

ACQUA DI
BOLGHERI



TOSCANA



TOSCANA

Before San Guido

“THE CYPRESSES,
WHICH STILL TO BOLGHERI
RUN STATELY AND TALL
FROM SAN GUIDO IN A DOUBLE FILE,
LIKE A BAND OF YOUTHFUL GIANTS,
CAME, SEDATELY BOWING, TO MEET ME,
AND GAZED AT ME AWHILE...”

G. CARDUCCI (NOBEL PRIZE WINNER)





TOSCANA

The Brand

ACQUA DI BOLGHERI, A COLLECTION OF ORGANIC PERFUMES AND BODY LOTIONS, CREATED THROUGH THE RESEARCH OF DR. ENIO TAFFI, REPRESENTS THE TRUE ESSENCE OF TUSCANY AND IN PARTICULAR THAT OF THE VILLAGE OF BOLGHERI.

WITH A VISION OF BRINGING THE PRECIOUS INGREDIENTS FOUND IN THE NATURE AROUND BOLGHERI TOGETHER, ACQUA DI BOLGHERI COLLECTION TRULY REFLECTS THE UNIQUENESS OF THE BOLGHERI AREA, ITS SCENTS AND SOOTHING EFFECT ON BODY AND SOUL.

THE PASSING OF SEASONS, THE CHANGING COLORS AND SEASONAL SCENTS, A COLLECTION CONTAINING PRECIOUS EXTRACTS FOR YOUR SKIN AND BODY, PURE TUSCAN ENJOYMENT, A COLLECTION POETIC IN EVERY SENSE OF THE WORD.





TOSCANA

Organic Olive Oil

BUILT ON THE STRONG VALUES OF THE TAFFI FAMILY, ACQUA DI BOLGHERI IS THE HIDDEN GERM OF TUSCANY, CREATED WITH A GREAT SENSE OF RESPECT FOR NATURE, ACQUA DI BOLGHERI COLLECTION IS THE REALISATION OF DR ENIO TAFFI'S VISION WITH EACH AND EVERY PART JUST AS INITIALLY ENVISIONED; ELEGANT, SOOTHING, AND 100% NATURAL.

ALL OF THE BRAND'S PERFUMES, LOTIONS, SOAPS AND CREAMS ARE PRODUCED FROM ALL NATURAL INGREDIENTS WITH TUSCAN VIRGIN OLIVE OIL AS THE KEY INGREDIENT TO FORMULAS.

WITHOUT EVER COMPROMISING THEIR VALUES, THE TAFFI FAMILY TAKES GREAT PRIDE IN PRODUCING THE MOST PURE AND NATURAL BEAUTY PRODUCTS AVAILABLE.



Garanzie di Qualità



TOSCANA

Quality Guarantee

CONTROLLO TOTALE DI TUTTI I PROCESSI AZIENDALI

SECONDO NORMA UNI EN ISO 9001:2008.
CERTIFICATO N°13837.



TOTAL CONTROL OF COMPANY PROCEDURES

ACCORDING TO THE UNI EN ISO 9001:2008.
CERTIFICATE N° 13837.

SENZA: PARABENI, IMYDAZOLIDINYL UREA, TRICLOSAN, BHA, BHT, EDTA, SLS, SLES, PEG, GLICOLE PROPILENICO, COLORANTI SINTETICI, PETROLATI, OLI MINERALI (ES: PARAFFINE, VASELLINE) O LANOLINE.

NO

INGREDIENTI DI SINTESI

WITHOUT: PARABENES, IMYDAZOLIDINYL UREA, TRICLOSAN, BHA, BHT, EDTA, SLS, SLES, PEG, PROPYLENE GLYCOL, SYNTHETIC COLOURANTS, PETROLATES, MINERAL OILS (EX: PARAFFINE, VASELLINE) OR LANOLINE.

COSMETICI NATURALI

AZIENDA CERTIFICATA SECONDO LO STANDARD
BIOAGRICERT PER LA COSMETICA NATURALE.
UTILIZZIAMO MATERIE PRIME VEGETALI
DI QUALITÀ SUPERIORE.



NATURAL COSMETICS

THE COMPANY IS CERTIFIED ACCORDING TO BIOAGRICERT
STANDARDS FOR NATURAL COSMETIC.
WE USE HIGH QUALITY VEGETABLE RAW MATERIALS.

COSMETICI BIOLOGICI

SECONDO LO STANDARD AIAB
PER LA BIO ECO COSMESI.
NO INGREDIENTI OGM



ORGANIC PRODUCTS

ACCORDING TO AIAB STANDARDS
FOR ECO ORGANIC COSMETICS.
NO GMOs INGREDIENTS

*NICHEL<1PPM

PRODOTTI DERMATOLOGICAMENTE TESTATI



DERMATOLOGICALLY
TESTED

*NICHEL<1PPM

DEMATOLOGICALLY TESTED

STOP AI TEST SU ANIMALI

GARANTITO DA LAV (LEGA ANTI VIVISEZIONE)
SECONDO IL DISCIPLINARE ICEA
(ISTITUTO CERTIFICAZIONE ETICA E AMBIENTALE)

NESSUN DERIVATO ANIMALE



STOP ANIMAL TESTING

GUARANTEED BY LAV (ANTI VIVISECTION LEAGUE)
ACCORDING TO DISCIPLINARY CODE ICEA
(ETHIC AND ENVIRONMENT CERTIFICATION INSTITUTE)

NO ANIMAL DERIVED AGENTS

NO ALL'INQUINAMENTO

UTILIZZIAMO SOLO ENERGIA RINNOVABILE A IMPATTO
ZERO. REALIZZIAMO PRODOTTI NON INQUINANTI,
UTILIZZANDO MATERIALI ECOCOMPATIBILI E IMBALLAGGI
ESSENZIALI FACILMENTE DESTINABILI ALLA RACCOLTA
DIFFERENZIATA.



NO TO POLLUTION

WE USE ONLY ZERO IMPACT RENEWABLE ENERGY.
WE REALIZE NON-POLLUTING PRODUCTS, USING ONLY
ENVIRONMENTALLY FRIENDLY MATERIALS AND JUST
INDISPENSABLE PACKAGING SO THAT THEY CAN BE EASILY
RECYCLED.



TOSCANA

The Family

TOGETHER WITH HIS WIFE MARIA, BIOLOGIST DR. ENIO TAFFI LAID THE GROUND TO THE FAMILY BUSINESS WITH THE START OF THE DR. TAFFI COMPANY IN 1987. AT THAT TIME THE PHILOSOPHY WAS THE SAME AS IS TODAY; TO WORK ONLY WITH ALL NATURAL INGREDIENTS, COLLECTED LOCALLY AND TO SHOW TOTAL IT RESPECT FOR NATURE.

WITH THE UNVEILING OF ACQUA DI BOLGHERI IN 2008, THE COMBINATION OF THE VALUES OF THE TAFFI FAMILY AND THE VISION OF CREATING AN ELEGANT COLLECTION BODY LOTIONS CENTRED AROUND WELLBEING AND RESPECT FOR NATURE PROVED TO DEEPLY ROOTED OF PERFUMES AND BE A SUCCESSFUL RECIPE.

NOW JOINED BY DAUGHTERS, MARIA SILVIA AND ELISABETTA, THE FAMILY HAS A VERY CLEAR VISION; TO SHARE THE BEAUTY AND THE SCENTS OF THEIR PART OF TOSCANA WITH THE WORLD.





TOSCANA

Our Mission

TO SPREAD WELL-BEING IN THE
SOCIETY IN WHICH WE LIVE,
THROUGH THE CORRECT USE OF
OUR MOST PRECIOUS GIFT: NATURE.

Our Vision

NATURE AT THE ROOT OF PEOPLE'S
WELL-BEING.





TOSCANA

Our Fragrances

THE ANCIENT VILLAGE OF BOLGHERI - AT ONE TIME THE TO INSPIRE EVERY SCENT AND HOME OF GIOUSÈ CARDUCCI - SERVES, IN ONE WAY DIRECTION OF THE ACQUA DI BOLGHERI AS NATURAL AS THE BRANDS LOTIONS AND PERFUMES, THE VILLAGE POSSESSES A CHARM WELL BEYOND THE ORDINARY AND IT IS QUIITE EASY TO UNDERSTAND THE ARTISTS THROUGH THE CENTURIES.

HOWITSENERGYHASINSPIREDPOETS TODAY THAT SAME ENERGY LENDS ITS POETIC TOUCH TO EVERYTHING THAT IS ACQUA DI BOLGHERI. FROM THE MOISTURIZING EFFECTS OF THE SOOTHING LOTIONS TO THE PERFUMES STIRRING EMOTIONS WITHIN THOSE TOUCHED BY ITS SWEET LIQUID.





FLOWERY AND SENSUAL. BOLGHERI ROSE AND MUSK; HYACINTH, LILY OF THE VALLEY AND VIOLET. IT IS THE SWEET AND GENTLE SOUL OF A TUSCAN SMILE.





SO ARDENT RUBY JUST LIKE THE WINES FROM BOLGHERI. GRAPES FLAVOURS AND RED FRUIT FADE AWAY INTO A SWEET SPIRIT OF ROSES AND JASMINE LEAVING BEHIND A DELICATE TRAIL OF WHITE MUSK.





A WARM EMBRACE OF AMBER AND SANDALWOOD COMES FROM ORIENT. A WAKE OF CITRUS IS BLENDED, ONCE IN BOLGHERI, WITH WHITE PETALS IN A CHARMING SOUL.





UNIQUE, VIBRANT AND CHARACTERISTIC SCENT. THE TUMULTUOUS LIBECCIO WIND, WHICH IS THE ESSENCE OF OUR SEA, CONQUERS BOLGHERI ENTWINING MEDITERRANEAN NOTES AND FLOWERY AND CITRUS SCENT.





THE MASTER OF ALL WINDS SPREADS
NOTES IN THE AIR, ALREADY
SHAPED BY SCENTS OF CITRUS AND
PRECIOUS WOODS. SALTY SHADES
CREATE AN ESSENCE AS LIVELY AND
PENETRATING AS ITS SOUL.



ACQUA DI BOLGHERI



TOSCANA

La Rosa

UNIQUE AND REFINED. ROSES AND PEACH FLOWERS; SWEET WOOD AND LEMON WHIFFS. IT FLIES IN THE SPRING OF BOLGHERI.



ACQUA DI
BOLGHERI



TOSCANA

Il Giglio

SILENT AND DISCREET. SWEET WITH
LILIES AND JASMINES. WAKE OF
MAGNOLIA AND WHITE MUSK. SEA
GLARES.

ACQUA DI
BOLGHERI



TOSCANA

Il Giglio





FRESH AND FLOWERED OF
BRIGHTNESS. ORANGES AND TUSCAN
MANDARINS; JAMSINES, LILIES AND
SEA NOTES. IT IS AS JOYFUL AS
BOLGHERI SUMMER.





PRECIOUS MEDITERRANEAN.
CYPRESS AND CORNFLOWER; LILY,
CITRON, LEMON, JASMINE AND
WHITE MUSK. PROUD, ELEGANT AND
SELF-AWARE.





ORIGINAL, DYNAMIC, AROMATIC.
CITRONS AND MANDARINS; BAY,
LAVENDER AND MEDITERRANEAN
WOODS. ULTRAMARINE BLUE
INTENSITY.



ACQUA DI BOLGHERI



TOSCANA

Lavanda Eterea

IT SMELLS CLEAN. LAVENDER AND
TUBEROSE; TOUCHES OF BERGAMOT
AND AROMATIC HERBS. A TALC
ESSENCE, IN A TRAIL OF SWEET
WOODS.



ACQUA DI BOLGHERI



TOSCANA

Muschio Bianco

PICTURESQUE EFFECTS OF ETRUSCAN
SENSUALITY. WHITE MUSK, PRECIOUS
ROSE PETALS AND JASMINE STAY IN A
FLASH OF CITRUS, FRUIT WOOD AND
LILY OF THE VALLEY.



GRAZIA

News

Il caso Charlie e chi decide sui figli

SE LA VITTIMA È COSTRETTA A EMIGRARE

ISABELI FONTANA
34 ANNI,
TOP MODEL

MODA LOOK FORTI D'ESTATE

SEGUICI
ALLE SFILATE
DELLA HAUTE
COUTURE

Robbie
Williams
L'amore mi
ha salvato

Isabeli
Fontana
E LE TOP MODEL
CHE VOGLIONO
CAMBIARE
IL MONDO

bellezza trend

di Maria Tinelli



VIAGGIO (PROFUMATO) IN ITALIA

Le colline toscane. La dolce vita di Capri. Il vento di Pantelleria. Tutto in bottiglia

1- La rosa paestana è la nota forte di Paestum Rose by **Eau d'Italie** (€ 85). 2- Una chicca da collezione: l'edizione Riviera di Colonia Assoluta **Acqua di Parma** (€ 95). 3- Tutto il fascino della Toscana in **Dr. L'off** Acqua di Bolgheri (€ 29). 4- Per chi veleggia intorno al Bel Paese c'è Essenza di Zegna Acqua d'estate **Ermenegildo Zegna** (€ 43, one shot). 5- Souvenir unisex da una meta-chic: Acqua di Portofino **Promoparf**

(da € 26). 6- Il relax tra gli ulivi? Nella vasca con **Linea Mediterranea** Sali da bagno **OleaSPA** (€ 8, tel. 0183.7080). 7- Omaggio alla Riviera con **Billet Doux Fragonard Paris** (€ 49). 8- Porta il nome di una dea, Tanit di **Profumi di Pantelleria**: jus che odora di vento e di salsedine (€ 80). 9- Sole, Vesuvio e mare: Acqua Classica di Napoli Donna **Promoparf** è un scent radioso (€ 50). 10- Fresco come

le onde solcate dalla barca-mito che lo ispira, il gel doccia **L'Altra Follia** di Acquarama **Promoparf** (€ 28). 11- Un fiorito dedicato alla città dai fiori: Acqua di Sanremo **Dafne** (€ 26). 12- Dopo una giornata in spiaggia, Crema Vitalizzante per il Corpo **Blu Mediterraneo Fico di Amalfi di Acqua di Parma** (€ 39). 13- La strada simbolo della dolce vita caprese ha un profumo: Via Camerelle di **Carthusia** (da € 45).

GRUPPO MONDADORI

Pi. epi - Sped. in A.P. - D.L. 353/03 art. 1, comma 1, DCB Verona. BE C.3.90. AT C.4.00. CANADA CAD 8,00. CH CT CHF 4,00. FI C. 4,00. DE C.2.90. DK DKK 17,00. UK £ 3,90. SE SEK 38,00. CN CNY 2,30. USA \$ 4,90. MC Cote d'Azur C.4,10



TOSCANA

Distribution and Franchising

THE ITALIAN SALES NETWORK IS MADE UP OF 20 REPS WHO PROPOSE THE ACQUA DI BOLGHERI COLLECTIONS IN HERBAL SHOPS AND CHEMISTS WITH HERBALIST SECTION. DR. TAFFI HAS ALSO DEVELOPED TWO CHAINS OF DIRECT AND FRANCHISING (ERBORISTERIE D'ITALIA AND ACQUA DI BOLGHERI) SALES OUTLETS.

THE FOREIGN SALES NETWORK IS DEVELOPED WITH 15 DISTRIBUTORS INTRA AND EXTRA UE WITH FLAGSHIPE STORES IN JAPAN, NETHERLANDS AND DJIBOUTI.

AN INNOVATIVE FORMULA WILL OPEN SALES OUTLETS OF DIFFERENT SIZES AND FEATURES DEPENDING ON THE CHARACTERISTICS AND THE POSITION OF THE SHOP ITSELF.





TOSCANA

The Sales Outlet

ELEGANT ATMOSPHERES, A SOUGHT-AFTER IMAGE, PRECISE AND PUNCTUAL TRAINING, CAREFUL OPERATING ASSISTANCE BEFORE AND AFTER THE SHOP OPENS, TOGETHER WITH LIMITED INITIAL INVESTMENT AND EXCELLENT PERFORMANCES BY THE SHOPS HAVE FAVOURED THE ESTABLISHMENT OF ERBORISTERIE D'ITALIA AND ACQUA DI BOLGHERI SHOPS.

A FEATURE OF ALL THE SALES OUTLETS IS THE GREAT ATTENTION PAID TO COMMUNICATION. THE IMAGE INSIDE EVERY SALES OUTLET IS MADE IN COLLABORATION WITH THE HEAD OFFICE, WHICH FOLLOWS ALL THE STAGES IN OPENING THE SHOP. THE ASSISTANCE ALSO CONTINUES AFTER OPENING WITH MATERIALS FOR SHOP WINDOWS AND CATALOGUES REGULARLY MADE AVAILABLE. CUSTOMERS IN A LIST ON THE DATABASE.





TOSCANA

Hotel Kit

THE LINE, WITH FANTASTIC ACQUA DI BOLGHERI FRAGRANCES, CONTAINS A COMPLETE RANGE OF COSMETICS AND AMENITIES FOR ALL THE FAMILY. PRODUCTS ARE AVAILABLE WITH DIFFERENT FORMAT ACCORDING TO REQUEST.





TOSCANA

Olfactorium

THE OLFATTORI GLASS CANISTERS ARE PROPER ARTWORKS HANDMADE TO DISCOVER AND APPRECIATE THE EMOTIONS SPREAD BY ACQUA DI BOLGHERI FRAGRANCES. ONE OF THE MOST ANCIENT GLASSMAKER OF MURANO (VENICE) BLOWS AND PAINTS THE CANISTERS ACCORDING THE ARTISAN TO TRADITION ONLY FOR OUR BRAND





ACQUA DI
BOLGHERI



TOSCANA

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