



INCENSO NATURALE: NATURAL INCENSE
YOU ARE EVERYTHING - EVERYTHING STARTS WITH YOU

ALBA: DAWN

WA:IT

WA:IT

A SYMBIOSIS BETWEEN
JAPAN AND ITALY



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





WA:IT'S STRENGTH LIES NOT ONLY IN ITS EXCEPTIONAL QUALITY OF RAW MATERIALS AND PRODUCTEFFECTIVENESS BUT ALSO IN ITS COMMITMENT TO SUSTAINABILITY. WA:IT BECAME THE FIRST EUROPEAN BEAUTY BRAND TO ACHIEVE NET CARBON NEGATIVE STATUS IN 2021 WITH THE SUPPORT OF CORNELL UNIVERSITY. THE HOLISTIC WELLNESS BRAND EMBODIES A UNIQUE FUSION OF TWO CULTURAL PHILOSOPHIES, WITH "WA" REPRESENTING JAPANESE VALUES OF PEACE AND HARMONY AND "IT" SYMBOLIZING ITALIAN AESTHETICS, REFLECTING RAFFAELLA'S INNER DUALITY.



THE PERFUMES

HITO IS A TRANSFORMATIVE PERFUME THAT NAVIGATES THE SPIRIT TO NEW HORIZONS. THIS FRAGRANCE ELEVATES THE ESSENCE OF ONE INDIVIDUAL TO ANOTHER, FOSTERING A CONNECTION FROM SOUL TO SOUL. HITO TRANSCENDS THE ORDINARY, CAPTURING THE PURITY OF THE HUMAN EXPERIENCE. IT IS A FRAGRANCE THAT HEALS THE SOUL, CELEBRATING THE UNIQUE BEAUTY WITHIN EACH OF US.

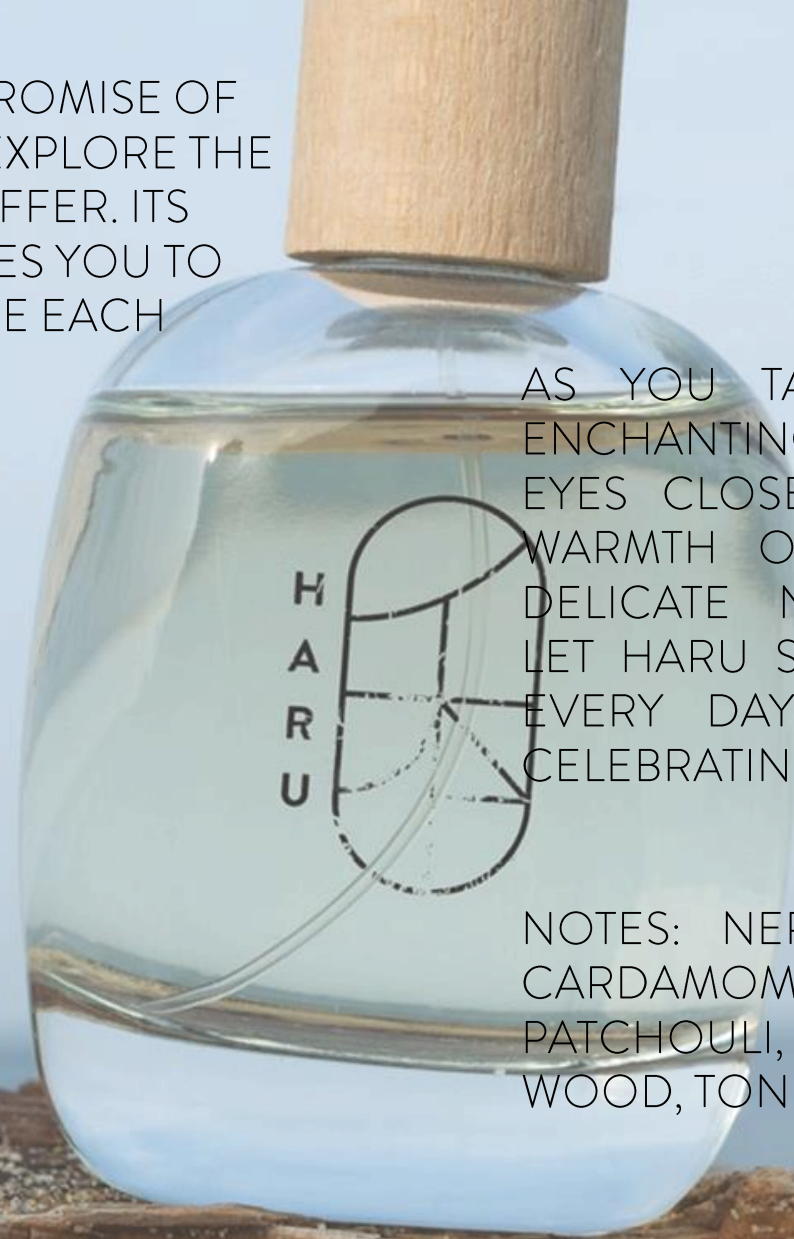
NOTES: SICILIAN CITRUSES, YUZU, ELEMI, FIG, A MIX OF GREEN NOTES, POMELIA, PEONY, ROSE, IZUMI BLACK TEA, CHERRY TREE, CEDARWOOD, OAK LICHEN



HARU EMBODIES REBIRTH AND THE PROMISE OF NEW BEGINNINGS, INVITING YOU TO EXPLORE THE ENDLESS POSSIBILITIES LIFE HAS TO OFFER. ITS WARM, UPLIFTING SCENT ENCOURAGES YOU TO SOAK IN THE SUNSHINE AND EMBRACE EACH MOMENT FULLY.

AS YOU TAKE A DEEP BREATH, LET HARU'S ENCHANTING AROMA ENVELOP YOU. WITH YOUR EYES CLOSED, INHALE DEEPLY, AND FEEL THE WARMTH OF SPRING RADIATE THROUGH THE DELICATE NOTES OF NEROLI AND JASMINE. LET HARU SERVE AS A GENTLE REMINDER THAT EVERY DAY IS A CHANCE TO START ANEW, CELEBRATING THE BEAUTY OF FRESH BEGINNINGS.

NOTES: NEROLI, CINNAMON, BLACK PEPPER, CARDAMOM, BERGAMOT, JASMIN, ORANGE, PATCHOULI, VETIVER, ELEMI, AMBER, CEDAR WOOD, TONKA BEAN, VANILLA





THE SKIN RITUAL

EVERY ACTION BEGINS WITH STRENGTHENING THE SPIRIT.

TAKING CARE OF OURSELVES IS A DAILY PRACTICE, IT MEANS TUNING INTO THE RHYTHMS OF OUR BODIES AS WELL THE NATURE AROUND US.

WA:IT'S 4 PHASES RITUAL DESIGNED TO TAKE CARE OF OUR SOUL'S TEMPLE, REMINDING US OF THE PINNACLES OF LIFE THAT GROUND AND ELEVATE US, THAT GIVE US THE GLOW AND MAKE US FLOW, STARTING FROM BREATHING.

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


1. ANTE
SCRUB CORPO
BODY SCRUB


2. OFURO
BURRO LAVANTE
CLEANSING BALM



OUR PRINCIPLES ARE ROOTED IN A HOLISTIC APPROACH TO LIFE AND RITUALS, EMPHASIZING SELF-AWARENESS AND THE MINDFUL APPRECIATION OF NATURAL BEAUTY. THROUGH THIS JOURNEY OF SELF-DISCOVERY, WE SELECT INGREDIENTS SOURCED FROM NATURE, DEEPLY CONNECTED TO JAPANESE TRADITIONAL MEDICINE.

ALL INGREDIENTS ARE 100% DERIVED FROM NATURE, WITH NO SYNTHETIC OR HARMFUL CHEMICAL COMPONENTS



W A : I T

OMNI+ OIL
multi-purpose formula



THE INCENSE

OUR INCENSE COLLECTION EMBODIES THE HARMONY BETWEEN NATURE AND MINDFULNESS. CRAFTED FROM 100% NATURAL INGREDIENTS, EACH BLEND DRAWS ON ANCIENT JAPANESE TRADITIONS TO OFFER A PURIFYING AND UPLIFTING EXPERIENCE.

LIGHTING OUR INCENSE IS AN INVITATION TO ENGAGE IN A SELF-CARE RITUAL, TRANSFORMING YOUR SPACE INTO A SANCTUARY OF TRANQUILITY. ALIGNED WITH OUR FOUR-PHASE RITUAL, EACH SCENT NURTURES THE SPIRIT AND FOSTERS A DEEPER CONNECTION TO THE SELF.





TŌKA LIMITED EDITION CANDLE

EACH TŌKA CANDLE IS A UNIQUE PIECE OF OLFACTORY DESIGN. FROM THE TERRACOTTA CONTAINER, DESIGNED BY PIERO LISSONI, CRAFTED AND GLAZED BY HAND, TO THE FRAGRANCE ARCHITECTURE OF WA:IT, WHERE NOTES OF NEROLI AND WILD FIG LEAVES SUDDENLY TRANSPORT YOU TO THE MEDITERRANEAN COASTS.

LIGHTING TŌKA IS EMBARKING ON AN INTIMATE SENSORY JOURNEY.





OUR VALUES

YES

SUSTAINABILITY

ETHICAL
SOURCING

EFFICACY

TRANSPARENCY

INCLUSIVITY

NO

TOXICITY

COMPROMISES

CRUELTY



A portrait of Raffaella Grisa, founder of WA:IT, with curly blonde hair, wearing a white button-down shirt and a silver bracelet. The background is a soft, warm-toned wall.

WA:IT FOUNDER

BORN IN ITALY IN 1971, GRADUATED IN ENGINEERING FROM THE POLYTECHNIC UNIVERSITY OF TURIN, RAFFAELLA GRISA HAS BUILT A CAREER AS A CONSULTANT, LEVERAGING HER ENGINEERING BACKGROUND MAINLY IN THE FAR EAST. RAFFAELLA'S PERSONAL STORY IS CRUCIAL TO UNDERSTANDING THE DNA OF HER BRAND .

DRIVEN BY A PASSION FOR SUSTAINABILITY AND NATURAL BEAUTY, SHE HAS CRAFTED A UNIQUE PRODUCT LINE THAT NOURISHES BOTH THE BODY AND SPIRIT. UNDER HER LEADERSHIP, WA : IT BECAME THE FIRST EUROPEAN BEAUTY BRAND TO ACHIEVE CARBON NEGATIVE STATUS IN 2021.

RAFFAELLA'S VISION IS TO INSPIRE MINDFUL SELF-CARE AND SUSTAINABLE LIVING THROUGH THOUGHTFULLY CRAFTED BEAUTY RITUALS.



EVERY ACTION BEGINS
WITH STRENGTHENING
THE SPIRIT



2. OFURO
BURRO LAVANTE
CLEANSING BALM

YOU ARE EVERYTHING.
EVERYTHING STARTS





Wait Is the Latest Italian Clean Beauty Brand Landing in the U.S.

Meet Wait, the brainchild of engineer-turned-beauty-entrepreneur Raffaella Grisa, who blended Italian and Japanese cultures in a holistic ritual.

BY SANDRA SULLIVAN

MILAN — Wait, the brainchild of engineer-turned-beauty-entrepreneur Raffaella Grisa, has launched in the U.S. The Italian clean beauty label with a Japanese ethos has expanded in the market both physically and online by establishing a warehouse and logistics hub, entering the likes of Summer Beauty in New York and design retailers such as Indigo Again Decor in Miami, as well as launching a dedicated e-commerce platform tailored to cater to American customers.

The expansion was almost a year into making, said the founder, who addressed requests she received from distributors and department stores over the past 12 months. "But it didn't feel the right way to approach the market for us; this brand needs to be understood first," Grisa said.

Launched in 2020, Wait blends Italian and Japanese cultures into a concise yet holistic ritual, encompassing natural skin care products, fragrances and incense. In addition to high performance, multifunctional and sustainable products for all ages and genders, Grisa aims to share a philosophy rooted in the importance of self care and appreciating the present moment, having experienced the need to embrace a "slower life" firsthand.

For this reason, Grisa's strategy in the U.S. is to rely more on pop-up where customers can indulge in the ritual and beauty process she has named with an expert facilitator, as well as opting for a transnational distribution at wellness retreats and concept stores.

"I want to bring forward the message of the brand in its integrity. It's not just about fragrances or skin care but a concept of complete well-being," said Grisa, citing clean beauty boutiques or locations in

nure with the brand's ethos. For example, in Milan Wait secured a spot at hip Japanese concept store Temba, which rarely displays labels that have not been imported from the country. "It's great for positioning, contributing to make the brand perceived as authentic," Grisa said. Japan is also the first market for sales generated by Wait's e-commerce, with the founder looking to implement a brick-and-mortar distribution in the country in the next two years.

In addition to Europe, the brand is available also in Australia, where it counts 45 doors between Melbourne and Sydney. "We launched during the pandemic and our distributors discovered it on Instagram and were fascinated by its philosophy and history," said Grisa, noting that only a handful of the total units are perfumes, and that instead she has opted for fashion or concept stores.

Taiwan is another key market, thanks to partnership with Hearth, which has 10 stores — six of which opened last year — and targets to reach 40 locations in the medium term.

"Wait is about a wellness journey that started with a fragrance, because I believe in the healing power of scents. For 20 years I couldn't use any due to allergies or migraines and then I found the right one," said Grisa, recalling the moment she stepped into a boutique store in Bologna to discover a fig-based perfume. A year later she met the nose and cosmetologist behind it, Angela Laganà, who now leads the team creating Wait's formulations.

Yet this discovery plays only a small part in the bigger epiphany Grisa experienced. After earning a degree in engineering in Turin, she built a career as a consultant



hain; the 18-ounce moisturizing butter, and the Osmo multipurpose oil leaving cell regeneration, in addition to the Hito and Hara fragrances. Made in Awaji Island with all Italian natural ingredients, Wait increases target morning or evening with mood-boosting scents, respectively.



Smart beauty
CLICCO
PROVO
COMPRO
L'altra Africa
GIOVANI
TALENTI
CRESCONO



Topics

Entrepreneurialism



Eureka 224: Wait
THE ENTREPRENEURS
8 hours ago · 8 min listen

The Spirit Lives On: Howard Hughes

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 Sofficie) e illuminazione (olio multuso Osmi). Tutti vegan, sostenibili e con un'aura speciale [it.waitbotanicamente.com].

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



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

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

BAZAAR



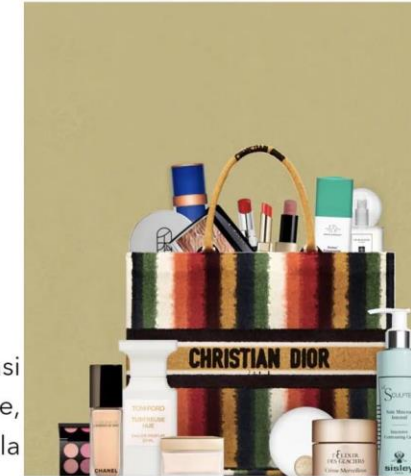
Inspiriert von ihren Reisen in den Fernen Osten gründete die italienische Aromatherapeutin Raffaella Grisa WA:IT und verarbeitet dabei die Symbiose von Japan und Italien in exklusiven Duftkompositionen. „Die WA:IT-Philosophie repräsentiert, was ich liebe und was ich bin: das Studium der traditionellen 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,

Text By Fabia di Drusco

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Artwork by Giulia Gilebbi

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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