

# The making of the mask

The ancient Etruscans used the mineral-rich clay and water from Nocera Umbra in Italy for bites, burns and even in drinks. Here is a look at how Fresh incorporates the clay into its beauty products.



1 Naturally occurring clay from a quarry in Nocera Umbra is transported to a factory close by.



2 In the factory, the clay is put into a turbo mixer and sifted to remove impurities.



3 It is then spread onto plates to extract water and dried at room temperature.

4 For the mask, the dried clay is broken into large pieces and ground to a fine powder. It is then transported to the Fresh Research Lab in France, where it is mixed with other ingredients.



5 To make the Umbrian Clay Purifying Treatment Bar, the clay is compressed to form a long rectangle, which is then cut into individual bars. The bars are stamped with the Fresh seal and dried at room temperature.



The mask is now available in a limited-edition packaging, designed in collaboration with Rometti, a ceramics workshop in Umbria.