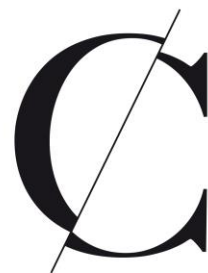


NATURE  COS
NEW ORGANIC ERA



COULEUR
CARMEL

AGENDA



1. WHO IS THE COULEUR CARAMEL WOMAN ?

2. OUR DISTINCTION POINTS

3. PRODUCTS RANGE

4. ACTIVE INGREDIENTS GLOSSARY



1. WHO IS THE COULEUR CARAMEL WOMAN ?





WHO IS THE COULEUR CAMEL WOMAN ?

The COULEUR CAMEL woman is a modern woman who feels good about herself and is in tune with the times.

She is autonomous and active. She knows what she wants and is aware of the major socio-environmental challenges to which she is committed to addressing, firstly by adapting her lifestyle.

She is a more responsible consumer who buys organics, including today her cosmetics.

She has also distanced herself from brands and their communications but is attentive to more ethical trends and the logics of fair trade.

However, she is still interested in fashion, aesthetics and her own beauty. She likes to please...

She's quite comfortable with technology, especially digital. She follows social networks, mainly Facebook and increasingly Instagram, but not too much, as she is aware of how addictive and time consuming they can be. She wants to preserve her free time, quality time that she dedicates to her family, her friends and her personal development.

For this, she meditates and, whenever possible, enjoys getting out in nature for some fresh air.

In terms of traditional makeup, she liked big brands like CHANEL, YSL, LANCÔME and SHISEIDO.

Now, her brand is COULEUR CAMEL.



2. OUR DISTINCTION POINTS

5 POINTS OF DISTINCTION



ORGANIC LABEL



PLA PACKAGING



EXCLUSIVES FORMULAS



MICRONISATION



**ASSOCIATIVE
PLATFORM**



MAIN ACTIVE INGREDIENTS

MAIN ACTIVE INGREDIENTS



**Organic sweet
almond oil**



**Organic
apricot oil**



**Organic cocoa
butter**



**Organic shea
butter**



**Organic
cornflower
water**



**Organic jojoba
oil**



**Organic
Damask
rosewater**



**Organic aloe
vera juice**



**Organic
avocado oil**



NEW IDENTITY

SIMPLY THE MOST BEAUTIFUL MAKEUP

An FSC-certified white maple cover engraved with the logo's monogram bestows high-end distinction.

An immaculate white to give the makeup a unique, high-end design.



...CERTAINLY THE MOST ORGANIC MAKEUP !



Powerful and modern
organic products
Exclusive formulas
developed in the Nature
Cos Laboratory



Organic makeup /
skincare that protects
and nourishes the skin,
is well absorbed and
non-comedogenic.

Professional quality with a
very high pigment
concentration suitable for
all skin types.

Micronised powder for
easy, optimised
application.



KEY WORDS



KEY WORDS

- **Natural makeup**
- **COSMOS ORGANIC labeled makeup**
- **Healthy and performing**
- **Treating**
- **High concentration of active ingredients**
- **Professional**
- **Choice of colours**
- **Exceptional textures**
- **Affordable**
- **Unique style**
- **Sustainable, ethical, responsible, respectful, comitted brand**
- **Innovation**



3. PRODUCTS RANGE



COMPLEXION

PREPARE 7 BASES TO...



PREPARE THE SKIN

CORRECT THE COLOUR

FACILITATE THE APPLICATION

IMPROVE THE RESULT & HOLD

PROTECT

SMOOTHING VELVET PRIMER



53% active ingredients

A revolutionary product that mattifies, sets and facilitates the application of foundation.

- **Texture:** Balm
- **Finish:** Matte and velvety
- **Type of skin:** Combination to oily skin
- **Application:** Before applying your makeup, apply a small amount of product using foundation brush n° 4.

Objectives:

- To mattify
- To set
- To smooth and blur

Active ingredients:

- **Silica:** mattifying
- **Organic camelina oil:** soothing, illuminating, softening and infusing suppleness
- **Organic jojoba oil:** maintains the skin's hydration*, softening, illuminating and infusing suppleness

MUST HAVE
*High Definition
Silk powder*



NICE TO HAVE
*Foundation
brush n° 4*



WHITE ENHANCING COMPLEXION BASE

1 SHADE

20



21% active ingredients

A moisturised* and luminous skin prepared to receive the makeup remaining.

- **Texture:** Fluid
- **Finish:** Glowy
- **Type of skin:** All skin types
- **Application:** Before applying your makeup, apply a small amount of product all over the face using foundation brush n° 4 or the complexion blender sponge.

Objectives:

- To glow
- To enhance
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic apricot oil:** illuminating and softening
- **Organic sweet almond oil:** nourishing, protecting, strenghtening and infusing suppleness

MUST HAVE
*High Definition
Silk powder*



NICE TO HAVE
*Foundation
brush n° 4*



TINTED ENHANCING COMPLEXION BASE

3 SHADES



21% active ingredients

A clear enhanced complexion.

- **Texture:** Fluid
- **Finish:** Glowy
- **Type of skin:** All skin types
- **Application:** Before applying your makeup, apply a small amount of product all over the face using foundation brush n° 4 or the complexion blender sponge.
- N° 21 Pink: fair complexions, infuses freshness
- N° 22 Apricot: medium complexions, infuses a healthy glow
- N° 23 Caramel: dark complexions, awakens radiance


Objectives:

- To glow
- To enhance
- To infuse a healthy glow

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic apricot oil:** illuminating and softening
- **Organic sweet almond oil:** nourishing, protecting, strengthening and infusing suppleness



 Glass bottle 30 ml

MUST HAVE
*High Definition
Silk Powder*



NICE TO HAVE
*Foundation
brush n° 4*



*Moisturises the superficial layers of the epidermis / except shade n° 21.

PEARLY ENHANCING COMPLEXION BASE

1 SHADE

24



21% active ingredients

Illuminates dull complexion.

- **Texture:** Fluid
- **Finish:** Glowy
- **Type of skin:** All skin types
- **Application:** Before applying your makeup, apply a small amount of product all over the face using foundation brush n° 4 or the complexion blender sponge.

Objectives:

- To glow
- To enhance
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic apricot oil:** illuminating and softening
- **Organic sweet almond oil:** nourishing, protecting, strenghtening and infusing suppleness

MUST HAVE
*High Definition
Silk powder*



NICE TO HAVE
*Foundation
brush n° 4*



GREEN ENHANCING COMPLEXION BASE

1 SHADE



21% active ingredients

The perfect base to neutralise redness.

- **Texture:** Fluid
- **Finish:** Glowy
- **Type of skin:** All skin types
- **Application :** Before applying your makeup, apply a small amount of product all over the face using foundation brush n° 4 or the complexion blender sponge.

Objectives:

- To correct redness
- To enhance
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic apricot oil:** illuminating and softening
- **Organic sweet almond oil:** nourishing, protecting, strengthening and infusing suppleness

MUST HAVE
*High Definition
Silk powder*



NICE TO HAVE
*Foundation
brush n° 4*



UNIFY

6 FOUNDATIONS TO...



UNIFY THE COMPLEXION

CORRECT IMPERFECTIONS / PIGMENTATIONS

ILLUMINATE / WARM THE COMPLEXION

SMOOTH THE SKIN

BB CREAM

3 SHADES



25% active ingredients

A naturally enhanced skin.

- **Texture:** Cream
- **Finish:** Silky and glowy
- **Type of skin:** All skin types
- **Application :** After the makeup base, apply a small amount of product using foundation brush n° 4, magic complexion brush n° 19 or the complexion blender sponge. Use the high definition silk powder or a compact powder to ensure an optimum hold.

Objectives:

- To unify and correct
- To moisturise* and protect
- To glow and refine

Active ingredients:

- **Hyaluronic acid:** moisturising*, anti-ageing and increasing the skin's firmness
- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*
- **Salicornia:** moisturising*

MUST HAVE
High Definition
Silk powder



NICE TO HAVE
Magic complexion
brush n° 19



VELVET HEALTHY GLOW GEL

3 SHADES



20% active ingredients

True breakthrough, it instantly and lastingly mattifying the skin while infusing it with a healthy glow.

- **Texture:** Cream gel
- **Finish:** Velvet, matte
- **Type of skin:** Combination to oily skin
- **Application:** Apply a small amount of product using foundation brush n° 4 or magic complexion brush n° 19. Use the high definition silk powder or a compact powder to ensure an optimum hold.

Objectives:

- To mattify and smooth
- To unify
- To infuse a healthy glow

Active ingredients:

- **Organic sesame oil:** protecting, moisturising* and infusing suppleness
- **Organic apricot oil:** illuminating and softening
- **Organic jojoba oil:** maintains the skin's hydration* and softening

MUST HAVE
*High Definition
Silk powder*



NICE TO HAVE
*Foundation
brush n° 4*



PERFECTION FOUNDATION

6 SHADES



24 % active ingredients

A flawless complexion with natural-looking high coverage.

- **Texture:** Cream
- **Finish:** Velvet
- **Type of skin:** Combination to oily skin
- **Application:** After applying the base, apply a small amount of foundation. Start the application by the T-zone then spread outwards using magic complexion brush n° 19. Use the high definition silk powder or a compact powder to ensure an optimum hold.

Objectives:

- To unify
- To smooth
- To blur

Active ingredients

- **Organic sesame oil:** protecting, moisturising* and infusing suppleness
- **Silica:** mattifying
- **Organic jojoba oil:** maintains the skin's hydration* and softening



COVERAGE



MUST HAVE
High Definition
Silk powder



NICE TO HAVE
Magic complexion
brush n° 19



HYDRA JEUNESSE FLUID FOUNDATION

6 SHADES



COVERAGE



21% active ingredients

A visibly rejuvenating skin.

- **Texture:** Cream
- **Finish:** Satiny
- **Type of skin:** All skin types
- **Application :** After the makeup base, apply a small amount of product using foundation brush n° 4, magic complexion brush n° 19 or the complexion blender sponge. To improve its hold, apply next a veil of high definition silk powder.

Objectives:

- To unify
- To glow
- To erase signs of ageing

Active ingredients:

- **Natural hyaluronic acid:** moisturising*, anti-ageing and increasing the skin's firmness
- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising
- **Organic inca inci oil:** soothing, protecting, restructuring and infusing suppleness

MUST HAVE
*High Definition
 Silk powder*



NICE TO HAVE
*Magic complexion
 brush n° 19*



HIGH DEFINITION COMPACT FOUNDATION

5 SHADES



20% active ingredients

The perfect combination for a covering and lightly powdered complexion.

- **Texture:** Cream compact
- **Finish:** Lightly powdery
- **Type of skin:** All skin types
- **Application:** After the makeup base, apply a small amount of product using foundation brush n° 4 or magic complexion brush n° 19. Use the high definition silk powder or a compact powder to ensure an optimum hold.

Objectives:

- To unify
- To smooth
- To create a good coverage

Active ingredients:

- **Organic shea butter:** moisturising* and protecting, rich in natural vitamins A, E and F
- **Organic sweet almond oil:** moisturising* and softening
- **Organic baobab oil:** moisturising* and nourishing



COVERING



PLA stick 9 g

MUST HAVE
*High Definition
Silk powder*



NICE TO HAVE
*Magic complexion
brush n° 19*



*Moisturises the superficial layers of the epidermis.

BIO MINERAL FOUNDATION

4 SHADES



20% active ingredients

Unify and powder in 3 steps.

- **Texture:** Powder
- **Finish:** Silky and velvety
- **Type of skin:** All skin types

• Application :

1st step: prepare the skin by applying a veil of high definition silk powder all over the face using powder brush n° 1.

2nd step: unify with BIO MINERAL foundation using kabuki brush n° 2.

3rd step: warm the complexion with a compact bronzer.

Objectives:

- To unify
- To mattify
- To set

Active ingredients:

- **Organic apricot oil:** illuminating and softening
- **Organic avocado oil:** softenig and protecting
- **Organic shea butter:** protecting, softening and infusing suppleness



COVERAGE



MUST HAVE
Kabuki brush n° 2

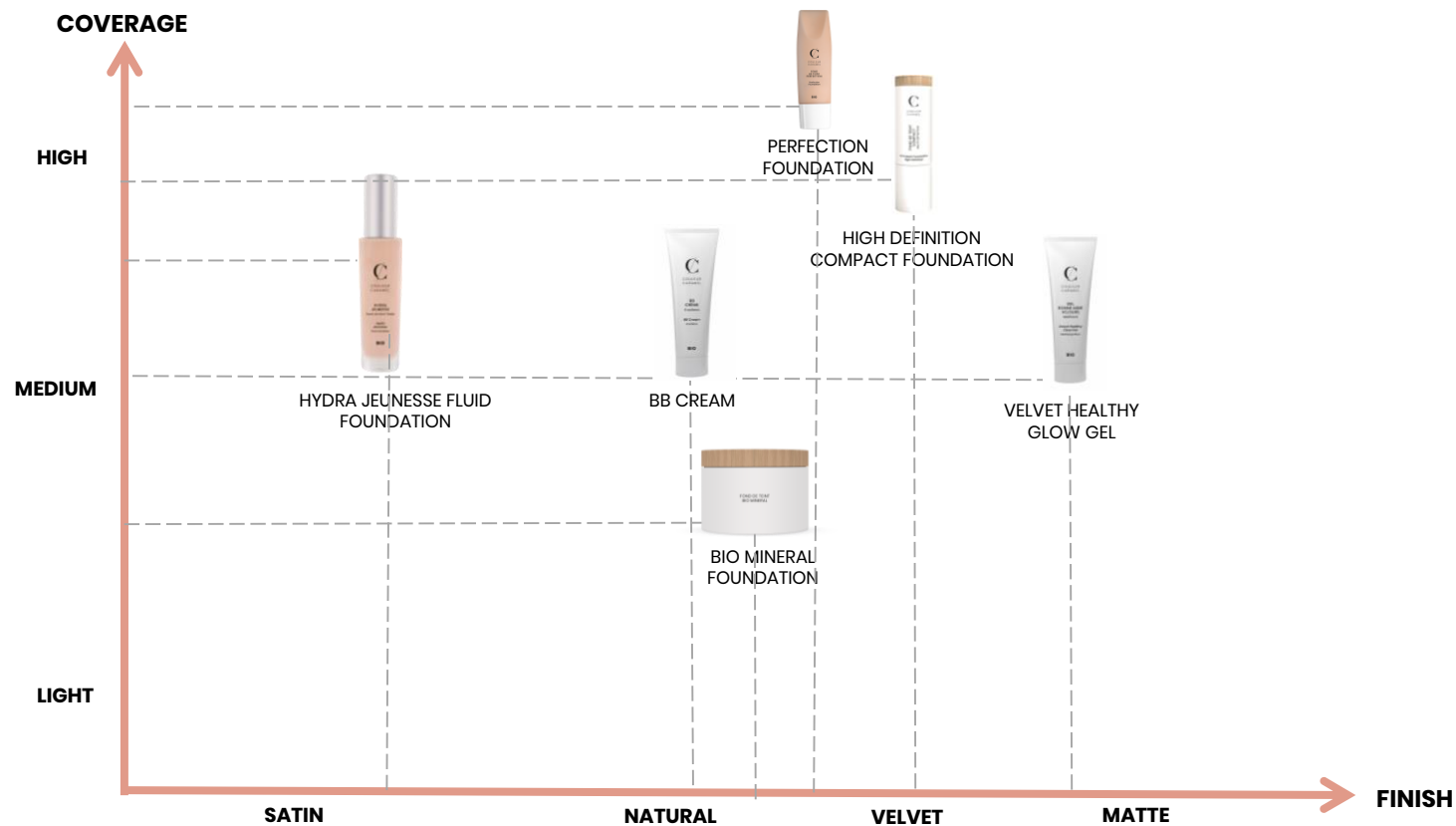


NICE TO HAVE
High Definition
Silk powder



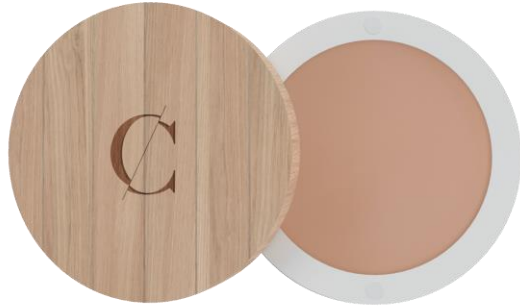
COVERAGE AND FINISH

6 FOUNDATIONS



NEUTRALISE

1 CONCEALER TO...



NEUTRALISE DARK CIRCLES, IMPERFECTIONS /
PIGMENTATIONS

ERASE / FLATTEN / FILL HOLLOWS

SMOOTH THE EYE CONTOUR

BRIGHT THE EYE CONTOUR

REDUCE SIGNS OF TIREDNESS

CONCEALER

6 SHADES



20% active ingredients

Neutralise dark circles and imperfections at a glance.

- **Texture:** Cream
- **Finish:** Natural, lightly powdery
- **Type of skin:** All skin types
- **Application:** Apply a small amount of product using concealer brush n° 9.

Objectives:

- To correct
- To neutralise
- To lightly unify

Active ingredients:

- **Organic baobab oil:** nourishing, soothing and softening
- **Organic sweet almond oil:** nourishing, protecting, infusing suppleness and strengthening
- **Organic shea butter:** moisturising*, soothing and protecting



COVERAGE

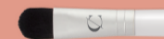


■ ■ PLA case 4 g

MUST HAVE
*High Definition
Silk powder*



NICE TO HAVE
*Concealer brush
n° 9*



*Moisturises the superficial layers of the epidermis.

ILLUMINATE

2 ILLUMINATING PRODUCTS TO...



ENHANCE RADIANCE

HIGHLIGHT FACE FEATURES

CREATE VOLUMES / STROBING

GLOW BOOSTING CORRECTOR

3 SHADES



20,2% active ingredients

The perfect ally for fresh and rested eyes.

- **Texture:** Fluid
- **Finish:** Natural and luminous
- **Type of skin:** All skin types
- **Application:** Apply using the concealer brush n° 9 on the areas to be illuminated.

Objectives:

- To glow
- To erase tiredness
- To create volume

Active ingredients:

- **Organic rosewater:** moisturising* and infusing a healthy glow effect
- **Organic shea butter:** moisturising, revitalising and protecting
- **Organic argan oil:** maintains the skin's hydration* and rich in antioxidants

MUST HAVE
*High Definition
Silk powder*



NICE TO HAVE
*Concealer brush
n° 9*





20% active ingredients

Illuminates and infuses the skin with radiance. Ensures a glowy effect.

- **Texture:** Cream
- **Finish:** Glowy
- **Type of skin:** All skin types
- **Application:** Use your fingertips to apply to areas which need to be illuminated (inner corner of the eyes, brow arch, top of the cheekbones, nose bridge, cupid's bow).

Objectives:

- To glow
- To infuse with radiance
- To highlight the volumes of the face

Active ingredients:

- **Organic apricot oil:** illuminating and softening
- **Silica:** mattifying



COVERAGE



MUST HAVE
*Smoothing velvet
primer*

NICE TO HAVE
Blush powder



SET

2 POWDERS TO...



SET THE FOUNDATION, THE DARK CIRCLE CONCEALERS, THE COVERING CREAMY TEXTURES

MATTIFY

UNIFY

SMOOTH AND BLUR THE TEXTURE OF THE SKIN (PORES & FINE LINES)

HIGH DEFINITION SILK POWDER

100% active ingredients

The must-have for a perfect foundation hold. Universal shade. Micronised powder..

- **Texture:** Powder
- **Finish:** Ultra natural, second skin
- **Type of skin:** All skin types / all skin tones
- **Application:** Apply alone or after your fondation all over the face using powder brush n° 1 and to the eyelids and eye contour using domed eye shadow brush n° 12.

Objectives:

- To mattify
- To set
- To blur

Active ingredients:

- **Organic rice powder:** mattifying
- **Silica:** mattifying



MUST HAVE
*Powder brush
n° 1*



NICE TO HAVE
Blush powder



HIGH DEFINITION MINERAL POWDER

4 SHADES



20% active ingredients

The first high definition compact mineral powder that revolutionize the beauty of complexion. The universal shade is suitable for all skin tones. Micronised powder.

- **Texture:** Powder
- **Finish:** Natural velvety
- **Type of skin:** All skin types
- **Application:** Use powder brush n° 1 for perfect diffusion all over the face

Objectives:

- To mattify
- To unify
- To set

Active ingredients:

- **Organic castor oil:** softening and infusing suppleness
- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*
- **Organic cornstarch:** softening and mattifying



COVERAGE




 PLA case 7,5 g

MUST HAVE
 Powder brush
 n° 1



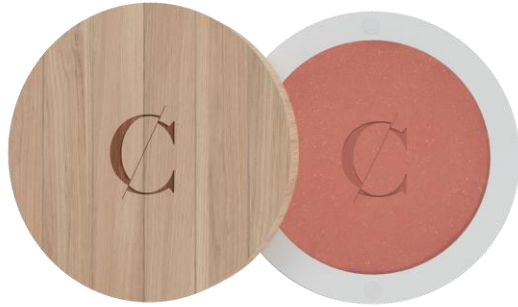
NICE TO HAVE
 Blush powder



*Moisturises the superficial layers of the epidermis.

ENHANCE

1 BLUSH POWDER TO...



COLOUR & WARM

INFUSE A HEALTHY GLOW

ILLUMINATE

SCULPT

BLUSH POWDER

6 SHADES



20% active ingredients

Sculpts the face and infuses it with a healthy glow. Micronised powder.

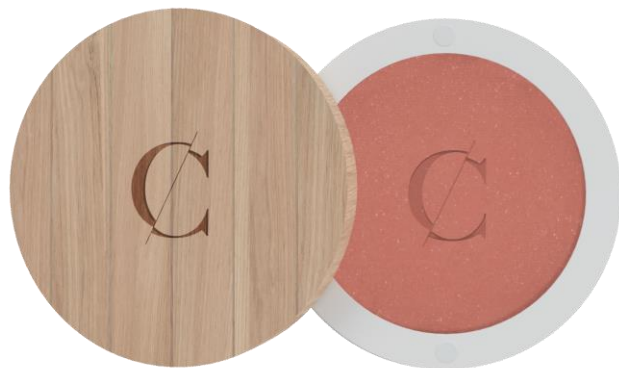
- **Texture:** Powder
- **Finish:** Silky
- **Type of skin:** All skin types
- **Application:** Apply to the cheekbones using retractable powder / blush brush n° 3.

Objectives:

- To infuse a healthy glow
- To sculpt

Active ingredients:

- **Organic castor oil:** softening and nourishing
- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*
- **Organic cornstarch:** softening and mattifying



COVERAGE



PLA case 3,3 g

MUST HAVE
*Retractable brush
n° 3*



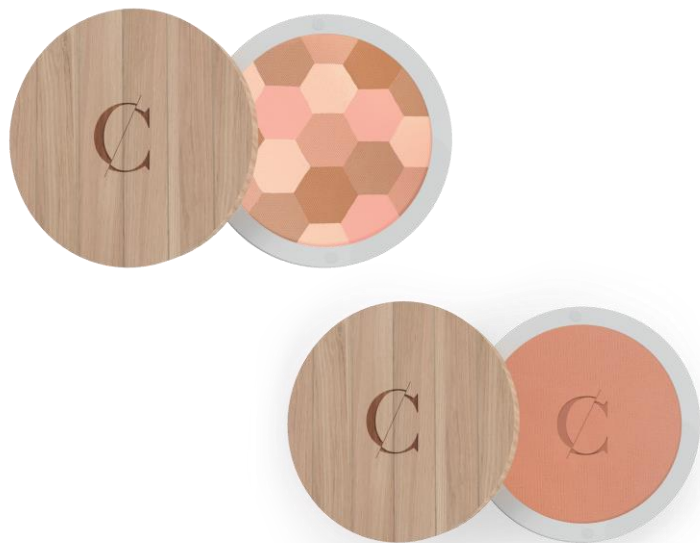
NICE TO HAVE
Magic touch



*Moisturises the superficial layers of the epidermis.

WARM & SCULPT

2 POWDERS TO...

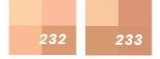


WARM THE COMPLEXION

DEFINE THE FACE CONTOUR

MOSAIC POWDER

2 SHADES



10,17% active ingredients

Infuses a healthy glow while unifying and illuminating the complexion.

- **Texture:** Powder
- **Fini:** Glowy matte
- **Type of skin:** All skin types
- **Application:** Blend all over the shades using powder brush n° 1. Apply all over the face to enhance the complexion or locally to sculpt the face.

Objectives:

- To infuse a healthy glow
- To glow
- To unify

Active ingredients:

- **Organic apricot oil:** illuminating and softening
- **Organic karanja oil:** softening and prevents from skin-ageing
- **Organic avocado oil:** infusing suppleness, protecting and softening



COVERAGE



MUST HAVE
Retractable brush
n° 3



NICE TO HAVE
Magic touch



COMPACT BRONZER

4 SHADES



10% active ingredients

Sculpts the complexion while infusing a naturally sun-kissed effect.
Micronised powder.

- **Texture:** Powder
- **Finish:** Velvety matte
- **Type of skin:** All skin types
- **Application:** For a natural, structured effect, apply using the retractable powder / blush brush n° 3 in the shape of a « 3 » on either side of the face. For a natural sun-kissed effect, apply sparingly using powder brush n° 1 all over the face.

Objectives:

- To warm the complexion
- To sculpt
- To unify


Active ingredients:

- **Organic apricot oil:** illuminating and softening
- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*
- **Organic cornstarch:** softening and mattifying



COVERAGE



 PLA case 8,5 g

MUST HAVE
*Retractable brush
n° 3*



NICE TO HAVE
Magic touch



*Moisturises the superficial layers of the epidermis.



EYEBROWS

THE STRUCTURE OF THE EYES

3 PRODUCTS TO...



DEFINE

RE-DRAW

FILL

SET

TRANSFORM



EYEBROW PENCIL

3 SHADES



10% active ingredients

Structures the eyes and corrects the brow line. Its line is precise thanks to its semi-hard, non-oily lead.

- **Texture:** Wax
- **Finish:** Matte
- **Type of skin:** All skin types
- **Application:** Structure and harmonise the brows by filling in the less dense areas and reshaping the ends of the brows. Blend with the spiral brush to achieve a natural look.

Objectives:

- To unify
- To structure and redefine
- To intensify

Active ingredients:

- **Organic shea butter:** protecting and softening
- **Bisabolol:** anti-inflammatory



Wood pencil 1,1 / 1,2 g



MUST HAVE
*Enhancing lash
& brow care*

NICE TO HAVE
Magic touch



EYEBROW KIT

2 SHADES



20% active ingredients

Structures the look and corrects the brow line. Micronised powder.

- **Texture:** Powder
- **Finish:** Matte
- **Type of skin:** All skin types
- **Application:** Using the brush, shape the brows by filling them in a matching shade or blend of shades. Finish by brushing the brows with the brush.

Objectives:

- To unify
- To redefine
- To intensify

Active ingredients:

- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*
- **Organic castor oil:** softening and infusing suppleness
- **Organic cornstarch:** softening and mattifying



PLA case 3 x 0,8 g

MUST HAVE
*Enhancing lash
& brow care*



NICE TO HAVE
Magic touch



*Moisturises the superficial layers of the epidermis.

TINTED BROW GEL

3 SHADES



20% active ingredients

Shapes, sculpts and sets the brows for even bolder eyes.

- **Texture:** Cream
- **Finish:** Matte
- **Type of skin:** All skin types
- **Application:** After brushing the brows, draw the brow line with the applicator brush, paying special attention to the areas concerned.

Objectives:

- To draw
- To sculpt
- To set

Active ingredients:

- **Organic sesame oil:** infusing suppleness and nourishing
- **Organic castor oil:** softening and mattifying
- **Organic cornstarch:** softening and mattifying



Glass pot 2 g

MUST HAVE
*Enhancing lash
& brow care*

NICE TO HAVE
Magic touch



*Moisturises the superficial layers of the epidermis.



EYES

APPLY MAKEUP

2 RANGES OF EYE SHADOWS TO...



ACCENTUATE & OPEN UP THE EYES

RE-DRAW & CORRECT THE EYELID

PERSONNALISE THE LOOK

PEARLY EYE SHADOW

36 SHADES



20% active ingredients

Create looks with colours to structure, intensify the eyes and infuse them with luminosity and sparkle. Micronised powder.

- **Texture:** Powder
- **Finish:** Iridescent
- **Type of skin:** All skin types
- **Application:** For a perfect result that's easy to achieve and meets the expectations, use the specific eye brushes n° 5, 6, 8, 10, 11 and 12.

Objectives:

- To glow
- To structure
- To intensify

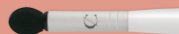
Active ingredients:

- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising
- **Organic castor oil:** softening and nourishing
- **Organic cornstarch:** softening and mattifying

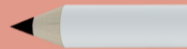


■ ■ PLA case 1,7 g

MUST HAVE
Blending brush
n° 5



NICE TO HAVE
Eye pencil



*Moisturises the superficial layers of the epidermis.

MATT EYE SHADOW

12 SHADES



20% active ingredients

Create looks with colors to structure, intensify the eyes and infuse them with luminosity and sparkle. Micronised powder.

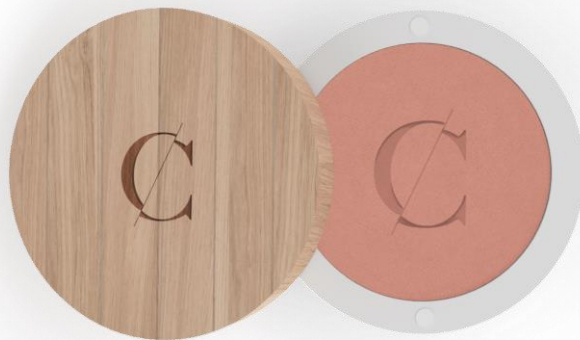
- **Texture:** Powder
- **Finish:** Matte
- **Type of skin:** All skin types
- **Application:** For a perfect result that's easy to achieve and meets your expectations, use the specific eye brushes n° 5, 6, 8, 10, 11 and 12.

Objectives:

- To glow
- To structure
- To intensify

Active ingredients:

- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising
- **Organic castor oil:** softening and nourishing
- **Organic cornstarch:** softening and mattifying



MUST HAVE

Eye shadow brush
n° 6



NICE TO HAVE

Eye pencil



TREAT

1 CARE PRODUCT TO...



STIMULATE THE GROWTH OF LASHES & BROWS

STRENGTHEN

BEAUTIFY

REVITALISE

ENHANCING LASH & BROW CARE

20% active ingredients

Repairs, strenghtens and stimulates the growth of lashes and/or brows.

- **Texture:** Gel
- **Finish:** Transparent
- **Type of skin:** All skin types / suitable for sensitive eyes
- **Application:** Every night, apply to the lashes and/or brows. It can also be applied in the morning, provided you allow it to completely dry before applying makeup. It can also be applied to the brows after shaping then to discipline them.

Objectives:

- To repair
- To strenghten
- To stimulate

Active ingredients:

- **Organic pure aloe vera juice:** soothing and softening
- **Hyaluronic acid:** moisturising*, anti-ageing and increasing the skin's firmness
- **Organic castor oil:** softening and infusing suppleness

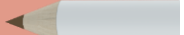


PLA bottle 6 ml

MUST HAVE
Revolution mascara



NICE TO HAVE
Eyebrow pencil



*Moisturises the superficial layers of the epidermis.

DEFINE

3 LINERS TO...



OUTLINE & DEFINE

ACCENTUATE

SMUDGE

MODIFY THE SHAPE OF THE EYES



EYE PENCIL

13 SHADES



10% active ingredients

Easy to blend, it intensifies the eyes and boosts the makeup hold.

- **Texture:** Wax
- **Finish:** Matte or pearly
- **Type of skin:** All skin types / suitable for sensitive eyes
- **Application:** Apply to the eye contour to intensify the eyes. To open up: apply a lighter shade to the inner corner of the eye. For a better hold, set with an eye shadow thanks to the angled eye shadow brush n° 10.

Objectives:

- To open up
- To structure
- To intensify

Active ingredients:

- **Organic shea butter:** protecting, softening and infusing suppleness
- **Organic coconut oil:** protecting and softening



* **
Wood pencil 1,1 / 1,2 g

MUST HAVE

Angled eye shadow brush n° 10



NICE TO HAVE

Eye shadow



*Shades n° 101, 103, 104, 109, 118, 136 / ** Shades n° 102, 116, 133, 141, 142, 145, 146.

KOHL KAJAL

2 SHADES



32% active ingredients

Intensifies the eyes.

- **Texture:** Wax
- **Finish:** Matte or iridescent
- **Type of skin:** All skin types / suitable for sensitive eyes
- **Application:** Apply along the lash line or inside the eyes to outline the look. It can also be used as a base under an eye shadow. For a better hold, set with an eye shadow using angled eye shadow brush n° 10 for the eyelash or using brush n° 6 all over the eyelid.


Objectives:

- To outline
- To structure
- To shade

Active ingredients:

- **Organic sesame oil:** infusing suppleness and nourishing
- **Organic shea butter:** moisturising* and protecting, rich in natural vitamins A, E and F



 PLA stick 3,5 g

MUST HAVE
*Angled eye
Shadow brush n° 10*



NICE TO HAVE
Eye shadow



*Moisturises the superficial layers of the epidermis.

25% active ingredients

Intensifies and gives depth to the eyes.

- **Texture:** Fluid
- **Finish:** Matte
- **Type of skin:** All skin types / suitable for sensitive eyes
- **Application:** To create your makeup look, apply eyeliner from the inner to the outer corner of the eyes. Vary the thickness of the line to achieve your desired effect.

Objectives:

- To define
- To give depth to the eyes
- To intensify

Active ingredients:

- **Organic pure aloe vera juice:** soothing and softening



PLA bottle 5 ml

MUST HAVE
Enhancing lash
& brow care

NICE TO HAVE
Backstage
mascara



ACCENTUATE

4 MASCARAS TO...



DEFINE & ACCENTUATE THE EYELASH BANG



OPEN UP THE EYES



CREATE VOLUME / LENGTH / CURL

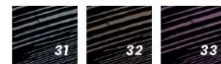


LIFT & STRETCH THE OUTER CORNER OF THE EYE

COMPLETE & FINALISE THE MAKEUP OF THE EYES

BACKSTAGE MASCARA

3 SHADES



20% active ingredients

Separates, lengthens and thickens every lash using its exclusive dome-shape brush.

- **Texture:** Cream
- **Finish:** Matte
- **Type of skin:** All skin types / suitable for sensitive eyes
- **Application:** Apply mascara to the top, tips and under the upper lashes, using quick zig-zagging motions. For a more intense look, apply another coat.

Objectives:

- To separate
- To lengthen
- To thicken

Active ingredients:

- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*



PLA bottle 6 ml

MUST HAVE
*Enhancing lash
& brow care*

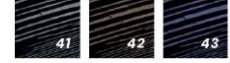
NICE TO HAVE
Eye pencil



*Moisturises the superficial layers of the epidermis.

PERFECT MASCARA

3 SHADES



20% active ingredients

Gives the lashes instant, lush volume.

- **Texture:** Cream
- **Finish:** Matte
- **Type of skin:** All skin types / suitable for sensitive eyes
- **Application:** Apply mascara to the top, tips and under the upper lashes, using quick zig-zagging motions. For a more intense look, apply another coat.

Objectives:

- To thicken
- Customised volume
- False eyelash effect

Active ingredients:

- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*

MUST HAVE
*Enhancing lash
& brow care*

NICE TO HAVE
Eye pencil





20% active ingredients

An instant lash lengthening effect.

- **Texture:** Cream
- **Finish:** Matte
- **Type of skin:** All skin types / suitable for sensitive eyes
- **Application:** Apply mascara to the top, tips and under the upper lashes, using quick zig-zagging motions. For a more intense look, apply another coat.

Objectives:

- To lengthen
- To define
- To intensify the eyes

Active ingredients:

- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*

MUST HAVE
*Enhancing lash
& brow care*

NICE TO HAVE
Eye pencil





20% active ingredients

Intensifies the eyes with its unique dual brush.

- **Texture:** Cream
- **Finish:** Matte
- **Type of skin:** All skin types / suitable for sensitive eyes
- **Application:** Apply mascara to the top, tips and under the upper lashes, using quick zig-zagging motions. For a more intense look, apply another coat.

Objectives:

- To lengthen
- To define
- To thicken

Active ingredients:

- **Organic argan oil:** infusing suppleness, toning, rich in antioxidants and moisturising*



PLA bottle 6 ml

MUST HAVE
*Enhancing lash
& brow care*

NICE TO HAVE
Eye pencil



*Moisturises the superficial layers of the epidermis.



LIPS

PREPARE & TAKE CARE

1 PRODUCT TO...



MOISTURISE*

NOURISH

ENHANCE

*Moisturises the superficial layers of the epidermis.

92% active ingredients

Softens and nourishes the lips with a touch of shine. On-the-go format that can be taken everywhere.

- **Texture:** Balm
- **Finish:** Glossy
- **Application:** Dab directly onto the lips using your fingertip.

Objectives:

- To protect
- To nourish
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic castor oil:** softening and infusing suppleness
- **Organic sweet almond oil:** nourishing, strenghtening and infusing suppleness



Glass pot 4 g

MUST HAVE
Lipstick



NICE TO HAVE
Lip pencil



*Moisturises the superficial layers of the epidermis.

DEFINE

1 PENCIL TO...



DRAW

CORRECT / REDEFINE / RE-DRAW

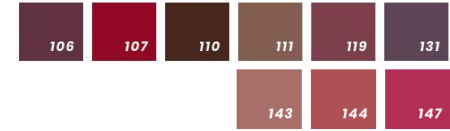
OPEN UP / REDUCE

COLOUR



LIP PENCIL

9 SHADES



10% active ingredients

Shapes the lip contour and outlines lipstick or gloss to avoid bleeding.

- **Texture:** Wax
- **Finish:** Glossy, shiny or pearly
- **Application:** Select a shade of pencil that matches your chosen lipstick. Highlight the lip contour, starting in the centre of the lips (top and bottom). Shape the lips with the pencil to create a base for the lipstick and boost makeup hold.

Objectives:

- To soften
- To nourish
- To outline

Active ingredients:

- **Organic shea butter:** moisturising* and protecting, rich in natural vitamins A, E and F
- **Organic coconut oil:** protecting and softening

MUST HAVE
Perfecting lip balm



NICE TO HAVE
Lipstick



*
Wood pencil 1,1 g

*Except shade n° 111 (France) / ** Moisturises the superficial layers of the epidermis.

COLOUR

6 RANGES OF LIP PRODUCTS TO...



COLOUR

ACCENTUATE

PLAY WITH MATTE / GLOSSY / SATIN /
METALLIC FINISHES

ENHANCE

CORRECT / REDEFINE / RE-DRAW

OPEN UP / REDUCE

PEARLY LIPSTICK

5 SHADES



57% active ingredients

Protects the lips and offers a wide choice of shades that deliver softness, comfort and hold.

- **Texture:** Wax
- **Finish:** Pearly
- **Application:** Apply lipstick, keeping within the outline drawn by the lip pencil. Have fun blending colours to create your own shades.

Objectives:

- To color
- To enhance
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic castor oil:** softening and nourishing
- **Organic sweet almond oil:** nourishing, protecting, strengthening and infusing suppleness



PLA stick 3,5 g

MUST HAVE
*Perfecting lip
balm*



NICE TO HAVE
Lip pencil



*Moisturises the superficial layers of the epidermis.

METALLIC LIPSTICK

2 SHADES



57% active ingredients

Protects the lips and offers a wide choice of shades that deliver softness, comfort and hold.

- **Texture:** Wax
- **Finish:** Metallic
- **Application:** Apply lipstick, keeping within the outline drawn by the lip pencil. Have fun blending colours to create your own shades.

Objectives:

- To color
- To enhance
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic castor oil:** softening and nourishing
- **Organic sweet almond oil:** nourishing, protecting, strengthening and infusing suppleness



PLA stick 3,5 g

MUST HAVE
Perfecting lip balm



NICE TO HAVE
Lip pencil



*Moisturises the superficial layers of the epidermis.

SATIN LIPSTICK

17 SHADES



57% active ingredients

Protects the lips and offers a wide choice of shades that deliver softness, comfort and hold.

- **Texture:** Wax
- **Finish:** Satin
- **Application:** Apply lipstick, keeping within the outline drawn by the lip pencil. Have fun blending colours to create your own shades.

Objectives:

- To color
- To enhance
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic castor oil:** softening and nourishing
- **Organic sweet almond oil:** nourishing, protecting, strengthening



PLA stick 3,5 g

MUST HAVE
Perfecting lip balm



NICE TO HAVE
Lip pencil



*Moisturises the superficial layers of the epidermis / Natural product.

GLOSSY LIPSTICK

7 SHADES



57% active ingredients

Protects the lips and offers a wide choice of shades that deliver softness, comfort and hold.

- **Texture:** Wax
- **Finish:** Glossy
- **Application:** Apply lipstick, keeping within the outline drawn by the lip pencil. Have fun blending colours to create your own shades.

Objectives:

- To color
- To enhance
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic castor oil:** softening and nourishing
- **Organic sweet almond oil:** nourishing, protecting, strengthening



PLA stick 3,5 g

MUST HAVE
*Perfecting lip
balm*



NICE TO HAVE
Lip pencil



*Moisturises the superficial layers of the epidermis / Natural product.

MATTE LIPSTICK

9 SHADES



40% active ingredients

Protects the lips and offers a wide choice of shades that deliver softness, comfort and hold.

- **Texture:** Wax
- **Finish:** Matte
- **Application:** Apply lipstick, keeping within the outline drawn by the lip pencil. Have fun blending colours to create your own shades.

Objectives:

- To color
- To enhance
- To moisturise*

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic castor oil:** softening and nourishing
- **Silica:** mattifying



PLA stick 3,5 g

MUST HAVE
*Perfecting lip
balm*



NICE TO HAVE
Lip pencil

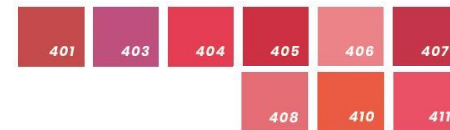


*Moisturises the superficial layers of the epidermis / Natural product.



TWIST & LIPS

9 SHADES



55% active ingredients

An organic innovation to moisturise*, protect, smooth and nourish the lips.

- **Texture:** Wax
- **Finish:** Glossy, shiny or pearly
- **Application:** Gently twist the base of the pencil up to obtain the required amount of lipstick. Apply directly to the lips or after having outlined the contour with a lip pencil. When finished, unwind the base of the pencil and put its cap back on.

Objectives:

- To colour
- To moisturise* and protect
- To smooth and nourish

Active ingredients:

- **Organic jojoba oil:** maintains the skin's hydration* and softening
- **Organic castor oil:** softening and nourishing
- **Organic shea butter:** moisturising and protecting, rich in natural vitamins



Plastic pencil 3 g

MUST HAVE
Perfecting lip balm



NICE TO HAVE
Lip pencil



*Moisturises the superficial layers of the epidermis.

COLOUR

1 LIP GLOSS TO...



COLOUR

ENHANCE

CREATE VOLUME

PLAY WITH SHINY & PEARLY FINISHES

LIP GLOSS

10 SHADES



80% active ingredients

Shiny, plump and luminous lips that enjoy optimal comfort.
Do not stick.

- **Texture:** Liquid
- **Finish:** Pearly or glittery
- **Application:** Apply directly to the lips or after a lipstick.

Objectives:

- To shine
- To enhance
- To soften

Active ingredients:

- **Organic jojoba oil:** maintains the skin's* hydration and softening
- **Organic castor oil:** softening and nourishing
- **Organic sweet almond oil:** nourishing, protecting, strenghtening and infusing suppleness



MUST HAVE
*Perfecting lip
balm*



NICE TO HAVE
Lip pencil





HANDS & NAILS

ENHANCE & COLOUR

7 PRODUCTS TO...



MOISTURISE* AND NOURISH THE HANDS

STRENGTHEN

SHINE

COLOR

PROTECT

*Moisturises the superficial layers of the epidermis.

NAIL POLISH

18 SHADES



Enhances the nails thanks to its pearly and matte colors. Quick application and drying.

- **Texture:** Liquid
- **Finish:** Matte or pearly
- **Application:** Vigorously shake before use. Apply an even layer after the hardening base or the nail base. Apply a second coat for luminous colour. Dry well between each coat.

Objectives:

- To enhance
- To colour
- To protect

Bio-sourced formula:

- Cassava, cane sugar, wheat



Glass bottle 11 ml

MUST HAVE
Nail base



NICE TO HAVE
Express drying



FRENCH MANICURE

3 SHADES



Enhances the nails thanks to its matte colors. Quick application and drying.

- **Texture:** Liquid
- **Finish:** Natural shine
- **Application:** Vigorously shake before use. Apply an even layer after the hardening base or the nail base. Apply a second coat for luminous colour. Dry well between each coat.

Objectives:

- To enhance
- To naturally colour
- To protect

Bio-sourced formula:

- Cassava, cane sugar, wheat



Glass bottle 11 ml

MUST HAVE
Nail base



NICE TO HAVE
Express drying



PRECIOUS NAIL & CUTICLE OIL

63% active ingredients

Promotes nail growth in making them stronger, nourishing and protecting them.

- **Texture:** Oil
- **Application:** Apply daily, massaging onto the nail contour to improve penetration.

Objectives:

- To strengthen
- To nourish
- To protect

Active ingredients:

- **Organic castor oil:** softening and infusing suppleness
- **Organic sweet almond oil:** nourishing, protecting, infusing suppleness and strengthening
- **Organic jojoba oil:** maintains the skin's hydration* and softening



Glass dropper bottle 10 ml



MUST HAVE
Hand cream



NICE TO HAVE
Nail polish

*Moisturises the superficial layers of the epidermis.

HARDENING BASE



Promotes nail growth and strengthens soft, brittle, split or short nails. Quick drying.

- **Texture:** Liquid
- **Finish:** Shiny
- **Application:** Apply 2-3 times a week, on its own for a natural effect or as nail polish base.

Objectives:

- To strengthen
- To nourish
- To protect

Bio-sourced formula:

- Cassava, cane sugar, wheat

MUST HAVE
*Precious nail &
cuticle oil*

NICE TO HAVE
Nail polish



Glass bottle 11 ml

NAIL BASE



Infuses a shiny finish if use alone. Quick drying (less than 1 minute).

- **Texture:** Liquid
- **Finish:** Shiny
- **Application:** Apply 2-3 times a week alone for a natural effect.

Objectives:

- To set
- To shine
- To protect

Bio-sourced formula:

- Cassava, cane sugar, wheat



Glass bottle 11 ml

MUST HAVE
*Precious nail &
cuticle oil*

NICE TO HAVE
Nail polish



EXPRESS DRYING



Improves the hold of a coloured nail polish, creates a shiny finish and accelerates drying.

- **Texture:** Liquid
- **Finish:** Shiny
- **Application:** Apply during the last step, after the second coat of nail polish.

Objectives:

- To set
- To shine
- To dry

Bio-sourced formula:

- Cassava, cane sugar, wheat

MUST HAVE
Nail base



NICE TO HAVE
Nail polish



Glass bottle 11 ml

20% active ingredients

Moisturise* and infuse comfort to the delicate skin on your hands

- **Texture:** Cream
- **Type of skin:** All skin types

Objectives:

- To moisturise*
- To nourish
- To protect

Active ingredients:

- **Organic sesame oil:** infusing suppleness and nourishing
- **Organic shea butter:** moisturising* and protecting, rich in natural vitamins A, E and F



Plastic tube 50 ml

MUST HAVE
Precious nail & cuticle oil

NICE TO HAVE
Hardening base



*Moisturises the superficial layers of the epidermis.



CLEANSERS

REMOVE MAKEUP & CLEANSE

4 PRODUCTS TO...



REMOVE MAKEUP

CLEANSE

SOOTH

PURIFY



20% active ingredients

Eliminates makeup and impurities accumulated during the day.

- **Texture:** Milk
- **Type of skin:** Regular to dry skin
- **Application:** Massage a small amount of milk onto the face and neck. Remove any excess product using an eco-friendly cleansing wipe then rinse with water. In case of contact with the eyes, rinse with clean water.

Objectives:

- To remove makeup
- To cleanse
- To soften

Active ingredients:

- **Organic sesame oil:** infusing suppleness and nourishing
- **Organic shea butter:** moisturising* and protecting, rich in natural vitamins s A, E and F

MUST HAVE
Micellar water

NICE TO HAVE
Eye cleansing veil



Plastic bottle 200 ml

*Moisturises the superficial layers of the epidermis.



20% active ingredients

Cleanses, removes makeup and refreshes the skin

- **Texture:** Aqueous
- **Type of skin:** All skin types
- **Application:** Gently cleanse the face and eyes with an eco-friendly cleansing wipe soaked in cellular water. Re-apply until the face and eyes are perfectly cleansed.

Objectives:

- To remove makeup
- To cleanse
- To refresh

Active ingredients:

- **Organic rosewater:** illuminating and softening
- **Organic hazel water:** softening and activates microcirculation



Plastic bottle 200 ml

MUST HAVE
*Eco-friendly
cleansing wipes*

NICE TO HAVE
Eye cleansing veil



20% active ingredients

Gently cleanses and removes makeup from the skin.

- **Texture:** Oil
- **Type of skin:** All skin types
- **Application:** Pour a small amount of cleansing oil into the palm of the hand, then massage onto the face using circular movements or wet an eco-friendly cleansing wipe with product and then cleanse the face and eyes.

Objectives:

- To remove makeup
- To cleanse
- To soften

Active ingredients:

- **Organic sesame oil:** infusing suppleness and nourishing
- **Organic apricot oil:** illuminating and softening
- **Organic jojoba oil:** maintains the skin's hydration* and softening



Plastic bottle 125 ml

MUST HAVE
Micellar water

NICE TO HAVE
*Eco-friendly
cleansing wipes*



*Moisturises the superficial layers of the epidermis.

20% active ingredients

Gently cleanses the sensitive eye contour area.

- **Texture:** Aqueous
- **Type of skin:** Suitable for sensitive skin
- **Application:** Wet an eco-friendly wipe then gently cleanse the eyes.

Objectives:

- To remove makeup
- To cleanse
- To refresh

Active ingredients:

- **Organic rosewater oil:** illuminating and softening



Plastic bottle 125 ml

MUST HAVE
Cleansing oil



NICE TO HAVE
*Eco-friendly
cleansing wipes*





BRUSHES & ACCESSORIES

UNIFY, SET, SCULPT & OUTLINE

13 BRUSHES AND 5 ACCESSORIES TO...



COVER / UNIFY / SHADE

LAYER

MIX / BLEND / BLUR

HIGHLIGHT / SCULPT

APPLY / SET

COMPLEXION BRUSHES



N° 1 – POWDER BRUSH

Synthetic bristles (nylon)

- Diffuses all types of powder for the complexion.
- Its domed shape perfectly fits facial contours.
- Offers a gentle and even application.



N° 2 – KABUKI BRUSH

Synthetic bristles (nylon)

- For applying powder, a blush powder or the BIO MINERAL foundation.
- Rounded shape for facilitating circular movements required for applying powder.
- Ultra soft yet firm bristles of an ideal width for evenly spreading product onto the face.



N° 4 – FOUNDATION BRUSH

Synthetic bristles (nylon)

- The complexion perfecter, for a perfectly corrected complexion.
- Ideal for doing finishing touches. Suitable for liquid or creamy textures.
- Its rounded shape allows for both broad and more precise movements to work the eye contour and imperfections.

COMPLEXION BRUSHES



N° 3 – RETRACTABLE POWDER / BLUSH BRUSH

Synthetic bristles (nylon)

- For sculpting cheekbones or for touch-ups during the day: an essential tool for your handbag.
- Slanted shape for an easy, precise and fast makeup.



N° 19 – MAGIC COMPLEXION BRUSH

Synthetic bristles (nylon)

- Can be used with all textures.
- Offers a 100% natural and even result.

EYE BRUSHES



N° 5 – BLENDING BRUSH

Foam tip (S.B.R)

- Allows you to blend and smudge shades to achieve natural shading.
- Ideal for applying pearly eye shadows.
- Set of 3 additional refills included.



N° 6 – EYE SHADOW BRUSH

Synthetic bristles (nylon)

- Ideal for applying eye shadows and for blending shades.



N° 8 – SHORT EYE SHADOW

Synthetic bristles (nylon)

- For applying eye shadow close to the lash line and for a smoky eye effect.
- For smudging and blending pencil lines or placing a touch of powder over the pencil.



N° 9 – CONCEALER BRUSH

Synthetic bristles (nylon)

- The essential accessory for spreading and precisely applying dark circle and redness concealers.

EYE BRUSHES



N° 10 – ANGLED EYE SHADOW BRUSH

Synthetic bristles (nylon)

- For drawing precise lines (dry or moistened eye shadows).
- For blending and smudging pencil lines.



N° 11 – ORBIT EYE SHADOW BRUSH

Synthetic bristles (nylon)

- For blending eye shadows.
- For creating a smudging pencil lines.



N° 12 – DOMED EYE SHADOW BRUSH

Synthetic bristles (nylon)

- For smudging and blending eye shadows to create a seamless result.
- For applying high definition silk powder to the eyelids, eye contour and T-zone.



N° 13 – LASH WAND

Synthetic bristles (nylon)

- For brushing and separating lashes and removing excess mascara.

ACCESSORIES



COMPLEXION BLENDER SPONGE (*P.U.*)

Its domed shape optimises the application of foundation, allowing to precisely reach even the smallest areas of the face.



PRE-CUT NATURAL SPONGE (*S.B.R.*)

Contains 6 pre-cut pieces.
Can be used to apply all types of foundation.



POWDER PUFF (*cotton, diam. 8 cm*)

This is the essential accessory for applying high definition silk powder. It is perfectly adapted for all areas of the face.



ECO-FRIENDLY CLEANSING WIPES (*cotton*)

These eco-friendly cleansing wipes are gentle on skin. Available in batches of 4 and made from 100% organic cotton, they are washable and reusable.



SHARPENER

Its reservoir facilitates use on-the-go, while its dual tips make it practical for both fine and jumbo pencils.

A photograph of three apricots and four green leaves arranged on a white, textured surface. One apricot is whole and shows a mix of yellow and red-orange skin. Two other apricots are cut in half, revealing the dark brown, oval-shaped pit and the bright orange-yellow flesh. The leaves are vibrant green with visible veins.

4. ACTIVE INGREDIENTS GLOSSARY

ACTIVE INGREDIENTS GLOSSARY



HYALURONIC ACID

INCI: Sodium hyaluronate – From biotechnology

- The hyaluronic acid used in our products is derived from biotechnology. It keeps the skin moisturised* in depth by stimulating the cohesion of cells and collagen synthesis
- This luxury active ingredient that is very effective at low doses, is renowned for its long-lasting moisturising* and firming powers which give the skin a smooth, velvety feel to combat signs of ageing

*Active ingredient contained in:
Enhancing lash & brow care*



ALARIA ALGAE

INCI: ALARIA ESCULENTA EXTRACT- Algae

- Stimulates the hyaluronic acid and elastin synthesis
- Acts on the prevention processus of collagen degradation
- Restores skin suppleness and fights against ageing cell

*Active ingredient contained in:
Hydra Jeunesse fluid foundation / Twist & Lips*

*Moisturises the superficial layers of the epidermis.

ACTIVE INGREDIENTS GLOSSARY



ORGANIC CORNSTARCH

INCI: Zea mays (corn) starch – Plant origin

- Improves the adherence of powders on the skin
- Silky touch on the skin

Active ingredient contained in:

Compact bronzer / High definition powders / Eye shadow / Eyebrow kit / Tinted brow gel / Blush powder / BIO MINERAL foundation



ORGANIC COCOA BUTTER

INCI: Theobroma cacao (Cocoa) seed butter – Plant origin

- Powerful antioxidant: cocoa butter is the ideal butter for combating the damaging effects of time
- By stimulating collagen synthesis, it restores the skin's elasticity and tones
- Nourishing and protecting, cocoa butter delivers softness and plumpness thanks to its fatty acid composition
- Its rich fat content makes it a naturally nourishing, softening and regenerating treatment

Active ingredient contained in :

Lipsticks n° 203, 205, 206, 211, 221, 223, 224, 234, 237, 238, 240, 242, 243, 244, 254, 255, 256, 257, 287, 503, 504, 505, 506, 507, 260, 261, 262, 263, 280, 501, 502

ACTIVE INGREDIENTS GLOSSARY

ORGANIC SHEA BUTTER

INCI: *Butyrospermum parkii* (Shea butter) butter – Plant origin



- Thanks to its capacity to balance the hydrolipidic layer of the skin, shea butter soothes, revitalises and maintains the skin's hydration
- Its virtues are used to revitalise tissues and restore the skin's elasticity

Active ingredient contained in :

Cleansing milk / Hand cream, / Backstage mascara / Perfect mascara / Definition mascara / Revolution mascara / Kohl kajal / Tinted brow gel / Pencil n° 01, 09, 11, 18, 36, 03, 04 / Eyebrow pencil / Lip gloss, n° 805, 808, 811, 813, 814, 818, 901, 903, 902, 904 / Perfecting lip balm / Lipsticks n° 121, 126, 258, 281, 284, 120, 122, 123, 125 / Twist & lips / Enhancing complexion base / BB cream / Glow boosting corrector / Dark circle concealer / Redness concealer / BIO MINERAL foundation

BISABOLOL

INCI: BISABOLOL – Plant origin



- Soothing

Active ingredient contained in :

Pencils n° 01, 09, 11, 18, 36, 03, 04 / Eyebrow pencil

ORGANIC HAZEL WATER

INCI: *Hamamelis virginiana* water – Plant origin



- Astringent, purifying and skin tonic, it tightens pores
- Soothing, it relieves irritations of the skin

Active ingredient contained in :

Micellar water

*Moisturises the superficial layers of the epidermis.

ORGANIC BOTANICAL GLYCERIN

INCI: GLYCERIN – Plant origin

- Humectant and moisturising*, it enables water retention and maintains natural skin water content
- Softening
- Infuses the eyelashes with softness (*mascaras*)

Active ingredient contained in :

Eye cleansing veil / Micellar water / Cleansing milk / Hand cream / Enhancing lash & brow care / Backstage mascara / Perfect mascara / Definition mascara / Revolution mascara / Eyeliner / Eyebrow kit / Enhancing complexion base / BB cream / Glow boosting corrector / Hydra Jeunesse fluid foundation

ORGANIC ACACIA GUM

INCI: Acacia senegal gum – Plant origin

- Acacia gum is a makeup adhesion agent, especially to improve the hold of mascaras and eyeliners
- In beauty, acacia gum (or arabic) is renowned for these properties:
- « Content » agent
- Smooths the skin and reduces wrinkle appearance
- Participates to the skin tone

Active ingredient contained in :

Backstage mascara / Perfect mascara / Definition mascara / Revolution mascara

*Moisturises the superficial layers of the epidermis.

CARRAGEENAN GUM

INCI: CHONDRUS CRISPUS (CARRAGEENAN) – Mineral origin

- Carrageenan gum is a makeup adhesion agent, especially to improve the hold of mascaras and eyeliners

Active ingredient contained in :

Backstage mascara / Perfect mascara / Definition mascara / Revolution mascara

ORGANIC SWEET ALMOND OIL

INCI: Prunus amygdalus dulcis – Plant origin

- Calms skin irritations, moisturises* and relieves all skin types
- Also helps to prevent wrinkles

Active ingredient contained in :

Cleansing oil / Lip gloss n° 805, 808, 811, 813, 814, 818, 901, 903, 902, 904, 203, 205, 206, 211, 221, 223, 224, 234, 237, 238, 240, 242, 243, 244, 254, 255, 256, 257, 287, 503, 504, 505, 506, 507, 260, 261, 262, 263, 280, 501, 502 / Enhancing complexion base / Glow boosting corrector / Dark circle concealer / Redness concealer

*Moisturises the superficial layers of the epidermis.

ORGANIC ARGAN OIL

INCI: Argania spinosa kernel oil – Plant origin

- Perfect active ingredient for hair – eyelashes and eyebrows, it infuses strenght, softness and suppleness
- Firming, antioxidant and infusing suppleness, argan helps the skin regain elasticity and suppleness

Active ingredient contained in :

Enhancing lash & brow care / Backstage mascara / Perfect mascara / Definition mascara / Revolution mascara / Eye shadow, eyebrow kit / BB cream / Glow boosting corrector / Blush powder

ORGANIC AVOCADO OIL

INCI: Persea gratissima (Avocado) oil – Plant origin

- Avocado oil nourishes, soothes and protects the epidermis ; the skin regains all it suppleness
- Stimulates the production of collagene and delays skin ageing
- Applied daily to the face and body, it is a true regenerative treatment. The skin looks more luminous and younger
- Very effective to maintain the skin's hydration*

Active ingredient contained in :

Pencil n ° 06 / BIO MINERAL foundation

*Moisturises the superficial layers of the epidermis.

ACTIVE INGREDIENTS GLOSSARY

ORGANIC BAOBAB OIL

INCI: ADANSONIA DIGITATA SEED OIL – Plant origin



- Emollient and softening, it infuses softness
- Nourishing and regenerating, it infuses suppleness and prevents from skin ageing and stretch marks
- Soothing, it is recommended to calm uncomfortable skin
- Repairing, it encourages the regeneration of damaged skin

Active ingredient contained in :

Pencil n° 06 / Compact foundation / Dark circles and redness concealer

ORGANIC CAMELINA OIL

INCI: Camelina sativa seed oil – Plant origin



- It softens and infuses suppleness and boosts skin elasticity
- Soothing, it calms irritated skin and protects sensitive skin
- Quickly and very easily penetrates the skin, without leaving any oil residue
- Regenerating, repairing and rich in vitamin E, it is ideal to fight against skin ageing
- Illuminating, it gives the skin a true boost of radiance

Active ingredient contained in:

Smoothing velvet primer

ACTIVE INGREDIENTS GLOSSARY



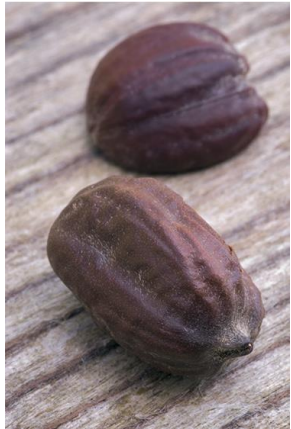
ORGANIC COCONUT BUTTER

INCI: Cocos Nucifera (Coconut) Oil – Plant origin

- Contained in the pencils, it brings slippery and strenghtens their hardness
- Also infuse softness during application

Active ingredient contained in :

Pencils n° 02, 10, 16, 19, 21, 33, 41, 42, 43, 44, 45, 46, 47, 06, 07



ORGANIC JOJOBA OIL

INCI: Simmondsia chinensis (Jojoba) oil – Plant origin

- Infuses the skin with softness and suppleness
- Deeply easily penetrating, it regulates the passage of water, from inside to outside and so on
- Its composition is closed to the labial sebum: its use in lip gloss and lipsticks helps maintain lip's hydration* and make them soften and supple

Active ingredient contained in :

Cleansing oil / Pencil n° 06 / Lip glosses n° 805, 808, 811, 813, 814, 818, 901, 903, 902, 904 / Perfecting lip balm / Lipstick, n° 203, 205, 206, 211, 221, 223, 224, 234, 237, 238, 240, 242, 243, 244, 254, 255, 256, 257, 287, 503, 504, 505, 506, 507, 260, 261, 262, 263, 280, 501, 502, 121, 126, 258, 281, 284, 120, 122, 123, 125 / Smoothing velvet primer / Enhancing complexion base

*Moisturises the superficial layers of the epidermis.

ACTIVE INGREDIENTS GLOSSARY



ORGANIC KARANJA OIL

INCI: Pongamia glabra seed oil – Plant origin

- Rich in cleansing and purifying active ingredients

*Active ingredient contained in :
BIO MINERAL foundation*



ORGANIC MACADAMIA OIL

INCI: Macadamia ternifolia – Plant origin

- Soothing, it delivers protection and softness to the skin

*Active ingredient contained in :
BIO MINERAL foundation*

ORGANIC APRICOT KERNEL OIL

INCI: Prunus Armeniaca (Apricot) Kernel Oil – Plant origin

- Rich in vitamins A and E
- Illuminating, it infuses the skin with a healthy glow
- This oil prevents the effects of time on the skin
- Toning, it softens the driest skin
- Emollient, it nourishes the skin and helps infuse it with softness
- In strengthening the hydrolipidic film, it prevents skin dehydration

Active ingredient contained in :

Cleansing oil / Eye shadow / Eyebrow kit / Lip glosses, n° 805, 808, 811, 813, 814, 818, 901, 903, 902, 904 / Twist & lips / Enhancing complexion base / BB cream / Glow boosting corrector / Blush powder / BIO MINERAL foundation

**Moisturises the superficial layers of the epidermis.*



ACTIVE INGREDIENTS GLOSSARY

ORGANIC CASTOR OIL

INCI: *Ricinus communis* (Castor) Seed Oil – Plant origin

- Castor oil is traditionally used as hair care for dry and damaged for generations that would help hair growth
- (rich in omega 6 and 9, infuse the eyelashes with shine)
- Also appreciated as nail fortifying
- Its excipient and spreading pigment unique qualities are very useful in the manufacturing of lipsticks
- Finally, organic castor oil has emollient and softening properties for face and body care

Active ingredient contained in :

Kohl kajal / Eye shadow / Eyebrow kit / Tinted brow gel / Pencils n ° 03, 04, Lip glosses n ° 805, 808, 811, 813, 814, 818, 901, 903, 902, 904 / Perfecting lip balm / Lipsticks n ° 203, 205, 206, 211, 221, 223, 224, 234, 237, 238, 240, 242, 243, 244, 254, 255, 256, 257, 287, 503, 504, 505, 506, 507, 260, 261, 262, 263, 280, 501, 502, 121, 126, 258, 281, 284, 120, 122, 123, 125 / Twist & lips / Smoothing velvet primer / Blush powder

ORGANIC SESAME OIL

INCI: *Sesamum Indicum* (Sesame) Seed Oil – Plant origin

- Regenerating, it acts on desquamation and uncomfortable dry skin (*cleansing oil and cleansing milk*)
- Infuses the skin with suppleness, maintains the skin's hydration* while penetrating easily (*smoothing velvet primer, BB cream and glow boosting corrector*)
- Its touch and slippery make it ideal to formulate massage oils (*hand cream, kohl kajal and lipstick*)
- Protecting (*lipstick and kohl kajal*)

Active ingredient contained in :

Cleansing oil / Cleansing milk / Hand cream / Kohl kajal / Tinted brow gel / Lipsticks n ° 203, 205, 206, 211, 221, 223, 224, 234, 237, 238, 240, 242, 243, 244, 254, 255, 256, 257, 287, 503, 504, 505, 506, 507, 260, 261, 262, 263, 280, 501, 502, 121, 126, 258, 281, 284, 120, 122, 123, 125 / Smoothing velvet primer / BB cream / Glow boosting corrector

*Moisturises the superficial layers of the epidermis.

ACTIVE INGREDIENTS GLOSSARY



ORGANIC INCA INCHI OIL

INCI: Plukenetia Volubilis Seed Oil – Plant origin

- Soothing, it has a calming effect on redness and skin irritations due to its richness in omega-3
- Suppleness-infusing, it enriches the skin with essential fatty acids and boosts its elasticity
- Restructuring and protective, it limits transdermal water loss
- Rich in antioxidants, it fights against damages related to free radicals and is perfect in anti-ageing skincare
- « Dry » oil, it penetrates very easily in the skin, without leaving any oil residue

*Active ingredient contained in :
Hydra Jeunesse fluid foundation.*



ORGANIC DEODORIZED OLIVE OIL

INCI: OLEA EUROPAEA (olive) FRUIT OIL – Plant origin

- Nourishing, softening and emollient
- It is also antioxidant, soothing and protecting against time and sun misdeeds

*Active ingredient contained in:
Twist & Lips / Hydra Jeunesse fluid foundation*

ACTIVE INGREDIENTS GLOSSARY



ORGANIC EVENING PRIMEROSE OIL

INCI: Oenothera biennis (Evening primrose) oil – Plant origin

- Soothing, it calms irritation and protects the skin from external aggressors
- It prevents the ageing of the epidermis and is suitable for even the most delicate skin thanks to its regenerating and revitalising virtues

*Active ingredient contained in :
Smoothing velvet primer*



ORGANIC CORNFLOWER WATER

INCI: Centaurea cyanus flower water – Plant origin

- Calming and revitalising, it refreshes, stimulates and brightens the complexion
- Astringent, it tones devitalised or dry skin tissue
- Purifying and soothing, it relieves skin with irritations

*Active ingredient contained in :
Cleansing milk*

ACTIVE INGREDIENTS GLOSSARY

ORGANIC DAMASK ROSEWATER

INCI: ROSA DAMASCENA FLOWER WATER – Plant origin

- Astringent, it tones the skin (*eye cleansing veil and micellar water*)
- It helps reinvigorates the skin and prevents the effects of ageing
- Refreshing, it calms redness and allergic reactions (*BB cream*)
- Its powerful, fresh and sweet fragrance infuses homemade cosmetics with a soft rose smell (*mascaras and eye liner*)

Active ingredient contained in :

Eye cleansing veil / Micellar water / Backstage mascara / Perfect mascara / Definition mascara / Revolution mascara / Eyeliner / Enhancing complexion base / BB cream / Glow boosting corrector / Hydra Jeunesse fluid foundation

ORGANIC RICE POWDER

INCI: Oryza sativa (Rice powder) – Plant origin

- Rich in vitamin E and essential fatty acids, the rice is a powerful antioxidant just like tea

Active ingredient contained in:

High definition silk powder

ACTIVE INGREDIENTS GLOSSARY

ORGANIC ALOE VERA PURE JUICE

INCI: Aloe barbadensis leaf juice – Plant origin

- Concentrates in most vitamins including A, E and B
- Rich of all essential mineral: phosphorus, potassium, calcium, chlorine, iron, zinc
- Its composition gives it properties that are highly beneficial to the skin: it heals, regenerates cells and moisturises* the skin
- It is renowned for diminishing dark spots and delaying their appearance on the hands and face

*Active ingredient contained in :
Enhancing lash & brow care*

SALICORNIA

INCI: Salicornia herbacea extract – Mineral origin

- Green salicornia is rich in provitamin A, vitamin C, magnesium and zinc
- When she turns red, she is charging in a rare polyphenol (EGC or Epigallocatechine) with an antioxidant and anti-ageing power.

*Active ingredient contained in :
BB cream*

SILICA

INCI: SILICA – Mineral origin

- Absorbing agent: mattifies

Active ingredient contained in :

Kohl kajal / Eye shadow / Eyebrow kit / Tinted brow gel / Pencils n° 06, 03, 04, 06 / Lipsticks n° 121, 126, 258, 281, 284, 120, 122, 123, 125 / Smoothing velvet primer / Dark circle and redness concealer / Blush powder / BIO MINERAL foundation

**Moisturises the superficial layers of the epidermis.*

STEVIA

INCI: Stevia rebaudiana extract – Plant origin

- Natural sweetener, it brings taste to the cosmetics

Active ingredient contained in :

Lip glosses n ° 805, 808, 811, 813, 814, 818, 901, 903, 902, 904 / Perfecting lip balm / Lipsticks n ° 203, 205, 206, 211, 221, 223, 224, 234, 237, 238, 240, 242, 243, 244, 254, 255, 256, 257, 287, 503, 504, 505, 506, 507, 260, 261, 262, 263, 280, 501, 502, 121, 126, 258, 281, 284, 120, 122, 123, 125



Thank you

