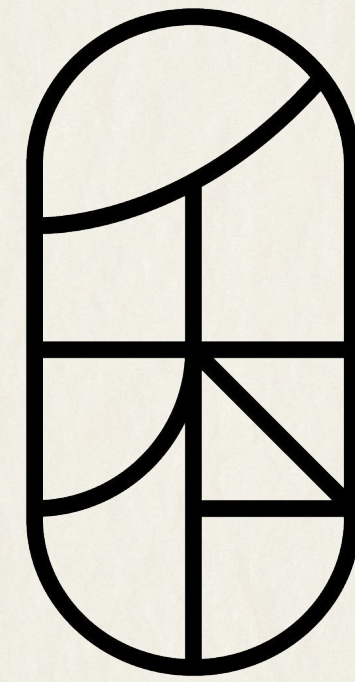


BRAND BOOK



W A : I T

2025

“EVERYTHING STARTS WITH YOU”

NATURE-INSPIRED | AROMATHERAPY RITUALS | BOTANICAL ALCHEMY | NON-TOXIC | CRUELTY FREE | VEGAN | ITALIAN CRAFTSMANSHIP

# Symbiosis of Japan and Italy

WA:IT is a symbiosis of two cultures: Japanese and Italian. It represents a mindful clean beauty ethos, where aromas and fragrances are embraced as a form of therapy.

WA:IT offers sustainable, cruelty-free, vegan, luxury botanical beauty products, with ingredients deeply rooted in traditional Japanese medicine.

WA:IT's strength lies not only in the exceptional quality of its raw materials and the effectiveness of its products but also in its unwavering commitment to sustainability. In 2021, WA:IT became the first European beauty brand to achieve carbon-negative status with the support of Cornell University, and was later invited to the NYC Climate Week Summit in 2023.

At its core, WA:IT embodies the fusion of two powerful elements: the Japanese concept of "WA" symbolizing peace and unity, and the invigorating sensory allure of "IT" reflecting Italian zest for life and beauty. This philosophy celebrates the duality of life, where stillness and motion coexist in harmony, echoing the inner duality of its founder, Raffaella.



# WA:IT Founder

Born in Italy in 1971 and a graduate in Engineering from the Polytechnic University of Turin, Raffaella Grisa has built a career as a consultant, leveraging her engineering background primarily in the Far East. Raffaella's personal story is essential to understanding the DNA of WA:IT.

Driven by her passion for sustainability and natural beauty, she has crafted a unique product line that nourishes both the body and spirit. Under her leadership, WA:IT became the first European carbon-negative beauty brand. Raffaella's vision is to inspire mindful self-care and sustainable living through thoughtfully designed beauty rituals.

“WA:IT IS AN INVITATION TO CONSCIOUS  
STILLNESS AND ABSOLUTE PRESENCE”

# Products

THE PERFUMES

THE SKIN RITUAL

THE INCENSE



# Perfume As Therapy

## OLFACTORY APPROACH

At WA:IT, we believe true beauty transcends appearance; it nourishes both mind and body through transformative experiences. Central to our holistic approach is the olfactory experience, where scent becomes a powerful connector of emotions and memories.

## WHY OLFACTORY MATTERS

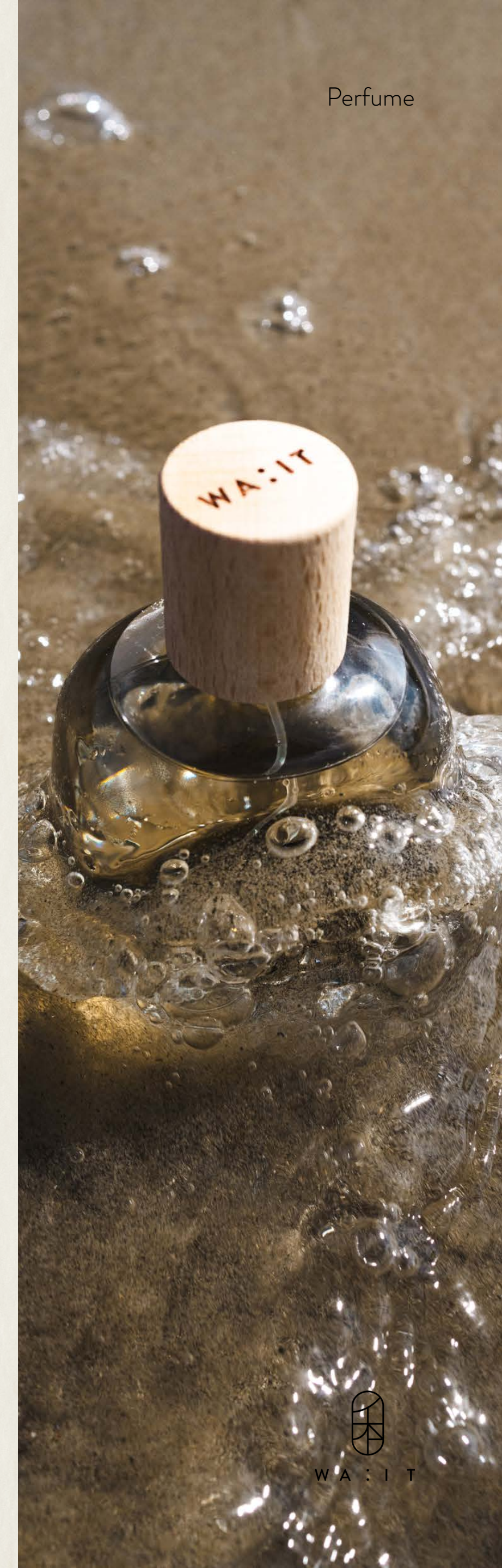
Our sense of smell uniquely influences emotions and memories, bypassing rational thought to connect directly with our feelings. At WA:IT, we harness this power to enhance well-being and create mindful beauty rituals that engage all the senses, using carefully chosen natural ingredients to foster harmony between body, mind, and spirit.

## FRAGRANCE AS THERAPY

Aromatherapy is intrinsically linked to wellness. WA:IT is committed to sustainability, using natural essential oils sourced responsibly. By avoiding synthetic fragrances, our products remain gentle on skin and planet. Each scent blends Italian craftsmanship with Japan's mindful traditions, resulting in unique, eco-conscious fragrances.

## THE WA:IT OLFACTORY EXPERIENCE

WA:IT transforms beauty routines into sensory experiences. Whether grounding with HITO, energising with HARU, transforming with AKA or lighting with LUCE, our products invite you to reconnect with your senses and enhance your well-being.





# HITO

## PHASE 0 – THE BREATH

A fragrance that heals the soul and celebrates the uniqueness of each and every one of us. HITO is a perfume that guides, that sails one's spirit to the new lands. A fragrance that elevates from one entity to another, from soul to soul. HITO evaporates and transcends the common heart of pure human spirit experience.

## NOTES

Sicilian Citruses, Yuzu, Elemi, Fig, A Mix of Green Notes, Pomelia, Peony, Rose, Izumi Black Tea, Cherry Tree, Cedar Wood, White Musk



# HARU

## PHASE 0 – THE BREATH

HARU speaks of rebirth, a promise of new beginnings, and the endless possibilities that come with it. Its warm, inviting scent beckons you to bask in the sunshine and live life to the fullest.

Take a deep breath and let HARU work its magic. As you close your eyes and inhale deeply, the scent of HARU perfume fills your senses with the warmth of the spring sun.

## NOTES

Neroli, Cinnamon, Black Pepper, Cardamom, Bergamot, Jasmin, Orange, Patchouli, Vetiver, Elemi, Amber, Cedar Wood, Tonka Bean, Vanilla



# AKA

## PHASE 0 – THE SPARK

AKA embodies transformation, a vibrant expression of new energy that ignites vitality and reinvention. Its name, inspired by the Japanese word for “red,” symbolizes the dawn of fresh beginnings and the passion that fuels them. Take a moment to embrace AKA’s essence—close your eyes, breathe deeply, and feel the rush of renewal as its bold, dynamic fragrance fills your senses.

## NOTES

Grapefruit, Pink Pepper, Saffron, Cinnamon, Juniper Berries, Lavender, Patchouli, Frankincense, Cypress, Cedarwood, Amber, Musk

# LUCE

## PHASE 0 – THE LIGHT

LUCE pays homage to light—a symbol of clarity, hope, and renewal. Inspired by the architectural artistry of Tadao Ando, LUCE transforms light into emotion, weaving a sensorial experience that bridges nature and design. Close your eyes and let LUCE's radiant fragrance guide you through a journey of reflection and serenity, where light becomes your muse.

## NOTES

Bergamot, Star Anise, Nutmeg, Black Pepper, Neroli, Bulgarian Rose, Ylang-Ylang, Vanilla, Tonka Bean, Patchouli, Amber, Musk



# The Skin Ritual

## WA:IT SKINCARE RITUAL

At WA:IT, we see skincare as a mindful ritual — a moment for self-connection. The power of scent transforms this routine into a profound experience. With each product, you nourish your skin and awaken your senses. Our natural aromas invite you to slow down, breathe deeply, and reconnect with yourself.

The SKIN RITUAL collection features clean, botanical products that nurture your skin and heal the soul. Guided by a holistic philosophy, we foster self-awareness and appreciate natural beauty. For us, well-being is the harmony of body, mind, and soul with nature.

## ROOTED IN JAPANESE TRADITIONAL MEDICINE

Our precious oils, discovered in Japan, have been cherished for centuries in ancient beauty rituals. This unique blend enhances the skin's natural resilience and recovery. Our skincare line is a four-phase ritual designed to honor the body as a temple of the soul, enhancing our radiant glow and natural flow:

PHASE 0	The Breath (PERFUMES)
PHASE 1	The Preparation (ANTE)
PHASE 2	The Purification (OFURO)
PHASE 3	The Hydration (B-SOFFICE)
PHASE 4	The Glow (OMNI)





## ANTE Scrub

### PHASE 1 – THE PREPARATION

Embark on a journey of transformation with ANTE, the ultimate body scrub designed to prepare your mind and body for the newness ahead. This gentle yet effective exfoliator opens your skin's pores and clears the path for rejuvenation.

### NOTES

Fig Leaves



## OFURO Cleansing Balm

### PHASE 2 – THE PURIFICATION

Embrace the second stage of your beauty ritual with OFURO, a luxurious cleansing balm designed to purify your skin from impurities accumulated along your journey. This rich balm effortlessly dissolves waste, leaving your skin refreshed and revitalised.

### NOTES

Fig Leaves



## B-SOFFICE Moisturizing Butter

### PHASE 3 – THE HYDRATION

Indulge in our Hydration Body Butter, a rich and creamy formula designed to smooth and nourish even the driest skin. This beneficial butter is particularly suitable for skin that tends toward dryness. Enriched with Tsubaki extract, it quickly restores the skin to its former glory, providing deep hydration and long-lasting nourishment.

### NOTES

Fig Leaves



## OMNI Glowing Oil

### PHASE 4 – THE GLOW

When the mind is calm, the soul is soothed, and the body nurtured, we glow. OMNI is a multi-purpose oil crafted from a blend of precious cold-pressed Japanese oils. This luxurious oil has balancing, soothing, calming, and antioxidant properties, making it suitable for all skin types.

### NOTES

Fig Leaves

## OMNI+ Multi Purpose Oil

### PHASE 4 – THE GLOW

The multi-purpose OMNI+ oil helps balance, restore, moisturize, and brighten for glowing, healthy skin rich in antioxidants. This fast-absorbing, non-greasy oil deeply nourishes and promotes cell regeneration. Fast absorbing and non greasy oil, nourishes deeply and favors cell regeneration.

### NOTES

Fig Leaves



# The Incense



The incense is an extension of WA:IT's DNA, an expression of life's continuum and its constantly changing presence—an acknowledgment of life's equilibrium. These incenses are designed to provide a lifelong discovery and enlivening effect or a lifelong recovery with a grounding, calming effect. One can start the morning with ALBA, finish the day with TRAMONTO, or enjoy a personal healing journey with UMI.

Ethically made in Japan using natural Italian raw materials.



## UMI Incense

### RENEWAL

The incense of renewal, a fragrant reminder of the infinite sky and the calming embrace of the ocean. With the grounding warmth of cinnamon and the vibrant spice of cloves, UMI wraps your senses in a peaceful yet invigorating aroma that reconnects you to the earth and your inner self.

### NOTES

Cinnamon, Clove,  
Sandalwood





## ALBA Incense

### DAWN

Morning coffee is an essential Italian ritual. This incense recalls the smell of coffee that gives us the needed kick to start the day, to set our intentions, to rearrange our plans, thoughts and vibrations for the day. It wakes up our senses, body, and mind.

### NOTES

Coffee



## TRAMONTO Incense

### SUNSET

This powdery floral scent is designed to calm the mind and prepare our body to go for rest. It helps to release what we experienced during the day and prepares us to enter the world of dreams.

### NOTES

Powdery, Floral

# TŌKA Candle

Limited Edition

Each TŌKA candle is a unique piece of olfactory design. From the terracotta container, designed by Piero Lissoni, made and glazed by hand, to the architecture of the WA:IT fragrance where notes of neroli and wild fig leaves suddenly transport you to the Mediterranean coasts. Lighting TŌKA is embarking on an intimate sensory journey.

## NOTES

Neroli, Fig



“EVERY ACTION BEGINS WITH  
STRENGTHENING THE SPIRIT”

# Ingredients and Formulations

Our products are crafted with a commitment to purity and sustainability, using 100% plant-based ingredients that are gentle on you and the environment. Each formulation is designed to exclude components that may harm our planet, reflecting our dedication to responsible beauty.

We carefully select our raw material suppliers through a fair trade approach, ensuring both environmental protection and socio-economic sustainability. This means that every ingredient is sourced with respect for nature and the communities involved in its cultivation.

Any slight variations in color or scent are a natural result of our wholesome, unadulterated ingredients. Similarly, the appearance of a light oil layer in products such as ANTE, OFURO, or B-SOFFICE is a testament to our traditional, natural production methods and does not affect their quality or performance.

Our formulations are thoughtfully designed to be clean and safe, free from:

- Synthetic chemicals
- GMOs
- Toxins
- Parabens
- Petrochemicals
- Artificial additives

# Packaging



Sustainability is at the heart of our packaging design. Each element is thoughtfully crafted to minimize environmental impact while offering a refined sensory experience.

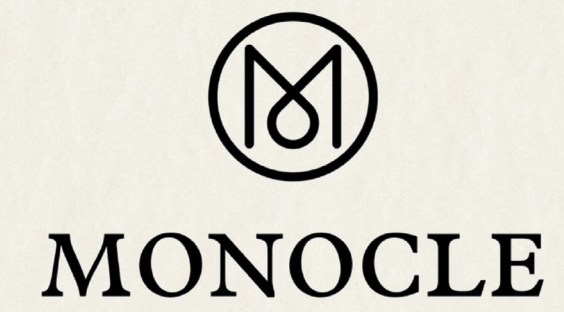
Our packaging incorporates innovative materials like papers sourced from renowned Italian mills that utilize bio-waste to create papers that are not only recyclable but also compostable. This conscious choice ensures that every detail reflects our commitment to nature and craftsmanship.

Additionally, we embrace the philosophy of reuse and repurpose. Our wooden spoons, for instance, are crafted from reclaimed wood scraps, giving new life to materials that would otherwise go to waste. These small but meaningful details highlight our dedication to reducing waste and supporting a circular economy.

Moreover, we take sustainability one step further by completely offsetting the carbon footprint of our packaging, ensuring that every product you receive has a net-zero impact on the environment.

# Press

**Forbes**



**WWD**

**VOGUE**

**L'OFFICIEL**

**ELLE**







# Contact

The beauty of life is dual as a paradox of stillness and motion.  
To feel it, you have to WA:IT and comprehend that eternal  
beauty is in the moment.

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