

Bioelite



NAJTÚ®


NUAGEMMA®
ALTA LANGA

Bioelite



Evolution is our watchword, and while remaining faithful to the roots and tradition of our brands, we are constantly seeking new solutions to enhance the beauty and well-being of every person.

Bioelite

A company of passionate people.

Bioelite is an eco-bio cosmetics company based in the Alta Langa region of Piedmont, Italy. The company has acquired Società del Karité, a historic natural cosmetics brand that has been an undisputed leader in the use of shea butter since 1977.

Bioelite is a leading manufacturing and commercial enterprise within the Italian beauty sector, heading an entrepreneurial group with over forty years of experience and a portfolio of four brands, each with its own distinctive positioning.

The company's headquarters are located in Paroldo, in the heart of the Alta Langa hills, with a showroom in Sale San Giovanni and a nationwide distribution network of over two thousand retailers, including herbal shops, pharmacies, perfumeries, and bio-perfumeries. The brands Società del Karité (since 1977) and Nuagemma are also featured at La Rinascente, Italy's most prestigious department store.

Bioelite's mission is to offer high-quality products, excellent customer service, and a wide range of solutions across its brands, capable of meeting the needs of every segment within the beauty and wellness market.

An extensive heritage of knowledge and expertise allows the company to oversee every stage of product design and production. Continuous investment in research and development, strong marketing capabilities, and a passionate, creative, and enthusiastic team have shaped a dynamic and flexible business model. Guided by an international vision and a targeted investment strategy, LABioelite stands as a solid and forward-thinking company, ready to meet the challenges of an increasingly complex and competitive global market.

Società del
Karité
since 1977

NAJTÚ

rinasco


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NAJTÙ[®]



DYNAMIC LINE with precious stones

The Gemstones have been immersed for 9 months on the bottom of a large sterilized jars containing pure water and then exposed to the sun and the moon, in some specific moments.. The vibrations given off by the heat inside the solution have been imprinted in the memory of the water, giving it different properties and characteristics depending on the stone immersed. This process of chemical interaction is called DYNAMIZATION, and is key for Najtù's scented waters. The peculiarity of Najtù's scented water, is that every gemstone and their characteristics, are designed to represent each one a trait of women's personality: Sapphire represents sensuality, Topaz is for sweetness, Emerald is for sensibility and Opal for mystery.



Sensual Sapphire

Sapphire is the essence of sensuality, with predominant floral notes, jasmine and caramel. This fragrance is dedicated to a seductive woman, with burning passion and in the meantime tender and addictive, like a warm hug. The fragrance enriched with the gemstone, works on the sensuality of women who undertake this sensory journey, featuring 4 steps: salted caramel scrub, shower gel, body cream, Sapphire perfumed water.



Sapphire
Body Scrub
Massage the salted caramel
queso with circular
movements to prepare
the skin to receive the
Sapphire treatment
150 ml



Sapphire
scented shower gel
gentle cleansing for
body and soul
150 ml



Sapphire scented
body cream
velvety body treatment
150 ml



Sapphire perfume water
vaporize like an aura from
the ankle to the head
50 ml



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Harmonious Emerald

Emerald is the essence of sensibility, with predominant fruity green notes and lily of the valley. This fragrance is dedicated to a sweet but strong-willed woman, frail but still capable of drawing its path. This woman is wonder and marvel and need of this ritual of balance and renewal that awakens a deeper sense of self-awareness, featuring three steps: shower gel, body cream, Emerald perfumed water.



Emerald scented
shower gel
gentle cleansing for
body and soul
150 m



Emerald scented
body cream
velvety body treatment
150 ml



Emerald perfume water
vaporize like an aura from
the ankle to the head
50 ml

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Sweet Topaz

Topaz is the essence of sweetness, with predominant warm notes and vanilla. A fragrance dedicated to a woman capable of listening with the heart, of understanding rather than comprehending and being close even when too far. This fragrance awakens sweetness and inner radiance in women that embark in this sensory journey, featuring two steps: Argan oil and Topaz perfumed water.



Argan Oil Pure Morocco
Massage your face and
body with Topaz argan oil
30 ml



Topaz scented water
vaporize like an aura from
the ankle to the head
50 ml

Bioenergetic Massage Kit
Topaz Massage Oil 60 ml +
Himalayan Salt Heart



A treatment designed to embrace all the sweetness you need.

The ritual begins with a sensory massage using the bioenergetic Topaz oil, applied with a warm Himalayan salt stone that melts away tension and awakens vital energy.

An experience that indulges body and spirit, restoring harmony and inner radiance.



Najtú.®



NATU®

Mysterious Opal

Opal is the essence of mystery, with predominant citrus notes, iris and patchouli. It is the scent of who moves within a game of lights and shadows. Intriguing and elusive even when he/she is close enough to smell him/her scent. This fragrance work on the energy of those who need to reclaim space and time for themselves. A ritual that invite inner listening and the courage to say “no”, enveloping the senses in the alluring mystery of one’s deepest essence.



Opal scented water
vaporize like an aura from the ankle
to the head
50 ml

Black Diamond – The Scent of Attraction

An artistic fragrance that awakens the most intense and magnetic side of the masculine spirit. Its bold, enveloping character releases charm and mystery, embodying the irresistible energy of attraction.



Black Diamond
eau de toilette
50 ml



Najtù®



ARGAN, GRAPE STEM CELLS Resveratrol

Extracted from the skins of red grapes grown in the Langhe region, resveratrol is a powerful natural antioxidant with remarkable cosmetic benefits. It protects the skin from free radicals, reduces wrinkles, soothes inflammation, and evens out the complexion, giving the face a younger, brighter, and more radiant look.

Refined olfactory notes, carefully selected to reflect the soul of each stone, transform this process into a collection of unique emotional fragrances. Najtù Waters combine aromas and holistic properties, offering a vibrant sensory experience that harmonizes body, mind, and spirit.



Argan, grape stem cells and resveratrol

A complete line of face, body, and hair products based on pure argan oil, formulated to offer highly nourishing solutions.



Pure Morocco oil
30 ml



Anti-aging face cream
50 ml



Tonic milk
200 ml



eye contour
15 ml



Fluid concealer
for bags and
dark circles
5 ml



Shower shampoo
body and hair
200 ml


NUAGEMMA®
ALTA LANGA



Nuagemma

Once upon a time, there was granny Gemma.

Once upon a time, there was granny Gemma. She lived upon the hills of “Alta Langa”, on the border between Piedmont and Liguria, where the mountains greet the sea; an enchanting place full of history...

From our long-time tradition and experience, here is Alta Langa prime cosmetic, proudly and genuinely natural with hazelnut oil, essential oils, and hydrosols. A unique sensory experience that satisfies your desire for wellness.

The excellent cosmetics of Piedmont's Alta Langa

The common denominator of Nuagemma products is hazelnut oil obtained from organic hazelnuts of the prized Tonda Gentile Trilobata variety (Piedmont IGP) in compliance with ancient cold pressing methods which allow for the production of a high-quality product.



Hazelnut Oil
30 ml



Natural rose and hazelnut soap
100 ml

24-Hour Rebalancing Face Cream
50 ml



Foot Cream
50 ml



**Aromatic water
with rose**
50 ml



**Aromatic water
with lavender**
50 ml






NUAGEMMA®
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Our Alta Langa Lavender

It grows fragrant and resilient on the hills of Alta Langa, which turn violet from May to July. Harvested at the peak of its bloom and steam-distilled, it releases pure hydrosols and essential oils that give our cosmetics a natural, enveloping scent — evoking the aroma of flowering hills and the memory of freshly washed linens drying in the sun, just like Nonna Gemma's.



Relaxing shower gel
with lavender
100 ml



Scented body lotion
lavender and hazelnut
150 ml

Hazelnut and Lavender
Hand Cream
100 ml



lavender essential oil
10 ml


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Nuagemma Yours anyway

Nuagemma lotions are made with organic Hazelnut Oil (Tonda Gentile Trilobata cultivar from Alta Langa) cold pressed without overheating. They therefore respond to the different needs of your skin. Hazelnut oil naturally balances dry, mixed and oily skin. Giving immediate elasticity, nourishment and comfort without greasiness. Hydrolysols and essential oils naturally perfume and act in synergy with your skin.


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Chamomile

Nonna Gemma knew well the properties of the chamomile that grew lush and abundant in the meadows surrounding her home. With its golden flower heads, hand-picked to preserve their delicate integrity and intense fragrance, she prepared fragrant and relaxing baths and created precious hydrosols with soothing, refreshing, and decongestant properties — just like the ones we have included in our products. refreshing hydrosols — the same ones that now enrich our cosmetics..



**Hazelnut and
mint leg lotion**
150 ml



Cuddles for bedtime
100 ml



**Chamomile shower
shampoo**
150 ml



Body lotion sensitive
150 ml



**Protective cream
hazelnut and chamomile**
150 ml



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