SVEN STRASSER

BOTANIK

Noun, feminine. Bo|ta|nik
A discipline of biology consisting of several sub-areas; the study and science of plants.
From Greek botanikós = plant-like, from: botánē = (fodder) plant.

BOTANIK is more than just plant-based cosmetics. This beauty culture combines quality, sustainability and mindfulness with innovative, botanical raw materials and modern technology. BOTANIK stands for a respectful and gentle treatment of nature and the environment and is independent of corporations and their policies. Sven Strasser combines the best of natural cosmetics with reputable, potent ingredients, resulting in a remarkable symbiosis that not only benefits your skin. The products are proudly made in Austria and are characterized by transparency, respect, quality and specialists knowledge. They appeal to reflective, demanding and modern consumers with ecological interests who consciously choose a reputable beauty partner who carefully maintains the balance of the skin, reduces the first signs of skin aging and respects fauna and flora.

The ingredients strengthen and nourish and protect at the highest level. The product range includes basic products with additions for a wide range of skin needs and environmental situations. You can put together your own individual care routine very easily and look forward to the morning in a relaxed manner. BOTANIK dispenses with unnecessary and dubious ingredients, petroleum products and Silicones. The products are neither dyed nor enhanced with microplastics or bentonite. They have their natural color and are only lightly perfumed. Trust in the natural regeneration of your skin and rely on the power of nature and on SVEN STRASSER.

For self-assured, critical, and reflective consumers who make no compromises and choose to refocus on the product itself and the quality of its ingredients.

An important factor for a radiant and youthful appearance is our facial expressions. After an entertaining conversation, a delicious meal and half an hour just for ourselves, we already look more refreshed and youthful. When we smile, we immediately appear "prettier" and friendlier. It is not only important to stimulate the facial muscles through small exercises and training, but also to actively relax them. Our facial skin, which lies over these muscles, has to take part in this athletic training and look elastic, fresh, radiant and even. In addition, our delicate and very sensitive facial skin is exposed to daily stresses such as fine dust, heat, cold, UV radiation and much more. When we are young, it can forgive a night of dancing or an intensive sunbath, but the older we get, the more fragile, sensitive and mimosa-like it becomes and it is no longer so forgiving. Fun and life are reflected in the skin. Depending on genetic predisposition, diet and care, these first signs are visible sooner or later. Cosmetics cannot work miracles, but with regular attention, care and mindfulness they can remain fresh, supple and radiant.

BOTANIK brings your skin back into balance, supplies the skin with the power of natural essences, herbs and plants and thus protects, cares for and nourishes the skin. The concept is quite simple: no miracles, "just" nature. The highest quality, reputable production and trade from the raw materials right down to the jars and packaging. Free from mineral oil-based products, dubious ingredients such as MICA and fast delivery chains are standard. Development, production and packaging takes place in Austria and Sven Strasser is personally the first tester and daily consumer of all BOTANIK products. The issue of shelf life is a very important point; contaminated cosmetic products can cause damage with subsequent effects, which is why we are taking a new approach to how preservation can be so gentle and effective. We preserve a wide range of natural ingredients such as: sea salt, magnolia bark extract, ethanol and other alcohols as well as potassium sorbate and sodium benzoate. The latter is a component of blueberries and currants and unfortunately has fallen into disrepute by inexperienced people, it is also used in the food industry and does not even have to be declared there. The dose makes the poison and the valuable product is ideally protected against yeast, bacteria, mold and spores.

Another important point at BOTANIK are the valuable, high-quality vegetable oils, which, thanks to their combination of the various oleic acids, provide the best possible care and help with regeneration. Last but not least, it is the botanical treasures that make this facial care so unique and valuable. Used in powder form, as an extract or essence, they pamper, optimize and help to keep the skin intact. BOTANIK completely avoids colorants and fillers and is only mechanically filtered, which is why the products have a milky or light color. Many companies filter their products crystal clear using microplastics, which does not have to be declared and is not only unnecessary but also irresponsible. In addition to fairness and sustainability, transparency, presentation and explanation are also essential parts of this modern cosmetics, which is described as "new luxury". One segment of this new value is reflected in the drawings on and in the packaging, which come from Sven Strasser. Handcraft, art, aesthetics and quality under the banner of sustainability, ecology and fairness are once again coming to the fore and are components of the new mondial luxury.