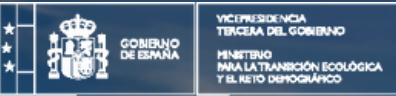


Financiado por:



# Del BOSQUE a tu Casa

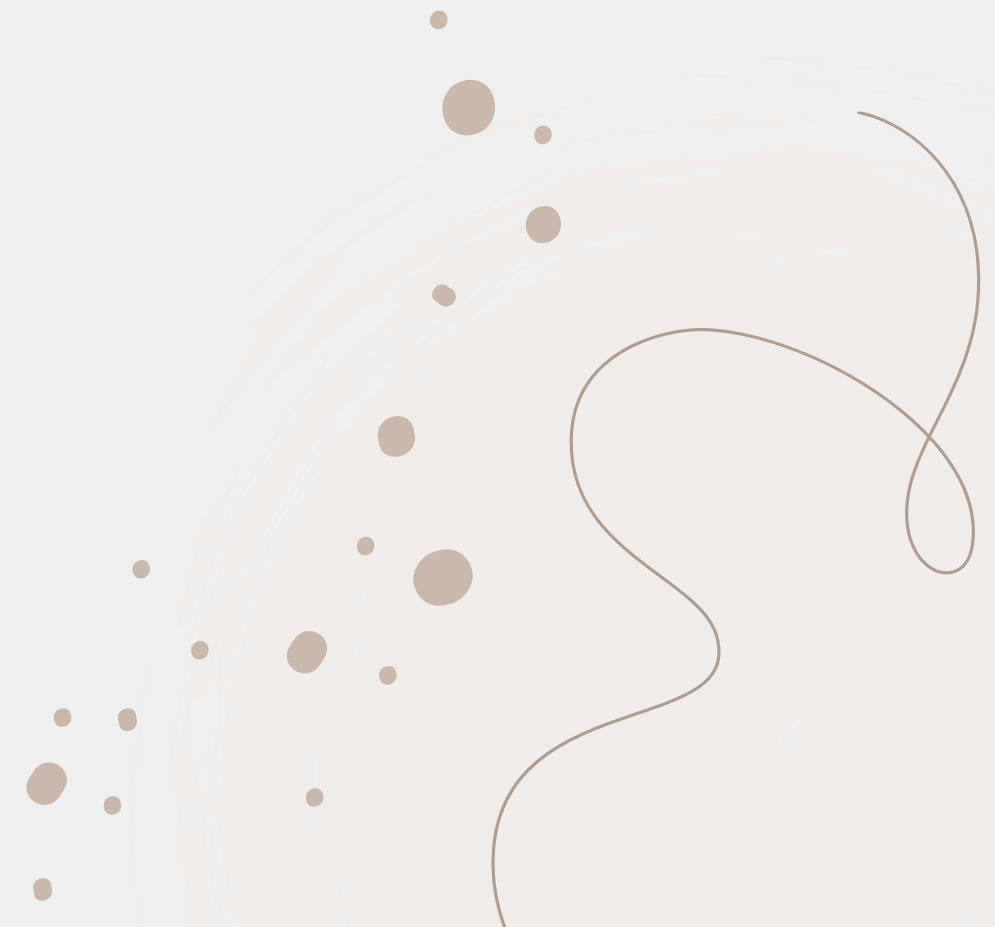
*Muchas pequeñas acciones. en muchos pequeños lugares. pueden producir un gran cambio*  
*Many small actions. in many small places. can make a big difference*

Del Bosque a Tu Casa cuenta con el apoyo de la Fundación Biodiversidad del Ministerio para la Transición Ecológica y el Reto Demográfico (MITECO) en el marco del Plan de Recuperación, Transformación y Resiliencia (PRTR), financiado por la Unión Europea – NextGenerationEU.



# Overview

- Introduction
- Goals
- How to make it happen
- Actions
- Our skills
- Products
- Conclusion
- Contacts





# Introduction

From a gender perspective, we promote opportunities for rural communities through high-quality wild and agroforestry products.

“From our forests we send you the essence of our raw materials, which will improve health, well-being, quality of life and you will also contribute to protecting this natural paradise and its people.

It is not the lack of resources that empties the territories, but the lack of opportunities... And that's one of the maxims of this project.

Our forests and rivers, our resources, our strength, our life... for your well-being

ENVIRONMENT – SUSTAINABILITY – RURAL DEVELOPMENT



# Goals

- Reactivate the rural environments of forest Spain by generating entrepreneurship and employment through the sustainable use of its forests.
- To enhance the value of our raw materials, with a social impulse.
- Empowering rural women.
- Improve the link between the rural and urban worlds, bringing the forest closer to all homes.
- Ensure the conservation of natural areas.
- Improve the quality of life in rural areas through training and job opportunities;
- Seek alliances to open markets for these wild and agroforestry products in the most vulnerable territories, certifying them with FSC and PEFC.
- Ensuring positive externalities, enhancing biodiversity by sequestering carbon.



# How to make it happen



Working in a network with small workshops and laboratories. With the support of entities of recognized prestige, such as the University of Cordoba and the Polytechnic University of Madrid. Adding research, innovation, training and ancestral uses.



Implementation of 9 biotypes, in five autonomous communities, which share being in areas of high ecological value, protected by the umbrella of different protection figures,

**PURPOSE - RESEARCH - TECHNOLOGICAL INNOVATION**



The following actions will be carried out

# Actions

- Manual harvesting of plants, fruits and wildflowers and agroforestry, in a sustainable way, to be used to produce products of the highest quality that replace those with a negative environmental footprint.
- Promote training and the creation of opportunities for rural women.
- Install sensors to measure environmental quality.
- Ensure the traceability of products through a blockchain platform, which can be accessed through a QR code, in the final product.
- Designing and installing networked workshops in all biotypes.
- Implementing key laboratories for quality control and production of high-value raw materials.



*More...*

- We created a common seal, Fair Land-Tierra Justa, with quality standards, which protects the Del Bosque a tu Casa network, giving it solvency and security in the market, to market all our raw materials and products.
- Certification of products by PEFC and/or FSC.
- We work in synergy with people, producers, companies that want to be part of a Just Earth, where they can market their raw materials and quality products.

“From the Forest to Your House” is supported by the Biodiversity Foundation of the Ministry for Ecological Transition and the Demographic Challenge (MITECO) within the framework of the Recovery, Transformation and Resilience Plan (PRTR), funded by the European Union – NextGenerationEU.





La riqueza de nuestros bosques al  
servicio de la mejora del bienestar social.

*Our forests richness at the service of improving social welfare.*

## Our skills

- Passion
- Commitment Research
- Investigation
- Innovation
- Blockchain traceability
- PEFC and FSC Certification
- Rural development
- Forest conservation



# Products

With a Positive Social and  
Environmental Footprint

Backed by Research

Improving Forests

1

2

3

4

5

With the Highest Quality

Promoting Rural  
Development

# Rosa Canina - escaramujo



- Antioxidant, regenerative, repairing, anti-inflammatory tonic.
- Rosehip oil is probably the oil with the best cosmetic properties due to its high content of pro-vitamin A, essential polyunsaturated fatty acids, vitamins and antioxidants, it has the ability to replace fibrous and thickened scar tissue (keloid scars), increasing the elasticity of the skin.
- Numerous scientific studies have shown that rosehip oil can effectively attenuate and treat surgical scars, stretch marks, and burns.



# *Prunus spinosa* – endrinas



- Properties: antioxidants thanks to its high content of vitamin C, carotenes and anthocyanins,
- Tannins are molecules with antioxidant properties and protect tissues from free radicals, they give it an astringent capacity which makes its topical application useful for wound healing, as an anti-inflammatory, anti-hemorrhagic, they favor the function of capillaries.
- The berry also possesses a large amount of organic acids that reinforce its tonic properties, high fiber content.
- It is a fruit widely used for all its properties in the world of natural cosmetics for masks, creams, oils and other products.

# Lavándula stoechas - cantueso



- Properties; astringent, antioxidant, antimicrobial and anti-inflammatory.
- Active ingredient: Vit A and Vit C .
- The essential oil and extract are used in massage and perfume oils, in face and body creams, shampoos, and other skin and hair care products.
- Its antioxidant power makes it a regular active ingredient in anti-wrinkle creams and treatments. It is also used in treatments to combat acne for its anti-inflammatory and antiseptic properties.



# *Cistus ladanifer - Para*



- Properties: antioxidant, astringent, anti-inflammatory, anti-aging and healing photoprotective.
- Rockrose essential oil is used in natural cosmetic formulas to regenerate and firm mature skin thanks to its anti-aging and anti-inflammatory properties, strengthening vessels and improving skin nutrition.
- The essential oils and extracts of rockrose are used in the cosmetic industry. They are incorporated into creams, lotions, and toners due to their astringent properties y su capacidad para tonificar y mejorar la apariencia de la piel y su alto poder antiaging. and its ability to tone and improve the appearance of the skin and its high anti-aging power.
- The leaves are highly prized in aromatherapy for their soft and resinous fragrance, their relaxing and calming effect.
- Scientific studies have shown that rockrose oil promotes healing, cell regeneration and anti-photo-aging treatments. Increasing the expression of SIRT1, an anti-aging gene, in normal HaCaT cell culture.
- In addition, these essential oils increased the number and size of mitochondria, as well as increased their activity.

# Quercus Ilex - Encina



- Properties; fatty acids, antioxidants, Vit E, tannins, potassium, phosphorus, plus other vitamins and minerals. High fibre content.
- Acorn-fed oil is high in oleic acid and linoleic acid, which promotes the restoration of the lipid layer of the skin, being a powerful anti-aging and cell regenerating active ingredient of high quality.
- Its high vitamin E content provides excellent antioxidant properties and connective tissue protection, making it an important revitalizer, moisturizer that provides elasticity to skin, nails and hair, also acting as a powerful anti-aging active ingredient thanks to its high content of Tocopherol (antioxidant functions and vitamin E compound).



# *Pinus pinaster - pino negral*



- Pinus pinaster Properties: antioxidants, anti-aging, antimicrobial. Active ingredient: Pycnogenol, a powerful antioxidant that stimulates collagen production and counteracts the effects of free radicals. Pycnogenol is found in pine bark extract (Pinus pinaster). It is a standardized product, reviewed by experts, and multiple clinical studies have demonstrated that Pycnogenol and other bark extracts are beneficial for skincare in cosmetic products.
- Improves fibroblast activity, which is responsible for forming the connective tissue matrix of the skin. Enhances microcirculation, ensuring better oxygen and nutrient supply, improved hydration, and waste elimination. Pycnogenol (Pinus pinaster) has powerful antioxidant properties similar to Vitamins C and E in the skin, supported by clinical and molecular evidence."

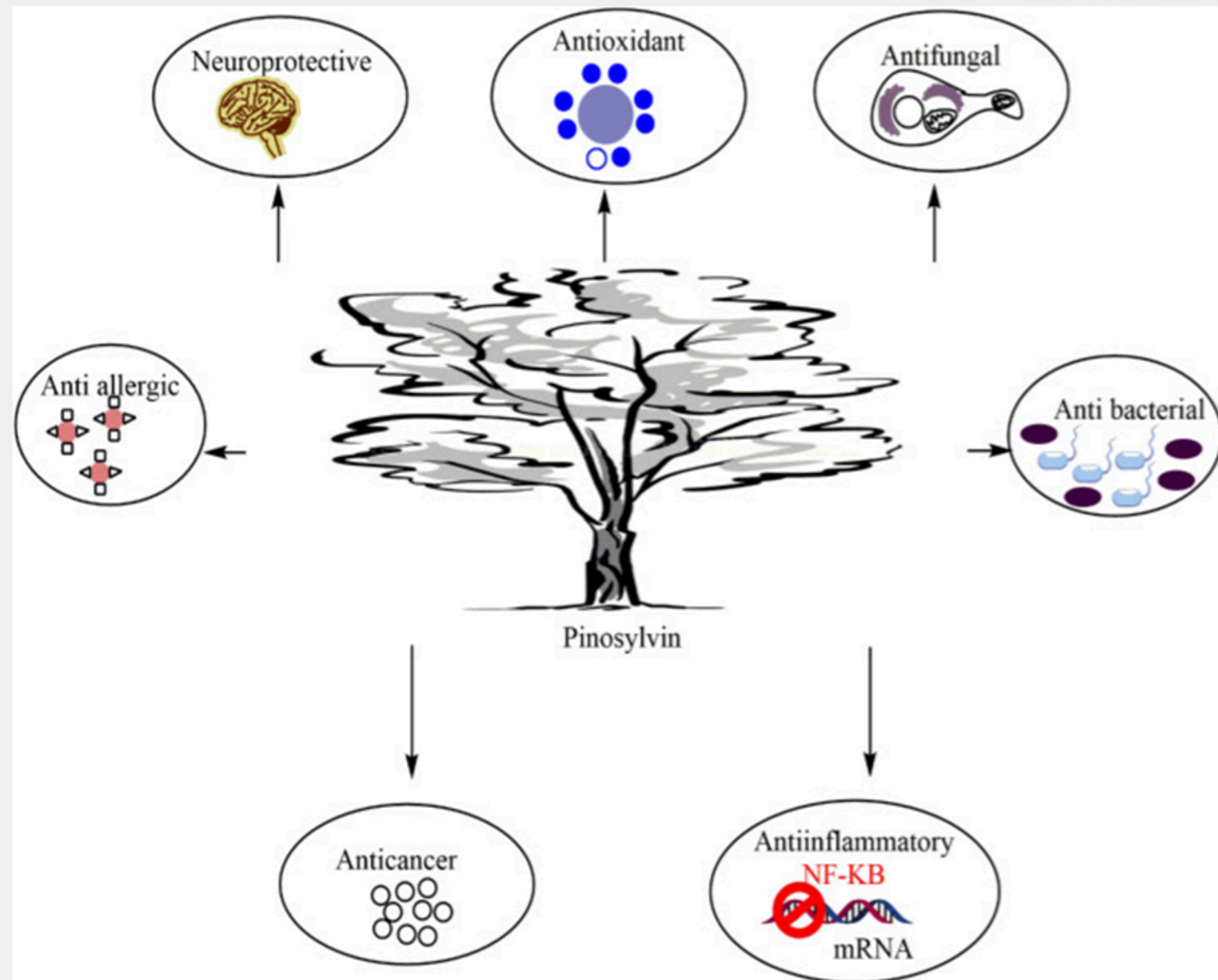
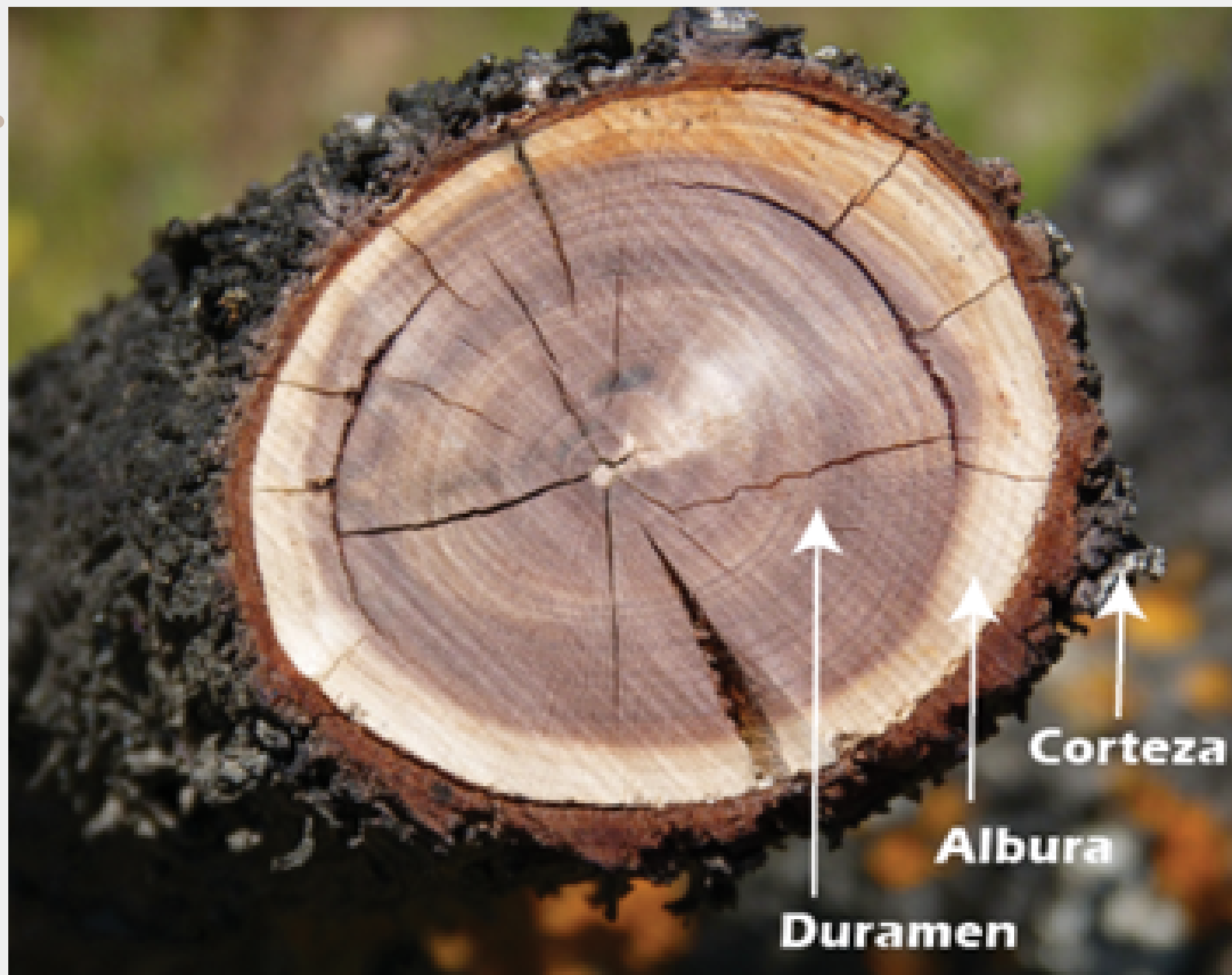
# *Pinus sylvestris* – pino albar



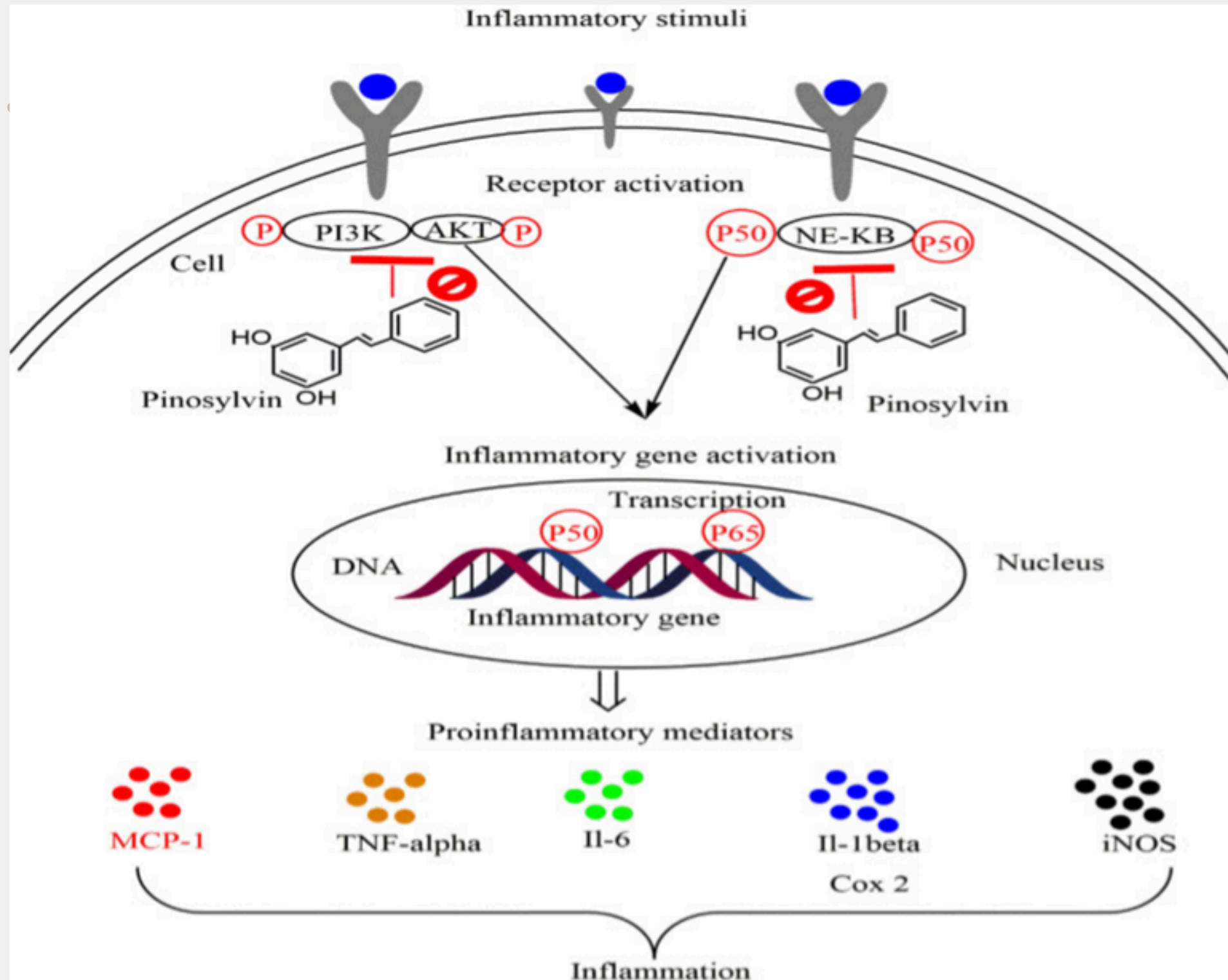
- Properties: Antioxidant, antiseptic, antimicrobial, and anti-inflammatory.
- Oil Usage: The oil is utilized in aromatherapy, cosmetics, perfumery, skincare products, as a toner, pH regulator, disinfectant, and capillary vasoprotector, improving scalp health.
- Bark Extract: The bark extract contains phenolic compounds such as catechol, which exhibit astringent and antiseptic properties for skincare. Additionally, it serves as a potent antioxidant, combating free radicals. It reduces redness, itching, and inflammation caused by skin infections, thanks to its anti-inflammatory and disinfectant effects.
- Scientific Studies: Pinus sylvestris contains a toxin called “pinosilvina,” a polyphenolic terpenoid compound found in the heartwood of the tree. Research has demonstrated that this toxin has beneficial effects for various therapeutic purposes, including antifungal, antibacterial, anticancer, anti-inflammatory, antioxidant, neuroprotective, and antiallergic functions." 1



# *Pinus sylvestris* - pino albar



# *Pinus sylvestris* - pino albar



The anti-inflammatory effects of pinosilvin are illustrated in this figure. Pinosilvin has the capacity to reduce the expression of certain cytokines and proinflammatory enzymes, likely through the inactivation of NF-κB and the PI3K/Akt pathway. Here are the abbreviations used in the figure:

NF-κB: Nuclear factor kappa B

NO: Nitric oxide

COX-2: Cyclooxygenase-2

iNOS: Inducible nitric oxide synthase

IL6: Interleukin 6

MCPI: Monocyte chemoattractant protein 1

TNF-α: Tumor necrosis factor-alpha 1



# *Thymus vulgaris* - tomillo



- "Properties: Antibacterial and microbial, antiseptic, antifungal, astringent, healing. Essential oils contain phenolic acids, flavonoids, antioxidant effects, and dermoprotective properties. Additionally, it sanitizes and tones the skin, while also having high hydrating potential. It helps maintain the skin's hydrolipidic film, essential for optimal hydration levels.
- Furthermore, it is a plant rich in vitamins, minerals, and antioxidants, countering external factors that harm the skin. It promotes luminous, non-greasy, smooth, and flexible skin."



# *Prunus dulcis - almendro*



- Properties: Antioxidant, vitamins A, B, C, D, and E, treatment for skin conditions.
- In cosmetic products, it offers hydrating, soothing, calming, and scar-healing effects. It helps prevent wrinkles, dark circles, and bags, reduces stretch marks, acts as a natural makeup remover, and is used in massages, aromatherapy, hair care, and essential oils. Almond is rich in unsaturated fatty acids (linoleic acid, oleic acid) and plant-derived fatty acid (beta-sitosterol), which is similar to naturally occurring skin cholesterol and is considered part of the skin's intercellular matrix.
- Cosmetic formulations containing this composition, when applied to the skin, create a hydro-lipid film, providing high hydration and imparting anti-inflammatory properties." 1



# *Rosmarinus officinalis - romero*



- Properties: Antioxidant, antimicrobial, antiseptic, and tonic. Active ingredient: Carnosic acid. Essential oil is used in cosmetics to improve scalp circulation and hair growth. It has antioxidant, anti-aging, anti-acne, anti-spot, and fungicidal properties. Carnosic acid (benzenediol abietane diterpene) is a natural compound found in rosemary and is a potent antioxidant. It protects skin cells against UV-A radiation and is used in both food and non-food products. It also has medicinal uses for joint pain, as an antiseptic, and for circulatory improvement.

# Viscum album - muérdago



- Properties: Antioxidant, hydration, reduces inflammation, and prevents premature skin aging.
- Cosmetic Use: The extract from the fruit is soothing and antioxidant. It strengthens the skin barrier and has anti-aging effects. It alleviates skin and scalp discomfort.
- Medicinal Extract: The extract has been used medicinally to reduce blood pressure and heart rate, relieve anxiety, promote sleep, and serve as an adjuvant in oncological therapy for malignant tumors.
- Scientific studies have demonstrated that a 50% growth inhibition was achieved with 0.1 micrograms/ml of protein for mistletoe extract and 0.025 micrograms/ml of Iscador (mistletoe extract). Its medicinal use in anticancer applications dates back centuries and is supported by over 47 scientific studies confirming its efficacy. Lectins and viscotoxins from mistletoe have been shown to have cytolytic effects (destroy malignant cells) and cytostatic effects (halt their multiplication).



# *Pseudevernia furfurácea - Liquen*



"Pseudevernia furfuracea, commonly known as tree moss, is a lichenized species of fungus that grows on the bark of firs and pines. This lichen is rather sensitive to air pollution, and its presence usually indicates good air conditions in the growing environment. Let's explore its properties and uses:

## 1.Properties:

- Antioxidant: Pseudevernia furfuracea exhibits antioxidant properties.
- Antimycotic and Antiviral: It has antimycotic (antifungal) and antiviral activity.
- Cytotoxic and Antimicrobial: The lichen possesses cytotoxic effects and antimicrobial properties.

## 2.Cosmetic Use:

- cosmetics, tree moss is utilized in fragrances due to its aromatic properties and its role as a fixative in scent notes.
  - Secondary Metabolite:
    - The most studied secondary metabolite in lichens is usnic acid. It has neuroprotective and antibiotic properties.
    - Phenolic compounds found in tree moss can be applied to natural products with high antioxidant activity.

## 3.Secondary Metabolite:

- The most studied secondary metabolite in lichens is usnic acid. It has neuroprotective and antibiotic properties.
- Phenolic compounds found in tree moss can be applied to natural products with high antioxidant activity.

# *Rubus idaeus - frambuesa*



- Properties: Antioxidant, vitamin C, and phenolic compounds.
- The fruits contain a high percentage of ellagic acid, which exhibits strong anti-inflammatory potential and protects cells from photoaging and damage caused by free radicals. In cosmetics, it is used to fade blemishes, providing skin with radiance and uniformity.
- The antioxidants in red fruits can help prevent skin damage caused by ultraviolet rays.
- Their intense antioxidant action neutralizes free radicals that deteriorate DNA in cells and contribute to aging.
- Scientific studies have observed that ellagic acid protects human skin cells from UV damage by blocking the production of enzymes that degrade collagen and reducing the expression of an inflammatory molecule. A subsequent study on hairless mice exposed to UV radiation found that the group receiving topical application of ellagic acid experienced significantly less skin damage compared to the control group, which developed wrinkles." 12



# *Vaccinium myrtillus - arandano*



- Antioxidant: Blueberries are rich in antioxidants, particularly phenolic compounds like ellagic acid, flavonoids, anthocyanins, and proanthocyanidins.
- Vitamin C: They provide a good amount of vitamin C.
- Fiber: Blueberries are a good source of dietary fiber.
- Manganese: They also contain manganese.

## Cosmetic Benefits:

- Anti-Aging: Blueberries are excellent for cosmetic products due to their antioxidant properties. They promote skin regeneration, nourishment, and wrinkle reduction.
- UV Protection: The high concentration of ellagic acid (tannins) helps prevent UV-induced damage, reducing wrinkles and skin discoloration.
- Collagen Formation: Blueberries and their extracts contain biologically active components like anthocyanins and carotenoids, which aid in collagen formation.
- Anti-Inflammatory: Blueberries have anti-inflammatory characteristics.
- Hair Growth: The vitamin B content in blueberries supports hair growth.
- Infection Prevention: Their potent antioxidant activity helps prevent certain infections, including urinary tract infections.
- Bone Health: Blueberries may benefit bone health, especially in individuals prone to degenerative diseases like osteoporosis.

# *Cistus laurifolius* - estepa



- Properties: Astringent, anti-inflammatory, and healing.
- Active Compounds: The oleoresin or essential oil of rockrose contains ladanol.

## Cosmetic Use:

- Essential oils and extracts from white rockrose are used in the cosmetic industry to create skincare products. They are incorporated into creams, lotions, and tonics due to their astringent properties and their ability to tone and improve skin appearance.
- Aromatic: White rockrose leaves can be burned as incense to purify the air and create an aromatic atmosphere. Their gentle and resinous fragrance is appreciated in aromatherapy for its relaxing and calming effect.
- Topical Applications: Topical preparations of white rockrose, such as poultices or compresses, are applied to minor wounds, cuts, and burns to accelerate healing and prevent infections."



# Conclusion

It is a great opportunity for a large company like L'Oréal to become an ally of a project linked to the territory and forests, such as *“Del Bosque a tu Casa”*.

Many small actions, in many small places, can make a big difference!



*Thank you so much!*





# Del BOSQUE a tu Casa



Del Bosque a Tu Casa cuenta con el apoyo de la Fundación Biodiversidad del Ministerio para la Transición Ecológica y el Reto Demográfico (MITECO) en el marco del Plan de Recuperación, Transformación y Resiliencia (PRTR), financiado por la Unión Europea – NextGenerationEU.



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