

EUROLACTIS

INTERNATIONAL MEDIA SERVICE

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PRESENTATION OF THE EUROLACTIS CONCEPT

The EUROLACTIS group produces and industrially transforms and markets Donkey's milk on a large scale. In the form of cooperative projects, EUROLACTIS is developing a social, ecological and economically lasting programme.

Donkey's milk is an age-old product used since the dawn of time. The oldest historic accounts are found on Egyptian low-reliefs dating 2500 B.C but it wasn't until the Renaissance that the first real scientific consideration was given to this exceptional milk.

Today's scientific community has inherited such a tradition and considers Donkey's milk to be an incomparable substitute for human mother's milk, as well as a natural product possessing rich dietary and cosmetic properties.

«Eurolactis» seeks to allow the agricultural and commercial development of Donkey's milk on a bigger scale while still respecting Nature, and has developed a programme of European dimensions involving the biggest experts in this field.

The EUROLACTIS group works with the most experienced donkey breeders from Europe. Its main farm is in Montebaducco, a village situated between Reggio Emilia and Parma in Italy, which came into being the 19th May 1996, houses nearly 700 donkeys from 14 different races. The farm is organic certified and is an integral part of the landscapes of Quattro Castello.

EUROLACTIS donkeys are raised in liberty in verdant hills and are exclusively fed with organic products made up of alfalfa, barley and oat fodder. Milking is done with a specially designed system ensuring very high hygiene conditions of the milk. All the animals are rigorously subject to prescribed health checks and are suitable to produce milk.

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DONKEY'S MILK AND EUROLACTIS IN A FEW FIGURES

30 years old: The age of the founder of EUROLACTIS, Pierluigi Christophe Orunesu

1999 : The year «Cybelart» was founded, a consulting company combining the art and the management of a symphonic orchestra with management. It's Mr Orunesu's first company who did it again in 2002 by founding «Infonumbers» an operator that markets telephone numbers corresponding to a series of letters then EUROLACTIS in 2007.

3 million Swiss francs: Is the amount invested in the EUROLACTIS project medium term.

700 donkeys (of which **400** she-donkeys): is the EUROLACTIS group in Italy's current number of livestock.

1 litre per day for **6** months: this is the daily production of a she-donkey that only produces milk if her foal is in her field of vision.

(in grams)	Woman	Donkey	Goat	Cow	Mare
Casein	0,34	0,60	3,50	3	1,20
Albumin	1,30	1,55	1,35	1,20	0,70
Fat	3,80	1,50	4,40	3,20	0,60
Lactose	7	6,40	3,10	4,30	4,80
Various Salt	0,18	0,32	0,35	0,70	0,40
Water	87,38	89,63	87,60	87,60	92,30

source : www.bioweight.com/laits.html

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THE HISTORY OF DONKEY'S MILK THROUGH THE AGES

Donkey's milk is an age-old product used since the dawn of time. The oldest historic accounts are found on Egyptian low-reliefs dating 2500 B.C but it wasn't until the Renaissance that the first real scientific consideration was given to this exceptional milk.

QUELQUES FAITS HISTORIQUES MARQUANTS :

- It is said that Cleopatra, queen of Egypt, maintained her great beauty and the youthfulness of her skin by bathing in donkey's milk. These daily care rituals required a livestock of approximately 700 donkeys.
- The Romans also used donkey's milk for its therapeutic virtues. Poppaea, the wife of the emperor Nero, used this precious liquid to maintain the radiance and suppleness of her skin. Messalina, Roman empress, wife of the emperor Claudius 1st (10 BC-54 AC) looked after herself thanks to beauty masks consisting of slices of bread soaked in donkey's milk.
- François 1st, king of France, exhausted by wars and excesses, followed the advice of a doctor from Constantinople and underwent a donkey's milk treatment that was miraculous for him, according to his words: «One day of a she-donkey, the milk restored my health. And I owe this circumstance even more to the donkeys than to the Faculty».
- Pauline, Napoleon Bonaparte's sister, bathed in donkey's milk. This situation was deemed scandalous at a time this milk was very rare.
- In the 19th century, pacing up and down the streets of the major European towns, she-donkeys wandered around and were led by tradesmen who harangued the population shouting «Donkey's milk, good donkey's milk!» Men and women of fashion from good society regularly consumed this precious beverage, but poor families saved this elixir for a sick child or a weakened old person only. At this time, donkey's milk started to be regularly used in maternity hospitals. Indeed the she-donkey easily lent itself to feeding newborns that were directly given the teat.
- Donkey's milk was marketed until the beginning of the 20th century to feed orphan babies and care for sickly children, ill people and the elderly. In the tradition of this use of donkey's milk, donkey farms were set up in Italy, France, Belgium, Switzerland and Germany ...The current success of these special farms that exploit donkey's milk confirms the product's ancestral reputation and all the significance of its vital properties.
- The centuries haven't affected its prowess in any way. The scientific community today recognises the merit of this heritage: donkey's milk is a key substitute to human mother's milk as well as a natural product with rare and precious dietary and cosmetic properties.

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THE RESOURCES AND VALUES OF DONKEY'S MILK

Donkey's milk is a milk rich in vitamins and essential fatty acids very similar to human mother's milk. It contains anti-ageing, anti-oxidant and regenerating compound active ingredients. It prevents certain skin diseases and would represent an excellent healing substance.

Donkey's milk is an ideal substitute for mother's milk in the event of an infant's intolerances. It can be recommended in case of allergies to cow's, ewe's and soya milk or simply when the mother wishes to give her child a safe, natural food.

For donkey's milk, the lipid fraction presents high levels of essential fatty acids. A fatty acid is qualified «as essential» when the organism can only produce them in small quantities if indeed at all. A human being must therefore be provided with these essential acids through his or her daily diet or in the form of nutritional supplements, depending on the case.

These essential fatty acids present significant curative advantages insofar as they contribute to the development of the brain and the retina. Omegas 3 contained in donkey's milk play a major role with regards our heart, since they participate in the correct working of our cardiovascular system, they help to fight against thrombosis (forming of blood clots), heart rhythm disorders and seem to be of precious help in preventing risks following a cardiac accident.

But donkey's milk doesn't have only nutritional virtues. It also presents a number of particularly interesting characteristics in cosmetology. It contains a lot of unsaturated fatty acids and a number of vitamins (A, B2, C and E) and Omegas 6 that are highly prized in cosmetics.

Vitamin C plays an anti-oxidising role much sought after in cosmetics. It thus favours the slowing down of the ageing process and speeds up the healing mechanisms. Vitamin E is recognised as being essentially an anti-oxidiser that slows down skin ageing and ensures the stability of cell structures.

Donkey's milk thus allows the skin to regenerate while reducing the effects of skin ageing.

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THE VIRTUES OF DONKEY'S MILK FOR THE INITIATED

COMPLEMENTARY INFORMATION FOR EXPANDING THE SUBJECT

Donkey's milk has cosmetologic and nutraceutical virtues. We suggest a few complementary explanations to study the subject in more depth.

The vitamins enable it to have several anti-ageing and skin regeneration effects and they play an anti-oxidant role. Furthermore it would seem that Donkey's milk favours the healing processes. Mineral salts contained in Donkey's milk allow the skin to be cleaned. They get rid of dead cells thus leaving room for cells that live on the skin's surface.

They also influence cell growth. In order to ensure the suppleness and well-being of the skin, donkey's milk contains a sufficient quantity of nourishing lipids. Essential fatty acids like omega 6 help the skin to absorb vitamins. They allow the skin to become elastic and prevent certain skin diseases like eczema and psoriasis. Finally, the previously described hypoallergenicity can also represent an additional asset for donkey's milk in the field of cosmetics. From a hygiene point of view, Donkey's milk is very interesting for human consumption.

Its pH is close to neutrality, but higher than that of cow's milk (7.18). Its strong lysozyme content and its relative dearth of casein and phosphate explain in all likelihood the low microbial contamination of Donkey's milk.

Indeed the quantity of bacteria found is very low: 4.46 log cfu/ml. These values only increase very little at stages of advanced lactation: 5.2 log cfu/ml.

The rate of maximum bacteria tolerated by international directives for human milk consumption is not an entry barrier, far from it. This element even represents an asset for Donkey's milk in the context of industrial processing of a microbiologically sensitive product. Fresh donkey's milk represents an ideal nourishment in the context of minimum risk food.

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Donkey's milk has shown an interesting constancy on a nutritional level. Admittedly some elements have concentrations that evolve depending on parameters taken into account in analyses, but there is no doubt that the production of Donkey's milk is relatively hardy, little prone to variations that can easily be compensated for in the context of production from significant livestock.

Compared with milk from other species Donkey's milk presents a low dry material, fat and protein content but it is rich in lactose and calcium. The high lactose content of Donkey's milk is revealed to be quite similar to that of a woman's milk.

This disaccharide plays a fundamental role since it stimulates the intestinal absorption of calcium by having a positive influence on bone mineralisation and since it stimulates the correct development of the nervous system in a child's first few months. The calcium/phosphor relationship equal to 1.48 has proved to be situated between that of human milk and cow's milk. Contrary to milk from certain ruminants, Donkey's milk has casein and serous protein contents similar to that of human milk as well as a high concentration of essential amino acids. It is richer in long chain polyunsaturated fatty acids (w6/w3 ratio similar to human milk) that also predominate in women's milk (52-54%), with a high percentage of linoleic acid (essential polyunsaturated fatty acid not synthesised by the organism); these polyunsaturated fatty acids seem to have immune-stimulant properties and cholesterol-lowering agents.

Donkey's milk and mother's milk are furthermore substantially similar concerning the low renal burden of solutions (proteins and inorganic substances). Another aspect that makes Donkey's milk interesting is its high lysozyme content, which has a selective action vis-à-vis potentially pathogenic micro flora in the gastrointestinal tract of the new-born. The high lysozyme content of Donkey's milk makes this food naturally «sterile» with an extremely low bacterial burden even after being kept in the fridge for 15 days with no preventive heat treatment.

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PRODUCTS MANUFACTURED THANKS TO EUROLACTIS MILK

THE RANGE OF CÂLINESSÉ «CARE AND BEAUTY» PRODUCTS



BEAUTÉ DES YEUX (30 ML ORGANIC EYE SERUM)

4ml donkey's milk. Extract of organic Edelweiss, organic plantain, organic oil of apricot stone, organic oil of borage, moisturising agent (polymerised lipids), vitamin E, 100% natural rice powder, organic orange blossom, organic camomile water.

As a two month treatment to renew during the year. Apply the serum around the eyes by lightly massaging.



BEAUTÉ DU BUSTE (ECO 100 ML BUST GEL CREAM)

7.5ml donkey's milk . Extract of organic Edelweiss, organic plantain, organic jojoba oil, organic oil of borage, moisturising agent (polymerised lipids) vitamin E, 100% natural rice powder, organic orange blossom, alcohol-free «Ecocert» neroli-grapefruit fragrance.

Apply the Beauté du buste gel cream using circular massages moving up to the shoulders. Once to twice a day.



BEAUTÉ DU CORPS (ECO 150 ML BODY LOTION)

Extract of organic Edelweiss, organic plantain, organic Shea butter, organic oil of apricot stone, organic jojoba oil, vitamin E, 100% natural rice powder, organic orange blossom, alcohol-free «Ecocert» neroli-grapefruit fragrance.

Generously apply the Beauté du corps lotion over a perfectly dry body, morning and evening, particularly after a shower or bath.



ECLAT DU VISAGE (ECO 50 ML FACE DAY CREAM)

15ml donkey's milk. Extract of organic Edelweiss, organic plantain, organic jojoba oil, organic oil of borage, vitamin E, 100% natural rice powder, organic orange blossom.

Morning (excellent make-up base). Evening, for very dry skin.

Apply on perfectly clean and dry face and neck.

Massage the finger tips from the centre of the neck, the chin, the wings of the nose and the forehead towards the outside of the face.



KIT 3 MINI SOINS (MINI CARE KIT) (3X30 ML WOMEN ECO)

ECO Eclat du visage (radiant face)

To illuminate your face

Use: apply the Eclat du visage cream on the face and neck on perfectly clean and dry skin. Use morning or evening.

ECO Beauté du buste (bust)

To help the cells keep their tonus.

Use: apply the Beauté du buste gel cream using circular massages below the breasts moving up to the shoulders. Twice a day.

ECO Beauté du corps (beautiful body)

To soften and moisturise the skin.

Use: apply the Beauté du corps lotion morning or evening, particularly after a shower or bath on well-dried skin.

THE RANGE OF CÂLINESE «BABY» PRODUCTS



CRÈME CARESSE BÉBÉ (100 ML ORGANIC BOTTOM CREAM)

Donkey's milk: 7.5 ml. Organic marigold, organic marrubium, zinc oxide, vitamin E, organic oil of sweet almond, organic oil of apricot stone, glycerine, bee's wax, organic Shea butter, organic lavender water, organic camomile water.

Each time you change a nappy.
Clean the bottom with the Lait de toilette tendresse bébé.
Finish by gently applying the Crème caresse bébé on the bottom.



CRÈME TENDRESSE BÉBÉ (ECO 100 ML NOURISHING CREAM)

Donkey's milk: 9 ml. Organic marigold, organic marrubium, 100% natural rice powder, vitamin E, organic sunflower oil, organic oil of apricot stone, organic oil of sweet almond, organic Shea butter, organic camomile water, mix of essential oils (organic pink grapefruit, organic sweet orange, organic bitter orange tree seed, rosewood).

For infants and babies, after bathing.
Children, women and men on very dry parts of the body (hands, feet, elbows).
Apply a thin layer of Crème tendresse. Massage until totally absorbed.



KIT 3 MINI SOINS BÉBÉ (3X30 ML BABY ECO)

Crème tendresse bébé ECO
ECO Crème tendresse bébé (baby cream)

Face and body nourishing care.
Use: apply in thin layers on the baby's face and body.
Massage to absorb.

ORGANIC Lait tendresse bébé (baby lotion)

Non-rinse face and body beauty lotion.
Use: pour a dose of the beauty lotion on cotton wool or in the hand; gently wipe over the areas to clean.

ORGANIC Lotion tendresse bébé (baby lotion)

Refreshing cleansing face and body lotion.
Use: apply at any moment using cotton wool.



LAIT TENDRESSE BÉBÉ (150 ML ORGANIC CLEANSER)

Donkey's milk: 11 ml. Organic marigold, organic marrubium, sunflower oil, organic oil of apricot stone, vitamin E, organic camomile water, organic lavender water, mix of essential oils (organic pink grapefruit, organic sweet orange, organic bitter orange tree seed, rosewood).

Use the Lait tendresse everyday to cleanse. Pour a dose on cotton wool or in the hand and gently apply to the body, face and the areas to clean. Non-rinse.



LOTION TENDRESSE BÉBÉ (150 ML ORGANIC FRESH LOTION)

Donkey's milk: 2ml. Organic orange blossom water, organic verbena water, organic marrubium, organic marigold, gentle washing day cream.

Use the Lotion tendresse everyday during the day.
With the help of cotton wool to instantly cool down.
Non-rinse.

THE RANGE OF CÂLINESSE «DELICACY» PRODUCTS



Traditional Truffles, made by a Swiss chocolate maker, David l'Instant Chocolat (Crans-Montana vs), for Calinesse.

The ganache is a perfect harmony between the slightly caramelised donkey's milk and the dark Grand Cru chocolate. It is poached and rolled in cocoa powder. The ganache has a fine, very creamy taste. The truffle is crunchy and melt-in-the-mouth.

The packaging has been specially designed for the chocolates. Sliding cardboard box, brown embossed exterior packaging, gold coloured interior, containing 12 donkey's milk chocolate truffles.



Traditional Truffles, made by a Swiss chocolate maker, David l'Instant Chocolat (Crans-Montana vs), for Calinesse.

The ganache is a perfect harmony between the slightly caramelised donkey's milk and the dark Grand Cru chocolate. It is poached and rolled in cocoa powder. The ganache has a fine, very creamy taste. The truffle is crunchy and melt-in-the-mouth.

The packaging has been specially designed for the chocolates. Sliding cardboard box, brown embossed exterior packaging, gold coloured interior, containing 6 donkey's milk chocolate truffles.

IMAGES



The Montebaducco farm is located in a pleasant, quiet hilly region at the heart of the Quattro Castella landscape.



Our donkeys are exclusively fed with organic products made up of alfalfa, barley and oat fodder.



Quattro Castella village, near Parma in Italy.

FAX-ANSWER

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Sender:

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Please send us complementary digital illustrations

Number:

Portrait

Portrait of Pierluigi Chr. Orunesu, CEO
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Farm

Milking of donkeys
.....

The she-donkey and her foal
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General view of the farm
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Transformed products

Câlinese cosmetic products
.....

Donkey's milk chocolate truffles
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Logotypes

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