanno condotto i fratelli Luca, Paolo e Marco Morelli a cimentarsi per la prima volta in un settore completamente diverso da quello della liquoristica. L'elemento che ha permesso a Liquori Morelli di mettere in moto questa idea è il limone, un frutto ben conosciuto dall'azienda di Palaia che produce ogni anno 70 mila bottiglie della referenza Limoncino, per cui è richiesta la buccia di un quantitativo minimo di 200 quintali di limoni.

“La realizzazione della linea cosmetica – dicono dall’azienda – ha consentito alla polpa del limone di essere riutilizzata: il succo di limone ottenuto è trattato e addizionato ad acido ialuronico, e la combinazione di quest’ultimo con l’acido citrico porta alla creazione di prodotti cosmetici dalle proprietà idratanti, antiossidanti ed esfolianti”. La gamma include attualmente 4 prodotti genderless (crema corpo, acqua profumata, crema mani e crema viso) dal packaging in alluminio, materiale riciclabile che salvaguarda la natura.

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