

B

BENTA BEAUTÉ

Your Skin is Beautiful

Creation of the 1st luxury skin care brand exclusively for youth 12 to 24 yrs. from all 5 continents. made in France, with a leading research university label

Paris – April 2011



B

Summary

Market opportunity

The market

Key success factors

Operating plan

Financials

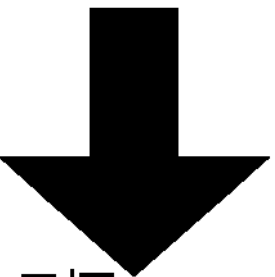
Appendix



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Origin of the brand

- Skin problems have universally and over time been identified as the primary source of personal discomfort for young men and women
- No cosmetic or skin care lines exists exclusively designed for youth (12-24 yrs.). Youth are either directed to 1) aggressive, pharmaceutical or prescription based products or to 2) cosmetic lines not specifically adapted to their skin type
- It is difficult to sell products to adolescents: marketing is inefficient with negative messaging in relation to 'skin problems' versus education to explain a natural phenomenon in the growth cycle. A plethora of products with complicated labeling together with poorly adapted physical locations result in inefficient targeting of this population



Because "Your Skin is Different", Benta Berry has created the first product line specifically dedicated to young skin from all 5 continents (age 12 to 24 yrs.), developed by a French expert in cosmetology, Dr. Naima Zerrouk



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Brand Differentiators – Your Skin is Different

- **Youth are born with a natural skin balance which requires daily care in order to maintain the skin's protective hydro-lipidic barrier.** Hormonal development during the ages of 12 to 24, along with stress and pollution affect this natural balance increasing the secretion of sebum which, if not addressed, can cause skin problems. Studies show an increase in skin care problems at young ages with stress and pollution as major contributing factors. A recent MIT study indicates that 10% of skin problems are genetic and 90% environmental
- **Effective skin care comes from good hygiene** that follows the 24 hour chrono-biological clock of youth with peaks in the secretion of sebum throughout the day, and the use of quality products adapted to their skin type enhancing the natural regeneration process
- **A unique combination designed for youth from all 5 continents**, formulas for Benta Benta products use natural ingredients especially selected from around the world for their proven effectiveness in caring for skin in different cultures. Products are paraben-free and non-comedogenic
- **Because youth are nomadic, travel size packaging makes products easily transportable** for use throughout the day and in any location. Smaller dosages prevent overabundance in use for more effective results
- **A classy design, in high-end soft touch tubes** with adult and positive labeling makes them desirable to handle and exhibit



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Brand Values – Committed to Youth

- **For and By Youth.** Benta Berry encourages the involvement of youth in brand development, a key success factor for brand adoption. Benta Berry's supports youth encouraging innovation and community involvement. Support takes the form of case study workshops with universities, student internships and event sponsoring along with a Benta Prize awarded annually for meaningful projects. Benta Berry brand ambassadors were selected by internet fans through an online selection process as representatives of the youth we see everyday all around us
- **Healthy and environmentally aware,** Benta Berry supports sustainable development. Products are derived from natural ingredients. Benta Berry values initiatives that focus on the well-being of youth and social involvement such as the 4LTroophy and the EDEC Sailing Race
- **Multi-cultural and multi-ethnic,** Benta Berry is an 'all-inclusive' brand whose products are suitable for youth from around the world because pigmentation is not a differentiator for young skin. Benta Berry is a global brand supporting the global community of youth while connecting locally through country specific initiatives
- **Innovative and in movement, Benta Berry** is in-step with youth today. Benta Berry is a digital brand connecting with its target audience online, receptive to the changing moods of its target audience
- **Transparent and truthful,** Benta Berry respects the intelligence of youth providing high quality products with positive, mature messaging, and brand transparency

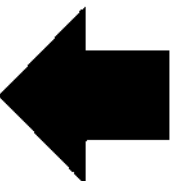
Benta Berry's partners were especially selected for their adhesion to brand values





Made in France – Why so important ?

- Benta Berry's cosmetics are manufactured by Alban Muller, President of the Cosmetic Valley in France, innovator in sustainable development and 'eco-conception', (Ecological Design) and world leader in the production of natural ingredients
- Products are produced in compliance with European standards that outline safety, environmental protection and chemical substance regulations under the 'REACH' standard ('enRegistrement, Evaluation et Autorisation des substances Chimiques'). The standard was recently updated with new obligations to be implemented by 2013
- The REACH standard protects consumers by requiring end-to-end traceability of ingredients
- Products have been dermatologically tested, are paraben-free and non comedogenic



The right formulas, together with the best natural ingredients and the highest production standards enable Benta Berry to deliver on its commitment to youth of quality and effectiveness

B

A coherent approach

A poorly addressed target audience

youth

12/24 yrs

A luxury skin care brand created for specifically for youth

cosmetics

skin care

Efficient distribution via a branded, online boutique with high-end brick and mortar relays



On a global scale

Multiethnic

Distribution model adapted to target audience

International distribution within 1 year



B

An efficient business model

1

Positioning

2

**Investment in
offline and
online
marketing**

4

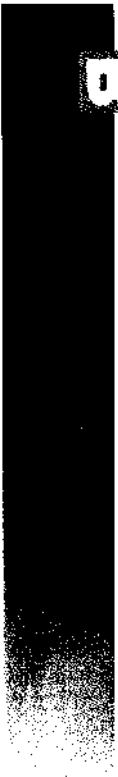
**Fully
integrated
distribution
system**

3

**Creation of a
segmented
brand**



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Distribution channels



Note: Others include discounters, small and other grocery retailers, variety stores, other health and beauty retailers, outdoor markets, other non-grocery retailers, vending and homeshopping. Distribution data excludes travel retail.

Source: Euromonitor International, December 2009

Source: Euromonitor International, December 2009

→ The e-commerce channel is for the most part underutilized as a sales channel, in particular for the target audience 12-24 yrs, whereas this audience is the top consumer group of this distribution channel

→ Limited direct sales by brands over the internet

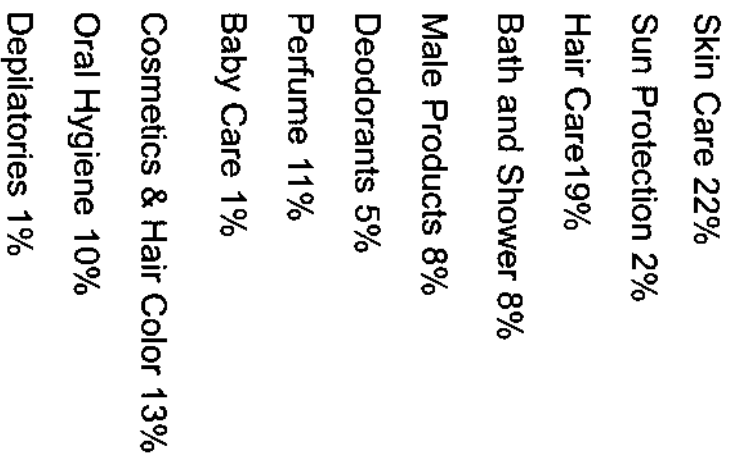
→ A plethora and confused set of offerings



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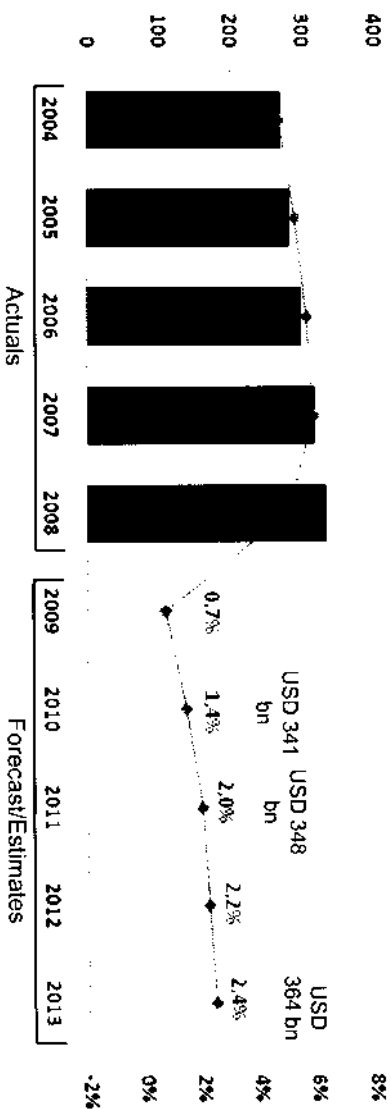
A quantifiable global market

Cosmetic and Beauty Care Market



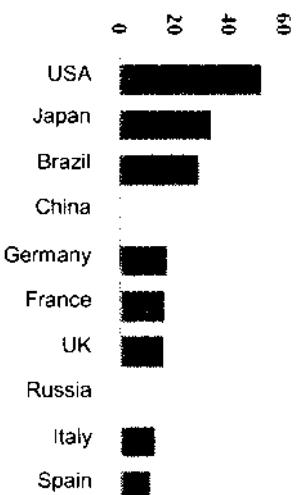
Source: Euromonitor International, 2006 figures

Size and Estimates of the Global Market



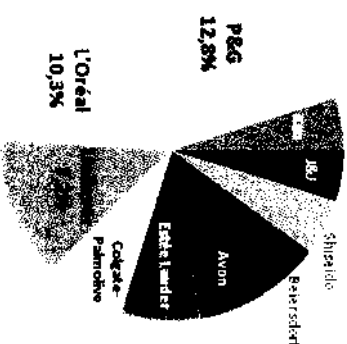
Source: Euromonitor International, December 2009

Countries



Source: Euromonitor International, December 2009

Producers



Source: Euromonitor International, 2006 figures



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Key success factors

A new luxury brand exclusively for youth 12-24 yrs, Benta Berry has 100% brand ownership

An innovative product backed by a world renown research university, Benta Berry has 100% ownership of product formulas

A complete 'Made in France' product line for boys and girls

A top quality, 'eco' friendly manufacturing process using 100% all natural active ingredients

A standalone, and branded online boutique with 'brick and mortar' relays

A complete online and offline marketing mix adapted to target audience based on positive messaging

An outsourced business model for controlling costs, access to customer data, and ease of international development

An experienced team t



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A new luxury brand adapted to youth

- A recognized luxury brand : a positive and enhancing approach to addressing youth
 - dialogue with youth using positive and educational messaging : skin problems are a normal and transitional stage in the growth process
 - create a BENTA BERRY community with buy-in to brand values : youth must fully adopt the brand as their own, created 'for and by' youth
 - a brand identity relayed via classy, desirable products, positive language, brand values that encourage well-being and a healthy lifestyle; products which will become collector's items over time
- BENTA BERRY has full ownership for its brand with branding registered around the world including for web site URLs

- A multi-ethnic brand
 - the skin care line was developed for young skin from around the world - multi-ethnic
 - a brand for youth from all 5 continents
 - locally sourced active ingredients specifically selected from around the world based on cultural practices facilitate identification with country specific traditions

- A 'nomadic' brand
 - adapted to the lifestyle and habits of youth; nomadic in nature, always in movement, adventurous
 - respects the essence of 'chrono-biology' tied to the 24 hour daily cycle optimizing the benefits of the active ingredients
 - smaller product format : 30ml maximum, travel- size format easily transportable

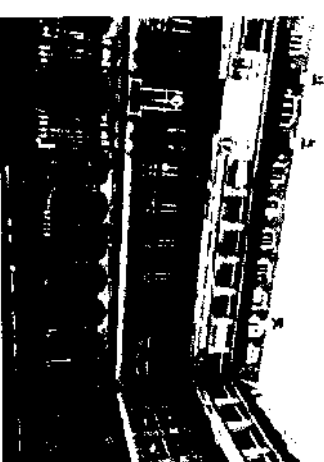




Products backed by a leading research university

- BENTA BERRY's objective is to create innovative products developed in pre-selected and well known research centers :
 - ↳ The Université Paris Descartes located in Paris, France, has 9 different research and teaching entities covering all aspects of health and human biology including medical, pharmaceutical and dental schools, also noted as a leading world health organization, top in Europe for quality and excellence in research
- A research university label : a commitment to innovation and the best credentials :
 - ↳ The BENTA BERRY formulas for the skin care line were developed by Dr. Naïma Zeerouk, Doctor in Pharmacy and member INSERM (Institut National de la Santé et de la Recherche Médicale)*, Professor and Research Scientist, responsible for Europe's first Master's program in Cosmology, part of the cosmetic research unit at l'Université Paris Descartes
 - ↳ Essential to underlining the quality behind the brand
 - ↳ A partnership with the Université Descartes will enable the Université to accompany BENTA BERRY in the development of its product line
- A complete and original product line
 - ↳ The originality of the line lies in its unique composition ; new and subtle complexes "Made in France", composed of all natural active ingredients derived from fruit and plants that help protect, treat and regulate young skin from all 5 continents age 12 to 24 yrs.

*National Institute for Health and Medical Research





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A complete and innovative line

→ Preventive face and body line for girls



fille

				
ligne filles	ligne filles	ligne filles	x ligne filles	ligne filles
en savoir +	en savoir +	en savoir +	en savoir +	en savoir +
6,00 €	12,00 €	15,00 €	19,00 €	18,00 €



B

A complete and innovative line

→ Regulating G-1 face and body line for boys and girls



filles



garçons



ligne filles et garçons

ligne filles et garçons

ligne filles et garçons

ligne filles et garçons





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A complete and innovative line

→ A variety of product packs



packs



pack

29.00 €



pack

29.00 €

pack



pack

29.00 €



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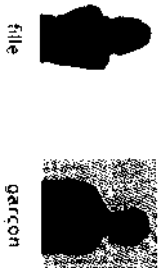


A complete and innovative line

→ Perfume
→ for girls
→ for boys

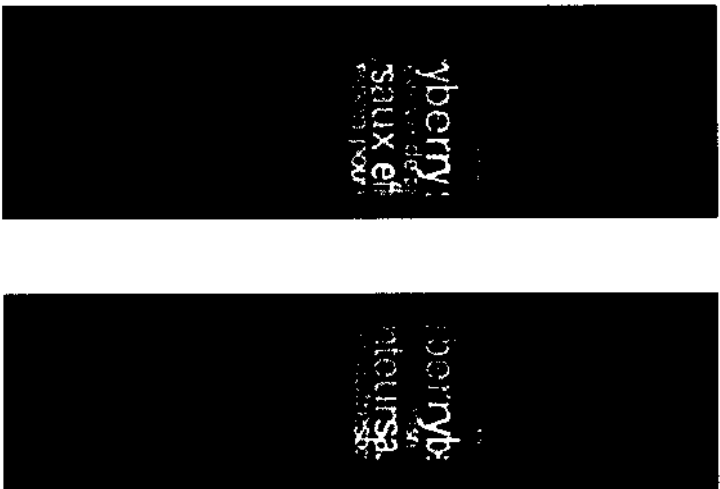


parfum



fille garçon

→ A sun tan line
(planned for 2012)



yberry saux et yberry mteusa





B

A high-end manufacturing process

- BENTA BERRY has chosen to externalize product production in order to guaranty the very best manufacturing process
 - partners were selected based on pre-defined criteria in harmonization with brand values
- Creation of a true center of excellence with the Group Alban Muller
 - BENTA BERRY products are manufactured and packaged in France at Alban Muller's industrial facility. Alban Muller, President of the Cosmetic Valley in France, was instrumental in creating the 'Eco-Responsible' Charter with both energy efficient and environmentally friendly processes
 - Alban Muller assures that 1) each ingredient comes from the very best production, 2) each product respects industry standards and 3) each product is quality tested
- Development of formulas made from all natural active ingredients is compliant with the rules and regulations associated with the treatment of natural products and respects environmentally friendly best practices
 - Benta Berry's product formulas comes from fruit and plant extracts developed in compliance with the highest level of ecological design regulations and standards
- Products are compliant with cosmetic product laws and regulations and meet international requirements including for the USA, Europe, and Asia including Japan
 - AFSSAPS compliant (Agence Française de Sécurité Sanitaire des Produits de Santé)*
 - Compliant with 2013 European Directives

*French Agency for the Safety of Health Care Products

During process using 100% natural ingredients

Organic apple from Normandy

1. The first group of authors (e.g., [1, 2]) considers that the main factor determining the rate of the reaction is the rate of the diffusion of the reagents into the reaction zone. In this case, the rate of the reaction is determined by the rate of the diffusion of the reagents into the reaction zone. The rate of the reaction is determined by the rate of the diffusion of the reagents into the reaction zone.

Natural ingredients

DATE: 11/11/2001

Cranberry from Quebec

[illegible]

BENTA BERRY

LES PRODUITS BENTABERRY SONT À BASE D'ACTIFS 100% NATURELS. DES ACTIFS MULTICULTURELS ISSUS DE TOUTES LES RÉGIONS DU MONDE OÙ ILS SONT UTILISÉS DE FAÇON ANCESTRALE POUR LEURS BIENFAITS ET LEURS VERTUS COSMÉTIQUES.

Pineapple from Brazil

1. The first group of authors (e.g., [1, 2]) considers the problem of the stability of the motion of a system of particles in the field of a central body. The problem is solved by the method of the variation of constants. The results are obtained in the form of a series of powers of the small parameter ϵ . The first group of authors also considers the problem of the stability of the motion of a system of particles in the field of a central body. The problem is solved by the method of the variation of constants. The results are obtained in the form of a series of powers of the small parameter ϵ .

Camelia oil from Japan

[illegible]

Dragon fruit from Vietnam

[illegible]

Tamanu oil from Polynesia

1. 1990年12月25日，在北京市召开的中国工程院成立大会暨工程院第一次院士大会上的讲话。



Over the internet supported by Brick and Mortar

A uniquely branded e-commerce site

→ Solid fundamentals :

- a positive attitude by consumer base vis a vis shopping over the internet
- A distribution channel undergoing massive development with strong upside potential
- cosmetic sales 22% / yr from 2003 to 2008 vs. +4-5% for cosmetic sales via other channels

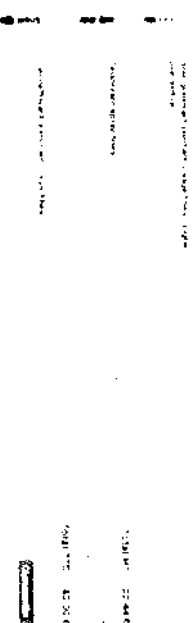
Global internet sales for cosmetics and skin care

→ BENTA BERRY has selected the internet as its primary distribution channel

- messaging addressed to target audience (youth) in their favorite environment
 - born online, brand objective is to be interactive with its audience, creating BENTA BERRY community enforcing brand values
 - several selective physical points of presence for growth: pop-up stores, sit corners in exclusive locations, unique location events

→ BENTA BERRY's internet presence will be supported by select 'brick and mortar' relays

- unique, high-end locations will be selected to enable Benta Berry to connect with its target audience, and experience the Benta Berry brand





Marketing and communication mix

BENTA BERRY

your skin is different

4 marketing and communication channels for
maximum access and exposure to the
adolescent and young adult target audience



- BLOG
- POP UP STORE OBERKAMPF
- WEB SERIES BentaONE
- PR OFFLINE (CHAMAREL)
- OPERATION CASTING
- SMART STORE (Paris)
- LAUNCH PARTY BentaONE
- PRT ONLINE (RED STILETTOS, ICONOPRESS)
- SOCIAL MEDIA MARKETING
- CITADIUM (Paris)
- BUSINESS SCHOOL COMPETITION ESG
- WEB SERIES « The trainees »
- SEARCH ENGINE OPTIMIZATION
- 4L TROPHY
- COURSE DE IEDHEC



B

An outsourced business model

Development of products
and formulas

within the cosmetology department
of l'Université René Descartes

Logistics

BENTA BERRY

4 highly experienced managers

Management

Marketing

Finance

IT

Production/
Manufacturing

production agreement with the
Group Alban Muller and Group
Texen

 **Alban Muller**
INTERNATIONAL

Legal and IP



Santarelli

Branding



B

International development



2010

- A staged approach to international development
- 2010 : France
 - 2011 : Europe : Germany and UK, USA (West Coast)
 - 2012 : USA (East Coast) and Brazil
 - 2013 : Asia Pacific : Japan and Korea



B

An experienced team



Marie-Pierre SCHMITZ – Founder, and CEO
48 yrs, married, 2 children, 17 and 19 yrs
D.E.A Droit des Affaires – ASSAS – Paris II (Doctorate in Business Law)
20 yrs in senior management in Finance : Banque Indosuez, Paribas Asset Management
Co-CEO and Founder of a Private Equity/Hedge Fund registered with the French Stock Exchange



Raphaëlle Tuck Sherman - Marketing
45 yrs, married, 3 children, 16 and 13 yrs . EM Lyon (Business School)
15 yrs experience in International Marketing - Yves Saint Laurent – Sanoï Beauté
2 yrs - L'Oréal Luxe - Germany/Austria
2 yrs CMO Easyviz, (Internet sales platform for eyeglass wear)



Mary Dupont-Madinier (French/American) - Business Development - USA (planned for 2011)
55 yrs, married, 3 children 25, 22, 18 yrs.
(Rutgers University, George Washington University (BA, Master Program)
25 yrs. experience in International Business Development based in the USA, France and the UK. Thales, Cable & Wireless, EDS
(now Hewlett Packard)



Guillaume DASTOT – Engineering and IT
38 yrs, married, 2 children, 3 and 6 yrs. Engineering - FIUPSO – Université Paris-Sud Orsay
Thomson, DGA, Altran Technologies, Aucland Groupe, Europ@web, Meetic (Director of Operations)
Consultant for Orange and Voyages SNCF



Elias Abi Ghanem – Finance
31 yrs, single
Collège Notre Dame de Jamhour – Lebanese American University
5 yrs experience in finance – Co-manager of Paris based Hedge Fund



Key experts and industrial partners

B



Doctor Naïma ZERROUK – R&D, Formula Development
51 yrs, married, 1 child, 17 yrs
Doctor in Pharmacy– Université Paris Descartes
Hospital Practitioner, Responsible for Masters in Cosmetology - l'Université Paris Descartes



Alban MULLER – General Manager and Founder, Group ALBAN MULLER - President of the Cosmetic Valley
Alban Muller specialized in products development for the cosmetic sector, tested and approved high-tech natural ingredients and extracts, plant complexes and active ingredients from bio-technology
Developed a global and unique ecologically friendly approach having chosen to create a fully integrated manufacturing process for organic products in France Production agreement with BENTA BERRY



Christian BARAVAGLIO – CEO and Founder - The TEXEN Group
3rd largest global group specialized in plastic injection molds/packaging for the cosmetics and beauty sector. Has provided extensive support and advice to BENTA BERRY for the development and manufacturing of packaging of tubes for the BENTA BERRY complete product line



Valentine Pozzo di Borgo
Valentine Pozzo di Borgo created the 2 perfumes fragrances 'Reve de Parfum' for BENTA BERRY in collaboration with the Group TAKASAGO, one of the leading, global Japanese perfumers



John-Paul Welton
BENTA BERRY naturally turned to John-Paul Welton for the creation of a unique perfume element for the launch of their product line exclusively dedicated to young skin. John-Paul fully supported and understood the philosophy and values of this new brand made from 100% natural ingredients, giving the products through their perfume and olfactive element a truly unique identity



Stanislas WOLFF – Photographer 37 yrs
Economics Degree. With photography as his passion, Stanislas, has become an up and coming photographer based in Paris working with top brands. Specialized in portraiture, his use of shading and blurring make the pictorial element of his photography unusual and interesting



Havas Sports & Entertainment – Strategic Marketing/Communication Advisor
Community Management - Facebook, animation of blog and forums, public relation campaigns in association with on-line and offline events and initiatives
Coordination of operational initiatives for BENTA BERRY



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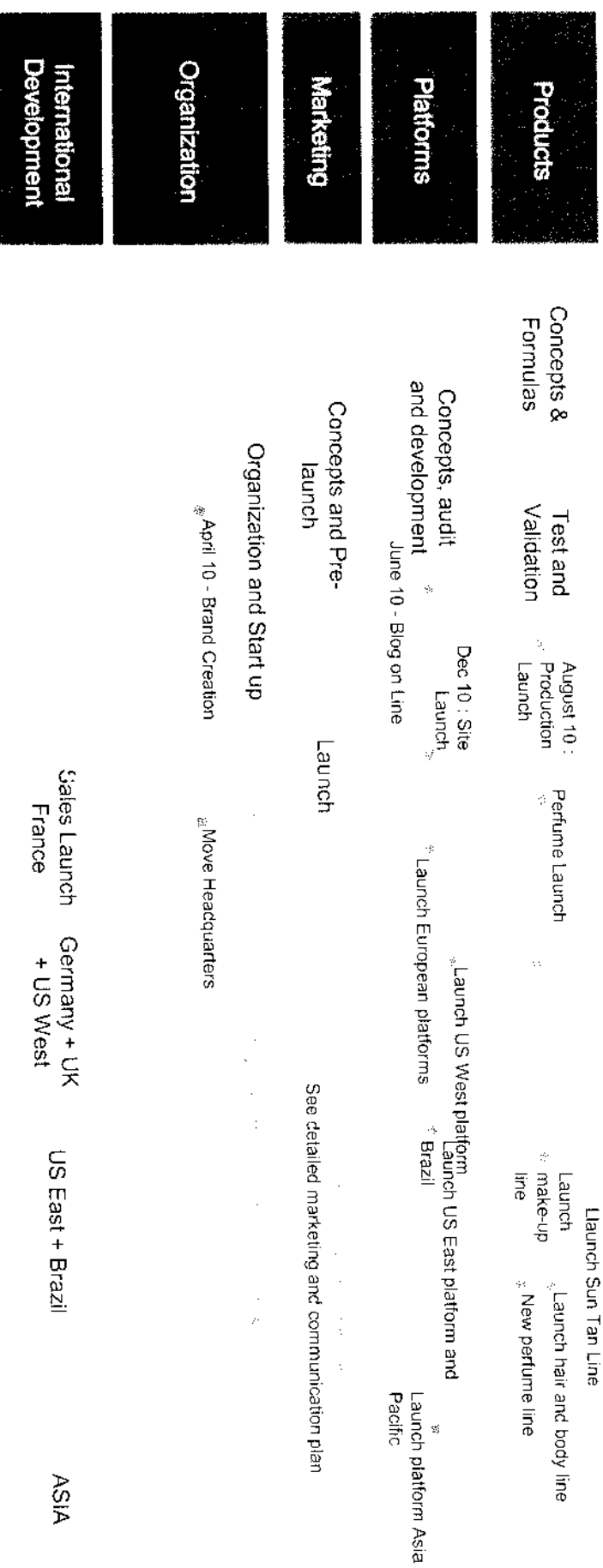
Summary

1. Market opportunity
2. The market
3. Key success factors
4. Operating plan
5. Finances
6. Appendix



B

Operating Plan



B

Marketing and Communication Strategy 2010 - 2011

BENTA BERRY

your skin is different

4 marketing and communication channels for
maximum access and exposure to the
adolescent and young adult target audience



- BLOG
- POP UP STORE OBERKAMPF
- WEB SERIES Bent@ONE
- OPERATION CASTING
- SMART STORE (Paris)
- LAUNCH PARTY Bent@ONE
- SOCIAL MEDIA MARKETING
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- WEB SERIES « The trainees »
- 4L TROPHY
- PRT OFFLINE (CHAMAREL)
- SEARCH ENGINE OPTIMIZATION
- COURSE DE JEDHEC
- PRT ONLINE (RED STILETTOS, ICONOPRESS)



Marketing and Communication Strategy 2010 - 2011



→BLOG May 2010

- Objectives
 - Initiate online positioning of the brand
 - Support the online casting initiative
 - Transfer of information for the actual site sales
- Execution
 - Havas
 - La Toule Petite Agence
- Operations
 - Opened May 2010
 - Regular updating
- Activities
 - Articles on 'Cast of the Day' and skin care
 - Videos about individuals selected for casting
 - Videos about the actual photo-shoot
 - Videos about the ambassadors' photo shoots
 - Articles about product packaging
 - Articles about product formulas/natural ingredients
 - Articles and carryover from initial launch on the main web site
- Results
(7 months)*
 - 75 269 visits
 - 268 372 pages viewed
 - 34 473 unique visitors
 - 3,57 pages viewed on average

* From May 24 to 2010 to January 3, 2011

BENTABERRY

your skin is different

Recevez les ambassadeurs Benta Berry, à l'occasion de vidéos



Ouverture de la boutique BENTA BERRY

60 ans BENTA BERRY

Follow us on
@BENTA_BERRY

Exposés

ALMA BERRY

Les Premiers Benta Berry

Les Premiers Benta Berry

Les Premiers Benta Berry

Les Premiers Benta Berry

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Les Premiers Benta Berry



Marketing and Communication Strategy 2010 - 2011

→ Online casting 15 June - 12 October 2010

→ Objective Initiate interest, 'buzz', in relation to an unknown brand

→ Execution La Toute Petite Agence

→ Operations Distribution of 100 000 street flyers marketing at 120 High Schools (secondary schools located in Paris

Participant registration on Blog - 15 June - 31 August 2010

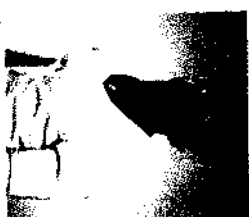
Selection of 100 candidates to represent brand
Photo shoot of 100 candidates by Stanislas Wolff
Internet voting from 25 September to

12 October 2010

Announcement of results on the Blog
Photo Shoot of 12 ambassadors by Stanislas Wolff

→ Results

12 ambassadors
Over 1 500 candidates
50 000 votes
8 000 voters



Marketing and Communication Strategy 2010 - 2011

→ Search Marketing and Social Networks July 2010

facebook

FAN PAGE Facebook

PROFILE PAGE Facebook

Google SEM Campaign

→ Date Created Oct. 2010
 → Execution Havas
 → Management Havas
 → Results 592 fans by 03 Jan. 2011
 Store Page with direct access to online store

→ Date Created June 2010
 → Execution La Toule Petite Agence
 → Management Havas
 → Results 822 friends by 03 Jan 2011

→ Budget max 10 000 € /mo - Dec. 2010

→ Execution Keyade

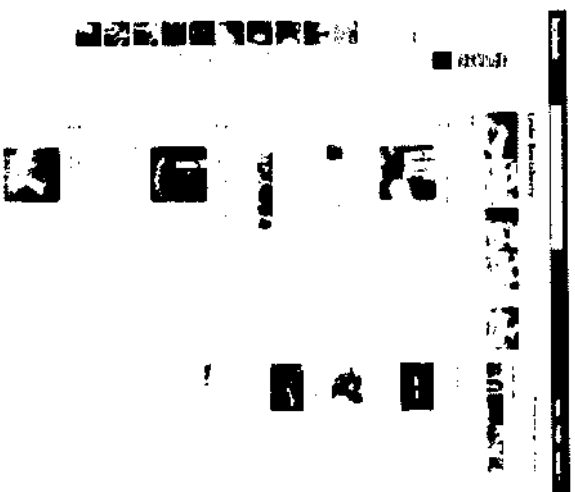
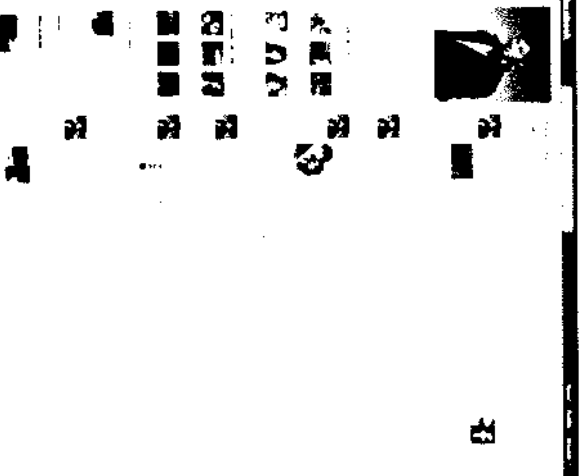
→ Operational Display on member sites
 Adsense Campaign to promote brand with target audience when they navigate the web

→ Target

By age group:
 18 to 21 yrs
 22 to 25 yrs
 40 yrs plus

By center of interest:
 TV Series
 Video Games
 Fashion, etc.

→ Results Click Through Rate - 0,034
 (vs 0,020 for standard campaign)



58 % of site visitors come from Facebook

Marketing and Communication Strategy 2010 - 2011

→ Search Engines

SEO Campaign

→ Operations Optimization within search engines through direct and indirect links/referencing

→ Execution Neoptin

→ Results engines results

Display among top results in search

SEM Marketing

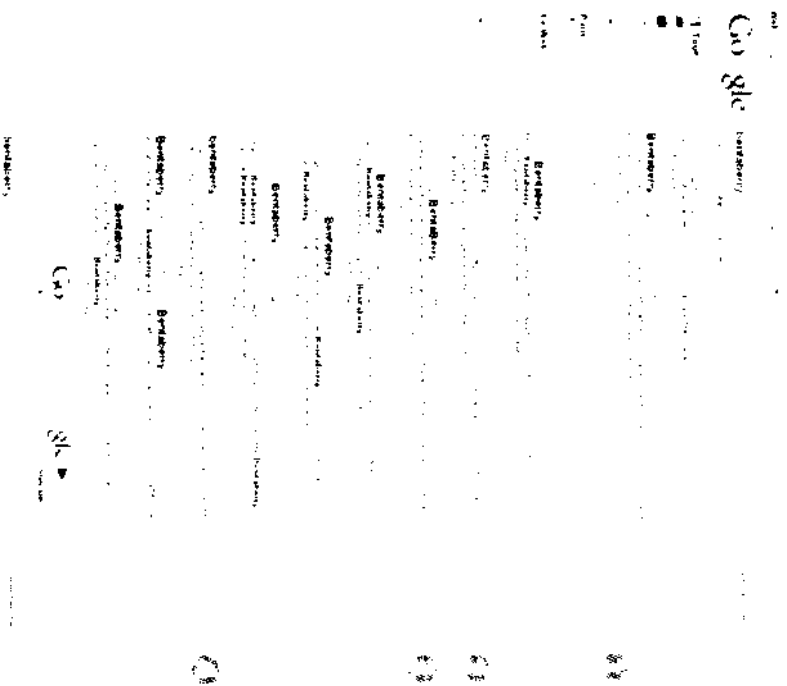
Budget max 10 000 €/mo - starting in Dec. 2010

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Operations with cosmetic search engines	Presence in Google and partner for internet searches associated
1. Search engines 2. Partners 3. Search engines 4. Partners 5. Search engines 6. Partners 7. Search engines 8. Partners 9. Search engines 10. Partners 11. Search engines 12. Partners 13. Search engines 14. Partners 15. Search engines 16. Partners 17. Search engines 18. Partners 19. Search engines 20. Partners 21. Search engines 22. Partners 23. Search engines 24. Partners 25. Search engines 26. Partners 27. Search engines 28. Partners 29. Search engines 30. Partners 31. Search engines 32. Partners 33. Search engines 34. Partners 35. Search engines 36. Partners 37. Search engines 38. Partners 39. Search engines 40. Partners 41. Search engines 42. Partners 43. Search engines 44. Partners 45. Search engines 46. Partners 47. Search engines 48. Partners 49. Search engines 50. Partners 51. Search engines 52. Partners 53. Search engines 54. Partners 55. Search engines 56. Partners 57. Search engines 58. Partners 59. Search engines 60. Partners 61. Search engines 62. Partners 63. Search engines 64. Partners 65. Search engines 66. Partners 67. Search engines 68. Partners 69. Search engines 70. Partners 71. Search engines 72. Partners 73. Search engines 74. Partners 75. Search engines 76. Partners 77. Search engines 78. Partners 79. Search engines 80. Partners 81. Search engines 82. Partners 83. Search engines 84. Partners 85. Search engines 86. Partners 87. Search engines 88. Partners 89. Search engines 90. Partners 91. Search engines 92. Partners 93. Search engines 94. Partners 95. Search engines 96. Partners 97. Search engines 98. Partners 99. Search engines 100. Partners	1. Search engines 2. Partners 3. Search engines 4. Partners 5. Search engines 6. Partners 7. Search engines 8. Partners 9. Search engines 10. Partners 11. Search engines 12. Partners 13. Search engines 14. Partners 15. Search engines 16. Partners 17. Search engines 18. Partners 19. Search engines 20. Partners 21. Search engines 22. Partners 23. Search engines 24. Partners 25. Search engines 26. Partners 27. Search engines 28. Partners 29. Search engines 30. Partners 31. Search engines 32. Partners 33. Search engines 34. Partners 35. Search engines 36. Partners 37. Search engines 38. Partners 39. Search engines 40. Partners 41. Search engines 42. Partners 43. Search engines 44. Partners 45. Search engines 46. Partners 47. Search engines 48. Partners 49. Search engines 50. Partners 51. Search engines 52. Partners 53. Search engines 54. Partners 55. Search engines 56. Partners 57. Search engines 58. Partners 59. Search engines 60. Partners 61. Search engines 62. Partners 63. Search engines 64. Partners 65. Search engines 66. Partners 67. Search engines 68. Partners 69. Search engines 70. Partners 71. Search engines 72. Partners 73. Search engines 74. Partners 75. Search engines 76. Partners 77. Search engines 78. Partners 79. Search engines 80. Partners 81. Search engines 82. Partners 83. Search engines 84. Partners 85. Search engines 86. Partners 87. Search engines 88. Partners 89. Search engines 90. Partners 91. Search engines 92. Partners 93. Search engines 94. Partners 95. Search engines 96. Partners 97. Search engines 98. Partners 99. Search engines 100. Partners

products
Boost sales
Promote brand awareness on the
net

Interruption	Campaign put on hold - end of Dec 2010



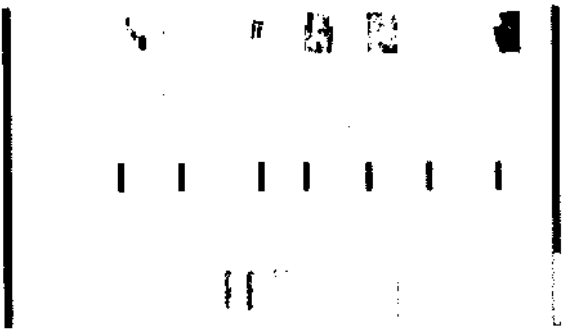


B

Marketing and Communication Strategy 2010 - 2011

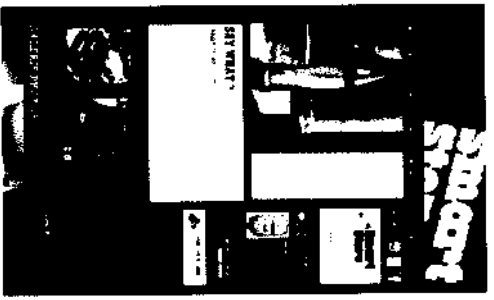
POP UP STORE OBERKAMPF – Dec 2010

- Temporary store offering targeted clientele introduction to new products with option to buy during specific, short-term periods (seen as a benefit), with prizes/promotions



SMART STORE – Jan-Jun 2010

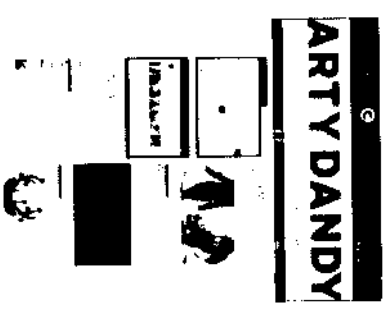
- Pop-up store based on Japanese concept of 'Try Advertising' - Store presents innovative products through enhanced displays merchandizing product concepts in a unique way accessible to members only, 9 000 members to date
- Operations
 - Exhibit of BENTA BERRY products and services
 - Display devoted to BENTA BERRY products only
 - Display Animation (WebTV BENTA BERRY)



CITADIUM – 19 Feb - 9 April 2010

- Objective
 - Create a unique event within the Citadium department store designed specifically for youth where customers can meet the Brand and create a 'buzz' in relation to the brand
- Means
 - Development of a Black Box incubator of the BENTA BERRY experience in partnership with Saint-Gobain, using its innovative glass, Prima-lite panels at the store entrance

- Brand Visibility
 - 300 000 visitors
 - Traffic - 3 500 clients



Marketing and Communication Strategy 2010 - 2011

WEB SERIES BENTA ONE

Nov 2010

- Teasing initiative via a web series filmed by 4 young adults who organized the BENTA BERRY launch event
- Web Series in 7 episodes :
 - Introductions, The Flyer, Music Groups, The Road, The Culture Hall, Party Photo Shoot ...

BENTA ONE LAUNCH PARTY

13 Nov 2010

- Brand launch event « For and By Youth »
- Organized by Havas and Eleganz
- Promote the brand with youth via a fun event bringing together different social and up and coming music groups with well known DJ animation
- 850 young people at the Culture hall, Paris

ESG Business School Competition

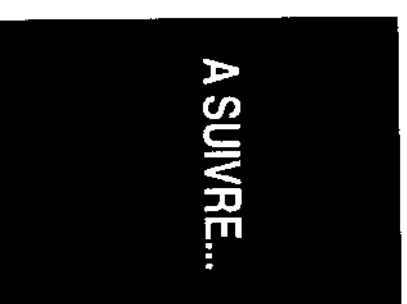
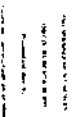
Sept 2010-April 2011

- Media and marketing competition in relation to the new BENTA BERRY brand
- Relevant results and feedback
- BENTA BERRY supporting a student project in association with the well known ESG Management School

WEB SERIES « The TRAINEES »

2011

- Teasing operation via a web series
- Scenario under development
- Teasing and "buzz" enhancer for the brand





B

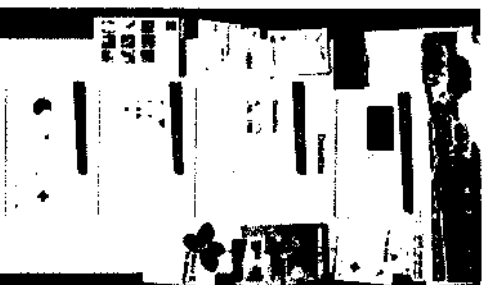
Marketing and Communication Strategy 2010 - 2011



4L TROPHY

18 to 28 February 2011

- Raid Adventure rally for students only with humanitarian purpose
- 1 000 team participants
- Big media coverage
- 2 teams sponsored in the name of BENTA BERRY (1 girls, 1 boys)
- Special events planned on the Blog and Facebook Page



EDHEC SAILING RACE

9 au 16 April 2011

- Sale Boat race bringing together 3000 students and 10000 attendees
- Sponsoring one boat and team in the name of the Benta Berry brand/colors (boat hull, jackets, big sail and spinmaker).
- Distribution of samples in the town, product exhibit



Replace This with plans for this summer

Replace this with plans for this summer





B

Marketing and Communication Strategy 2010 - 2011

PRESS Articles examples
as of Dec 2010

→ As of today, 12 press articles were published on the BENTA BERRY brand :

commeunhomme.net
orsérie.fr
blogtexpress.com
zg-magzine.com
planete-beaute.blogspot.com
paulette-magazine.com
Newsparfumscosmetiques.blogspot.com
mellyfashion.com
Public
24hsanté.com
Midi Shopping
Coming soon :
Top Santé
Marie-Claire
Voici
Madame Figaro

BENTA BERRY your skin is different
la presse en parle

1^{er} art. : commeunhomme.net 28 août 2010 	3^{er} art. : blogtexpress.com 16 octobre 2010 	5^{er} art. : planete-beaute.blogspot.com 21 novembre 2010 	7^{er} art. : mellyfashion.com 14 novembre 2010 
2nd art. : orsérie.fr 02 septembre 2010 	4th art. : mellyfashion.com 02 novembre 2010 	6th art. : paulette-magazine.com 15 novembre 2010 	8th art. : mellyfashion.com 15 novembre 2010 

orsérie

paulette

orsérie

paulette



Financing Needs

- BENTA BERRY development outside of France in 2011 et 2012 :
 - 100.000€ / zone
 - Duplication of the French strategy: financing of online casting, blog, launch event, sponsoring events, and other country specific events/opportunities)
 - development of a BENTA BERRY research lab within University research facilities : 25k€ per zone
- PR / Marketing and Communication
- Development of technical platforms for international development and growth (servers, hiring/staff)
- Audience Acquisition / site traffic : V2 Web Site
- Principal means - social media marketing strategy via Facebook : Facebook store, Facebook Connect, with objective to send people from physical locations/events to the online presence
- Brand Videos for audience acquisition and sales enhancement
- Creation of scenario around « Who is BENTA BERRY » via a close and self-managed creative group of young internet users



B

Summary

1. Market opportunity
2. The market
3. Key success factors
4. Operating plan
5. Financials
6. Appendix

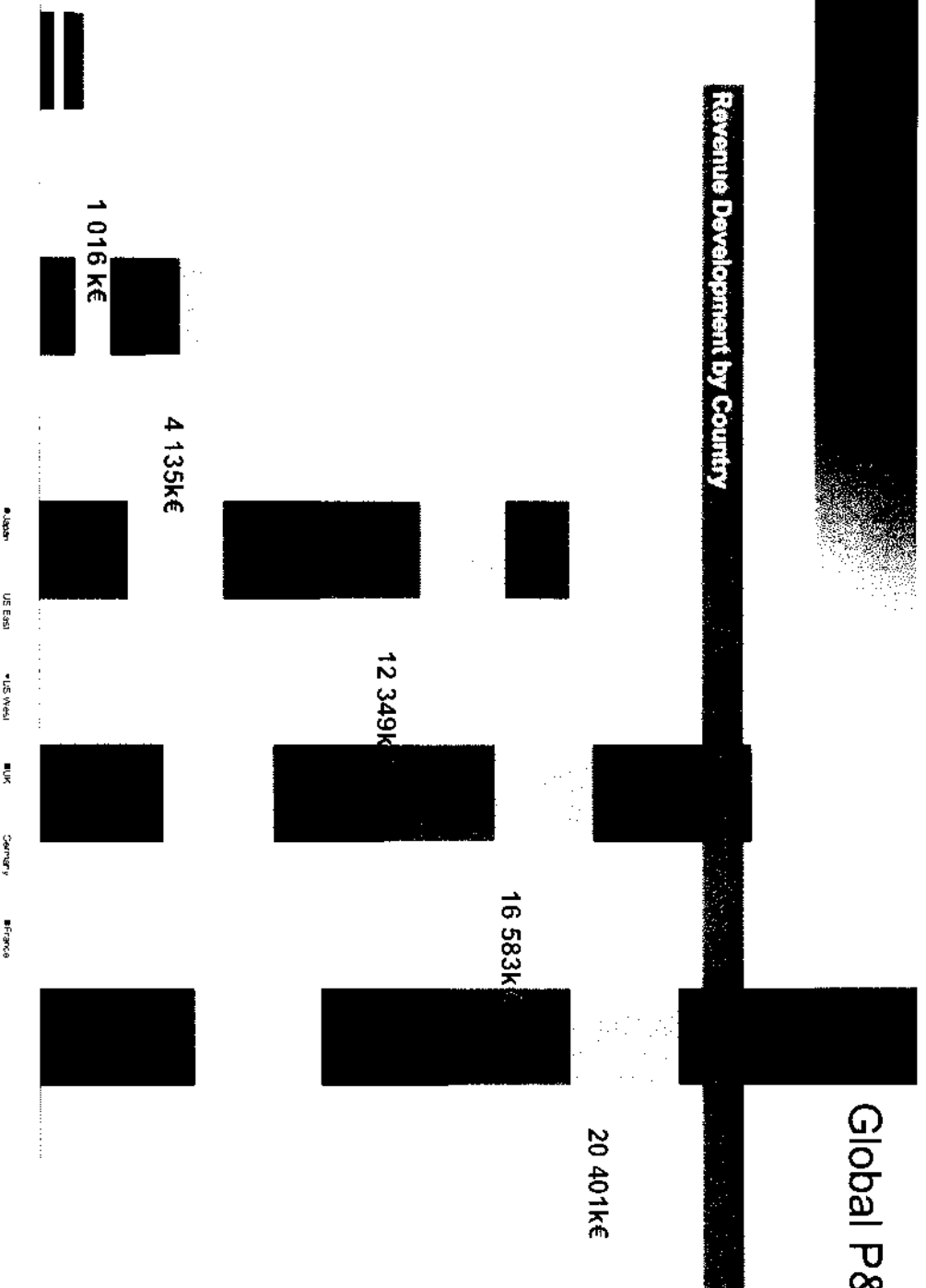
Global P&L 2011 - 2015

Sales Net	1 016	4 135	12 349	16 583	20 401
Allocations	25	10	10	10	10
Total Revenue	1 041	4 145	12 359	16 593	20 411
Growth %	n/a	298%	198%	34%	23%
Net Global Margin	770	3 127	9 511	12 738	15 649
% total revenue	76%	76%	77%	77%	77%
Personnel	280	835	1 131	1 187	1 247
Marketing	406	1 490	3 704	4 145	4 080
Logistics	133	465	1 391	1 867	2 296
Other	7	15	65	81	97
Total variable costs	827	2 806	6 292	7 282	7 721
Start up costs	107	107	6	6	6
Other fixed costs	531	822	1 152	1 286	1 473
Total fixed costs	624	916	1 144	1 278	1 464
EBITDA	-548	-476	2 090	4 193	6 479
% total revenue	-53%	-11%	17%	25%	32%
Depreciation/ amortization	107	107	6	6	6
Operating Income	-656	-584	2 084	4 187	6 473
% total revenue	-63%	-14%	17%	25%	32%

B

Global P&L 2011 - 2015

Revenue Development by Country



B

Key drivers

Gross Margin

Marketing Expenses

Fixed Costs

- Gross margin stable around 76%
- High margin rates in the cosmetic sector

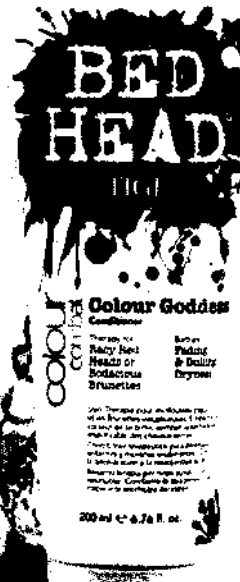
- Marketing expenses principally tied to internet customer acquisition
- Reduction of marketing expenses in relation to revenue

- Years 2011 and 2012 impacted by launch and start up costs
- Product line development
- Internet site development
- Brand registrations
- Worldwide brand launch
- Stabilization of fixed costs vs revenue starting in 2013



BEAUTÉSTYLE

1 ESSENTIAL KIT ENRICHED WITH ESSENTIAL O



5



6
COLOR



7



gel
nettoyant
régulateur
G-1
de qualité
supérieure
visage
filles et
garçons
100%
naturels
sans parfum
sans alcool
30 millilitres

8

URBAN DESIGN

POUR LES ARTISTES DU QUOTIDIEN,
DES PRODUITS "CITYPROOF" QUI FONT FORTE
IMPRESSION ET AFFICHENT LEUR DIFFÉRENCE.

1. À la pompe : une crème corps généreuse, aux huiles essentielles, Hand & Body Lotion Essential Kit, 38 € (chez Colette). 2. Au pinceau : dessinée par une élève du London College of Fashion, Palette Regard, The Body Shop, 19 €. 3. À plein tube : matifiante et protectrice pour les jeunes éco-trendy, Crème Hydratante à la sauge et au zinc, Aesop, 32 € (Le Bon Marché et www.aesop.com). 4. À la bombe : ce floral gourmand revient dans un mini-vapo nomade, It Spray Ma Dame, Jean Paul Gaultier, 38 €. 5. À haute dose : un soin qui sublime les rousses et les brunes, Colour Goddess Bed Head, Tigi, 15,40 € (tél. : 0.800.905.702). 6. Au marqueur : pour se dessiner un sourire frais et fruité, Feutre à lèvres Coloursensational, Gemey-Maybelline, 10,55 €. 7. À la pipette : une boisson aux baies de goji et au thé vert pour se dérouiller de l'intérieur, Water Booster goji-maxi 3, Dr. Brandt, 43 € (Sephora). 8. À la lettre : des soins malins pour les 12 à 25 ans, Gel Nettoyant, Benta Berry, 8 € (www.bentaberry.fr)

PAR MARION LOUIS

PHOTOS : MANTREE, DÉPILÉ BASSO & BROOKE / PRINTemps-Été 2011, GILBERT BENEY (PRODUITS) ET D. P.

Voici

6 RUE DARU
75379 PARIS CEDEX 08 - 01 44 15 30 00



19/25 MARS 11

Hebdomadaire Paris
OJD : 408120

Surface approx. (cm²) : 1247
N° de page : 48-49

Page 1/2



Cap corrections

1 Avant toute chose, pour retrouver un épiderme aussi lisse que celui d'une star photoshopée, on prépare la toile de fond. À l'heure ado, il est tentant de décaper à gros grain... Erreur, cela ne ferait qu'exciter les glandes sébacées et aggraver le problème. Au quotidien, on élimine les bactéries qui squattent la peau et entraînent les imperfections avec un gel composé de micrograins et d'acide salicylique, un agent antibactérien. Et, une fois par semaine seulement, on utilise un vrai gommage sur peau sèche pour désincruster, en complément du démaquillage.

BIODERMA
LABORATOIRES DERMATOLOGIQUES

Sébium
Mat

FLUIDE MATIFIANT
TEINTÉ
HYPO-ALLERGÉNIQUE
PEAUX MIXTES
OU GRASSES
Hydrate
Matifie

40 ml €

Soin Sébium
Mat, Bioderma,
11,78 €.

Eau de toilette
Eden ou Anéis Anais, Le Jardin
Cacharel, 25 ml, 29 €.



4 Objectif séduction

Lys romantique ou Mimosa un rien déluré, on frissonne au gré de parfums qui fleurissent bon le liberty. En toute liberté, on zappe au gré de ses humeurs pour faire clairement passer le message avec le bon sillage.

Pure Nu Gel
Démaquillant,
Shu Uemura,
33 €.



Zoom sur

DE DAKOTA FANNING À MILEY CYRUS,
LA NEW ADO AFFICHE UN TEINT SANS DÉFAUT.
TOUT POUR JOUER LES ÉGÉRIES DISNEY...

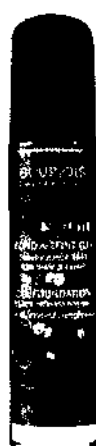
3 Hello perfection

Planquer sa peau sous une couche de fond de teint matifiant n'est pas une solution : cela empêche les pores de respirer, maintient les cellules mortes à la surface de la peau et rend plus flagrantes encore les imperfections. Les dermatologues conseillent d'opter pour un fond de teint riche en vitamines afin de booster l'éclat, mais dont le fini super light donne une impression de peau saine dès l'application. Si on veut augmenter légèrement sa couverture, il suffit de l'appliquer au pinceau plutôt qu'au doigt, en étirant la formule vers l'extérieur du visage.

2 Bye-bye boutons

Quand on a le blues du bouton, on a vite fait d'adopter de mauvais réflexes, comme de jouer au petit dermato devant son miroir au risque de conserver des marques à vie. Pour sauver l'honneur, lutter contre le point noir (et son stade évolutif, le bouton), on le traite illico. Le top, ce sont ces roll-on malins qui déposent une formule asséchante et teintée, parfaite pour masquer l'intrus sans faire plâtre. Comme les autres types de peau, une peau mixte doit être hydratée : on lui choisit un soin hydratant riche en actifs sébo-régulateurs comme le zinc, et en vitamine B6 qui permet de matifier la zone.

All In One,
Gel Nettoyant
Ultra
Purifiant, Nivea,
5,99 €.



Healthy
Mix Serum,
Bourjois,
15 €.



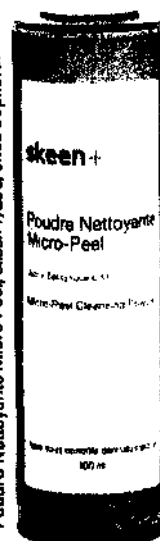
Soin
Gommant
Purifiant,
Benta Berry,
12 €.

soin
gommant
purifiant
de qualité
supérieure
visage
filles
à base d'acides
100%
naturels
sans alcool
sans parabènes
sans sulfates
30 minutes



Roll-on
Anti Spots
2 en 1,
Garnier Pure
Active,
6,99 €.

Poudre Nettoyante Micro Peel, Skin +, 29 €, chez Sephora.





SPECIAL BEAUTÉ

10 HOT CODES FOR FETTER

BY JENNIFER HARRIS

A BONNE ÉCOLE

On va en parler dans les couloirs des collèges et des lycées français :

BentaBerry est la première marque multiethnique 100 % naturelle pour peaux jeunes. Si les garçons flirtent timidement avec les cosmétiques, c'est pourtant grâce à l'un d'entre eux que le projet a vu le jour. Pour éviter que son fils suive un traitement médicamenteux agressif contre l'acné, Marie-Pierre Schmitz cherche une alternative plus douce mais efficace. Avec l'aide d'experts en dermatologie, elle lance trois lignes à base d'actifs naturels pour les jeunes filles, pour les garçons, et la « G-1 » censée réguler les peaux plus vulnérables. Dotée d'un sens aigu du marketing (campagne United Colors, soirées branchées, page Facebook...), elle vise avec succès les 12 à 24 ans, génération dite des « digital natives ». Élus parmi 5 000 candidats, les ambassadeurs de la marque s'appellent Rodolphe, Charles et Richard, pratiquent la voile et le golf, défendent avec conviction ce label « aux valeurs humaines » et deviendront, on le parie, des consommateurs avertis et décomplexés de cosmétiques.

[De 8 à 25 € sur www.bentaberry.com et jusqu'au 16 avril chez Citadium, 50, rue Caumartin, 75009 Paris]



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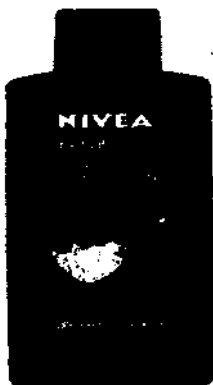
[De 8 à 25 € sur www.bentaberry.com et jusqu'au 16 avril chez Citadium, 50, rue Caumartin, 75009 Paris]



L'HOMME PREMIUM

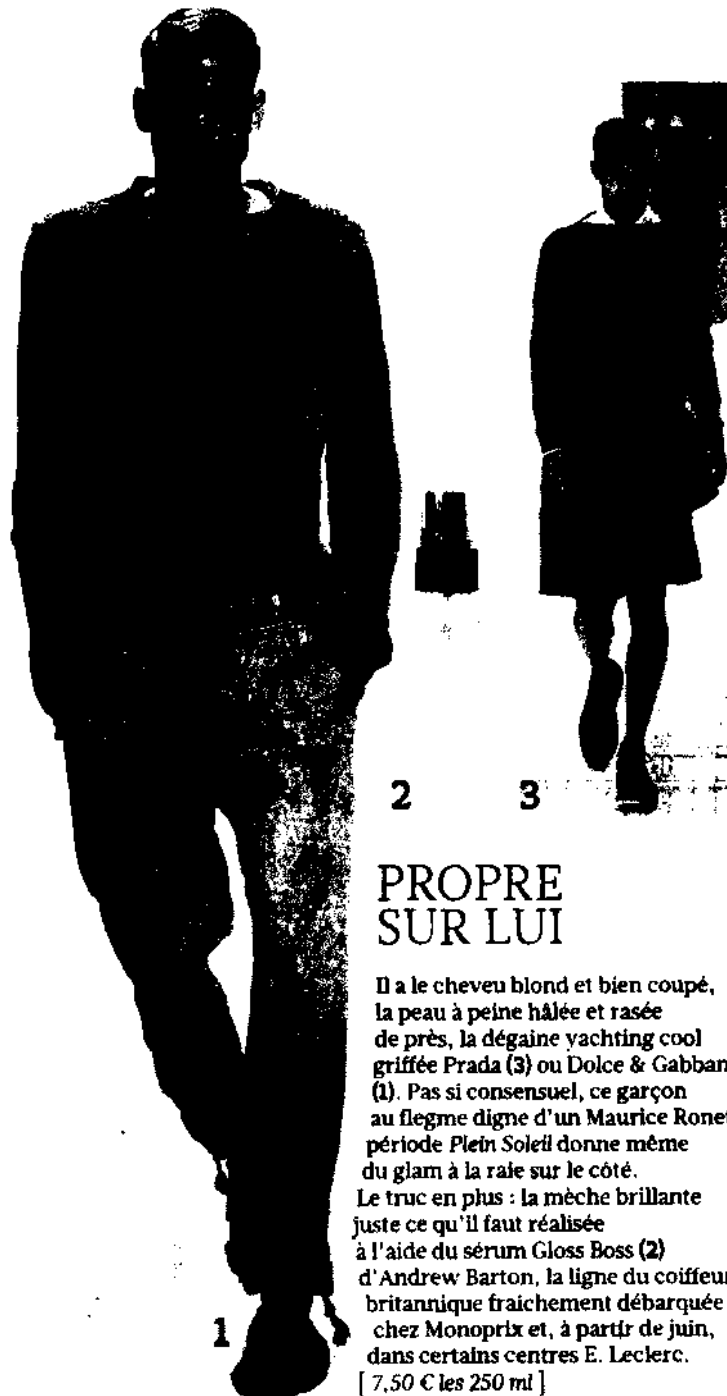
Philippe d'Ornano en a fait la promesse : Sisleyum n'inaugure pas une énième ligne de soins pour homme. « Les marques ont souvent une approche marketing de la cosmétique masculine, explique le directeur général de Sisley. Nous, nous avons voulu lancer un produit simple mais haut de gamme, unique mais global et, surtout, hérité de notre connaissance de l'anti-âge. À contre-courant du marché, tout simplement. » Au cœur de la démarche, la peau de ces messieurs et ses particularités : son épaisseur d'abord (due au collagène), un vieillissement tardif mais plus marqué et des irritations quotidiennes causées par le rasage. Il a fallu deux années aux laboratoires Sisley pour équilibrer les ingrédients et pousser les concentrations jusqu'à parvenir à cette formule trois en un : anti-âge (grâce au calice d'Alkékenge, extrait star de la maison) ; antistress (avec une batterie d'actifs issus de la lithothérapie) ; réparatrice (par l'action d'une plante suisse, le marrube blanc). « On a tendance à dire que les hommes n'y connaissent rien en cosmétique. Mais dès lors qu'ils sont convaincus, ils restent extrêmement fidèles à leur produit. » Plus que prometteur, ce soin premium - décliné en gel matifiant ou en crème pour les peaux normales à sèches - a déjà le mérite de bousculer le discours très formaté de la beauté au masculin.

[160 € les 50 ml en parfumerie]



LA PEAU DOUCE

Alors que depuis quelques années on éduque péniblement les hommes à la crème de jour, Nivea fait un pas de géant en leur dédiant un lait hydratant pour le corps disponible en grandes surfaces. Le pari est risqué : des études montrent qu'ils ne sont que 14 % à utiliser un produit pour leur silhouette (contre 63 % des femmes)*. « Il y a dix ans, on disait la même chose des soins masculins pour le visage et pourtant ils n'ont cessé de progresser, affirme Fiona Merveille, chef de produit Nivea Body. Le corps est logiquement l'étape d'après, et le marché se dirige déjà sur ce segment. D'ailleurs, un tiers de nos clients détournent déjà notre Nivea Crème Soft. » C'est l'enseigne Carrefour qui distribuera, en premier, ce lait pour les hommes, les vrais. Les autres suivront peut-être... [4,45 € les 250 ml. *Source Nivea For Men, 2010]



PROPRE SUR LUI

Il a le cheveu blond et bien coupé, la peau à peine hâlée et rasée de près, la dégaine yachting cool griffée Prada (3) ou Dolce & Gabbana (1). Pas si consensuel, ce garçon au flegme digne d'un Maurice Ronet période *Plein Soleil* donne même du glam à la raie sur le côté. Le truc en plus : la mèche brillante juste ce qu'il faut réalisée à l'aide du sérum Gloss Boss (2) d'Andrew Barton, la ligne du coiffeur britannique fraîchement débarquée chez Monoprix et, à partir de juin, dans certains centres E. Leclerc. [7,50 € les 250 ml]

PHOTOGRAPHIE : JACQUES LAFAYE - DÉTENTE : JACQUES LAFAYE

et vous.

14 BOULEVARD HAUSSMANN
75438 PARIS CEDEX 09 - 01 57 08 50 00



22 MARS 11

Quotidien Paris
OJD : 320003

Surface approx. (cm²) : 1029
N° de page : 1

Page 1/6

Tendance beaux gosses

Crèmes premium, parfums percutants, soins pour le corps... Les laboratoires cosmétiques s'intéressent aux hommes et le leur font savoir.



style & VOUS



ARMANI S'ENGAGE SUR L'EAU

« J'ai toujours été sensible aux problèmes liés aux difficultés d'accès à l'eau potable. J'ai grandi à Piacenza, une petite ville entourée de champs et de petits ruisseaux, à côté du Pô, le fleuve le plus important d'Italie. Il n'y a aucun doute que l'eau potable pour tous constitue l'un des plus grands défis du XXI^e siècle. »

Avec son projet Acqua for Life, initié le 1^{er} mars en partenariat avec l'ONG Green Cross International, et qui culmine aujourd'hui avec la Journée mondiale de l'eau, le couturier s'engage à fournir cette denrée vitale aux enfants du Ghana et à sensibiliser l'opinion publique autour de cet enjeu capital. Pour relever ce défi, il a imaginé cette opération autour de son parfum star, Acqua Di Giò, né en 1996 et toujours numéro un mondial des fragrances masculines, et sa déclinaison féminine, Acqua Di Giòea, lancée l'an dernier. Tout ça avec l'aide de Facebook,

acteur indispensable des temps modernes. Le principe ?

Pour chaque flacon acheté, la griffe reverse un dollar, soit l'équivalent de 100 litres d'eau potable par an destinés aux populations défavorisées. Envie de donner plus ?

Les internautes ont jusqu'à la fin mai pour participer au « Challenge Acqua for Life ». Grâce à un code personnel figurant sur le packaging, ils peuvent créer leur propre communauté Facebook autour du projet, entraînant une donation de 100 litres d'eau supplémentaires. Chaque clic génère aussi le don d'un litre d'eau. Chaque post, chaque like, chaque partage de commentaire prend ainsi une tout autre dimension. Avec Acqua for Life, Giorgio Armani promet un don minimum de 40 millions de litres. Facebook, qui compte aujourd'hui 500 millions de membres actifs à travers le monde, devrait l'aider à faire monter le niveau.

Les geeks de la cosmétique

Appareils high-tech, soins de pointe, tendances fortes...
Quand les garçons se mettent à la beauté, ils sont sérieux,
méthodiques, mais pas égocentriques.

PAGE RÉALISÉE PAR PAULINE CASTELLANI
ET HÉLÈNE GUILLAUME AVEC MARION DUPUIS ET LUCILE QUILLET



MÉTAL HURLANT

Les hommes et leur voiture ? Une histoire d'amour et de testostérone qui dure et inspire encore et toujours les maisons de parfum. Les inconditionnels du Grand Prix de Magny-Cours ne résisteront pas au flacon profilé de l'Eau de Parfum Intense de Guerlain Homme (3) dessiné par le célèbre carrossier Pininfarina (56 € les 30 ml). C'est aussi avec une bonne dose de provoc et de second degré que Marc Jacobs s'inspire des crash tests pour son Bang (2), dont le jus percutant, ultra-poivré et au sillage de benjoin et patchouli intrigue autant que la robe métallique cabossée (50 € les 50 ml). Une sortie de route, ça ne risque pas d'arriver à ceux qui abusent du Mâle Spring Cocktail (1) dans son drôle de shaker signé Jean Paul Gaultier (73 € les 125 ml en édition limitée).



ACCROS AU LISSEUR

Certes, la *teen idole* Justin Bieber vient tout juste de couper la célèbre mèche qui affolait les jeunes filles – il l'aurait même vendue plus de 30 000 dollars sur le Net. Mais sa coiffure (un bol très effilé porté légèrement sur le côté et qui revient toujours en place) continue de faire des émules. Les fans du chanteur canadien, tout comme les petits malins en quête de sex-appeal, ont tous adopté son look de garçon sage et la panoplie de gestes qui va avec : coup de tête ravageur, passage de main compulsif... Adeptes des shampoings « antifrizz », ils sont surtout devenus, en quelques mois, incollables sur le maniement des lisseurs, notamment celui des petits modèles réservés aux coupes courtes de leurs copines. Un accessoire qui leur est désormais indispensable pour gommer les faux plis et imprimer le bon mouvement aux cheveux. [29,99 € le Straightini de Remington ; 50 € le Lisse et Boucle de Sephora ; 55 € le SXE Baby de Corioliss]

ta peau

L'hiver est terminé et il est maintenant grand temps de te reprendre en main pour pouvoir être la plus belle sur les plages cet été ! Fins le teint blafard et les imperfections : place à une peau nette et fraîche pour assurer sous les sunlights !

« Bye-bye aux boutons ! »



soin purifiant
pour éliminer
les impuretés
et prévenir
l'apparition
des boutons
100% naturel
sans alcool
sans parabènes
sans sulfates

start up
hit the spot

eau précieuse

Crème matifiante

On soigne les finitions !