



WA:IT

# A SYMBIOSIS BETWEEN JAPAN AND ITALY





SUSTAINABLE,  
CARBON NEGATIVE,  
GENDERLESS, NON-  
TOXIC, CRUELTY  
FREE, VEGAN,  
MADE IN ITALY





WA:IT'S STRENGTH LIES NOT ONLY IN ITS EXCEPTIONAL QUALITY OF RAW MATERIALS AND PRODUCTEFFECTIVENESS BUT ALSO IN ITS COMMITMENT TO SUSTAINABILITY. WA:IT BECAME THE FIRST EUROPEAN BEAUTY BRAND TO ACHIEVE NET CARBON NEGATIVE STATUS IN 2021 WITH THE SUPPORT OF CORNELL UNIVERSITY. THE HOLISTIC WELLNESS BRAND EMBODIES A UNIQUE FUSION OF TWO CULTURAL PHILOSOPHIES, WITH "WA" REPRESENTING JAPANESE VALUES OF PEACE AND HARMONY AND "IT" SYMBOLIZING ITALIAN AESTHETICS, REFLECTING RAFFAELLA'S INNER DUALITY.



# THE PERFUMES

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.

A FRAGRANCE THAT HEALS THE SOUL AND  
CELEBRATES THE UNIQUENESS OF EACH AND  
EVERY ONE OF US



# THE PERFUMES

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. Let this fragrance be a reminder that every day is a new beginning and there's always a chance to start fresh. Its delicate notes of neroli and jasmine transport you to a blooming garden, where the air is filled with the sweet fragrance of freshly blossomed flowers.



# THE SKIN RITUAL

EVERY ACTION BEGINS WITH STRENGTHENING THE SPIRIT.

Taking care of ourselves is a daily practice, it means tuning into the rhythms of our bodies as well the nature around us.

WA:IT's 4 phases ritual designed to take care of our soul's temple, reminding us of the pinnacles of life that ground and elevate us, that give us the glow and make us flow, starting from breathing.

OUR RITUAL IS A TRULY EFFECTIVE SKIN CARE FOR THE BODY, OUR BODY NEEDS THE SAME CARE AS OUR FACE



Our principles are founded on the holistic approach towards life and rituals, self-awareness, and the conscious perception of one's natural beauty. Through this self-realization path, we've chosen our ingredients of nature that are rooted in Japanese traditional medicine.

100% INGREDIENTS ARE DERIVED FROM NATURE,  
NO SYNTHETICS OR HARMFUL CHEMICAL  
COMPONENTS



# THE INCENSE

The incense is an extension of WA:IT duality, an expression of life's continuum and a constantly changing presence; a sign of day and night, dark and light, warm and cold, dawn and sunset – it is an acknowledgment of life's equilibrium.

This incense duo is thought to be a lifelong discovery that can be started every morning and perfected every evening

ETHICALLY MADE IN JAPAN WITH NATURAL  
ITALIAN RAW MATERIALS





# TŌKA LIMITED EDITION CANDLE

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

Lighting TŌKA is embarking on an intimate sensory journey.





# OUR VALUES

YES

Sustainability

Ethical  
sourcing

Efficacy

Transparency

Inclusivity

NO

Toxicity

Compromises  
Cruelty



## WA:IT FOUNDER

Born in Italy in 1971, graduated in Engineering from the Polytechnic University of Turin, Raffaella Grisa has built a career as a consultant, leveraging her engineering background mainly in the Far East. Raffaella's personal story is crucial to understanding the DNA of her brand .

Driven by a passion for sustainability and natural beauty, she has crafted a unique product line that nourishes both the body and spirit. Under her leadership, W A : I T became the first European beauty brand to achieve Carbon Negative status in 2021. Raffaella's vision is to inspire mindful self-care and sustainable living through thoughtfully crafted beauty rituals.



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EVERY ACTION BEGINS  
WITH STRENGTHENING  
THE SPIRIT



W.A.S.T.  
2. OFURO  
BURRO LAVANTE  
CLEANSING BALM

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YOU ARE EVERYTHING.  
EVERYTHING STARTS





# Wait Is the Latest Italian Clean Beauty Brand Landing in the U.S.

Meet Wait, the brainchild of engineer-turned-beauty-entrepreneur Raffaella Grisa, who blended Italian and Japanese cultures in a holistic ritual.

MILAN — Wait, the brainchild of engineer-turned-beauty-entrepreneur Raffaella Grisa, has launched in the U.S. The Italian clean beauty label with a Japanese ethos has expanded in the market both physically and online by establishing a warehouse and logistics hub, entering the lists of Summer Beauty in New York and design readers such as Hello Again Decor in Miami, as well as launching a dedicated e-commerce platform tailored to cater to American customers.



For Italian companies that exported goods mostly in the Far East. During a trip to China in early 2008, she saw the countryside covered in black plastic bags and had a nightmare imagining the whole world facing the same destiny. This prompted her to embrace a sustainable lifestyle in her personal life, which increasingly contrasted with the one she was conducting professionally.



LA RICERCA DELLA FELICITÀ DELLA FELICITÀ L'unico marchio cosmetico d'Europa "Carbon negative" è italiano e si chiama WA.IT. Non solo ha ridotto al minimo il suo impatto sull'ambiente ma compensa le poche emissioni investendo in progetti di agricoltura rigenerativa, piantando specie vegetali in grado di incapsulare CO2 restituendolo al terreno come fertilizzante. Insomma, i cosmetici di WA.IT fanno bene al pianeta. In realtà, però, la storia di questo brand è cominciata con la ricerca della felicità della sua fondatrice, Raffaella Grisa (sotto), torinese, una carriera da ingegnere gestionale che le faceva vivere una vita non proprio sostenibile. Ma nei suoi numerosi viaggi in Asia ha trovato le risposte che cercava e in Giappone l'illuminazione. Nel 2018, in un sabato di libertà al Santuario di Meiji di Tokyo, è arrivata la comprensione e poi un piano liberatorio. Ed è iniziata la sua seconda vita con la nascita di WA.IT, linea corpo che si ispira ai rituali giapponesi e prevede quattro step: respiro (fase zero con il profumo naturale Hito), preparazione (scrub Ante), purificazione (burro Soffice) e illuminazione (olio multiuso Omni). Tutti vegan, sostenibili e con un'aura speciale [it.waitbotanicamente.com].



EVERYDAY BEAUTY Japanese skincare Brescia native Raffaella Grisa was never a fan of perfume until work brought her to Japan. Grisa, a former operations engineer, became enamoured with the country's culture and traditions related to wellness. "Unlike western medicine, which is separate from the rest of our daily life, in Japan you see the same ingredient utilised for wellness, beauty and cooking." Intrigued, she left her job and decided to launch Wait, a line of beauty products and fragrances that brings together Nippon and Italian influences. Hito, her debut scent, is derived from natural ingredients, with notes of Sicilian citrus and wild Ligurian fig blended together with the aromas of Yuzu fruit and Izumi black tea from Japan. For the body, Grisa has concocted balms and a scrub sourced from nature, including perilla, a Japanese mint plant whose seeds yield an oil with beneficial antibacterial and anti-inflammatory properties. Her sustainable approach extends to the packaging by using recyclable and biodegradable materials such as wooden caps and perfume labels with algae from the Venetian lagoon. ——— ic waitbotanicamente.com

Inspiriert von ihren Reisen in den Fernen Osten gründete die italienische Aromatherapeutin Raffaella Grisa WA:IT und verarbeitet dabei die Symbiose von Japan und Italien in exklusiven Duftkompositionen. „Die WA:IT-Philosophie repräsentiert, was ich liebe und was ich bin: das Studium der traditionellen japanischen Medizin und Aromatherapie, die Achtsamkeit, die in jeder Hinsicht abnehmende Nachhaltigkeit, die Suche nach einem ganzheitlichen Ansatz für Schönheit von innen nach außen“, beschreibt Grisa ihr Label. Neu in ihrer Linie: „Hito“, ein Eau de Parfum aus harmonisch komponierten Noten von Sizilianischer Orange, Yuzu, Elemi, Feige, Pfingstrose, Rose, Pomelia, Schwarzem Izumi Tee,

MONOCLE Look at Hong Kong today. Meet the key players in Asia's towering city. Topics Entrepreneurialism Eureka 224: Wait THE ENTREPRENEURS 8 hours ago · 6 min listen The Spirit Lives On: Howard Hughes



# MONOCLE

MENU L'OFFICIEL Text By Fabia di Drusco Illustration Blairz Artwork by Giulia Gilebbi

Spring awakening: un risveglio dei sensi per mettersi in sintonia con la stagione, con la luce, il tepore, l'euforia della primavera inoltrata. Anche attraverso rituali cosmetici voluttuosi, a partire da una detersione viso/corpo con l'additivo burro di WA:IT, marchio italiano ispirato alla cultura giapponese. Un balsamo ultra fondente da massaggiare sulla pelle per pulirla in profondità, a base di estratto di yuzu, e olii di camelia, crusca di riso,



# PRESS ARCHIVE

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WA:IT

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