



WA:IT



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# POWER OF STILLNESS

With global lockdowns, individuals have been forced to wait for what is to come. WA:IT, a new clean, botanical fragrance and skin-care brand, was founded upon the poetry of stillness, interweaving mindfulness and well-being. Combining Italian and Japanese cultures (*WA* means peace and harmony Japanese, and *IT* refers to Italy), WA:IT supports rituals that “balance the inner and the outer being.” Drawing from Japanese tradition, founder Raffaella Grisa says products combine “medicine, food, and beauty,” in plant-based, multifunctional formulations. The brand’s unisex fragrance, HITO, “heals the soul,” and “promotes a meditative state,” with Sicilian citruses, yuzu (known to relieve stress), elemi, and fig, among others. A new body-care line “strengthens the spirit” by caring for skin in a 4-phase ritual that balances skin pH, soothes, nourishes, rejuvenates, purifies, and protects skin. Key therapeutic, sustainable, and “sacred” ingredients to Japanese culture are used throughout all products, including perilla seed oil, yuzu, tsubaki seed oil, or *Camellia japonica*, and rice bran oil. The 4-phase body-care includes: Preparation (called ANTE), Purification (OFURO), Hydration (B-SOFFICE), and The Glow (called OMNI, a multi-use oil). “When the mind is calm, the soul is soothed, and the body nurtured; we glow,” says the brand about the oil, suitable for face, body, and hair. Step zero is The Breath, with HITO perfume. Packaging is sustainable, with handmade glass bottles and wooden caps.



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