MARIA PAOLA MERLO

DR.SSA MERLO PROF.SSA GAUDIELLO

the skin, the person, and the world we live in. Eco-bio, for AMBADUÉ, isn't just a cosmetic category—it's an act of mindfulness.

What makes your products unique in the market? Why should consumers choose them over other brands?

In a cosmetics landscape often dominated by standardisation, AMBADUÉ stands out as a deeply personal endeavour. Our uniqueness lies not only in the quality of our ingredients but in the intention behind each formula. In my laboratory, I don't just create cosmetics—I craft contemporary alchemies that respect both skin and nature with equal rigour. My background as a chemist shapes a formulation approach that blends dermochemistry, neurosciences, and skin affinity, balancing efficacy and gentleness. My work in face yoga has taught me that skin is a living, listening membrane, so every formula must be respectful, intelligent, and effective. Our products don't chase quick fixes but foster profound transformations, as explored in our book Frontiers of Dermochemistry, where we delve into perception, scent, and the emotional dimension of skincare. Our eco-bio commitment isn't a label but an ethical stance. Every ingredient is chosen for minimal environmental impact; every fragrance is designed to evoke, ground, and inspire. AMBADUÉ's distinctiveness lies in how these elements are woven together: respecting the skin's biological rhythms, its silent language, and the emotional resonance of scent. Skincare becomes a ritual of connection between inner and outer self, skin and environment. We focus on the invisible as much as the visible, doing so sustainably and mindfully. Consumers who choose AMBADUÉ seek more than visible results—they seek an experience. A beauty that doesn't shout but lingers, doesn't correct but accompanies, listens, transforms, and reconnects. A beauty with something to say.

How has your experience as a chemical dermatologist and researcher influenced AMBADUÉ's creation, and what are your hopes for the brand and sustainable cosmetics?

My training as a chemist is the invisible yet essential foundation of AMBADUÉ. I've always seen chemistry not just as a scientific discipline but as a language of deep connection between substances, humans, and the world around us. Formulation, for me, is not merely technical but an inspired, precise act where every molecule is chosen to engage with the skin respectfully, intelligently, and harmoniously. My background has taught me to reject shortcuts, and my hope for green cosmetics is that sustainability becomes more than a label—a way of thinking, creating, and inhabiting the world. I envision sustainable cosmetics evolving into a new frontier: not just "greener" but profoundly ethical, informed, and mindful, generating beauty not as an illusion but as a presence.

What does Made in Italy mean to you?

Made in Italy, for me, is a cultural act: cosmetics that don't just function but tell a story of knowledge and memory. In AMBADUÉ, it's woven into every detail—short supply chains, collaboration with the University of Turin, and partnerships with local artisans and suppliers. Above all, Made in Italy is a cultural responsibility: doing things well, with care.

ty: a bodily intelligence expressed through balance, presence, and attentiveness. Our pro-ageing approach embraces time as an ally, supporting the skin's natural transformation. Our natural formulations engage in a subtle dialogue with the skin, nurturing its balance for lasting results rather than forcing change. Ingredient selection is deliberate: every active, every texture, reflects a blend of scientific precision and sensitivity. In collaboration with Prof. Daniela Gaudiello, I developed a formulation model based on the skin's circadian rhythms, recognising its changing needs throughout the day. This enables targeted treatments that deliver actives when the skin is most receptive, respecting its protection and regeneration phases. The olfactory dimension completes this experience: through neuro-perfumery research, our fragrances evoke deep sensations, trigger memories, and open inner spaces. Skincare becomes an intimate ritual where science meets beauty, and beauty becomes emotion.

Can you share the research and development process behind AMBADUÉ's formulations? How do neurosciences and the latest dermochemistry discoveries influence your innovations?

Our formulations are grounded in deep dermochemistry research, engaging with neurosciences to create products that not only act effectively on the skin but interact with the entire psycho-sensory system. We view the skin not merely as an organ to treat but as a perceptive threshold, a space for listening and communication between the external world and our inner self. Recent discoveries guide us in selecting functional actives that stimulate natural skin regeneration processes. This is complemented by neurocosmetic research, exploring how molecules and textures influence neuronal activity and the production of well-being-related neurotransmitters. This approach is detailed in our book, Frontiers of Dermochemistry: Neurosciences for Cosmetics Beyond Beauty. In my laboratory, formulation is not just technical but an act of continuous listening and research. Each product is designed to inhabit that delicate threshold where skin becomes emotion, and beauty becomes a lived experience.

Why did you choose an eco-bio model for AMBADUÉ? What are the challenges and rewards of maintaining high cosmetic efficacy while adhering to sustainability and naturality principles?

Choosing an eco-bio model wasn't a trend-driven decision but a deeply rooted commitment to beauty as a form of responsibility. I believe in cosmetics that don't separate individual well-being from collective good, recognising nature not as a resource to exploit but as a living intelligence to engage with. Sustainability, for me, means coherence: selecting green, skin-compatible ingredients, low-impact production processes, and transparent, short supply chains. The challenge lies in maintaining top-tier cosmetic efficacy while adhering to natural formulations, requiring daily study, precision, and creativity. The reward is achieving this delicate balance—creating products that are clean, ethical, highly effective, sophisticated, and sensorial. Each formula is an act of care for

DALLA CHIMICA ALL'ANIMA

La Scienza delle Emozioni in AMBADUÉ

Words: **Lara Mazza**

MARIA PAOLA MERLO, CHIMICA VISIONARIA, RIDEFINISCE LA BELLEZZA UNENDO SCIENZA E NATURA. LA SUA RICERCA HA CREATO AMBADUÉ, BRAND ECO-BIO CHE FONDE INNOVAZIONE BIOCHIMICA ED ESTRATTI NATURALI CERTIFICATI. L'AZIENDA DIMOSTRA CHE LA CHIMICA PROMUOVE IL BENESSERE, COME NEL PROGETTO DI UPCYCLING DEL CACAO TORINESE, CHE TRASFORMA SCARTI IN PRINCIPI ATTIVI PER NEUROCOSMESI E NUTRACEUTICA, CONNETTENDO PELLE E MENTE. UN MIX DI RICERCA ALL'AVANGUARDIA, SOSTENIBILITÀ E BENESSERE OLISTICO, INCLUSO IL FACE YOGA, PER UNA BELLEZZA AUTENTICA E CONSAPEVOLE.

Perché ha creato il marchio AMBADUÉ?
AMBADUÈ nasce dal desiderio di creare una linea di cosmesi di nicchia, altamente performante, interamente formulata e prodotta nel mio laboratorio. Come chimica e insegnante di face yoga, ho voluto unire, in ogni fase del processo creativo, il rigore scientifico, la cura artigianale e il lusso autentico che solo la natura può offrire. Ogni prodotto è frutto di un'attenzione meticolosa ai dettagli, dalla scelta delle materie prime alla texture finale, con una filosofia pro-ageing che celebra la pelle in tutte le sue età senza compromessi. Per me, la bellezza è una emozione profonda, un'esperienza che nasce dal sentirsi bene nella propria pelle e che riflette un'armonia tra scienza, natura e consapevolezza.

Qual è la filosofia alla base del marchio e come questa si traduce nella scelta degli ingredienti, nella formulazione dei prodotti e nell'approccio al benessere della pelle?
La filosofia che guida AMBADUÉ nasce da una visione integrata della bellezza: un'intelligenza del corpo che si esprime attraverso equilibrio, presenza e ascolto. Un approccio pro-ageing che non nega il tempo, ma lo accoglie come alleato, accompagnando la pelle nel suo naturale processo di trasformazione. Le nostre formulazioni naturali instaurano un dialogo sottile con la cute, senza forzare la pelle ma sostenendone l'equilibrio con risultati che si costruiscono nel tempo. La scelta degli ingredienti non è mai casuale: ogni attivo, ogni texture, è parte di una visione scientifica e sensibile insieme. Ho sviluppato con la Prof.ssa Daniela Gaudiello, un modello formulativo che si fonda sui ritmi circadiani della pelle, riconoscendo che le sue esigenze mutano nel corso della giornata. Questo ci permette di creare trattamenti mirati, capaci di veicolare gli attivi funzionali nei momenti in cui la pelle è più ricettiva, rispettandone le fasi di protezione e rigenerazione. A completare questa esperienza, la dimensione olfattiva: attraverso la ricerca in neuro profumeria, le fragranze sono pensate per evocare sensazioni profonde, attivare memorie, aprire spazi interiori. La skincare si fa così rituale intimo, dove la scienza incontra la bellezza e la bellezza diventa emozione.

Può raccontarci il processo di ricerca e sviluppo che sta dietro alle formulazioni di AMBADUÉ? In che modo le neuroscienze e le ultime scoperte in dermochimica influenzano le vostre innovazioni?
Alla base delle nostre formulazioni vi è uno studio approfon-