



WA:IT

A SYMBIOSIS  
BETWEEN TWO  
CULTURES: JAPANESE  
AND ITALIAN

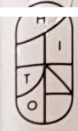




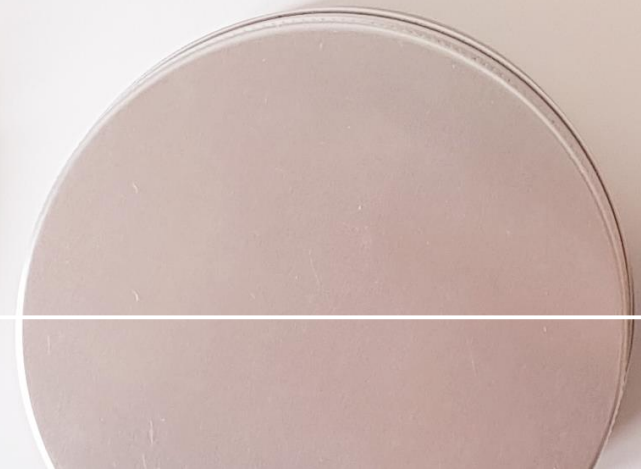
W A : I T



W A : I T



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





SUSTAINABILITY IS A VALUE FOR US AND WE ARE DRIVEN TO BE MORE CONSCIOUS OF OUR IMPACT ON THE ENVIRONMENT, AND CREATE POSITIVE CHANGE.  
HAPPINESS IS ATTAINED THROUGH FIDELITY TO A WORTHY PURPOSE, AND WE'RE COMMITTED TO CREATING AND PRODUCING 100% SUSTAINABLE CLEAN BEAUTY PRODUCTS/PERFUMES/INCENSES –FROM INGREDIENTS AND FORMULATION TO THE PACKAGING.



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# HITO

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 perfume is the expression of the soul, it is a melody composed of aromatic notes, blended together harmoniously in order to elevate the spirit and free the mind; promotes a meditative state and raises the vital tone. The natural perfumery has great added value: the therapeutic action conferred by the power of natural essential oils.

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# THE SKIN RITUAL

EVERY ACTION BEGINS WITH STRENGTHENING THE SPIRIT

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

Clean formulations, free from synthetics, gmo, toxins, parabens, petro-chemicals, artificial fragrances

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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

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# NATURAL INCENSE

YOU ARE EVERYTHING. EVERYTHING STARTS WITH YOU

WA:IT incense is made ethically in Awaji Island with all-natural Italian ingredients, there are many benefits you can reap from this experience, the act of indulging our olfactory senses is more powerful than you might realize.

The idea of aromatherapy is based on the fact that aromatic substances can be used for healing and medicinal purposes, when we take in a smell, signals are sent to our limbic system, this part of the brain is responsible for memory, emotion, and hormone regulation. Different scents trigger different responses in our brain.

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# VALUES

YES

Sustainability

Ethical sourcing

Efficacy

Transparency

Inclusivity

NO

Toxicity

Compromises

Cruelty





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## WA:IT FOUNDER

For many years Grisa has travelled constantly from Italy to the Far East and from the country of the Rising Sun she has embraced uses, traditions and an holistic view of life.

*" I'm graduated in Management Engineering at Polytechnic of Turin, I worked as an engineer between Europe and the Far East for a decade, my life was very fast. Once I was walking in the park surrounding the Meiji Temple in Tokyo, that is one of my "place of harmony" and I discovered I wasn't satisfied of my current way of life, I was 47 and I got my rebirth then. WA is peace and harmony that I have found physically in Japan and inside me after my rebirth and IT represents my roots.*

*WA:IT philosophy is the embodiment of what I love and what I am: the study of traditional Japanese medicine and aromatherapy, the mindfulness, the sustainability declined in every way, the search for the holistic approach to beauty, more inside-out."*

*Raffaella*

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WITH STRENGTHENING  
THE SPIRIT

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BAZAAR



BAZAAR

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,



ELLE



MONOCLE

LA RICERCA 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 detergente Ofuro), idratazione (burro Soffice) e illuminazione (olio multiso 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

MENU

LOFFICIEL

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**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,





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