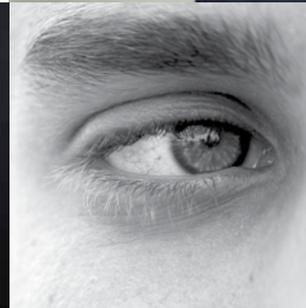


# THE RITUAL

*Shaving and men's style*



spa-ce®



## THE RITUAL OF YOUR BEARD THE CARE OF YOUR SKIN

The man of today tends to discover again some gestures and pleasures that were abandoned by past generations, such as the ritual of shaving at the neighborhood barber shop trusted by all the men. Nowadays shaving is appreciated as an every-day "ritual" of well-being, beyond pure necessity.

From this concept **The Ritual** line was born. **The Ritual** includes 4 essential products for shaving and it is the first line of the brand **Spa-ce** which definition connects the concepts of space and well-being. **The Ritual** is an essential and complete line dedicated to man that proposes a perfect shave, offers solutions for the beard care for those who love maintaining it, protects with attention men's skin. **The Ritual** fragrance recalls brown algae, fresh peppermint, spices of green tea and ginger while precious oils of argan, almond and grape seeds offer the ultimate sensorial pleasure. A perfect summary of Italian style, expressed by packaging and precious textures. The complete line **The Ritual** includes: **Taormina Shaving Cream, Firenze After Shave Balm, Capri All-in-one Beard Oil, Venezia Anti-age Face Cream.**

Spa-ce promotes Italian Style in the world, offers Italian shaving style, evoking through products names famous Italian towns well-known world wide.





## FIRENZE AFTER SHAVE BALM

Light emulsion with the peppermint extract for a soothing and anti-redness action. It gives an immediate sensation of freshness and comfort to the skin.

**Use**  
Apply on the skin after shave performing a light massage till a complete absorption.

**Active ingredients**  
Peppermint extracts, pomegranate oil and basil water for an anti-reddening action.

Bottle with dispenser  
100 ml. - 3.38 fl.oz. | 20 ml. - 0.67

## VENEZIA ANTI-AGE FACE CREAM

Light and at the time rich and velvety cream. Thanks to the Brown Algae (Pelvetia Caniculata) rich in antioxidants, it stimulates the production of collagen and hyaluronic acid, reduces wrinkles and gives a more relaxed look. It gives hydration and comfort to dry skin.

**Use**  
Every day after washing your face apply the product and massage till it is absorbed completely.

**Active ingredients**  
Brown Algae, green tea and ginger extracts.

Bottle with dispenser  
50 ml./1.69 fl.oz.



## TAORMINA SHAVING CREAM

Rich cream with green tea and ginger extracts. Thanks to its creamy texture it embraces the beard making it soft and preparing it to an accurate and deep shave. It leaves the skin pleasantly fresh, smooth and soft.

**Use**  
Massage delicately with the brush before shave.

**Active ingredients**  
Allantoin, green tea and ginger extracts.

Jar 100 ml. - 3.38 fl.oz. | 20 ml. - 0.67 fl.oz.



## CAPRI ALL-IN-ONE BEARD OIL

Oil with a refined combination of emollient vegetable oils: almond, grape seeds and argan oils. Thanks to this formulation it carries a multiple action: it assures an efficient and at the same time delicate and precise shave, gives lustre and softness to more important beards.

**Use**  
Distribute on the beard or apply before shave.

**Active ingredients**  
Almond, grape seeds and Argan oils.

Bottle with dispenser 50 ml./1.69 fl.oz.



# Shaving in 7 steps



## PERFECT ITALIAN SHAVING STYLE

Italian shaving style defined "Classic Shave" consists of classic shaving with brush, razor and use of warm towel.

**1** It is important to choose the best moment for shaving that is normally in the morning, since in this part of the day the face musculature is more relaxed, hydrated and less tense. Apply **Capri All-in-one Beard Oil** before shaving. Then put a warm towel on the face to open skin pores and thus make it softer.

**2** Pour some warm water on the brush and dose the **Taormina Shaving Cream**, emulsion it with your hands on the brush. As soon as the voluminous cream is ready, apply it on the face with circular movements, like performing a massage to stimulate the microcirculation.

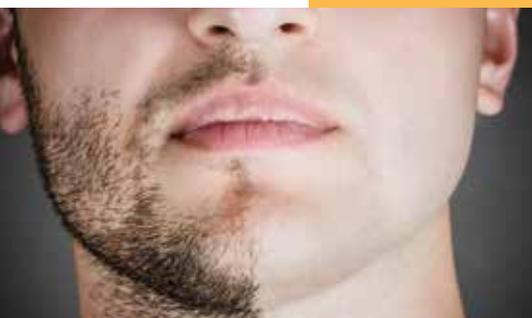
**3** Pass the razor delicately: everything depends on the delicacy of the gesture. It is important to follow the direction of the hair growth always. Remember to clean the blade often with warm water. Avoid moving against natural lay of the hair, especially in case of long beard: this movement removes the bulb from its root, stresses the skin and break capillary.

**4** Rinse and perform a scrub massage with your hands to remove the impurities from the skin and leave the face soft to the touch.

**5** After shaving apply the soothing **Firenze After Shave Balm** and tampon till it is completely absorbed to regenerate the skin tissue. Reactivate the circulation tapping on cheeks and chin.

**6** Apply the hydrating cream **Venezia Anti-age Face Cream** with a light massage to create a film that will protect the skin against atmospheric agents. If used regularly it'll reduce the wrinkles deeply giving a more relaxed aspect .

**7** Put a cool towel on the face to close the pores. This step is very important especially in winter. At the end apply **Capri All-in-one Beard Oil** on the beard for polishing and softening action.





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