



VOLCANIC WATER

Presented by Symrise Scent & Care
BU Cosmetic Ingredients / Botanicals

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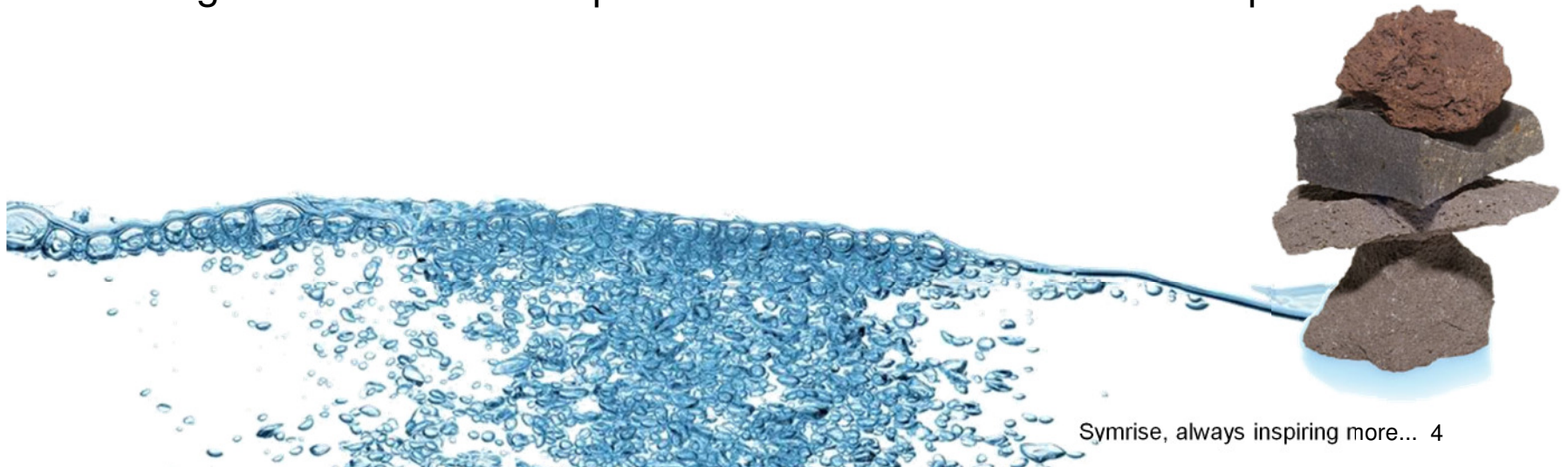


VOLCANIC WATER

> SOURCE AND PURITY

Extremely pure and distinctly different, volcanic water is drawn from deep inside the lush, green ancient volcanoes of the Auvergne in France.

Volcanic water is created by rainwater that seeps very slowly through porous layers of volcanic rocks, over 100 meters thick, that act as a natural filter and also give the water its unique characteristics and mineral composition.



VOLCANIC WATER

> PURE NATURE

The spring of the volcanic water is deep below the volcano and the water is caught directly there. The purity of the water is also due to the protected environment of the volcanic area that is free from industry and intensive farming.



VOLCANIC WATER

> GEOLOGICAL FACTS

A volcano is an opening, or rupture, in a planet's surface or crust, which allows hot, molten rock, ash, and gases to escape from below the surface. Volcanic activity involving the extrusion of rock tends to form mountains or features like mountains over a period of time.

Lava is molten rock expelled by a volcano during an eruption.



PURITY

- naturally filtered
- deep from the inside
- protected landscape

VOLCANO

- eruption
- lava = liquid rock
- crater

ERUPTION

- impulsive
- burst
- extrovert
- explosive

VOLCANIC POWER

PURE FRESHNESS

- hydration
- inspiring
- vitalizing

RESPECTFULNESS

- sleeping giant
- majestic
- capricious
- revered as gods
- supernatural
- able to create new land

TARGETS

men and women
30 +
powerful
energetic
spontaneous
outgoing
adventurous
eager to prove oneself
looking for challenges



CLAIMS

energizing
invigorating
fire and ice
hot
eruptive
impulsive
challenging
pure
bold and earthy
instant hydration
refreshing

SYMRISE, ALWAYS INSPIRING MORE...

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