



In 2001, Jérôme Lambruschini transformed his commitment for green beauty into a natural and engaged skincare brand.

The cosmetic brand, which began nearly 20 years ago with scented soap bars - successors of Marseille soap - rapidly expanded its portfolio to extend its expertise to fragrances, body care products and, last year, face care products. A pioneer in terms of its commitment to naturalness, Panier des Sens communicates transparently on the naturalness of its formulas, but also on the origin of ingredients sourced in Provence from organic producers.

Today, thanks to you, one Panier des Sens product is sold every 12 seconds in the world!

"This plant-inspired collection draws on the intelligence of nature to innovate sustainably whilst combining beauty and well-being."

Jérôme Lambruschini, founder & CEO

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# HISTORY AND KNOW-HOW



#### The brand **BORN IN PROVENCE**

It is in 2001, in the South of France, in the heart of Provence, that Panier des Sens is born. Inspired by natural resources and Mediterranean know-how, we take the best that Provence has to offer to develop natural, simple and authentic products.

#### Natural Cosmetics KNOW-HOW

Panier des Sens develop for almost 20 years its product skills with the masters soap makers from Marseille and perfumers from Grasse unique know-how. The natural and vegan formulas are designed and conceived in France, always encouraging short circuits and local partnerships.

#### The founder A FAMILY STORY

Born in Marseille and nurtured from an early age in the gentle lifestyle of Provence, Jérôme Lambruschini grew up in the shade of the cypress trees and mimosas of the Southern Alps region.

# OUR COMMITMENTS





Our formulas rich in natural raw materials, essential oils and active ingredients are guaranteed free from: Paraben, Phenoxyéthanol, Silicone and Aluminium.

#### **VEGAN FRIENDLY**

With vegetable or mineral origin, the ingredients as formulas exclude any test on animals. All our ranges are vegan friendly except the Honey collection and some of our lip balms that contain beeswax.



Panier des Sens products contain between 81% and 100% ingredients of natural origin. We aim to propose products which are increasingly safe and natural by working with our research laboratories and complying with the strictest standards in France and Europe.

COLLECTIONS 2020 PANIER DES SENS



#### MADE IN FRANCE

True concentrate of Provence, Panier des Sens authentic and natural care products have always been inspired, conceived, manufactured and packaged locally, always supporting short circuits for more traceability.



#### FRAGRANCE FROM GRASSE

All our fragrances are created by master perfumers in Grasse, heart of the French High Perfumery and listed as UNESCO World Heritage. With exceptional natural raw materials, they are exclusive to the brand.



# LOCAL CULTURE & ORGANIC AGRICULTURE

Provence is at the heart of Panier des Sens. With the utmost stringency and a desire to protect our heritage, we select the best regional producers through sustainable partnerships. Our commitment respect the essence of matter to extract the best active ingredients and ensure the irreproachable quality of our products.



# BEHIND THE LABEL



# SUSTAINABLE DEVELOPMENT

Our fascination for nature encourages us to improve our products and manufacturing processes with an ecological, economic and social approach to managing our resources and heritage.

Since 2009, Panier des Sens has been part of the EVADD collective's sustainable development action, in partnership with AFNOR (international standardisation body).







# CHARTER OF FORMULATION

Our charter of formulation reconciles Nature and Research to offer the best of the efficiency, and the sensoriality to all the skins.

We aim to exceed the standards we have set

ourselves, to remain ahead of changes and to guarantee a continuous progress approach.
Tested under dermatological control, the Panier des Sens beauty cares do not use petro-chemical materials which do not biodegrade well and are sensitive to health.

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COLLECTIONS 2020 PANIER DES SENS

# THE PANIER DES SENS GARDEN



Located in new premises in Marseille since 2017, today Panier des Sens is breathing new energy into its Corporate Social Responsibility policy, notably with the project to develop a 4,500m<sup>2</sup> tree-planted garden.

Via a participatory project, Panier des Sens intends to improve the working environment of its employees while working on raising awareness of environmental and climate issues.

Thus, an exceptional eco-system has been designed to make this space an area of nurtured biodiversity, but also a place for conviviality and well-being.

Key raw materials used in the composition of the brand's formulas, such as olive, almond and grape, will be planted there, along with rare species endemic to Provence, such as aromatic plants and fragrant plants.

# THE DISTRIBUTION CHANNEL







Thanks to you, Panier des Sens is growing, with increasingly selective distribution and a network of its own stores ensuring the brand's reputation and visibility.

A true sensory voyage, the Panier des Sens stores are inspired by the herbalists of Provence, illustrating our philosophy as a trader and grower and featuring authentic and elegant apothecary furniture. In Paris, Aixen-Provence or Seoul, the Panier des Sens stores awaken the senses.

#### GARE DE LYON

During the semester of 2020, the brand will be unveiling its new 66m<sup>2</sup> boutique in Galerie des Fresques in Gare de Lyon in Paris. This prime location will be seen by more than 165 000 visitors.



# THE ESSENTIALS & **AROMATHERAPY**



#### NEW FORMULAS, **NEW DESIGN**

In 2020 Panier des Sens highlights its historic collection, The Essentials, which embodies beauty and well-being. With even more natural formulas and new designs, this range reaps its wealth from the heart of plants thanks to essential oils and gently initiates you in the science of aromatherapy.

#### LESS ALLERGENS, MORE NATURALITY, WITHOUT CONTROVERSIVE INGREDIENT







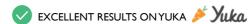




HAND CREAM

**BODY LOTION** 

SHOWER GEL



#### THE FORMULATION

The Research Department of Panier des Sens constantly implements its resources to improve its knowledge of plants and to study the way they interact on the skin. Plantbased raw materials, ingredients from organic farming, and locally-grown plants are always given precedence. Thanks to this botanical knowledge, we can offer products today that are increasingly natural, as well as more technical and innovative conservation methods.

For the Panier des Sens formulation teams. every criterion is important: stability, effectiveness, ease of application, sensory qualities, appearance, fragrance, etc. Everything is designed and calibrated to ensure that every product is safe, effective and increasingly sensory. The use of natural raw materials is preferred for their perfect bio-affinity.



## REGENERATING HONEY





#### EXFOLIATING LIQUID MARSEILLE SOAP MADE WITH ORGANIC HONEY FROM PROVENCE

Panier des Sens is innovating and spotlighting the regenerative and repairing power of honey in an exfoliating liquid soap. This new creation completes the existing range and is perfect for daily hand care and body care products. Even the most delicate skin is gently cleansed and exfoliated.

You'll be captivated by its delicious creamy honey scent, mellowed with almond blossom and sandalwood.

## SUGAR SCRUB WITH ORGANIC PROVENCE HONEY

The regenerating honey scrub has been reformulated to offer an improved sensory experience. Exfoliating for the body with abundant chunks of sugar, this ultra-rich formula combined with shea butter and sweet almond oil gently purifies the skin and leaves it silky smooth.

Use once or twice a week.

The packaging has been harmonised with the renewing grape scrub for consistency on the shelf.



# EXCEPTIONAL BEAUTIFYING INGREDIENTS

The Radiant Peony collection combines naturality and efficiency for a deep hydration and a beauty radiant complexion.

Each product is made of a combination of active ingredients.

The formulas are tested and validated under dermatological test.







Hyaluronic Acid



Pink Clay



Rose Oil & Rose water



Cornflower water

#### **HYDRATATION**

**Peony extract:** Grown and harvested in France, this anti-oxidant active softens and restructures the skin. It helps fight cell aging.

Hyaluronic Acid: Naturally present in the skin, it rehydrates deeply. At once firming and smoothing, this exceptional anti-aging restores skin suppleness and youth. Its plumping effect reduces the appearance of wrinkles and fill in fine lines.

Rose oil: Queen in cosmetology, it is particularly rich in linoleic acid, vitamin A and fatty acids. It promotes cell renewal, nourishes and moisturizes the dry and sensitive skin while protecting skin aging.

#### **RADIANCE**

Pink Clay: Rich in minerals and trace elements, is one of the most effective clays in the process of cellular regeneration. It rebalances and remineralizes the skin, refreshes the lines and restores radiance to the complexion.

Rose water: In the heart of its petals hides a bunch of assets with multiple powers. Its moisturizing action strengthens the hydrolipidic film and limits the loss of water. It smoothes and revitalizes the skin for a radiant complexion.

Cornflower water: Perfect for eye care, has a soothing and decongestant action that helps to reduce redness and signs of fatigue. It gives an immediate goodlooking effect.





#### A COLLECTION OF 5 SUBLIME SKINCARES

#### I. CLEANSE

#### **CLEANSING FOAM**

French Peony, Rose water, Cornflower and Peppermint extract

A light and unctuous mousse, infused in floral waters. It cleans gently and perfect cleansing.

#### 3. GLOW BOOSTER

#### SKIN PERFECTOR SERUM

French Peony, Rose oil, Grape seed, Macadamia nuts and Jojoba seeds extract

This oil serum, ultra-concentrated care, moisturizes durably, refines the skin texture and unifies the complexion for immediate results and long-term benefits.

#### **HOW TO USE**

Apply 2 drops on the morning and/or at night before your skincare cream. Massage gently. This serum acts in synergy with your daily care and facilitates its penetration for a deep action.

#### TESTED AND APPROVED\*

100% of women find their skin hydrated, revitalized and smoothed · 100% of women find their complexion brightened and more radiant · 95% of women find their skin texture refined.

#### 2. PURIFY

#### MICELLAR WATER

French Peony, Rose water, Cornflower extract

Crystalline lotion, this water removes makeup in a single gesture on the face and the eyes. It releases the skin from impurities and traces of makeup.

#### 4. MOISTURIZE

#### LIGHT FACE CREAM

French Peony, pink Clay, Hyaluronic Acid, Rose oil extract

Fluid and melting, it penetrates quickly and moisturizes the skin for 48 hours for an immediate good-looking effect.

#### ULTRA RICH FACE CREAM

French Peony, pink Clay, Hyaluronic Acid, Rose oil extract

Rich and velvety, it allows intense hydration 48h, revives the radiance of the complexion, regenerates and smoothes the skin texture.

#### TESTED AND APPROVED\*

95% of women find their skin brighter after 7 days
· 100% of women find their skin hydrated
and regenerated.











	I. CLEANSE	CLEANSING FOAM	98% natural	150ML (5 FL.OZ.)	PIV64000
	2. PURIFY	MICELLAR WATER	98% natural	200ML (6.7 FL.OZ.)	PIV63000
	3. GLOW BOOSTER	SKIN PERFECTOR SERUM	100% natural	30ML (1.3 FL.OZ.)	PIV62000
	4. MOISTURIZE	LIGHT FACE CREAM	98% natural	40ML (1.7 FL.OZ.)	PIV60000
	4. MOISTURIZE	ULTRA RICH FACE CREAM	99% natural	50ML (1 FL.OZ.)	PIV61000
5. SAMPLES		3 miniatures (Light cream, Serum, Rich cream)		2ML, 1ML, 2ML (0.06 FLOZ), (0.03 FLOZ.)	PIV65800

COLLECTIONS 2020 BODY CARES

# **BODY CARES**









# WITH NATURAL ACTIVE INGREDIENTS FROM PROVENCE



This emblematic range pays tribute to the incredible biodiversity of Provence. To ensure flawless quality of its products and to protect the unique agricultural heritage, Panier des Sens teams up with local craftsmen and growers developing organic productions as early as possible, while preserving the local species which make this region so rich.

Four essential ingredients to offer four skincare collections concentrated in natural active ingredients and designed specifically for every skin type.





Mature skin



Renewing Grape

Tired skin



Soothing Almond

Sensitive skin



Nourishing Olive

Dry skin



Organic Olive oil with the AOC Haute Provence Label, Plateau de Valensole

Sweet Almond from Provence, Plateau de Valensole

Organic Honey from Provence



#### ORGANIC HONEY FROM PROVENCE

The Nectar of Provence, concentrated in natural active ingredients, Honey is known for its moisturising, regenerating and purifying properties. Like all sugars, honey is hydrophilic, it retains water molecules and thus helps skin to preserve its natural moisture.

Royal jelly, propolis and honey extract which enrich the Panier des Sens cares come from the Provençal organic agriculture!

#### 3 REGENERATING NATURAL ACTIVE INGREDIENTS



Royal Jelly Radiant



Propolis Healing



Honey extracts Soothing















	EXTRA-GENTLE SOAP	97% natural	Honey, Propolis, Soothing almond oil	150G (5.3 OZ.)	MIE12000
I. CLEANSE	LIQUID MARSEILLE SOAP	97% natural	Honey, Coco oil	500ML (16.9 FL. OZ.)	MIE10000
	SHOWER NECTAR	87% natural	Honey, Propolis, Sunflower oill	200ML (6.7 FL. OZ.)	MIE14000
2. EXFOLIATE	EXFOLIATING LIQUID MARSEILLE SOAP	98% natural	Honey, Coco oil	500ML (16.9 FL. OZ.)	MIE10020
- NEW -	SUGAR SCRUB	99% natural	Honey, Sugar, Shea butter, Soothing almond oil	300G (10.6 OZ.)	MIE20000
	HAND CREAM 75ml	86% natural	Honey, Propolis, Shea butter, Soothing almond oil	75ML (2.6 FL. OZ.)	MIEI I 000
	HAND CREAM 30ml	86% natural	Honey, Propolis, Shea butter, Soothing almond oil	30ML (I FL.OZ.)	MIEI I I 00
3. MOISTURIZE	ROYAL BODY CREAM	94% natural	Royal jelly, Shea butter	200ML (6.7 FL. OZ.)	MIE13000
	BODY BUTTER	93% natural	Honey, Propolis, Shea butter	200ML (6.7 FL. OZ.)	MIE15000
	HONEY LIP BALM 99%	99% natural	Honey, Olive, Castor and apricot stone oils, Shea butter	15ML (0.48 OZ.)	MIE21000
4. OFFER	hand care gift set	Hand o	creams, Honey ,Almond, Grape	3 X 30ML (I FL.OZ.)	INT21002
(cf. p.57)	BODY CARE GIFT SET	Hand cream 75ml, Shower gel 200ml, Body lotion 200ml		(2.6 FL OZ), (6.7 FL OZ)	MIE22000



#### ORGANIC GRAPE FROM PROVENCE

Inspired by Vinotherapy, treatments based on the benefits of the vine, this wellness range features the best properties of Grapes in detox beauty rituals. Cultivated with love at the Domaine de la Blaque in Haute-Provence, our white Grape is certified organic and benefits from a PDO (Protected Designation of Origin).

#### 4 RENEWING NATURAL ACTIVE INGREDIENTS



Organic White Grape Invigorating



Grape Vine leaf Anti-aging



Grapeseed Oil Antioxydant



Grape seeds Exfoliating













I. CLEANSE	LIQUID MARSEILLE SOAP	97% natural	Grape, Grapeseeds oil, Vine leaf, Coco oil	500ML (16.9 FLOZ)	RAI10000
I. CLEAINSE	EXTRA RICH SHOWER GEL	95% natural	Grape, Vine leaf	200ML (6.7 FL OZ.)	RAI14000
2. EXFOLIATE	VINE RITUAL BODY SCRUB	97% natural	Grape, Grapeseeds, Shea butter, Sweet almond, Apricot stone	280ML (9.4 FL.OZ.)	RAI20000
	expoliating soap	96% natural	Grape, Grapeseeds, Vine leaf, Apricot stone	150G (5.3 OZ.)	RAI12000
	HAND CREAM 75ML	97% natural	Grape, Shea butter, Grapeseeds, Vine leaf	75ML (2.6 FL.OZ.)	RAII 1000
3. MOISTURIZE	HAND CREAM 30ML	97% natural	Grape, Shea butter, Grapeseeds, Vine leaf	30ML (I FL.OZ.)	RAIIII00
3. MOISTORIZE	VINE BODY CREAM	97% natural	Grape, Grapeseeds, Shea butter, Vine leaf, Macadamia oil	200ML (6.7 FL.OZ.)	RAI13000
	MILLESIME OIL	95% natural	Grape, Grapeseeds, Sweet Almond	100ML (3.3 FL OZ.)	RAI16000
4. OFFER	hand care gift set	Hand	creams, Honey, Almond, Grape	3 X 30ML (I FL.OZ.)	INT21002
(cf. p.57)	BODY CARE GIFT SET	Han	d cream 75ml, Shower gel 200ml, Body lotion 200ml	(2.6 FL OZ.) (6.7 FL OZ.)	RAI22000
5. SAMPLES	HAND CREAM	97% Grape, Shea butter, Grapeseeds, natural Vine leaf		30ML (I FL.OZ.)	RAII1800



#### SWEET ALMOND FROM PROVENCE

Coated in a soft green velvety skin, almond has been used since antiquity for its cosmetic properties. Rich in vitamins A and E, it nourishes and moisturises deep down. It soothes and reduces sensations of discomfort by helping sensitive skin to restore its harmony and its natural protection.

Our sweet Almond from Provence is grown on the Valensole plateau in the heart of the Verdon Regional Park, by the Schulz family, which has devoted itself to the production, transformation and commercialization of sweet almonds since 1984.

#### 3 SOOTHING NATURAL ACTIVE INGREDIENTS





Olive oil Revitalizing

Sweet almond extract Soothing















	EXTRA-GENTLE SOAP	97% natural	Sweet almond	150G (5.3 OZ.)	AMA12000
I.CLEANSE	LIQUID MARSEILLE SOAP	96% natural	Sweet almond, Coco oil	500ML (16.9 FL OZ.)	AMA10000
	SHOWER OIL	81% natural	Sweet almond	200ML (6.7 FL OZ)	AMA14000
	hand cream 75ml	94% natural	Sweet almond, Shea butter	75ML (2.6 FL OZ.)	AMA11000
	HAND CREAM 30ML	94% natural	Sweet almond, Shea butter	30ML (I FL.OZ.)	AMAIII00
2. MOISTURIZE	ALMOND MILK	97% natural	Olive oil, Sweet almond	200ML (6.7 FL OZ.)	AMA13000
	BODY BUTTER	94% natural	Shea butter, Olive oil, Sweet almond		AMA15000
	FOOT BALM	89% natural	Shea butter, Olive oil, Sweet almond	75ML (2.6 FL OZ.)	AMA23000
3. REFINE	LIP BALM	99% natural	Sweet almond, Olive and sweet almond oils, Cocoa oil	12G (0.42 OZ.)	AMA21000
3. KEPIINE	NAIL & CUTICLE OIL	96% natural	Sweet almond, Avocado, Grapeseeds and sesame oils	7,5ML (0.25 FLOZ.)	AMA24000
	PRETTY HANDS GIFT SET	Hand cre	am 30ml, nail & cuticle oil 7,5ml	(I FLOZ), (0.25 FLOZ)	AMA22110
4. OFFER (cf. p.57)	hand care gift set	Hand ci	reams, Honey, Almond, Grape	3 X 30ML (I FL.OZ.)	INT21002
	BODY CARE GIFT SET	Hand co	ream 75ml, Shower gel 200ml, Body lotion 200ml	(2.6 FL OZ.), (6.7 FL OZ.)	AMA22000
5. SAMPLES	HAND CREAM IOML	94% natural	Sweet almond, Shea butter	IOML (0.3 FL OZ.)	AMAIIII0



#### ORGANIC OLIVE OIL WITH THE AOC HAUTE PROVENCE LABEL

Both an essential active ingredient in cosmetics and a symbol of the wealth of the flora in Provence, olive oil naturally forms our first local partnership. Our Ecocert certified organic Olive oil produced in Valensole in Haute Provence is cultivated without pesticide or herbicide. Our Haute Provence AOP (Appellation d'Origine Protégée) Olive oil is particularly nutritious and of utmost quality.

Known for its moisturising, regenerating and softening properties, the antioxidant virtues of olive oil help to fight skin ageing.

#### 1 NATURAL ACTIVE NOURISHING



Biological Olive oil Nourishing











		VEGETABLE SOAP	97% natural	Olive and sweet almond oils, White clay	150G (5.3 OZ.)	OLI12000
	I. CLEANSE	LIQUID MARSEILLE SOAP	97% natural	Olive and coco oils	500ML (16.9 FL OZ.)	OLI10000
		SHOWER CREAM	86% natural	Olive oil	200ML (6.7 FL.OZ.)	OLI14000
		GENTLE SHAMPOO	96% natural	Olive oil	200ML (6.7 FL.OZ.)	OLI19000
		hand cream 75ML	94% natural	Olive and sweet almond oils, Shea butter		OLI11000
	2. MOISTURIZE	hand cream 30ml	94% natural	Olive and sweet almond oils, Shea butter	30ML (I FL.OZ.)	OLIIII00
		BODY LOTION	95% natural	Olive and sweet almond oils, Shea butter	200ML (6.7 FL.OZ.)	OLI13000
١		BODY BUTTER	83% natural	Olive, sweet almond and apricot stone oils, Shea butter	200ML (6.7 FL.OZ.)	OLI15000
	3. OFFER (cf. p.57)	BODY CARE GIFT SET	Hand cream 75ml, Shower gel 200ml, Body lotion 200ml		(2.6 FL.OZ.), (6.7 FL.OZ.)	OLI22000

# FRAGRANCES & SKINCARE

With Essential Oils





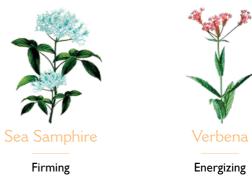


# PERFUMES FROM GRASSE AND AROMATHERAPY (

#### THE ALLIANCE OF WELL-BEING AND BEAUTY

An initiatory journey among five fragrances with essential oils that embody Provence. Enhanced by master perfumers from Grasse, our essential oils are selected for their fragrance and their benefits.





Main Active Ingredient: Shea Butter

This natural ingredient treasured for its dermatologic effects enriches each care formulas and leaves skin feeling soothed, comfortable and intensely nourished and repaired.





#### LAVENDER ESSENTIAL OIL

Calms & relaxes

#### THE WELL-BEING TOUCH

Strengthens the balance and wellness, regulates the nervous system anxiety.

#### THE BEAUTY TOUCH

It helps to heal and balance the production sebum and to improve the skin radiance.

#### SKIN TYPE

Skins with problems, sensitive and irritated skins.



















	EXTRA GENTLEVEGETABLE SOAP	97% natural	Sweet almond oil, Shea butter	150G(5.3 OZ)	ESS12001
	LIQUID MARSEILLE SOAP	97% natural	Coco oil, Glycerin	500ML (16.9 FL OZ)	ESS10001
I. CLEANSE	COLLECTOR GLASS BOTTLE	97% natural	Coco oil, Glycerin	500ML (16.9 FL.OZ.)	ESS10901
	ECO-REFILLS	97% natural	Coco oil, Glycerin	500ML (16.9 FL OZ.)	ESS10911
	SHOWER GEL	96% natural	Shea butter	250ML (8.4 FL.OZ.)	ESS14001
	HAND CREAM 75ML	97% natural	20% Shea butter, Olive oil	75ML (2.6 FL.OZ.)	ESS11001
2. MOISTURIZE	HAND CREAM 30ML	97% natural	20% Shea butter, Olive oil	30ML (I FL OZ.)	ESS11101
	BODY LOTION	97% natural	Shea butter, Olive oil	250ML (8.4 FL.OZ.)	ESS17011
3. PERFUME	EAU DETOILETTE		10% of perfume	50ML (1.69 FL OZ.)	ESS16001
3. PERFOITE	SCENTED CANDLE	100	% cotton natural wick	180G (6 FL OZ.)	ESS30001
4. OFFER	HAND CARE GIFT SET	Hand crean	ns - Provence, Lavender, Rose	3 X 30ML (I FL OZ.)	ESS21001
&TRAVEL	TRAVEL POUCH	Shower g	gel 50ml , Body lotion 50ml, Hand cream 30ml	(1.69 FL.OZ.), (1 FL.OZ.)	ESS20211





#### Restructure & soothes

#### THE WELL-BEING TOUCH

Soothes and helps fight against stress, anxiety and sleep disorder.

#### THE BEAUTY TOUCH

As a real skin tonic, it is wellknown for its rejuvenating, revitalising and healing properties.

#### SKIN TYPE

Mature, dry and tired, dull skins, sensitive to redness.









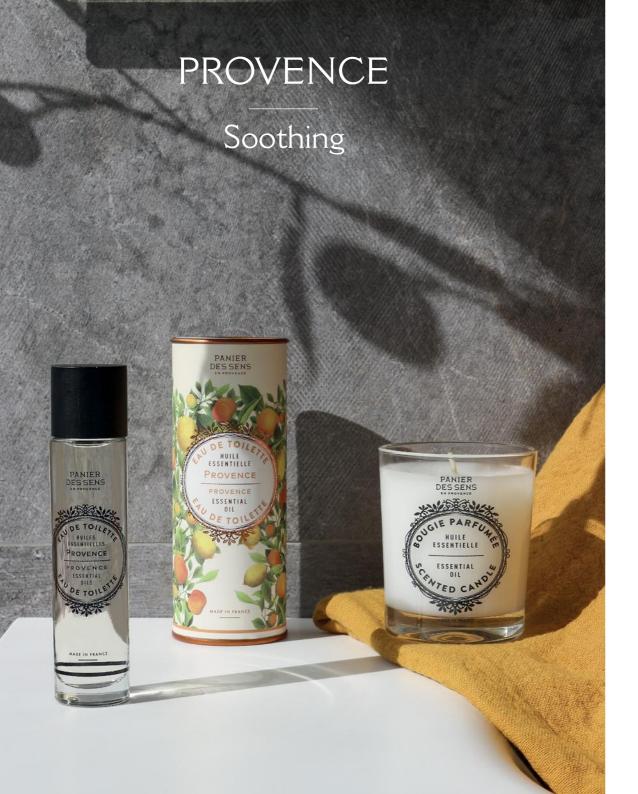








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	EXTRA GENTLEVEGETABLE SOAP	97% natural	Sweet almond oil, Shea butter	I 50G(5.3 OZ.)	ESS12005
	LIQUID MARSEILLE SOAP	97% natural	Coco oil, Glycerin	500ML (16.9 FL.OZ.)	ESS10005
	COLLECTOR GLASS BOTTLE	97% natural	Coco oil, Glycerin	500ML (16.9 FL.OZ.)	ESS10905
	ECO-REFILLS	97% natural	Coco oil, Glycerin	500ML (16.9 FL.OZ.)	ESS10915
	SHOWER GEL	96% natural	Shea butter	250ML (8.4 FL OZ.)	ESS14005
	HAND CREAM 75ML	97% natural	20% Shea butter, Olive oil	75ML (2.6 FL OZ.)	ESS11005
2. MOISTURIZE	HAND CREAM 30ML	97% natural	20% Shea butter, Olive oil	30ML (I FL.OZ.)	ESS11105
	BODY LOTION	97% natural	Shea butter, Olive oil	250ML (8.4 FL OZ.)	ESS17015
3. PERFUME	EAU DETOILETTE		10% of perfume	50ML (1.69 FL.OZ.)	ESS16005
3. FERFOITE	SCENTED CANDLE	100% cotton natural wick		180G (6 FL.OZ.)	ESS30005
4. OFFER &	hand care gift set	Hand crear	ms - Provence, Lavender, Rose	3 X 30ML (I FL.OZ.)	ESS21001
TRAVEL	TRAVEL POUCH	Shower	gel 50ml, Body lotion 50ml, Hand cream 30ml	(1.69 FL.OZ.), (1 FL.OZ.)	ESS20215
5. SAMPLES	LIQUID SOAP	97% natural	Coco oil, Glycerin	6ML	ESS10805





#### LEMON, ARTEMISIA AND CYPRESS ESSENTIAL OILS

Balances & Energizes

#### THE WELL-BEING TOUCH

The combination of these 3 natural essential oils improves your everyday mood and gives you a kick start every morning!

#### THE BEAUTY **TOUCH**

Soft and stimulating, the lemon essential oil gives its natural radiance to your skin.

#### SKIN TYPE

Mature, combination to oily skin.

















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I. CLEANSE	EXTRA GENTLEVEGETABLE SOAP	97% natural	Sweet almond oil	150G (5.3 OZ)	ESS12002
	LIQUID MARSEILLE SOAP	97% natural	Coco oil	500ML (16.9 FL.OZ)	ESS10002
	COLLECTOR GLASS BOTTLE	97% natural	Coco oil	500ML (16.9 FL.OZ)	ESS10902
	ECO-REFILLS	97% natural	Coco oil	500ML (16.9 FL.OZ)	ESS10912
	SHOWER GEL	96% natural	Karité	250ML (8.4 FLOZ)	ESS14002
	HAND CREAM 75ML	97% natural	20% Shea butter, Olive oil	75ML (2.6 FL OZ.)	ESS11002
2. MOISTURIZE	hand cream 30ML	97% natural	20% Shea butter, Olive oil	30ML (I FL.OZ.)	ESS11102
	BODY LOTION	97% natural	Shea butter, Olive oil	250ML (8.4 FL OZ.)	ESS17012
3. PERFUME	EAU DETOILETTE		10% of perfume	50ML (1.69 FL.OZ.)	ESS16002
3. PERFUME	SCENTED CANDLE	100% cotton natural wick		180G (6 FL.OZ.)	ESS30002
4.05550.0	hand care gift set	Hand cream	ns - Provence, Lavender, Rose	3 X 30ML (I FL.OZ.)	ESS21001
4. OFFER & TRAVEL	TRAVEL POUCH		gel 50ml, Body lotion 50ml, Hand cream 30ml	(1.69 FL.OZ.), (1 FL.OZ.)	ESS20212
5. SAMPLES	LIQUID SOAP	97% natural	Coco oil	6ML	ESS10802









#### SEA SAMPHIRE ESSENTIAL OIL

Regenerates & firms up

#### THE WELL-BEING TOUCH

Renewing.

#### THE BEAUTY TOUCH

Its draining action acts against water retention and allows to fight against cellulite problems while toning your body.

#### SKIN TYPE

Mature, sagging.













I. CLEANSE	EXTRA GENTLEVEGETABLE SOAP	97% natural	Sweet almond oil	150G (5.3 OZ.)	ESS12004
	LIQUID MARSEILLE SOAP	97% natural	Coco oil	500ML (16.9 FLOZ)	ESS10004
	SHOWER GEL	95% natural	Shea butter	250ML (8.4 FL OZ)	ESS14004
	HAND CREAM 75ML	97% natural	20% Shea butter, Olive oil	75ML (2.6 FL OZ.)	ESS11004
2. MOISTURIZE	HAND CREAM 30ML	97% natural	20% Shea butter, Olive oil	30ML (I FL.OZ.)	ESS11104
	BODY LOTION	97% natural	Shea butter, Olive oil	250ML (8.4 FL OZ)	ESS17014
3. PERFUME	EAU DETOILETTE	10% of perfume		50ML (1.69 FLOZ)	ESS16004
	SCENTED CANDLE	100	% cotton natural wick	180G (6 FL.OZ)	ESS30004





Stimulated & tones up

#### THE WELL-BEING TOUCH

Source of optimism, it helps to fight agains stress and low moral.

#### THE BEAUTY **TOUCH**

This essential oil is knowned for its purifying and tonifying properties.

#### SKIN TYP

Oily to very oily skins















I. CLEANSE	EXTRA GENTLEVEGETABLE SOAP	97% natural	Sweet almond oil	150G (53 OZ)	ESS12003
	LIQUID MARSEILLE SOAP	97% natural	Coco oil	500ML (16.9 FL.OZ)	ESS10003
	SHOWER GEL	96% natural	Shea butter	250ML (8.4 FL OZ)	ESS14003
	HAND CREAM 75ML	97% natural	20% Shea butter, Olive oil	75ML (2.6 FL OZ.)	ESS11003
2. MOISTURIZE	hand cream 30ML	97% natural	20% Shea butter, Olive oil	30ML (I FLOZ)	ESS11103
	BODY LOTION	97% natural	Shea butter, Olive oil	250ML (8.4 FL OZ)	ESS17013
3. PERFUME	EAU DETOILETTE	10% of perfume		50ML (1.69 FL.OZ.)	ESS16003
	scented candle	100%	% cotton natural wick	180G (6 FL OZ.)	ESS30003

# FRAGRANCES & SKINCARE

# With Absolute perfumes







# PERFUMES FROM GRASSE



#### FLORAL ELIXIR

Panier des Sens celebrates the Grasse perfumery and its traditional skills, with a new collection based on Absolute perfumes.

Genuine high-end perfumery gem, an Absolute is the most precious oil of the vegetable raw material. Absolutes are highly concentrated fragrant natural vegetable extracts, produced through the cold extraction of fragrant molecules from the plant.







Precious Jasmine



Rose Geranium



Main Active Ingredient: Olive Oil

One of the region's emblematic raw materials, has been chosen as a key ingredient for each formula in order to offer a range of body care even richer.



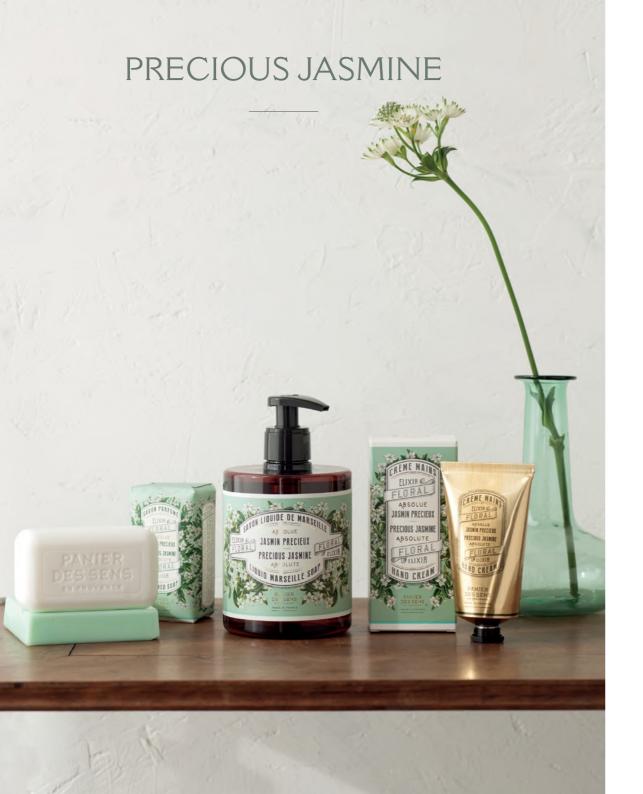
#### ABSOLUTE PERFUMES

Emblematic of Provence, the Orange blossom is one of the iconic raw materials of the Grasse high perfumery. Gathered at the beginning of spring, it spreads a unique sunny and enchanting trail. Its citrus freshness reflects the Mediterranean brightness, true ode to the light and lightness.





	PERFUMED SOAP	97% natural	atural Olive oil		ABS12017
I. CLEANSE	LIQUID MARSEILLE SOAP	96% natural	Olive oil, Coco oil	500ML (16.9 FLOZ)	ABS10017
	SHOWER GEL	95% natural	Olive oil	250ML (8.4 FLOZ)	ABS14017
2. MOISTURIZE	hand cream 75ML	96% natural	Olive oil, Sweet almond	75ML (2.6 FL.OZ.)	ABS11017
	hand cream 30ml	96% natural Olive oil, Sweet almond		30ML (I FL OZ.)	ABSIII17
	BODY LOTION	97% natural	Olive oil, Shea butter	250ML (8.4 FL.OZ.)	ABS17117
3. PERFUME	EAU DETOILETTE		10% of perfume	50ML (1.69 FL OZ.)	ABS16017
3. PERFUME	SCENTED CANDLE	1009	% cotton natural wick	180G (6 FL OZ.)	ABS30017
4 OFFED 0	hand care gift set	Hand cr	eams -Jasmine, Geranium, Orange Blossom	3 X 30ML (1 FL OZ.)	ABS21001
4. OFFER & TRAVEL	TRAVEL POUCH	Shower gel 50ml, Body Lotion 50ml, Hand Cream 30ml, Eau de Toilette 3,5ml		(1.69 FL.OZ.), (1 FL.OZ.) (0.11 FL.OZ.)	ABS20217
5. SAMPLES	HAND CREAM	96% natural	Olive oil, Sweet almond	3ML	ABS11816



#### **ABSOLUTE PERFUMES**

The small delicate blossoms of Jasmin Grandiflorum were already used in the 16th century by the first master glove-makers perfumers of Grasse. Very quickly, this veritable plant gem became an essential element of perfumers' palette and found itself in the heart of Grasse horticulture. On the skin, the harmony of a bouquet of sensual white flowers offers sparkling and radiating fresh notes.

















I. CLEANSE	PERFUMED SOAP	97% natural	Olive oil	150G (53 OZ)	ABS12016
	LIQUID MARSEILLE SOAP	96% natural	Olive oil, Coco oil	500ML (16.9 FLOZ)	ABS10016
	SHOWER GEL	95% natural	Olive oil	250ML (8.4 FL OZ)	ABS14016
	HAND CREAM 75ML	96% natural	Olive oil, Sweet almond	75ML (2.6 FL OZ.)	AB\$11016
2. MOISTURIZE	HAND CREAM 30ML	96% natural	Olive oil, Sweet almond	30ML (I FL.OZ.)	ABSIIII6
	BODY LOTION	97% natural	Olive oil, Shea butter	250ML (8.4 FL OZ)	ABS17116
2 000 51 1145	EAU DETOILETTE	10% of perfume		50ML (1.69 FL.OZ.)	ABS16016
3. PERFUME	SCENTED CANDLE	100	% cotton natural wick	180G (6 FL.OZ.)	ABS30016
4. OFFER & TRAVEL	hand care gift set	Hand creams - Jasmine, Geranium, Orange Blossom		3 X 30ML (I FL.OZ.)	ABS21001
	TRAVEL POUCH	Shower gel 50ml , Body Lotion 50ml, Hand Cream 30ml, Eau de Toilette 3,5ml		(1.69 FL.OZ.), (1 FL.OZ.) (0.11 FL.OZ.)	ABS20216
5. SAMPLES	EAU DETOILETTE	10% of perfume		3,5ML (0.11 FL.OZ.)	ABS16116



#### **ABSOLUTE PERFUMES**

Used in perfumery, for its unique aromatic properties, the Pelargonium Graveolens is particularly delicate, both sweet and strong, very similar to that of Rose, yet distinctive thanks to its light, green and citrus notes.

This floral fragrance is an invitation to tenderness, it leaves an incredibly fresh silage on the skin, like an ode to the opalescence of flower petals.















I. CLEANSE	PERFUMED SOAP	96% natural	Olive oil	150G (5.3 OZ.)	ABS12037
	LIQUID MARSEILLE SOAP	96% natural	Olive oil, Coco oil	500ML (16.9 FL.OZ)	AB\$10037
	SHOWER GEL	95% natural	Olive oil	250ML (8.4 FL OZ.)	AB\$14037
2. MOISTURIZE	HAND CREAM 75ML	96% natural	Olive oil, Sweet Almond	75ML (2.6 FL OZ.)	AB\$11037
	HAND CREAM 30ML	96% natura	Olive oil, Sweet Almond	30ML (I FLOZ)	ABSIII37
	BODY LOTION	97% natural	Olive oil, Shea butter	250ML (8.4 FL OZ)	AB\$17137
3. PERFUME	EAU DETOILETTE	10% of perfume		50ML (1.69 FL.OZ.)	AB\$16037
	EAU DETOILETTE MINIATURE	10% of perfume		3,5ML (0.11 FL.OZ.)	AB\$16137
	SCENTED CANDLE	100% cotton natural wick		180G (6 FL OZ)	ABS30037
4. OFFER & TRAVEL	HAND CARE GIFT SET	Hand creams - Jasmine, Geranium, Orange Blossom		3 X 30ML (I FL OZ)	ABS21001
	TRAVEL POUCH	Shower gel 50ml, Body Lotion 50ml, Hand Cream 30ml, Eau de Toilette 3,5ml		(1.69 FL OZ.), (1 FL OZ.) (0.11 FL OZ.)	ABS20237
5. SAMPLES	EAU DETOILETTE	10% of perfume		3,5ML (0.11 FL.OZ.)	ABS16116



# REED DIFFUSERS AND REFILLS

#### A PALETTE OF 8 PROVENCAL FRAGRANCES

Art of living and sensoriality are the watchwords of this well-being and home perfume range based on the label's historic signature perfumes. Provence's iconic scents are revisited in simple yet sophisticated combinations in a variety of everyday products. Authentic raw materials such as glass, paper and metal are adorned with Provençal engravings, given a modern twist with a fresh design and pastel shades.







Lemon Verbena Shiny Tuberose





Sea Mist Cotton







Rose Nectar

Cherry Blossom

COLLECTIONS 2020 INTERIOR FRAGRANCES



#### **REED DIFFUSERS**

Find the atmospheres and scents of Provence in our aromatic bunches, which bring a sophisticated and all-enveloping atmosphere to any environment. The natural rattan sticks ensure gentle, regular and cold diffusion of the perfume. The essence of Provence in a blissful fragrance that lasts for weeks.

# REFILLS & NATURAL RATTAN REEDS

The 200ml (6.7 fl.oz.) bottle will allow you to refill your diffuser with your favorite perfume twice. Get the best of both worlds with an eco-friendly and economical gesture!

8 rattan reeds - AUT42000

INTERIOR FRAGRANCES	REED DIFFUSERS 100ML (3.5 FLOZ)	REFILLS 200ML (7 FLOZ)	SCENTED CANDLE 170G (6 OZ)
BLUE LAVENDER	AUT40001	AUT50001	AUT31001
RED POPPIES	AUT40030	AUT50030	AUT31030
SEA MIST	AUT40004	AUT50004	AUT31004
CHERRY BLOSSOM	AUT40035	AUT50035	AUT31035
COTTON FLOWER	AUT40028	AUT50028	AUT31028
ROSE NECTAR	AUT40033	AUT50033	AUT31033
SHINY TUBEROSE	AUT40005	AUT50005	AUT31005
LEMON VERBENA	AUT40003	AUT50003	AUT31003



#### SCENTED CANDLE

Illuminate your home with softness and harmony. Once lit, the candles turn into beautiful candleholders for delicate perfumed moments, and offer a refined and cozy ambiance from Provence. Because each perfume is unique and reacts to heat differently, a great deal of work goes into

striking the right balance. Therefore, each candle is the result of a unique blend of quality waxes. Each fragrance is thought as an olfactory world in its own right, with intense diffusion power, thanks to its 100% cotton wicks.

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# EXTRA-GENTLE VEGETABLE SOAPS



In keeping with traditional deep-down perfuming, the quadruple-milled soaps are delicately wrapped in protective presentation paper to preserve all their freshness. Their natural plant base, combined with a soft, delicately perfumed foam, will leave your skin as smooth as velvet. This is an extremely gentle soap, with fatty acids providing better compatibility with your skin while preserving all the cleansing power of soap.



## LIP BALMS

An assortment of sweet and colorful lip balms to bring a delicious, iridescent layer of softness to your lips.

Easy to apply with their angled applicator, their nourishing texture with high Shea butter content is non-sticky, offering subtle shine and absolute comfort.





LIP BALMS	ACTIVE INGREDIENTS	15ML (0.48 FLOZ)
CHERRY BLOSSOM	Shea butter, Macadamia, sweet almond and castor oils, Aloe vera	AUT21035
RED BERRIES		AUT21011
ROSE NECTAR		AUT21033
SHINY TUBEROSE		AUT21005
LEMON VERBENA		AUT21003

EXTRA-GENTLE VEGETABLE SOAPS	200G (7.OZ)	EXTRA-GENTLE VEGETABLE SOAPS	200G (7.OZ)
I. BLUE LAVENDER	KAR14001	10. ROSE NECTAR	KAR14033
2. RED POPPIES	KAR14030	II. PINK GRAPEFRUIT	KAR14008
3. SEA MIST	KAR14004	12. JASMINE PETAL	KAR14016
4. CHERRY BLOSSOM	KAR14035	13.ALMOND MILK	KAR14024
5. LEMON BLOSSOM	KAR14032	14. MAGNOLIA PEONY	KAR14013
6. COTTON FLOWER	KAR14028	15. LINDEN CEDRAT	KAR14007
7.WILD FIG	KAR14023	16. SHINY TUBEROSE	KAR14005
8. RED BERRIES	KAR14011	17. LEMON VERBENA	KAR14003
9.ANGELICA IRIS	KAR14034	18. IMPERIAL VIOLET	KAR14031

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# A SELECTION OF NATURAL COSMETICS MADE IN FRANCE



























	RENEWING GRAPE		RAI22000
BODY CARE	SOOTHING ALMOND	Hand Cream 75ml (2.6 FL OZ.),	AMA22000
BODY CARE GIFT SET  REGENERATING HONEY  NOURISHING OLIVE  PRETTY SOOTHING ALMOND  ACTIVE INGREDIENTS FROM PROVENCE  PERFUME ABSOLUTES  ESSENTIAL OILS  TRAVEL POUCH WITH ESSENTIAL OILS  ORANGE BLOSSOM  Shower Gel 50ml (1.69 FL.O.)  Provence, Lavender, Rose  ORANGE BLOSSOM  Shower Gel 50ml (1.69 FL.O.)  Shower Gel 50ml (1.69 FL.O.)  Provence Gel 50ml (1.69 FL.O.)  Shower Gel 50ml (1.69 FL.O.)  Shower Gel 50ml (1.69 FL.O.)  Provence Gel 50ml (1.69 FL.O.)  Shower Gel 50ml (1.69 FL.O.)  Provence Gel 50ml (1.69 FL.O.)	Body Lotion 200ml(6.7 FLOZ)	MIE22000	
	NOURISHING OLIVE	Hand Cream 75ml (26 FL OZ), Shower gel 200ml (6.7 FL OZ), Body Lotion 200ml(6.7 FL OZ), Body Lotion 200ml(6.7 FL OZ), Body Lotion 200ml(6.7 FL OZ), Alail & Cuticle Oil 7,5ml (0.25 FL OZ)  ENTS FROM  Hand Creams 30ml (1 FL OZ); Almond, Honey, Grape  Hand Creams 30ml (1 FL OZ); Jasmine, Geranium, Orange Blossom  Hand Creams 30ml (1 FL OZ); Provence, Lavender, Rose  Shower Gel 50ml (1.69 FL OZ), Hand Cream 30ml (1 FL OZ); Body Lotion 50ml (1.69 FL OZ), Hand Cream 30ml (1 FL OZ), Body Lotion 50ml (1.69 FL OZ), Hand Cream 30ml (1 FL OZ), Eau de Toilette 3,5ml (0.11 FL OZ)	OLI22000
	PRETTY SOOTHING ALMOND		AMA22110
PRETTY SOOTHING ALMOND  Hand Cream 30 Nail & Cuticle Oil 7  ACTIVE INGREDIENTS FROM PROVENCE  Hand Creams 30 Almond, Hon GIFT SET  PERFUME ABSOLUTES  ESSENTIAL OILS  TRAVEL POUCH WITH ESSENTIAL OILS  ROSE  ORANGE BLOSSOM  Hand Cream 30 Provence, Lave Shower Gel 50mm Shower Gel 50mm Shower Gel 50mm		1 1 1 2 3 3 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	PERFUME ABSOLUTES		ABS21001
	` '	ESS21001	
TRAVEL POUCH	ESSENTIAL OILS  VEL POUCH  LAVENDER	Shower Gel 50ml (169 FLOZ)	ESS20211
	PROVENCE	Shower gel 200ml (6.7 FLOZ), Body Lotion 200ml(6.7 FLOZ), Body Lotion 200ml(6.7 FLOZ), Nail & Cuticle Oil 7,5ml (0.25 FLOZ)  Hand Creams 30ml (I FLOZ); Almond, Honey, Grape  Hand Creams 30ml (I FLOZ); Jasmine, Geranium, Orange Blossom  Hand Creams 30ml (I FLOZ); Provence, Lavender; Rose  Shower Gel 50ml (1.69 FLOZ), Body Lotion 50ml (1.69 FLOZ), Hand Cream 30ml (I FLOZ)  Shower Gel 50ml (1.69 FLOZ), Hand Cream 30ml (I FLOZ), Body Lotion 50ml (1.69 FLOZ), Body Lotion 50ml (1.69 FLOZ), Eau de Toilette 3,5ml (0.11 FLOZ)	ESS20212
OILS	ROSE		ESS20215
	ORANGE BLOSSOM	Shower Gel 50ml (1.69 FL OZ.),	ABS20217
TRAVEL POUCH WITH ABSOLUTES PRECIOUS JASMINE Body Han	PRECIOUS JASMINE		ABS20216
		ABS20237	
MEDITERRANEAN FRESHNESS CLEAN HANDS HYDROALCOHOLIC GEL		30ml(I FLOZ)	MED25000

# COLLECTIONS 2020 SALES SUPPORTS

# CREATE A DEDICATED BRAND SPACE

#### **OBJECTIVES**

- Make the brand more visible
- Optimise brand image

- Secure the branding space
- Express naturalness and Provence



PLV00059 195 x 100 x 40 cm (76.8 x 39.4 x 15.7")

#### WOODEN CABINET, 16 FT SHELVING SPACE

- Green like the colour of the brand's identity
- Back-lighting for greater visibility
- Grooves to insert price labels



PLV00048

#### **SHELF TRAYS**

Modular concept to be adaptable to every point of sales.
One complete kit to fill 13ft shelves
Tray, Side flap, tester podium, Claim supports

## **ENCOURAGE IMPULSE** BUYING



HAND CREAM 1 FL.OZ DISPLAY

Ideal for duplicating the display in the store. Can contain 108 units PLVESS34 - 68 x 35 cm (26.77 x 13.77")



WOOD CRATE FOR **AUTHENTIC SOAPS** 

Soaps sold separately - Holds 12 soaps PLV00018 - 24 x 22 x 6,5 cm (9.4 x 8.6 x 2.6")



PERFUME ORGAN

Ideal for easily discovering the different scents. PLV00020 - 28x28x12 cm (11 x 11 x 4.72")



**AUTHENTIC LIP BALM** DISPLAY

May contains 72 units - 6 lockers PLVAUT19 - 32x30x21 am (12.6 x 11.8 x 8.3")



GENERIC COUNTER DISPLAY

Ideal to show off the promotion or novelty of the moment. PLV00061 - 16x16x21 cm (6.3 x 6.3 x 8.3")



PEONY TESTER PODIUM SLATE & CHALK

To present the range and the 3 hero products: Light cream, Serum, Ultra Rich Cream. PLVPIV04 - 10x10x30 cm (3.9 x 3.9 x 11.8")



Highlight promotions PLV00047 - 15 x 21,5 cm (6 X 8.5")

## CREATE A PURCHASING **EXPERIENCE**



TOTE BAG - PLV00030 - 38 x 42 x 3 cm (14.9 x 16.5 x 1.2")



SHOPPING BAG

Small size - PLV00021 18 x 8 x 20 cm (7 x 3.2 x 7.8") Full size - PLV00009 23 x 12 x 31 cm (9.1 x 4.7 x 12.2")



**GIFT BAG** 

PLV00015 17,5 x 14 cm (6.89 x 3.15 x 14.96")



GIFT BOX

PLV00031 22 x 18 x 9 cm (8.66 x 7.01 x 3.54")



RECYCLED **COTTON POUCH** 

PLV00040 28 x 20 cm (11 x 7.87")

# ALLOW PRODUCTS TO BE TESTED & ADOPTED



#### PEONY RADIANCE SAMPLE

Trio of Light Cream 2ml (0,07 ML.OZ.), Rich Cream 2ml,(0,07 ML.OZ.), Serum Iml (0,03 ML.OZ.) PIV65800 - Packaged x25





#### LIQUID SOAP SAMPLES 6ML (0,2 FL.OZ)

Rose - ESS10805 Provence - ESS10802 Packaged x50



## GLASS FOR PERFUME TESTER STRIPS PIV00050

PERFUME BLOTTERS (X 100) PLVESS46





#### HAND CREAM SAMPLES 3ML (0,10 FL.OZ)

Grape - RAII 1800 Orange Blossom - ABSI 1816 Packaged x50





#### MINI SIZE EAU DE TOILETTE 3,5ML (0,11 FL.OZ)

Rose Geranium - ABS16137 Jasmine - ABS16116 Packaged x12



## MINIATURES HAND CREAM 10ML (0.35 FL.OZ.)

Almond - AMAIIII0
Packaged x48

# INCREASE VISIBILITY AND CREATE A PANIER DES SENS UNIVERSE



#### APOTHECARY POSTER

Create an Apothecary / Local / Natural mood PLV000165 - 59,4x84,1 cm (23.39 x 33.11")



#### **VALUE EASEL**

State who we are PLV00027 - 14,8 x 21 cm (5.83 x 8.27")



#### WINDOW STICKER

To apply on the door or window. Notify passers-by of the availability of our products in store  $PLV00013 - 24 \times 20 \ cm$  (9.45 x 7.87")

NEW POS Materials with every products launch

## MERCHANDISING GUIDELINES

The identity of Panier des Sens rests on key elements to be expressed at the point of sale:

MADE IN PROVENCE - NATURAL COSMETICS - SCENT

#### THE GOLDEN RULES

1. CREATE A SIMPLE & RELEVANT DISPLAY

OBJECTIVE: Facilitate the purchasing experience

When a consumer enters a Panier des Sens universe, they are looking for :

- I. A scent: Lavender, Rose, Orange blossom, etc.
- 2. A type of product: body lotion, scrub, lip balm, etc.
- Horizontal interpretation: organise products by collection & by scent
- Vertical interpretation: organise products by product type

#### 2. ORGANISE PRODUCTS BY RITUAL

**OBJECTIVE**: Create additional sales

LES ESSENTIELS & LES ABSOLUES



CLEANSE



MOISTURIZE



PERFUME

Solid soap / Shower Gel / Liquid Soap

Body Lotion / Hand Cream

Eau de toilette / Candle

LES INTEMPORELS



**CLEANSE** 

Solid soap / Shower Gel / Liquid Soap / Shampoo



EXFOLIATE

Exfoliating Soap / Body Scrub



Body Lotion / Hand Cream / Body Butter / Feet Balm



REFINE

Milesime oil / Lip Balm / Nails & Cuticules care

#### 3. HARMONISE PACKAGING SIZES

OBJECTIVE: Create visual harmony

## LOYALTY PROGRAM\*



#### WHY NOT YOU?

To reward your loyalty, we offer an exclusive commercial program exclusively reserved for our best resellers. By becoming a PANIER DES SENS ambassador, you may be the first to enjoy all of our tools and services, for a guaranteed success!

- Your orders will be processed in priority
- Exclusive discounts and offers
- Marketing support

For more information, contact your sales representative

 $\ensuremath{^{*}}$  Only avaliable for France, Germany, Austria, Italia, Spain, USA and UK.

# CONTACT

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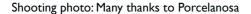
#### STAY CONNECTED

#panierdessens #madeinprovence #greenbeauty #cosmetiquenaturelle











Cosmétique naturelle,