

# CosWellcome

## THE COSWELL NEWSLETTER



Dear Partners,

We are pleased to send you the latest news from Istituto Erboristico L'Angelica!

Istituto Erboristico L'Angelica: 30 years of experience, one of the excellence brand in Coswell Group portfolio and the most historical one.

Being a leading brand in the Health Food market, L'Angelica has always defined innovative ways of reaching excellence. One way is to create very important partnerships with Universities and Scientific Institutions such as **Fondazione Umberto Veronesi**, deeply active and involved in scientific researches, a further guarantee of our scientific support. Another way is creating new business segments for the Mass Market.

Today we are proud to present new product ranges that are aligned with the needs of modern consumers and grasp new trend of international market.

Discover with us all the L'Angelica news!

THE L'ANGELICA ISSUE

June 2014



The philosophy: the deep study of the ancient and complex **Medicinal Plants** science

Three key elements create the unique and extraordinary positioning of L'Angelica brand:

- The **HERBAL TRADITION** is the milestone,
- **NATURE** is the real protagonist and the soul of the brand,
- **SCIENTIFIC RESEARCH** is the element able to guarantee quality and safety

The main target is create products coming from the ancient herbal tradition with an high level of innovation, to take care of the daily diseases in a natural, non aggressive, but effective way

A new habit of consumption has entered consumers' homes and offices all over the world in the recent years, creating a totally new market, with a continuous growing trend: the market of single dose capsules for coffee espresso machines.

L'Angelica, thanks to its long and deep experience in the functional herbal teas, launches the **first range of functional herbal teas, teas, barleys and coffee in Nespresso-compatible capsules**, to answer the desire of convenience and speed which have conquered consumers of coffee.

"Taste and relax!"

The wide range of the **Health Food** products, each one formulated following the **Nutraceutical** principles, is becoming wider, a new concept was born: "**drink healthy and tasty!**"

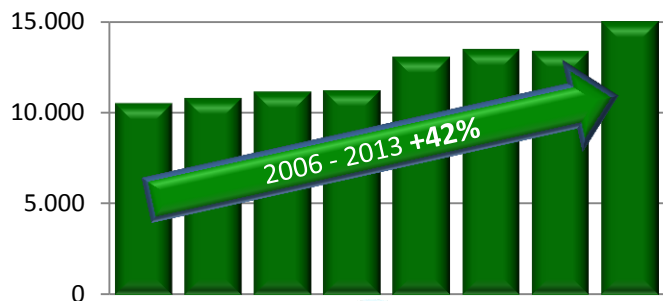
This concept follows the consumer's desire of take care of himself without scarifying taste and pleasure and answers to the growing international trend of functional drinks.

The **supplement becomes a drink**, healthy and tasty , rich in **herbs, vitamins and minerals**, under the Vitermine brand

"Drink healthy and tasty with us!"



**L'Angelica Health Food:  
a continuous growth  
year after year**



**New Markets**

New markets where you can find L'Angelica Health Food are Serbia and Kosovo



**New Products – Food Supplements**



**N-OSSID: POWERFUL  
ANTIOXIDANT/IMMUNOSTIMULANT  
against free radicals**

- Fights body aging
- Strengthens the immune system
- Protects against cardiovascular pathologies
- Over time, preserves the body's health

The ingredient used is *unique*: **ITALIAN RED CORN**, created and patented for N-OSSID



**VEGETERIA: REAL FRUIT AND VEGETABLES  
IN POWDER**

**THE BASIC RULES:**

- eat 5 portions of fruit and vegetables a day
- eat all of the 5 colours existing in nature

**Vegeteria** provides the vitamins and fibers the body needs each day with powder of real fruits and vegetables.

*Developed in cooperation with*



**New Products – Herbal Teas**



**A NEW OPPORTUNITY TO IMPROVE SALES IN SUMMER**

The best period for classic herbal teas sales is in winter, when weather is cold and a cup of hot herbal teas is always a pleasure. In summer consumers looking for functional herbal teas no longer need to cool down their herbal infusion but they can now make tea directly on cold water.



**DRAINING  
ANTICELL**



**TONIC  
REFRESHING**



**DEFLATING  
DIGESTIVE**

**INTRODUCING:  
L'ANGELICA COLD HERBAL TEAS**

A line of herbal teas to be brewed in **COLD WATER**.

**THE PLEASURE TO HAVE BENEFIT  
EVEN IN THE HOTTEST DAYS !**



**Activities**



**L'Angelica Temporary Stores**  
In the main Italian railway stations: Rome and Milan

**L'Angelica Boutique**  
Bologna



**NEW ITALIAN ADV CAMPAIGN** in the most popular newspapers



**ADV ON THE ROAD** also our trucks speak Angelica language



**SLOVENIAN TV CAMPAIGN: 2 subjects**



**BLUGARIAN TV CAMPAIGN**



**"NATURAL COUVETTE"**  
(SLO)

**"NATURAL CORNER"**  
in pos (SLO)

**"CAFFETHERIA SHELF"**  
(ITA)





**New Products – Capsules for ESPRESSO MACHINES**



**AN EXTRAORDINARY MARKET POTENTIAL**

**Why this market?**

- 1,000 cups of coffee each year for espresso machines
- Teas and herbal teas consumption account for 45%
- Millions of espresso machines in homes

**L'ANGELICA ANSWERS TO CONSUMERS MORE DYNAMIC AND COMMITTED**

- ✓ An opportunity of wellness with the simple act of "making a coffee"
- ✓ Convenient to prepare, just need a coffee machine
- ✓ The quality of Angelica herbal teas without long infusion time
- ✓ In capsules designed to ensure a better yield of herbal teas and other products

**CAPSULES NESPRESSO COMPATIBLE**



**FUNCTIONAL HERBAL TEAS**



**COFFEES**



**CHAMOMILE**



**BARLEY**



**INFUSIONS**



**TEAS**



**24 Different opportunities of wellness and pleasure!!**

To complete the offer, Coswell also distributes the **Espressina** machine by CaffèTHERia Italiana



**New Products – Health Drinks**



Never forgetting that for our customers **MAKING SOMETHING GOOD FOR THEMSELVES MUST ALSO BE A PLEASURE!**

That's why **THE RIGHT BALANCE OF FLAVOUR AND FUNCTION** makes our mixtures unique.

**L'ANGELICA FUNCTIONAL DRINKS**

19 billion liters of **FUNCTIONAL DRINKS** consumed in the world!!!

**ANTIOXIDANT**

**TONIC**



**DEPURATIVE**

**WEIGHT**

**The FIRST Functional Water:**

- 🍷 With vitamins and always «fresh» and active functional ingredients
- 🍷 To be released in water only right before consumption
- 🍷 Dedicated to who wants to take care of oneself drinking and without renouncing to taste.

**The Active Cap:**

It guarantees always «fresh» active principles to be released in water only right before consumption

50 millions liters of **ENERGY DRINKS** sold in Italy!!!

**L'ANGELICA ENERGY DRINKS and more**



**Dietary supplements ready to drink.**

**Only 60ml TASTY, HANDY, QUICK:**

- has no sugar and less than 9 kcal per bottle
- Contains dry extracts, vitamins and minerals to solve many different small daily troubles
- doesn't contain artificial colorants

**Products:**

**PEF:** QUICK ENERGY BOOST FOR MIND AND BODY

**PAS:** IMMEDIATE BODY AND MIND RELAXATION

**DOLCE DORMIRE:** A SWEET RESTORATIVE SLEEP

**SLIM CONTROL PLUS:** FOR WEIGHT LOST



**New Products – Personal care**



**OFFICINALIS MACADAMIA OIL Bath&Shower Milk**  
*A precious nourishment for your skin*

Macadamia Oil is a natural oil with a **great moisturizing power** especially recommended for sensitive, dull or dry skin. It's rich in **essential fatty acids** which help to prevent skin ageing. L'Istituto Erboristico L'Angelica has included all the special properties of the Macadamia Oil in the new **L'Angelica Officialis Macadamia Oil Bath&Shower Milk** which thanks this precious ingredient, gently **protects, nourishes** and **soothes** the skin, leaving it naturally soft, silky and pleasantly scented.

An **ultra delicate formula**:Paraben free, Petrolatum free, Silicon free, GMOs free.

**L'ANGELICA 31 HERBS OIL**

**A natural way to take care of yourself**

L'Angelica 31 Herbs Oil is a **blend of essential oils**, extracted from 31 plants carefully selected by the Laboratories of L'Istituto Erboristico L'Angelica, to create **an oil with many virtues**:

- **BALSAMIC**: for the well-being of the respiratory tract
- **CERVICAL and HEADACHE**
- **RELAX and ENERGY RECOVERY**: Relaxing massage for the body; Massage after sport activity, Hot Bath, for an immediate comfort
- **FOOT BATH**: relief for tired feet
- **SHAVING**: A fresh and revitalizing action for a perfumed skin



**AN EFFICIENT SOLUTION FOR EVERYDAY NEEDS**

**Extra Display**



**Point of Sale displays** to maximize the brand impact and to attract consumer attention.

A display for each different best line ok products:

- **COLD HERBAL TEA**
- **Capsules for ESPRESSO MACHINES**
- **Food Supplements created with FONDAZIONE VERONESI**