

KEY POINTS TO KNOW & REMEMBER

BRAND NEW CLEANSERS RANGE AND BENEFITS

PURE RITUAL **CARE-IN-LOTION**: Skin perfecting lotion - Refined pores & texture - radiant skin tone

PURE RITUAL **CARE-IN-MILK**: Intense comfort make-up remover milk – Toned & velvety skin

PURE RITUAL **CARE-IN-FOAM**: Deep cleansing creamy foam – Smooth & radiant skin

PURE RITUAL **CARE-IN-PEEL**: Glow renewal double black peel – Resurfaced & hydrated skin

PURE RITUAL **CARE-IN-OIL**: Cleansing massage sublime oil-in-gel – Plumped & nourished skin

Postponed

TECHNOLOGY (OUTSIDE CLEANSING + INSIDE CLEANSING)

PURE RITUAL COMPLEX COMMON TO THE FULL RANGE

- **Magnetic textures + Glycolic acid** = Eliminates environmental & cellular impurities (OUTSIDE)
- **Black and white rice extract + Yeast extract** = Cell auto-cleansing & cell reactivation (INSIDE)



ALL MASCARAS:

- Same famous integral eye make-up remover, even waterproof
- New gold & new logo on pack.
- Price unchanged

HOOK:

“What if a cleanser is able to remove invisible cellular residues to purify & rejuvenate the skin ?”



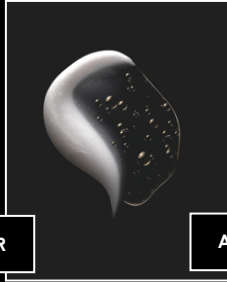
DAILY CLEAN

STAR PRODUCT ★

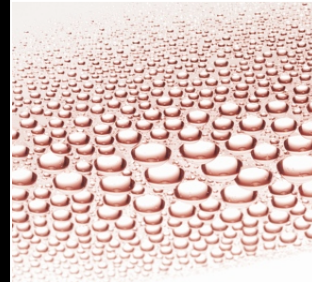
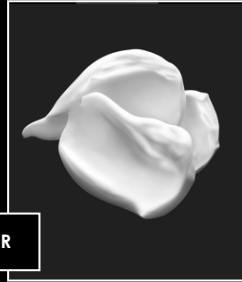
POSTPONED



AND/OR



AND/OR



MILK

With cotton pad

OIL-IN-GEL

With water

FOAM

With water

LOTION

With cotton pad

SCRUB

With water

Texture

- Silky white milk
- Non-greasy
- fresh feel
- 60% of water

Texture

- White translucent gel-cream with golden particles
- Transforming gel texture which becomes oil.

Texture

- White cream
- A gentle massage transforms it into a smooth, airy foam upon contact with water

Texture

- Pink, translucent aqueous lotion.

Texture

- Black and oily gel texture with black and golden particles.
- Transforming texture: a gel that glides on evenly on the face and emulsifies into a rinsable milk upon contact with water

Common Technology

PURE RITUAL COMPLEX Ingredients:

GLYCOLIC ACID = desquamation + BLACK RICE extract = anti free-radicals
+ WHITE RICE extract = skin revitalization + YEAST extract = auto cleansing cell action

Technology

60% OF WATER for a fresh & light sensation

Use

- Possible to use it on the eyes
- Very efficient on waterproof make-up
- Rinsable with lotion

Technology

BABASSU OIL to nourish & soften the skin

Use

- Possible to use it on the eyes
- Not "greasy"
- Rinsable with water
- Perfectly removes the stubborn make-up.

Technology

GLYCERIN to retain water at the surface and preserve the Hydro-lipidic film.

Use

- Avoid the eye contour
- Rinse off with water
- All skin types
- Once a day

Technology

HYALURONIC ACID to hydrate, ADENOSINE known for its anti-wrinkles properties and HEPES to exfoliate.

Use

- Avoid the eye contour
- All skin types

Technology

HIGHER CONCENTRATION IN BLACK TEA FERMENTED BLACK TEA for smoothness & radiance, AHA for chemical exfoliation and PUMICE VOLCANIC STONE for mechanical exfoliation

Use

- Apply on dry skin for transforming texture
- Avoid the eye contour
- Rinse off with water
- All skin types
- Twice a week