



Tecare veille sur les sportifs

Voilà une gamme cosmétique développée par et pour des sportifs, avec des formules bourrées d'huiles essentielles. Partenaire officiel de l'UCPA (Union des centres de plein air), Tecare-Technical Sports Care fabrique en France cette ligne recommandée par les athlètes pour l'efficacité de ses formules «tout terrain» : produits solaires, produits de préparation et récupération musculaire, huiles de massage, soins du corps et du visage.

Tecare watches over athletes

This cosmetics range was developed by and for athletes with formulas filled with essential oils. An official partner of the UCPA (Union des centres de plein air, union of open-air centers), Tecare-Technical Sports Care makes this line in France, recommended by athletes for the effectiveness of their "all terrain" formulas: tanning products, muscle preparation and recuperation products, massage oils, face and body care.

Shelly fait ses débuts porte de Versailles

La société Louvrette propose une nouvelle référence dans sa gamme Spa : Shelly, un pot de 100 ml aussi astucieux qu'écologique. «Un des principaux atouts écologiques de ce pot réside en sa cuvette 50 ml que nous avons développée afin qu'elle soit aussi utilisée comme recharge», explique le fabricant, qui a conçu cette référence afin de répondre de façon adéquate à une demande très forte des marques. «Son rapport qualité-prix exceptionnel ne fait pas de Shelly qu'une solution économique et écologique mais aussi un packaging d'un raffinement extrême.»



Shelly gets its start at "Porte de Versailles"

The company Louvrette is offering a new reference in its spa range: Shelly, a 100-ml jar as smart as it is eco-friendly. "One of the key eco-friendly features of this jar resides in its 50-ml container that we developed so that it could also be used as a refill," explains the maker, who conceived this reference to meet the demand of brands wishing to market organic products in high-quality packaging, while significantly reducing their consumption of polymers. "Its exceptional quality-price ratio doesn't only make Shelly an economic and eco-friendly solution but also an extremely refined packaging solution."

Elevation 3196: inspiration d'altitude

«Parce que les montagnes sont le dernier bastion de la pureté dans le monde», voici Elevation 3196, une ligne de soins visage et corps au concept aussi clair que les cimes : La Beauté Infusée aux Plantes d'Altitude. Elle est formulée «à partir des propriétés uniques de plantes bio (reine-des-près, mauve, alchémille et églantine) provenant d'un environnement familier et spécifique», explique Fabrice Croisé, initiateur du projet, qui s'est penché sur les vertus et la capacité des plantes d'altitude, mais aussi sur leur richesse et concentration en actifs. Plus encore, il a augmenté la concentration d'extraits de plante présents dans la formule (dans la phase huileuse), et a remplacé tout ou partie de l'eau de la phase aqueuse par une infusion à base de la même plante. «C'est ce que nous appelons la Beauté Infusée.» Dix-huit références, pour quatre segments : Clarté, Calme, Luminosité et Envol. Avec un souci d'efficacité, d'esthétique, de pédagogie et bien sûr de développement durable.



Elevation 3196: the inspiration of altitude

"Because the mountains are the last bastion of purity in the world," here is Elevation 3196, a line of skin and body care with a concept as clear as mountain peaks: La Beauté Infusée aux Plantes d'Altitude. It is formulated "using the unique properties of organic plants - meadowsweet, hollyhock, alchemilla and eglantine - from a familiar, specific environment," explains Fabrice Croisé, project initiator, who has studied the properties and capacity of high-altitude plants as well as their richness and concentration in active ingredients. Even more, he has increased the concentration of the plant extracts present in the formula (in the oily phase) and replaced all or part of the water from the aqueous phase with an infusion made from the same plant. "This is what we call 'infused beauty.'" There are eighteen references for four segments: Clarity, Calm, Luminosity and Takeoff. With concern for effectiveness, attractiveness, pedagogy and sustainable development.

Pomarium

Lieu de ressourcement et de poésie, de souvenirs olfactifs et de traditions millénaires, le verger est porteur de mille vertus, à travers la richesse de ses fruits et la diversité de leurs actifs. C'est là que Fanny Marouani, biologiste et femme de marketing, a décidé d'ancrer le concept de sa marque, Pomarium, et d'en extraire tout ce qu'il faut pour une beauté pure et éclatante. La gamme se compose de trois soins : un Sérum Élixir Concentré (68 €), bourré de polyphénols de pomme, une Gelée Polysensorielle démaquillante (21 €) et d'une Huile Bienfaisante Légère Originelle (30 €).



Pomarium

A place of nourishment and poetry, fragrance memories and thousand year-old traditions, orchards have a thousand virtues due to the richness of their fruits and the diversity of their actives. And this is where Fanny Marouani, biologist and marketing specialist, decided to anchor the concept of her brand Pomarium. From this she has extracted everything necessary for pure, radiant beauty. The range is composed of the Sérum Élixir Concentré (€68), filled with apple polyphenols, the makeup remover Gelée Polysensorielle (€21) and the Huile Légère Originelle (€30).

Quadpack: cleverness and precision

The European group Quadpack, located in Paris, London, Barcelona, Tel-Aviv, Istanbul, Melbourne, Cologne and New York, has grown quite a lot in the beauty world thanks to its sense of innovation and ever-increasing performance. And to its partnerships with the best Asian and European manufacturers, assuring quality and competitive prices to do the best job of satisfying its clientele. "Some products recently launched on the market, such as the Yonwoo syringe, have won over the cosmetics market. This syringe is an innovative pack protected by a patent on the technology of the airless pump," explains Quadpack. Ideal for sensitive products, attractive due to its easy-to-use feature and its design, the refillable syringe offers the possibility of using the same pack with refills containing different formulas.



Cette seringue est un pack innovant protégé par un brevet sur la technologie de la pompe airless», explique Quadpack. Idéale pour les produits sensibles, séduisante par sa simplicité d'utilisation et son design, cette seringue rechargeable offre la possibilité d'utiliser le même pack avec des recharges contenant des formules différentes.



LE COMPACT LUMINEUX D'HCP - Destiné au marché de luxe, le boîtier peut être personnalisé, en matière plastique ou en carton et comporte un système de diffusion de lumière LED éclairant les contours du miroir à l'ouverture. La lumière permet également de mettre en valeur le logo de la marque situé sur la partie extérieure du couvercle du boîtier.

ILLIMITED COMPACT BY HCP - Targeted at the luxury market, the compact can be custom created in either plastic or paper and features a lighting panel that provides illumination around the mirror on the inside of the lid. The illumination also lights up the Brand logo on the external cover. A magnetic opening feature can also be incorporated into the design.

Parfums Suspendus et vœux éternels

Ce qui compte dans le parfum, c'est la façon dont on y arrive... Et un petit coup de main est parfois nécessaire pour rentrer dans la magie de ces élixirs. Les Parfums

Suspended fragrances and eternal wishes

What counts in fragrance is how you get there... And a little help is sometimes necessary for entering into the magic of these elixirs. Les Parfums



Suspendus de New Barbers proposent l'arbre à parfums, qui recueillera les vœux de tous ceux qui souhaitent accompagner les sillages de leur choix - parmi les cinq parfums de la gamme, très figuratifs et porteurs d'imaginaires vers «des lieux secrets ou rares» - d'une expérience émotionnelle, spirituelle, ludique... Un bel arbre, qui se couvrira de mille promesses et qui animera intelligemment et subtilement les points de vente.

offers a fragrance tree that holds the wishes of all those who would like to add a spiritual, playful or emotional dimension to the fragrance they can choose from among the five very figurative scents that convey the dreams of the range involving "secret or rare places." The beautiful tree, covered in a thousand promises, will smartly and subtly highlight sales outlets.

Ginkgo très accessible

La marque allemande Natuderm Botanics propose une large gamme de produits de soins du corps, du visage et des cheveux, tous bio certifiés BDIH et formulés à base de ginkgo, connu pour ses propriétés anti-RL et de renouvellement de la cellule. Dans les récentes propositions, un tonique applicable sur cheveux secs pour rééquilibrer la fibre, une crème de jour peaux sensibles non parfumée à la poudre d'argent, pour aider l'épiderme à se rééquilibrer. Les peaux sèches et les peaux matures ont elles aussi leurs gammes.



Very affordable Ginkgo

The German range Natuderm Botanics is offering a wide range of body, face and hair care products, all BDIH certified and formulated using ginkgo, known for its anti-free-radical properties and cellular renewal. In the recent offer is a tonic you apply to dry hair to rebalance the fiber, an unscented day cream, with silver powder, for sensitive skin, to help the skin rebalance. There are also ranges for dry skin and mature skin.

Quadpack: astuce et précision

Le groupe européen Quadpack, implanté à Paris, Londres, Barcelone, Tel-Aviv, Istanbul, Melbourne, Cologne et New York, connaît une belle croissance dans l'univers de la beauté, grâce à son sens de l'innovation et de la performance toujours accru. Et à ses partenariats avec les meilleurs fabricants asiatiques et européens, assurant qualité et prix compétitifs pour satisfaire au mieux sa clientèle. «Certains produits récemment lancés sur le marché comme la seringue de Yonwoo ont su séduire le monde de la cosmétique.

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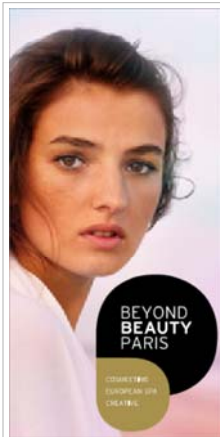
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 Natural/organic, anti-age, accessorization... the major trends irrigating cosmetics in general obviously have an influence on makeup. And the innovations are focused on two flagship segments – mascara and foundation.

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 Two experts in social media are now observing the veering from portal viewing to network viewing and are helping brands manage this new ecosystem.

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 By N. J.

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