



TREE SALE DEL MEDITERRANEO

Le 3 Gemme

The house has always been considered an important place in everyday life by the most diverse cultures, from East to West and, precisely for this reason, a primary role was linked to its care, cleanliness and beauty through the use of medicinal herbs; as a source of expression and gratitude for the generosity of the earth.

For years this tradition was lost, but Tree - a new Home Beauty brand - wanted to rediscover this philosophy and make it contemporary.

Finding a solution to a daily life problem and rediscovering the use of herbs and medicinal plants for home care are the factors that led William Trevisan, Tree founder, to create the brand. A thousand products in the supermarket aisle, mostly made with synthetic components; precisely this was the factor that started William's project; offer products that are easy to use, fun and healthy for the home care.

This is why rediscovering the use of herbs and officinal plants, which have always had a strong mental and physical impact, improve health conditions, eliminating emotional tensions such as stress and anxiety, typical of contemporary society.

At its second edition at SANA, the International Exhibition of Organic and Natural, Tree presents its first Ambiente collection in a exclusive world. Sale Del Mediterraneo is a collection with a strong evocative power, a point of contact between Emotion, Mystery and Nature. Fragrances and fine salts of the Mediterranean scrub, which together evoke moments, memories and experienced sensations. It is like entering a place where time stands still, where every element of the house can be felt, experienced and rediscovered.

The Sale del Mediterraneo collection was created using natural ingredients and materials, cultivated and handmade in Italy, with sustainable processes in full respect of the environment. The collection is formulated with Mediterranean Sea Salt, essences and pure floral extracts. Each perfume is free of synthetic dyes and phthalates.

The first product conceived was I Faraglioni, notes of White Musk and Cedar recall the deep blue and the scent of sea breeze of the Gulf of Capri. The second product of the collection is Caprera notes of wild myrtle revive all the beauty and colors of Sardinia. Finally Panarea Fiori d'Arancio and light notes of vanilla close the collection in a suggestive frame along the coast of the Aeolian Islands. The final consumer will be able to comfortably receive all three bags of fragrant Mediterranean Salt at home, thanks to the Tree GIFT BOX Le 3 Gemme; the gift box containing all three colored bags of scented salt in cotton melangè and ecru cord with the addition of the leaflet through a simple and quick online order starting on October.

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