

# Suzanne aux bains.

le soin originel®

Organic & Glamorous skincare  
with the exclusive Nutri-Détente® plant complex





Suzanne aux bains.  
le soin original®

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A unique brand

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Suzanne aux bains. is an  
**Organic & Glamorous**  
original skincare line

Inspired by a timeless woman with a distinct organic voice

A luxurious brand with a unique concept  
based on the rituals of the bath

A natural line,  
certified by Ecocert and labeled Cosmebio

Made with the exclusive Nutri-Détente® plant complex

3 different treatment programs

A carefully constructed sales plan

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## Behind the woman, behind the brand

### Suzanne

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Biblical reference to a timeless beautiful woman  
Muse of many famous artists  
One of the first women to use oils and unguents

### Field

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The best organic skincare products to nurture a state of well-being

### A skincare range concept based on the ritual of the bath

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An intimate experience dedicated to amusing and indulging the senses  
Treatments formulated for maximum efficiency and gentleness

### The BDA ritual

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3 steps :

**BEFORE**

To prepare the skin

**DURING**

To rediscover the soothing effects of water

**AFTER**

To prolong the experience to sublimate the skin

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## Security and quality of a certified line

- Paraben free
- Phenoxyethanol free
- PEG free
- Animal-ingredient free
- Not tested on animals
- Dermatologically tested
- Mineral-oil free
- Silicone free
- OGM free

### A complete product range certified by Ecocert and labeled Cosmebio

At least 95 % of ingredients are natural or of natural origin

Organically harvested ingredients :

- Minimum 95 % of the certifiable ingredients
- Minimum 10 % of the total ingredients

No more than 5 % of ingredients are synthetic



At least 95 % of ingredients are natural or of natural origin

Organically harvested ingredients :

- Minimum 50 % of the certifiable ingredients
- Minimum 5 % of the total ingredients

No more than 5 % of ingredients are synthetic



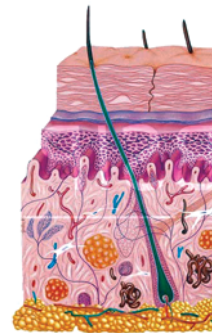
## The Nutri-Détente<sup>®</sup> complex

### An Organic Plant Complex

Nourishes, soothes and regenerates cells

- Moisturizing\*
- Antioxidizing
- Regenerating
- Anti-aging
- Softening

\* Upper layers of the epidermis



### Exclusively from Suzanne aux bains.

Synergy of 3 ingredients :

#### Apricot kernel oil

A cold-pressed virgin plant oil  
Vitamin A + essential fatty acids

#### Lime blossom extract or lime blossom water

Farnesol : essential oil + mucilages

#### Mallow flower extract

Flavonoides + mucilages



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## Nutri-Détente® Skincare

### A two-part promise

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Sensory skincare created in harmony with the Mediterranean pharmacopeia's list of natural ingredients

Skincare that is modern, efficient and perfect for every day

### Twice the experience, twice as nice

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Naturally nourishes and regenerates the skin

Provides pleasure while relaxing the senses and reducing stress

### Perfect for all skin types

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Especially suited for sensitive and dry skin

Soothes irritated normal-to-combination skin

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## The products

### A complete face and body range

#### 3 face care products

<b>clé des songes</b> / Regenerating night treatment	bottle	50 ml
<b>caresse d'éveil</b> / Moisturizing day treatment	bottle	50 ml
<b>silence... on pause</b> / Relaxing facial mask	tube	50 ml

#### 6 body care products

<b>éloge de la paresse</b> / Bath foam bliss	bottle	200 ml
<b>détente verticale</b> / Calming body wash	tube	200 ml
<b>duo des sens</b> / Relaxing massage oil	bottle	100 ml
<b>tactile émotion</b> / Nourishing body milk	tube	200 ml
<b>intérieur plume</b> / Gentle body scrub	bottle	200 ml
<b>empreinte digitale</b> / Nourishing hand cream	tube	50 ml

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## 3 skincare programs

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Your customised advice for women in need of  
**Ressourcing** **Détente** **Cocooning**

### 15 minutes Ressourcing

An every day program  
for daily renewal

Dedicated to energetic,  
dynamic women

Before:

body scrub "intérieur plume"

During :

body wash "détente verticale"

After :

day treatment "caresse d'éveil"  
and body milk "tactile émotion"

### 30 minutes Détente

A relaxing program  
to ease stress

Dedicated to active,  
spiritual women

Before :

body scrub "intérieur plume"

During :

bath foam bliss "éloge de la paresse"

After :

night treatment "clé des songes"  
and body milk "tactile émotion"

### 45 minutes Cocooning

A refreshing program for  
complete body care

Dedicated to smart,  
stylish women

Before :

body scrub "intérieur plume"

During :

bath foam bliss "éloge de la paresse"  
and mask "silence... on pause"

After :

night treatment "clé des songes",  
massage oil "duo des sens" and  
hand cream "empreinte digitale"

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## Sales support

### POS information

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Counter display / storage system  
Consumer leaflets  
Testers & samples

### Team training

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On the POS  
Training document  
Contests

### Internet

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**Suzanne aux bains.** Website  
[www.suzanneauxbains.com](http://www.suzanneauxbains.com)

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## Brand time line

### 2005 : Suzanne aux bains. launch

Sophisticated packaging created by designer Christophe Pillet  
 Building brand awareness  
 Public relations  
 Press reviews  
 Events

### 2006 : Development

Launch of new products

### 2007 : Complete range certified by Ecocert and labeled Cosmebio

New Press Office  
 Opening of new international markets in Asia and America



# Suzanne aux bains. le soin original®

## clé des songes Regenerating night treatment 50 ml

### Texture

Lightweight silky cream

### Actions and benefits

Provides deep nourishment  
Prevents signs of aging  
Strengthens weak skin  
Soothes stress and tension  
Provides lasting moisturization\*

\*upper layers of the epidermis

### Main ingredients

Nutri-Détente® complex 9,4 %

- Apricot kernel oil
- Lime blossom extract
- Mallow flower extract

Jojoba oil 3.5%

Aloe vera 2%

Olive leaf and olive extract 1.7%

Seaweed extract 1%

Roman chamomile, incense  
and real lavender essential oils

### Result

Velvety soft skin that is nourished  
and super smooth



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## caresse d'éveil

### Moisturizing\* day treatment

50 ml

#### Texture

Fresh, light liquid

#### Actions and benefits

Protects the skin from external aggressions  
Intensely moisturizes\* and nourishes the skin  
Helps slow the skin's aging process  
Calms even the most dry skin

\*upper layers of the epidermis

#### Main ingredients

Nutri-Détente® complex 8 %

- Apricot kernel oil
- Lime blossom extract
- Mallow flower extract

Aloe vera 5%

Jojoba oil 2%

Sweet almond 1%

Brown seaweed extract

Roman chamomile, incense

and real lavender essential oils

#### Result

Skin that stays soft,  
smooth and radiant all day long



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## silence... on pause Relaxing facial mask 50 ml

### Texture

Rich creamy mask

### Actions and benefits

Nourishes and regenerates the skin  
Reduces tightness of the skin  
Improves the skin's general comfort  
and well-being  
Restructures the skin's surface  
while softening lines and wrinkles

### Main ingredients

Nutri-Détente® complex 22 %

- Apricot kernel oil
- Lime blossom extract
- Mallow flower extract

White mud 20%

Aloe vera 2%

Roman chamomile, incense  
and real lavender essential oils

### Result

Soft, smooth and radiant skin



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## éloge de la paresse

### Bath foam bliss

200 ml

#### Texture

Sheer foaming liquid

#### Actions and benefits

Softens the skin  
Maintains a balanced level of moisture  
Helps relax the muscles and calm the mind

#### Main ingredients

Nutri-Détente® complex 13,5 %

- Apricot kernel oil
- Lime blossom extract
- Mallow flower extract

Vegetable foaming base  
Roman chamomile, incense  
and real lavender essential oils

#### Result

Velvety soft skin and a completely relaxed mind



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## détente verticale Calming body wash 200 ml

### Texture

Lightly foaming gel

### Actions and benefits

Gently cleans  
Softens the skin  
Provides a feeling of well-being  
Soothes and relaxes

### Main ingredients

Nutri-Détente® complex 13,5 %

- Apricot kernel oil
- Lime blossom extract
- Mallow flower extract

Vegetable foaming base  
Roman chamomile, incense  
and real lavender essential oils

### Result

Soft, supple and soothed skin



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## duo des sens

### Relaxing massage oil

100 ml

#### Texture

Delicate dry oil

#### Actions and benefits

Helps ease tension when massaged in  
Moisturizes\* the skin  
Soothes for overall relaxation  
Calms the mind and spirit

\*upper layers of the epidermis

#### Main ingredients

Jojoba oil 50%  
Apricot kernel oil 30%  
Sesame oil 19%  
Wild chamomile, jasmine,  
mandarin, ylang ylang and  
real lavender essential oils  
100 % natural fragrance

#### Result

Soothed muscles and softened skin



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## tactile émotion Nourishing body milk 200 ml

### Texture

Rich, smooth milk

### Actions and benefits

Lasting skin regeneration  
Provides deep nourishment  
Soothes sensitive skin  
Helps calm and relax

### Main ingredients

Nutri-Détente® complex 10 %

- Apricot kernel oil
- Lime blossom extract
- Mallow flower extract

Olive leaf extract 2%

Joboba oil 1%

Lavender honey 1%

Roman chamomile, incense  
and real lavender essential oils

### Result

Smooth and nourished skin



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## intérieur plume Gentle body scrub 200 ml

### Texture

Light, grainy body scrub

### Actions and Benefits

Lightly foams to cleanse the skin's pores  
Moisturizes\* and softens the skin  
Gently removes dead skin cells  
Deeply regenerates the skin

\*upper layers of the epidermis

### Main ingredients

Nutri-Détente® complex 7 %

- Apricot kernel oil
- Lime blossom extract
- Mallow flower extract

Exfoliating apricot kernels 5%

Jojoba oil 2%

Olive leaf extract 2%

Vegetable foaming base

Roman chamomile, incense  
and real lavender essential oils

### Result

Soft, smooth and silky skin



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## empreinte digitale Nourishing hand cream

50 ml

### Texture

Rich, nongreasy cream

### Actions and benefits

Nourishes the skin  
Prevents chapping  
Soothes redness and blotches  
Provides long lasting moisturization\*

\*upper layers of the epidermis

### Main ingredients

Nutri-Détente® complex 9 %

- Apricot kernel oil
- Lime blossom extract
- Mallow flower extract

Aloe vera 6%

Melilot and calendula extract 3%

Roman chamomile, incense  
and real lavender essential oils

### Result

Soft, smooth hands



Printed on recycled paper