

PRESS RELEASE
February 2016



Authentic Body Cream

by STRAND COSMETICS EUROPE:
The winning made in France combination of a natural formula in ecological packaging.

This cream, which melts into the skin, has a smooth and shiny texture that owes its moisturizing and protective properties (studies available) to a natural formula that includes plant extracts, vitamin E, vegetable oils and shea butter.

Due to the high concentration of natural ingredients, this formula is particularly sensitive to oxidization, necessitating a protective packaging that also conforms to STRAND COSMETICS EUROPE's environmental concerns.

To meet its specific requirements, STRAND COSMETICS EUROPE has chosen *Ecolution*, an eco-designed packaging solution by PROMENS. A soft inner pouch that is housed in outer tube retracts as the cream is consumed, revealing the amount of product remaining. Composed of four optimized and recyclable elements, the airless pump is simple to manufacture. Notably, *Ecolution* was awarded the 'Luxe Pack in Green' award in 2010, at a time when eco-design was a concept rather than a priority. Today, it is a major concern for cosmetic brands.

Authentic Body Cream by STRAND COSMETICS EUROPE fully meets these expectations. Not only does this skincare product leave a soft and velvety film on the skin, but it has an equally light carbon footprint.

Authentic Body Cream by STRAND COSMETICS EUROPE fully meets this expectation. Not only this care product leaves a soft and velvety film on the skin, but its footprint is also soft.

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STRAND COSMETICS EUROPE
Beauty made in France

STRAND COSMETICS EUROPE designs, formulates and manufactures made in France high-end skincare and make-up products for beauty brands.

In a spirit of cooperation, STRAND COSMETICS EUROPE works with its customers from the definition of specifications through to delivery of the finished product. Our innovative and creative formulas combine technicity, sensoriality and performance. The large fully customizable range of products provides a wide choice in textures that are infinitely transformable.

“Very beautiful formulas of very high quality”

STRAND COSMETICS EUROPE relies on its expertise in R&D; its researchers in make-up and skincare work in the same laboratories to stimulate innovation. In addition, laboratories specialized in physicochemical and microbiological analysis, the Regulatory Affairs service and the research unit all combine to guarantee the development of safe, innovative and high-performance products. Production is carried out in four distinct, modern factories, in compliance with GMP, by competent and committed personnel.

STRAND COSMETICS EUROPE is certified ISO 9001, ISO 14001, OHSAS 18001 and ISO 22716 and has been authorized by the FDA to produce OTC products.

Founded in 1964, STRAND COSMETICS EUROPE is the European subsidiary of STRAND COSMETICS Inc., founded in New York in 1926. Thanks to its American founders, the company imported make-up formulas and techniques for compact powders which were unknown in Europe at the time. Acquired in 1981 by the Raguin, Bouvier and Salin families, the innovative family-run business near Lyon develops skincare and make-up products. It employs 145 people, including 30 dedicated to R&D, and reported turnover of €20 million in 2014.