

STORYTELLING
EXTRACTS



BACK TO THE ROOTS



Provital
Do Care

A decorative border made of various watercolor-style plants, flowers, and leaves in shades of green, blue, red, orange, and purple, framing the central text.

Plants used in traditional medicine are
a hot trend in cosmetics now.

Ancient cultures have always been
aware of the holistic benefits of various
medicinal plants, for beauty inside and
out. This is because inner health
radiates outward, creating true outer
beauty.





Ayurvedic medicine

Defined as “the science of life”, Ayurveda is one of the oldest traditional medicine practices in existence. Originating in India, Ayurveda comprises around 2,700 different described medicinal plants. Its premise is to awaken the natural balance between the mind and body to promote healing.

FENNEL (41670)



Native to Europe, fennel was widely consumed by the Romans, who also used it to decorate their victorious soldiers. Later, Ayurveda practitioners adopted fennel as a digestive tonic and diuretic. It also helps eliminate toxins from the body.

Cosmetic properties

Seboregulator and calming.

THYME (ECO) (40391)

In Ayurvedic medicine, thyme is prized as a powerful cold and flu remedy.

Cosmetic properties
Purifying, soothing and antioxidant.



CINNAMON (42791)

Cinnamon is used in Ayurvedic medicine to improve digestion, cleanse, and stimulate perspiration, as well as a vasoconstrictor and as an aphrodisiac.

Cosmetic properties

Energizing and anti-aging via anti-glycation activity.





Traditional Chinese medicine

Developed almost a thousand years ago, traditional Chinese medicine is thought to be one of the most ancient medicinal philosophies in the Orient. Based on the concept of chi or vital energy, traditional Chinese medicine aims to balance these energy currents to promote well-being.



GINSENG (40581)

Ginseng derives from the Chinese term Jen Shen meaning “shaped like a man”. This plant is a stimulant that can increase mental activity, concentration, and reduce fatigue.

Cosmetic properties

Anti-aging, anti-wrinkle, firming.

TEA (ECO) (48610)

Tea was first consumed in China around the year 250 BC. Since, its usage has spread to almost every part of the world. Initially prepared as a medicinal tonic, tea’s reputation as a mystical plant led to new traditions and rituals for consumption.



Cosmetic properties

Photoprotection, vasoprotection, anti-cellulite.

RICE (41691)



Considered the most important cereal in the human diet, rice was used to invigorate the stomach as it was thought to “contain neutralized vital energies of heaven and Earth”. Rice powder was also used in traditional cosmetics to make the face white.

Cosmetic properties

Moisturizing, hair restructuring.





Unani medicine

Originating in medieval Europe based on the therapeutic methods used by the ancient Greeks, Unani medicine was later adopted by Arab and Persian scholars. Now, its teachings are mostly found in Arabic scripts.



GINGER (ECO) [43340]

Ginger was recommended as an aphrodisiac by Avicenna, a Persian doctor highly regarded by classical Islamic culture. It has powerful action against digestive problems and increases vitality.

Cosmetic properties

Photoprotection, anti-inflammatory, suitable for sensitive skin.

ALOE VERA (ECO) [41831]

Aloe vera plants were the spoils of war that led Alexander the Great to conquer the island of Socotra, in northern Africa. The plants' healing properties soothed wounds and calmed skin, which made it prized by doctors, warriors, and adventurers for centuries to come. Christopher Columbus used aloe vera plants during his voyages to the New World.



Cosmetic properties

Moisturizing, refreshing, soothing.

CHAMOMILE (ECO) [43660]

In ancient Egypt, chamomile was used as an offering to the sun god, Ra and also used to lower fevers. Later, it was applied in Unani medicine as a sedative and to soothe stomach pain.

Cosmetic properties

Calming, anti-acne.






Traditional Andean medicine

Traditional medicine from the Andes is rooted in animist philosophy. Practitioners view the body as a divine gift and base their interventions on the restoration of the body's warm/cold balance.

QUINUA (40381)



Ancestrally, quinoa was a medicinal plant for most traditional Andean cultures. Among its most frequent uses were for the treatment of abscesses and sprains, as well as cosmetic uses. Since, it has become an extremely popular health food.

Cosmetic properties

Moisturizing, nourishing, emollient.


CHIA (45791)

Chia was consumed by the ancient civilizations of Mexico. The Aztecs, in particular, highly prized this grain and used it as a currency and an offering to the gods.

Cosmetic properties

Antioxidant, calming.

AVOCADO (43391)



Avocado was cultivated by pre-Columbian civilizations. Since, it has been attributed the ability to strengthen bones, improve vision, and alleviate the symptoms of colds, migraines, and neuralgias.

Cosmetic properties

Moisturizing, healing.

