

Suzanne aux bains.

le soin originel®

From one of the world's chicest & most glamorous locations we introduce

Suzanne aux bains – The Organic Beauty Brand



Suzanne aux bains takes organics to a new height.

Suzanne aux bains – the original skincare

For immediate release: Wiltshire, August, 2008 - True Affinity is appointed by French cosmetics manufacturer **Suzanne aux bains** as exclusive distributor for **Suzanne aux bains** cosmetic products in the UK.

True Affinity is directed by **Martin Cracknell** and **Wendy Stallard**. The two industry experts have collectively spent over 40 years in media, marketing and the beauty industry. Using a unique combination of skill and tenacity **True Affinity** will transparently introduce, educate, and promote **Suzanne aux bains – the original skincare** in the UK as the **glamorous and organic** cosmetic brand. "**Suzanne aux bains** takes organics to a new height. You can now have the glamour of the South of France in a beautifully organic range of products," says **Martin Cracknell, Managing Director, True Affinity Limited**. "**Suzanne aux bains** is about reawakening the bathing ritual including skincare and making it a totally enjoyable and relaxing experience. This is what makes **Suzanne aux bains** so exciting."

Suzanne aux bains was founded by **Romain Vitali** in December 2003 and is based in Aix en Provence. **Romain Vitali** previously worked in the corporate financial sector for 18 years. In 2000, he directed the Corporate Services France-division for American

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Express, as Vice-President. With a passion for nature, the environment, relaxation and wellbeing, and a sharp eye for business he created **Suzanne aux bains – the original skincare** to become a global statement for glamour and organics in the cosmetic industry, providing a pathway back to ancient bathing rituals with relaxation and pleasure for the senses and skin care promises. "I wanted to get involved in this exciting industry and I saw that it needed to raise its game and compete on a level playing field with traditional cosmetics in order to attract a much wider customer base," says **Romain Vitali**, Founding Director, **Suzanne aux bains**. "A great amount of care is taken in producing our organic products and it makes sense to take the same care when presenting them. We want our customers to have the finest quality products and have an enjoyable experience too."

Suzanne aux bains cosmetic products are based on the exclusive **Nutri-Détente®** plant complex, which is a synergy of three ingredients: **apricot kernel oil, lime blossom extract or lime blossom water, and mallow flower extract**. **Nutri-Détente®** plant complex has notably moisturizing, nourishing, soothing and regenerating properties.

The **Suzanne aux bains** bathing ritual focuses the mind on the three phases of bathing. 'Before' (preparing the skin), 'During' (rediscovering the soothing effects of water) and 'After' (prolonging the experience) using the whole range of **Suzanne aux bains** products. There are also three **Suzanne aux bains** skincare programs: an everyday program for **renewal** (15 minutes), a **relaxing** program to ease stress (30 minutes), and a **refreshing** program for complete bodycare (45 minutes).

Suzanne aux bains - the original skin care – nine products

1. **Regenerating night treatment** - clé des songes
2. **Moisturizing day treatment** - caresse d'éveil
3. **Relaxing facial mask** - silence... on pause
4. **Bath foam bliss** - éloge de la pareses
5. **Calming body wash** - détente verticale
6. **Relaxing organic massage oil** - duo des sens
7. **Nourishing body milk** - tactile émotion
8. **Gentle body scrub** - intérieur plume
9. **Nourishing hand cream** - empreinte digitale

Suzanne aux bains - the original skincare reasserts the value of bathing and body care rituals in terms of their plenary function of purifying and beautifying body and soul. Many of the ingredients come from the Mediterranean area where the company is based, which offers a great variety of medicinal and aromatic plants. **Suzanne aux bains** cosmetic products are tied to human and ecological values and have a double action: on the skin and on the olfactory sense. All products are certified by **Ecocert** and labeled **Cosmebio**. They are Paraben free, Phenoxyethanol free, PEG free, Animal-ingredient free, Not tested on animals, Dermatologically tested, Mineral-oil free, Silicone free, and GMO free. **Suzanne aux bains** also supports fair trade practices, certified organic farming and biodynamic agriculture.

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Branding for **Suzanne aux bains** was created by **Christophe Pillet** an internationally known designer who worked with Philippe Starck for several years before setting up his own agency. **Christophe Pillet** has worked with many international companies such as L'Oréal, Lacoste, Renault, Pernod and Ricard.

The name **Suzanne aux bains** comes from a story in the Old Testament (Book of Daniel) about a beautiful and pious woman called Suzanne, the chaste wife of Joacim, who whilst taking a bath in her garden is observed and surprised by two old men. She is wrongly accused of adultery and Daniel subsequently interrogates the elders and clears her name. Suzanne has been the muse of many artists and was also one of the first women to use oils and unguents.

Further information can be found on the **Suzanne aux bains** website at:
www.suzanneauxbains.com

Suzanne aux bains can currently be purchased in the UK from **CONTENT BEAUTY/WELLBEING** 14 Bulstrode Street Marylebone London W1U 2JG. Contact Imelda Burke on 020 3075 1006, and online at www.beingcontent.com.



If you would like any further information, samples or visuals then please contact
Lisa Beard – Rogers at LBPR – 01536 726400 – 07737 356096

Notes for Editors

History

July 2008 - True Affinity Limited is appointed by French cosmetics manufacturer **Suzanne aux bains** as exclusive distributor in the UK.

May 2005 - True Affinity Limited is appointed by German cosmetics manufacturer Martina Gebhardt Naturkosmetik GmbH as exclusive distributor in the UK.