

# MAISON <u>e</u> 0 1 e

MAISON ÉOLE



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## INTRODUCTION

#### Maison Éole, the first Belgian brand of cosmetics produced from the vine.

It has taken less than 10 years for the Belgian vineyard Chant d'Éole, which continues to go from strength to strength, to come up with its collection of cosmetics made from the active ingredients of the vine! A first in Belgium! « Natural certified » and vegan, developed from the active ingredients of the vine, the collection is positioned as innovative, ecofriendly and exclusive. Belgian cosmetics will turn the world green with envy! First the best chocolate in the world, then world-beating bubbles and now Maison Éole offers you the finest cosmetics - made with products derived from the vine.

#### Maison Éole, a wild idea firmly rooted in the vine

Anne-Sophie Charle-Ewbank de Wespin was 44 when she decided to change professional direction and launch a range of cosmetics founded on the family vineyard : Domaine du Chant d'Éole.

Passionate about both cosmetics and the vine, she was convinced that the latter harboured beneficial compounds hitherto unexploited.

She was motivated by three desires: to develop research processes which could detect the hidden treasures, to achieve the creation of an entire range of cosmetics using Belgian knowhow, and to commit the brand to an environmentally responsible philosophy.

To make Maison Éole a « Made in Belgium » brand that meets today's challenges.

Whether at the stages of R&D and of developing formulations or at the manufacturing stage, her route has been marked by numerous encounters and exciting discoveries. A further one...with Charles Kaisin, who took on the artistic direction of the brand.

After 18 months of hard work, done with rigour, passion and commitment, the range is commercialised in December 2021 and reserved for the pharmaceutical sector.

« We all have a page to write...let us write it with passion and commitment! » Anne-Sophie Charle.



# THE COMPANY

### MAISON ÉOLE, A UNIQUE, INNOVATIVE AND ECOFRIENDLY COLLECTION

#### 2.1. Maison Éole, fertile ground for research and innovation

When Anne-Sophie Charle decided to create the collection, she was convinced that the vine abounded in resources as yet unexploited in cosmetics. She wanted to identify THE antioxidant polyphenol never before used in the sector.

The Belgian vine is different in the following respect: the soil of the vineyards has only recently begun to be exploited and is therefore still young. Thus its concentration of active polyphenols might be particularly high....

She decided to collect as many samples as possible taken from the different steps in the wine-making process. Two Belgian laboratories were selected for their expertise in molecular extraction and applied research on vegetable tannins destined for cosmetic applications: Ceref (Mons) and Celabor (Herve).

Various samples were collected, treated and analysed :

#### Lees of the fermentation vats

When wine is fermenting, a deposit forms in the bottom of the vat made up of yeasts and vegetable residues. This is what we call the lees. They are rich in proteins, mineral compounds, vitamins and polyphenols. The lees can be collected during the bottling process.

#### Lees resulting from the removal of sediment

What distinguishes still wine from sparkling wine is the process of secondary fermentation, the « prise de mousse ». The wine rests for several months in the bottle and the addition of further fermenting agents causes the wine to sparkle.

During the bottling process, when the time comes to put in the final cork, the sediment formed by these fermenting agents is discarded. Marvellous scope for analysis....

#### Vine shoots

The small woody vine shoots that grow out of the base of the vine hold what amount to the molecular gems of cosmetics: polyphenols. They are harvested when the vines are pruned between November and March.

#### Grape seed oil

This is vegetable oil gold. Its high polyphenol content makes it a moisturizing oil that also protects the skin.

#### **Tartaric salt**

Tartaric acid is an acid specific to wine! During the process of vinification, it collects on the walls of the vat. The crystals formed have shown themselves to possess remarkable exfoliant properties and to be an excellent PH-stabilizer for the skin.

#### Chalk

The vineyard is planted in chalky soil. Chalk is essentially formed of calcium carbonate and clay and could have potential as a raw material.

### 2. 2 Maison Éole, « Wine Extracts <sup>3</sup> », an active ingredient breaking ground in the world of cosmetics

#### Maison Éole has developed an exclusive concept: Wine Extracts<sup>3</sup>.

On careful examination and comparison of the active ingredients in the samples collected, it was in the vine shoots that a unique 3-ring polyphenol was identified! To our knowledge, no other European range of cosmetics has been able to work with this. It offers exceptional antioxidant properties with unparalelled efficacity on the texture of the skin.

**Wine Extracts**<sup>3</sup>, an ingredient exclusive to Maison Éole, is a three-ring polyphenol which is distuinguished from classic polyphenols by an antioxidant power 5 times greater. A figure supported by the research findings, **Wine Extracts**<sup>3</sup> captures 100 % of free radicals, resulting in an optimal protection of the skin. These results are far superior to those obtained from vitamin C or vitamin E (tocopherol), the antioxidants commonly used in cosmetics.

Dark brown in its pure state, **Wine Extracts<sup>3</sup>** lends the Maison Éole cosmetics an attractive pinkish brown colour, witness to its high concentration in the cosmetics in order to achieve an optimal effect.



#### 2.3 Maison Éole, a « Natural certified » brand and Vegan

Today much more than in the past, consumers of beauty products are placing importance not only in the quality of the cosmetics they buy but also in the ethical stance those cosmetics adopt.

The Maison Éole collection is « Natural certified ».

The « Natural Certified » label is granted to cosmetics of which 90% of the ingredients are of natural origin. This label is based on directives established by the international standard ISO 16218, a standard which defines categories of ingredients and determines the basis on which the content in ingredients of natural origin is calculated.

Clearly identified on the packaging by a logo, the Maison Éole cosmetics are labelled « Natural Certified ». This label thus guarantees the natural origin of the raw materials. Maison Éole is also Vegan. The range contains no ingredient of animal origin.



#### Vegan

A cosmetic product certified as VEGAN is among other things defined as having been manufactured without animal ingredients or by-products, neither using any animal ingredient or by-product in the manufacturing process nor allowing any organization or subcontractor to test the product in any way on animals.

#### 2.4 Maison Éole, an ecofriendly brand that revolutionizes packaging

Maison Éole is a pioneer in the way we conceive the packaging of cosmetics. No more cardboard, no more disposable plastic. The packaging is a wooden casket. One that can be reused daily! Careful to guarantee the ecological nature of the packaging and faithful to the circular economy practiced by using the waste products of the vine, Maison Éole has revolutionized the way we « consume » cosmetics! A container of glass and wood enclosed in a wooden case. Each product is packed in a wooden casket that will become an object of affection to be looked after and kept in the house to use as you please...in the bathroom, kitchen or sitting room, the casket has as many uses as you can find for it! A signature innovation of Maison Éole.



#### 2.5 Maison Éole, Belgian partners and suppliers

The challenge the founder gave herself was to aim for a range that was 100% Belgian and employed Belgian knowhow in all the stages of the collection's manufacture. Challenge met!

#### Two Belgian laboratories were approached on the basis of their expertise:

- CeREF at Mons, the biotechnology hub of HELHA: a team of scientists specializing in the analysis of vegetable tannins for cosmetic applications;
- CELABOR at Herve, a scientific center specializing in agro-industry extraction, notably extractions destined for cosmetic applications.

### And a Belgian company ready to overcome the challenge of coming up with formulations that included the ingredients selected as a result of the research.

The great majority of the experts with whom she worked are Belgian, whether in the areas of labelling, screen printing, pharmacology, certification, packaging, or marketing....

# ART DIRECTION

#### ARTISTIC DIRECTION BY CHARLES KAISIN

#### Their meeting

The meeting of Anne-Sophie and Charles Kaisin is the story of a mad desire to write the pages of a new book... The desire to become involved in an unusual undertaking. She adores the artist's work. She begins to put together the first draft of her project. But she wants to go further. To enhance the worth of the object by means of an artistic approach. To find another way of « consuming » cosmetics by giving a second life to the container. She is convinced that only a strong artistic element will allow her to achieve this. She suggests to the artist that he join her on the adventure.



Charles Kaisin accepts and takes on the artistic direction of Maison Éole. For this is more than a range of cosmetics. This is something new, a collection strengthened by the powerful yet recognizable universe that Anne-Sophie Charle has dared to create. One that stands out from the others by its originality and by the principles and values that uphold it.

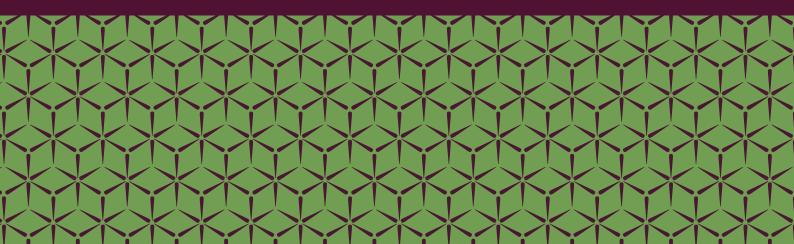
Charles Kaisin overcomes the challenge by presenting both a fragrance and a design, an original, elegant brand totally aligned to the challenges facing cosmetics today and in the future.



« This is not simply a range of cosmetics but a collection. This is not just a beauty product but a daily ritual. This is made not from a thousand ingredients but from carefully chosen natural ingredients. This is not something you throw away after use but an object to keep. This is an enterprise under the auspices of Éole, god of the winds, whose kindness is blown to us with offers of Egalité, Eternité, Cajolé, Boisé, Sublimé,... And so the design takes shape in the form of wooden caskets in which to protect

the essence of nature herself from the light ».

#### Charles Kaisin.











# THE COLLECTION

#### A COLLECTION FOR HER, FOR HER & HIM AND FOR THE HOME

#### 13 products, 3 ranges

The cosmetics comply with European legislation 1223/2009 and with the legislation of the USA.

Maison Éole comprises 13 products divided into 3 ranges, facial care, body care, Fragrances for HIM & HER.

Maison Éole is pleased to offer

- A collection whose scent is sexless...mixed!
- A subtle fragrance that suffuses the entire range!

Discover our collection led by the scent of **Egalité** 

#### FOR HER

#### Face Care

- Antioxidant face day cream Sublimé
  With its unique antioxidant composition extracted from the vine, the antioxidant day cream deeply moisturises the skin, smoothes wrinkles and has a tightening effect..
- Regenerating face night cream Eternité

Rich in polyphenols and antioxidants extracted from the vine, this night cream effectively stimulates cellular renewal and your skin's regeneration process during the night.

- Anti-wrinkle eye serum Emerveillé

The anti-dark circles eye serum provides a global anti-ageing effect by reducing visible deep circles for a more intense look and a lifted eye contour. Its anti-inflammatory ingredients decongest under-eye bags.

- Antioxidant Face Serum Unifié

Highly rich in polyphenols, the face serum makes its anti-ageing properties deeply penetrate the skin to quickly regenerate the cells and boost its elasticity. Its milky texture is easily absorbed for an immediate effect.

#### - Antioxidant refreshing mask Cajolé

Its jelly texture, rich in polyphenols extracted from the vine, was formulated to provide an antioxidant and plumping effect. It deeply nourishes the skin and leaves a feeling of freshness and well-being.

- Face and eye make-up remover cleansing milk Simplicité

With its PH5 non-irritating formula, this gentle eye and face all-in cleansing milk deeply nourishes and hydrates the skin, as well as smoothes your wrinkles. It heals the skin after having endured oxidative stress during the day.

- Soft make-up remover pads

With their two-sided texture, the soft make-up remover pads gently cleanse the eyes and the face. These pads are washable and made from bamboo and cotton fibers.

#### Body care

- Shower Oil Concentrate Enivré

Made of 75% grape seed oil, with its smooth and soothing texture, this oil can replace your usual shower gel. Its high concentration in plant oil deeply nourishes and protects the skin.

- Regenerating body cream Enveloppé
  This hydrating body cream combines the anti-ageing effects extracted from the vine and the tightening effects from plants to provide long-lasting protection to your skin cells.
- Revitalising body scrub Ressourcé

Formulated from exfoliating tartaric salt grains and combined with grape seed oil, this body scrub gently exfoliates the skin and leaves a milky nourishing veil on the skin.

- Hand cream Apaisé

This hand balm is made from polyphenols extracted from the vine. It deeply nourishes and smoothes the skin, has an antiwrinkle effect and provides excellent long-lasting protection.

#### Fragrances for Him and Her

#### - Perfume Egalité

A fragrance scented with the perfume of vine leaves and angelica, with a touch of amber wood. A fresh and woody perfume with character.

- Perfume Liberté

A fragrance reminding the sweet scent of grapes, bloomy grasses and peppery musk. An intoxicating perfume with character.

#### > Product information sheets are available annexed to the press file.





# BIOGRAPHY

#### **ANNE-SOPHIE CHARLE**

#### Anne-Sophie Charle, the story of a businesswoman determined to change direction

Maison Éole is the story of a woman who decided to change her life in the pursuit of her passion. Anne-Sophie Charle was 44 when she decided to change professional direction after a career in public administration at the highest level.

Daughter of a pharmacist and a doctor, she has always been close to the manufacture of products promoting health. Passionate about the family vineyard of Chant d'Éole, and being a woman fond of challenge and commitment, she wanted to develop further the treasures of her wine producing region. She decided to devote all her efforts to pursuing her dream: to create the first collection of cosmetics to be produced from Belgian vines.



With one main aim: to produce a range of cosmetics of real worth firmly rooted in her native land.

Anne-Sophie Charle was 25 when, recently graduated in Politics from UCL, she joined the team of the City of Mons as spokesperson for the Mayor Elio Di Rupo, later Prime Minister. An intense, exciting and varied career occupied her for 15 years: Principal Private Secretary to the Mayor at 27, Secretary General of the Mons Foundation 2015 European Capital of Culture, Administrator at Brussels South Charleroi Airport, President of Mons-Borinage TV, ... A period of life that has left her with a habit of hard work, experience in the management of projects and teams, an excellent knowledge of the assets her country has to offer and an overriding desire to be involved in exciting new ventures.

She had been Assistant Directrice Générale adjointe of the City of Mons when, in mid-Covid crisis in the summer of 2020, she decided to change professional direction! She gave herself time for reflexion and then came the time for action, to pursue the dream that she had secretly been nursing: to create a range of Belgian cosmetics produced from the family vineyard.

And to upset her established professional career in order to take a risk and to commit herself to the new path of a personal project.

With three conditions: to create the entire range using only Belgian knowhow, to develop research methods with which to reveal the vine's hidden gems and lastly, to commit the brand to an ecofriendly philosophy.

Once these conditions had been met, she decided to take a break and to create COMANSO SA in order to ensure the stability of her ambitious project.

A woman of commitment and action, she is also involved in women's causes. « I am not a feminist. I'm an egalitarian. Society will be greatly enhanced when every individual is given the opportunity to access the same levels of education and training and of remuneration. Above all, the opportunity to make a free, fair and conscious decision on the direction of their life ».

It is thus with great determination that she has occupied since 2020 a post of Administrator in the Samilia Foundation, an organization which works to counter human trafficking. In the same spirit, she co-founded in September 2021 the Ladies' Cooperative, a business club for women 'on the move'.

### INFO

### WHERE TO FIND MAISON ÉOLE PRODUCTS?

#### All information on www.maisoneole.com and on Facebook, Instagram and Linked In: Maisoneole

- At our points of sale in pharmacies, wine merchants and shops to be found on www.maisoneole.com
- In our e-shop www.maisoneole.com
- In the shop at the Domaine du Chant d'Éole, Grand-Route-58, 7040 Quévy-Le-Grand

#### Contact :

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info@maisoneole.com





MADE IN BELGIUM



### NATURAL CERTIFIED



**VEGAN** Offers a Vegan r

Offers a Vegan range of products, which do not contain ingredients of animal origin



**PLANET FRIENDLY** Green Packaging



DERMATOLOGICALLY TESTED.

PARABEN, PHTHALATE AND SILICONE FREE NATURAL PRESERVATIVES



## MAISON $e^{01e}$

MAISON ÉOLE - PRODUCT SHEET | 2022



**TYPE DE PRODUCT** Antioxidant Day Cream Lightly Perfumed

HER

#### **PRODUCT NAME** SUBLIMÉ

50 ml



#### DESCRIPTION

With its unique composition of anti-ageing agents from the vine, the Antioxidant Day Cream moisturizes the skin of your face in-depth and smoothes wrinkles.

#### PROPERTIES

*Sublimé* Antioxidant Day Cream will revive your complexion thanks to its natural components derived from the vine. Its unique composition of Wine Extracts<sup>3</sup> antioxidant ingredients provides your skin with superior and visible protection against skin ageing. Highly concentrated in natural polyphenol, the anti-ageing power of this day cream will keep its promise to erase skin imperfections and fill in wrinkles day after day. Its formulation is carefully studied to deliver an immediate tightening effect, while agave nectar extracts ensure a mattifying and plumping result. With this wonderfully moisturising cream, your skin is nourished, redensified and beautified to start your day with a radiant complexion.

This light day cream slowly penetrates the dermis and promotes the synthesis of collagen, the protein that guarantees the elasticity of our skin. Its covering power will leave you with an impression of softness. Slightly pink, it does not colour the skin or stain your clothes.

This cream is suitable for all skin types and quickly penetrates the dermis for deep and longlasting hydration.

Its delicate and light fragrance expresses notes of vine leaves, absinthes, angelica, and amber wood, and patchouli. An elegant fragrance carefully crafted.

#### COMPOSITION

The antioxidant effectiveness of our *Sublimé* Day Cream is based on the unique use of natural antioxidant-active ingredients extracted from the vine and wine residues. These extracts, rich in multicyclic polyphenols, stimulate our skin to trap free radicals more effectively and reinforce the barrier functions of the dermis against environmental aggressions.

#### FORMULA

Our 100% Vegan Antioxidant Day Cream has been awarded the "*Natural Certified*" label. It is composed of the following ingredients:

AQUA . VITIS VINIFERA SEED OIL . ZEA MAYS STARCH . GLYCERIN . CETEARYL ALCOHOL . GLYCERYL STEARATE . PROPANEDIOL . RESVERATROL . AGAVE TEQUILANA LEAF EXTRACT . ALCOHOL . ASCORBYL PALMITATE . BETA GLUCAN . BHT . BISABOLOL . GLYCERYL CAPRYLATE . GLYCINE SOJA OIL . HELIANTHUS ANNUUS SEED OIL . INULIN LAURYL CARBAMATE . LACTIC ACID . LECITHIN . LEVULINIC ACID . MALTOSE . PARFUM . PHENYL PROPANOL . POLYGLYCE-RYL-10 LAURATE . RESVERATROL . ROSMARINUS OFFICINALIS EXTRACT . SODIUM ANISATE . SODIUM HYALURONATE . SODIUM HYDROXYDE . SODIUM LEVULINATE . TOCOPHEROL . VITIS VINIFERA FRUIT JUICE FERMENT LEES . VITIS VINIFERA SEED EXTRACT . XANTHAN GUM . WINE . CITRAL . LIMONENE . LINALOOL

Like all Maison Éole products, the Antioxidant Day Cream *Sublimé* does not contain parabens, phthalates, silicones or ingredients of animal origin. Its formulation, excluding perfume, does not contain any allergens.

Index 1.10.100 : 362 pH 5.0 ± 0.1

Why a pH of 5?



**TYPE DE PRODUCT** *Regenerating Night Cream* Lightly Perfumed

HER

#### **PRODUCT NAME** ÉTERNITÉ

50 ml



#### DESCRIPTION

Rich in polyphenols and antioxidants from the vine, the highly moisturising anti-ageing night cream combats skin ageing.

#### PROPERTIES

*Éternité* Antioxidant Night Cream concentrates the antioxidant power of vine extracts to redensify and regenerate your skin while you sleep. Its innovative composition of active ingredients from the vine shoots, Wine Extracts<sup>3</sup>, enriches your skin with natural polyphenols. These potent free radical scavengers help the skin of the face to better fight against the oxidative stress of everyday life. This certified natural cream has been formulated with respect for your skin, promoting deep regeneration. Thanks to its high concentration of antioxidants, your features are smoothed out, your skin is nourished, and your face is radiant when you get out of bed.

Its composition enriched with grape seed oil and shea butter will make your skin deeply moisturised, leaving you feeling soft when you wake up. The cream has a pale pink tint, a colour indicator of Wine Extracts<sup>3</sup>. It is non-greasy, suitable for all skin types and leaves behind a protective film to prevent dehydration. Its covering power and light, creamy texture will seduce you during your evening ritual.

Its delicate and light fragrance expresses notes of vine leaves, absinthes, angelica, and amber wood, and patchouli. An elegant fragrance carefully crafted.

#### COMPOSITION

The anti-ageing effectiveness of our *Éternité* Night Cream is based on the unique use of natural antioxidant-active ingredients extracted from the vine and wine residues. These extracts, rich in multicyclic polyphenols, stimulate our skin to effectively trap free radicals and reinforce the barrier functions of the dermis against environmental aggressions.

#### FORMULA

Our Anti-Aging Night Cream is Vegan and has the "*Natural Certified*" label. It is composed of the following natural ingredients:

AQUA, GLYCERIN, INULIN LAURYL CARBAMATE, GLYCERYL STEARATE, POLYGLYCERYL-10-LAURATE, CETEARYL ALCOHOL, GLYCINE SOJA OIL, TOCOPHEROL, ASCORBYL PALMITATE, LECITHIN, HELIANTHUS ANNUUS SEED OIL, ROSMARINUS OFFICINALIS EXTRACT, ALCOHOL, SODIUM ANISATE, GLYCERYL CAPRYLATE, BUTYROSPERMUM PARKII BUTTER, MACADAMIA INTEGRIFOLIA SEED OIL . MACADAMIA TERNIFOLIA OIL, PHOSPHOLIPIDS, GLYCINE SOJA STE-ROL, STEARIC ACID, SAFFLOWER OIL/PALM OIL AMINOPROPANEDIOL ESTERS, SQUALANE, VITIS VINIFERA SEED OIL, ZEA MAYS STARCH, XANTHAN GUM, BETA GLUCAN, PROPANEDIOL, GLYCERIN, VITIS VINIFERA SEED EXTRACT, WINE, VITIS VINIFERA FRUIT JUICE FERMENT LEES, MADECASSIC ACID, ASIATIC ACID, ASIATICOSIDE, SODIUM LEVULINATE, LEVULINIC ACID, PHENYL PROPANOL, RESVERATROL, LACTIC ACID, SODIUM HYDROXIDE, PARFUM.

Like all Maison Éole products, the *Eternité* Perfumed Night Cream does not contain parabens, phthalates, silicones, or ingredients of animal origin. Its formulation, excluding perfume, does not contain any allergens.

Index 1.10.100 : 321 pH 5.0 ± 0.1

Why a pH of 5?



**TYPE DE PRODUCT** *Eye serum* 

HER & HIM

**PRODUCT NAME** ÉMERVEILLÉ

15 ml



#### DESCRIPTION

This anti-ageing eye contour serum rejuvenates your eyes thanks to its anti-wrinkle and anti-puffiness effects.

#### PROPERTIES

You were waiting for it; here it is. Maison Eole unveils its new mixed serum *Emerveillé*. A complete formula that revives your eyes by reducing puffiness, eliminating dark circles, and filling in wrinkles. This concentrate of anti-ageing active ingredients boosts your skin's hydration and acts on all fronts for a visible effect after a few days. Inspired by nature, its formulation is enriched with Bakuchiol, the natural alternative to Retinol A, to act against wrinkles and fine lines and reduce skin spots. The Emerveillé Serum fills in dark circles and reduces puffiness. Your eyes are free of imperfections.

Its oily texture based on grape seed oil makes it easy to apply to the eye contour area. The castor oil accelerates the serum absorption by the skin, leaving only a protective film. Its unique formulation guarantees a velvety texture that is pleasant to the touch. You'll get a radiant look in the morning to enjoy your day to the fullest.

This serum is suitable for all skin types and quickly penetrates the dermis for deep and long-lasting hydration.

The serum is lightly scented and will seduce you with its subtle notes of vine leaves, absinthes, angelica, amber wood, and patchouli. An elegant fragrance elaborated with care.

The serum is sold with a dropper for your ease of application.

#### BEAUTYTIPS

Revive the radiance of your eyes by applying *Emerveillé* Eye Serum every morning and evening before applying your skincare cream. The serum is a preliminary gesture before applying your Sublimé day cream, Eternité night cream, or Tonifié after-shave nourishing care. Apply to clean skin. Using your fingers, gently press the serum into the skin from the outside.

#### COMPOSITION

The effectiveness of the *Emerveillé* serum is based on the combination of an anti-dark circle, tightening, anti-puffiness and decongesting properties in a single product. A complete and high-quality formulation for a youthful and rested look.

#### FORMULA

Our Emerveillé Eye Serum is 100% Vegan and has the «*Natural Certified*» label. It is composed of the following ingredients :

POLYGLYCERYL-4 OLEATE, SODIUM CAPROYL/LAUROYL LACTYLATE, RICINUS COMMUNIS SEED OIL, ISOAMYL LAURATE, ISOAMYL COCOATE, VITIS VINIFERA SEED OIL, TOCOPHERYL ACETATE, BAKUCHIOL, GLYCINE SOJA OIL, ASCORBYL PALMITATE, TOCOPHEROL, LECITHIN, HELIANTHUS ANNUUS SEED OIL, ALCOHOL, ROSMARINUS OFFICINALIS LEAF EXTRACT, BI-SABOLOL, RESVERATROL, MACADAMIA INTEGRIFOLIA SEED OIL, PHOSPHOLPIDS, GLYCINE SOJA STEROLS, STEARIC ACID, GLYCERIN, SAFFLOWER OIL/PALM OIL AMINOPROPANEDIOL ESTERS, SQUALANE, PARFUM

Like all Maison Éole products, the *Emerveillé* eye serum does not contain parabens, phthalates, silicones, or ingredients of animal origin. Its formulation, excluding perfume, does not contain any allergens.



**TYPE DE PRODUCT** Face serum

HER

**PRODUCT NAME** UNIFIÉ

30 ml



#### DESCRIPTION

Ultra-regenerating and anti-wrinkle, this anti-ageing face serum is concentrated in active vine ingredients for a well-protected skin..

#### PROPERTIES

An advanced anti-ageing booster, the Face Serum *Unifié* is part of your daily beauty routine to nourish your skin deeply and offer an intensive anti-ageing treatment before applying your skincare cream. Highly concentrated in natural active ingredients, this serum infuses anti-ageing agents and hydration into the heart of your epidermis for a luminous complexion. Your features are smoothed, your skin's elasticity strengthened, and your epidermis better prepared. Our iconic Wine Extracts<sup>3</sup> antioxidant, extracted from grapevines, strengthens antioxidant barriers for optimal protection. Its unique formulation, enriched with Hyaluronic Acid and Aloe Vera, promotes the assimilation of anti-ageing ingredients through deep hydration. Your skin is supple, and wrinkles look reduced.

Remarkably fluid, its milky texture and non-greasy composition are carefully studied to penetrate your skin profoundly so that after a few minutes, you can already apply your day cream or your night cream. The natural synergy between your serum and your Maison Eole skin care cream ensures deep and long-lasting hydration of the skin as well as an enhanced action of the anti-ageing properties.

Slightly pink, it does not colour the skin or stain your clothes. This serum is suitable for all skin types and is quickly absorbed.

Its iconic Vert Eole fragrance subtly scents your skin to express light notes of grape leaves, absinthes, angelica, amber wood, and patchouli. A carefully crafted, elegant fragrance.

#### BEAUTYTIPS

An intensive facial treatment, Serum *Unifié* is applied to a clean, make-up-free skin before applying your moisturiser. The serum gives your skin everything it needs to reinforce the antioxidant action of your Sublimé day cream or Eternité night cream.

Spread the serum evenly over your face and neck. A small amount is sufficient.

#### COMPOSITION

A well-prepared skin with the anti-ageing face serum Unifié. Its milky formulation, enriched with Wine Extracts3, profoundly hydrates the skin and effectively protects it from ageing thanks to its antioxidants from the vine.

#### FORMULA

Our 100% Vegan Anti-Aging Face Serum *Unifié* has the «Natural Certified» label. It is composed of the following ingredients:

AQUA, SODIUM HYALURONATE, ALOE BARBADENSIS LEAF POWDER, SODIUM GLUCONATE, LYSOLECITHIN, SCLEROTIUM GUM, XANTHAN GUM, PULLULAN, SILICA, BUTYROSPERMUM PARKII BUTTER, VITIS VINIFERA SEED OIL, AQUA, PROPANEDIOL, VITIS VINIFERA SEED EXTRACT, PENTYLENE GLYCOL, GLYCERIN, BIOSACCHARIDE GUM-1, SODIUM LEVULINATE, SODIUM ANISATE, GLYCERYL CAPRYLATE, TOCOPHEROL, HELIANTHUS SEED OIL, PARFUM, SODIUM HYDROXIDE

Like all Maison Éole products, the Face Serum *Unifié* does not contain parabens, phthalates, silicones, or ingredients of animal origin. Its formulation, excluding perfume, does not contain any allergens.



**TYPE DE PRODUCT** *Fresh Antioxidant Face Mask* Lightly Perfumed

HER

#### **PRODUCT NAME** CAJOLÉ

50 ml



#### DESCRIPTION

The antioxidant face mask, highly moisturising, is enriched with polyphenols from the vine shoots for powerful anti-ageing action.

#### PROPERTIES

The Fresh Antioxidant Face Mask is your beauty appointment for a moisturising anti-ageing treatment. As its brown colour indicates, this mask is enriched with active ingredients from the vine shoots, Wine Extracts<sup>3</sup>, to nourish your skin with natural polyphenols, potent free radical scavengers. Thus protected, your skin, deeply moisturised, is ready to face up to skin ageing. Your face regains its youthful radiance.

The antioxidant Cajolé Face Mask will seduce you with its smooth and fresh texture during your beauty break. Non-greasy, this cream works effectively to smooth the forehead, plump the cheeks and fill in fine lines around the eyes and lips. Designed for all skin types, it is particularly suitable for sensitive or mature skin looking for deep hydration.

Its delicate and light fragrance expresses notes of vine leaves, absinthes, angelica, amber wood, and patchouli. An elegant fragrance carefully crafted.

#### BEAUTYTIPS

Apply the *Cajolé* Antioxidant Freshness Mask once a week to clean facial skin thoroughly. Leave the mask on for at least 4 minutes before rinsing your face with clear water. Your skin is now ready to receive an Étincelé anti-ageing serum or the Sublimé day cream moisturiser.

#### COMPOSITION

Recover the youthfulness of your skin with the *Cajolé* Antioxidant Freshness Mask, rich in multicyclic polyphenols from vine shoots

#### FORMULA

Our *Cajolé* Antioxidant Freshening Mask is Vegan and has the "*Natural Certified*" label. It is composed of the following natural ingredients:

AQUA . PANTHENOL . GLYCERIN . CELLULOSE GUM . PROPANEDIOL . RESVERATROL . BHT . BIOSACCHARIDE GUM-1 . CELLULOSE . FRUCTOSE . GLUCOSE . GLYCERYL CAPRYLATE . INULIN . LACTIC ACID . LEVULINIC ACID . PARFUM . PHENYL PROPANOL . POLYGLYCERYL-3 CAPRY-LATE . SODIUM ANISATE . SODIUM HYDROXYDE . SODIUM LEVULINATE . VITIS VINIFERA SEED EXTRACT . WINE . XANTHAN GUM

Like all Maison Éole products, the *Cajolé* Antioxidant Face Mask does not contain parabens, phthalates, silicones, or ingredients of animal origin. Its formulation, excluding perfume, contains no allergens.

Index 1.10.100 : 323 pH 5.0 ± 0.1

Why a pH of 5?



**TYPE DE PRODUCT** Face & Eye Cleansing Milk Lightly Perfumed

HER

**PRODUCT NAME** SIMPLICITÉ

100 ml



#### DESCRIPTION

Rich in antioxidants from the grapevine, the soft cleansing milk cleanses your skin deeply and helps it fight against skin ageing.

#### PROPERTIES

An evening beauty gesture or a morning ritual, this gentle all-in cleansing milk, enriched with multi-cyclic polyphenols extracted from vine shoots, cleanses the skin in a single step while fighting against its natural ageing process. This clever blend of vegetable oils and natural polysaccharides nourishes your skin in depth, moisturises it and provides it with essential fatty acids, particularly thanks to grape seed oil. This oil-in-water emulsion with multiple properties removes all traces of make-up and prolongs your beauty care.

Its smooth and delicate texture provides comfort and softness. This cleansing milk is suitable for all skin types for daily use.

Its delicate and light fragrance expresses notes of vine leaves, absinthes, angelica, but also amber wood and patchouli. An elegant fragrance carefully crafted.

#### BEAUTYTIPS

*Simplicité* Cleansing Milk is the basis of every beauty routine and can be used every morning and evening. Using our bamboo-cotton cleansing cloths, gently apply this emulsion to the face and eyes until you've removed all the make-up.

Complete your face care with the Anti-Wrinkle *Étincelé* Eye Serum for a prolonged effect of antioxidant properties.

A clean and nourished skin with *Simplicité* Cleansing Milk, a lotion enriched with antioxidant actives for a prolonged anti-ageing effect.

#### FORMULA

Our *Simplicité* Eye and Face Cleansing Milk is Vegan and has the "*Natural Certified*" label. It is composed of the following natural ingredients:

AQUA . VITIS VINIFERA SEED OIL . ZEA MAYS STARCH . GLYCERIN . GLYCERYL STEARATE . CE-TEARYL ALCOHOL . DISODIUM COCOYL GLUTAMATE . RESVERATROL . ALCOHOL . ASCORBYL PALMITATE . COCONUT ACID/SODIUM COCOATE . BHT . BIOSACCHARIDE GUM-1 . GLYCERYL CAPRYLATE . GLYCINE SOJA OIL . HELIANTHUS ANNUUS SEED OIL . INULIN LAURYL CARBA-MATE . LACTIC ACID . LECITHIN . LEVULINIC ACID . PARFUM . PHENYL PROPANOL . POLYG-LYCERYL-10 LAURATE . PROPANEDIOL . ROSMARINUS OFFICINALIS EXTRACT . SODIUM ANI-SATE . SODIUM CHLORIDE . SODIUM COCOYL GLUTAMATE . DISODIUM COCOYL GLUTAMATE . SODIUM HYDROXYDE . SODIUM LEVULINATE . TOCOPHEROL . VITIS VINIFERA FRUIT JUICE FERMENT LEES . VITIS VINIFERA SEED EXTRACT . WINE . XANTHAN GUM . CITRAL . LIMONENE . LINALOOL.

Like all Maison Éole products, the Cleansing Milk does not contain parabens, phthalates, silicones, or ingredients of animal origin. Its formulation, excluding perfume, does not contain any allergens.

Index 1.10.100 : 238

pH 5.0 ± 0.1



**TYPE DE PRODUCT** Soft Make-up Remover Pads Cotton

HER

6 pieces



# DESCRIPTION

Soft two-sided make-up remover pads, made with bamboo and cotton fibres, gently cleanse your eyes and face during your beauty ritual.

#### PROPERTIES

The Soft Make-up Remover Pads made from bamboo sponge and cotton velvet are the perfect addition to your toiletry bag. Machine washable and eco-friendly, these two-sided pads have a softer cotton velour surface for sensitive facial areas such as the eyes. The other side is made of bamboo sponge and is designed to remove foundation thoroughly and other traces of makeup using your Simplicité Face and Eye Cleansing Milk.

Machine washable at 40°C, up to 500 times.

Size: 9 cm square

#### BEAUTYTIPS

Gently cleanse your face with your Soft Make-up Remover Pads. No more disposable cotton pads; opt for a sustainable and environmentally friendly solution with these cotton velvet and bamboo sponge wipes.

# COMPOSITION

Een schoon gezicht in alle zachtheid. Onze doekjes bestaan voor de helft uit bamboevezels en voor de helft uit biokatoen: een ideale aanvulling op uw schoonheidsproducten.

# FORMULA

Made from eco-friendly bamboo and cotton fibres, our two-sided pads will complete your range of skincare products for a gently cleansed face.

FACE CARE



**TYPE DE PRODUCT** Shower Oil Concentrate

HER & HIM

**PRODUCT NAME** ENIVRÉ

200 ml



# DESCRIPTION

The shower oil concentrate will replace your usual shower gel thanks to its soft and silky texture, offering long-lasting protection to your skin in any season.

# PROPERTIES

*Enivré* Shower Oil Concentrate is a must-have body wash. The shower oil dethrones the classic shower gels thanks to its cleansing and highly nourishing power. Mainly composed of vege-table oil (grape seed oil), it seizes impurities more effectively without attacking or stripping your skin. On contact with the water in your shower, the oil becomes a lightly foaming milk easy to rinse off. Your skin is clean and covered with a light, invisible hydrolipidic film that prevents the skin from drying out or becoming tight.

More than a pleasant moment of care, this gentle and nourishing cleansing oil will seduce you by its delicacy. Ideal for dry or sensitive skin, Enivré offers long-lasting protection against external aggressions.

The notes of orange blossom will intoxicate you, as well as the freshness of lemon and lavender, and the sweetness of pine and amber wood on your scented skin—a carefully crafted, elegant fragrance.

# BEAUTYTIPS

There is always a good reason to use the Intoxicated Shower Oil Concentrate. Whatever the season, this shower oil is the first step in your daily beauty ritual for your face and body.

*Enivré* Shower Oil Concentrate is the ideal substitute for classic gels to nourish and protect your skin against dehydration or tightness.

#### FORMULA

Our Shower Oil is Vegan and has been awarded the "*Natural Certified*" label. It is composed of the following natural ingredients.

GLYCINE SOJA OIL, TOCOPHEROL, ASCORBYL PALMITATE, BHT, LECITHIN, HELIANTHUS AN-NUUS SEED OIL, ROSMARINUS OFFICINALIS EXTRACT, ALCOHOL, VITIS VINIFERA SEED OIL, SODIUM CAPROYL/LAUROYL LACTYLATE, RESVERATROL, PARFUM.BHT, LINALOOL

Like all Maison Éole products, the *Enivré* Shower Oil does not contain parabens, phthalates, palm oil, silicones, and other mineral oils or ingredients of animal origin. Its formulation, excluding perfume, does not contain any allergens.

1.10.100-index: 084



**TYPE DE PRODUCT** *Herstellende bodylotion* Lightly Perfumed

HER

**PRODUCT NAME** ENVELOPPÉ

200 ml



# DESCRIPTION

Discover our regenerating and moisturising body cream, which combines the vine's anti-aging active ingredients with the firming power of plant ingredients for long-lasting cellular protection. Experience the quality of our moisturising body cream.

# PROPERTIES

*Enveloppé* Body Cream will seduce you with its smoothness, firming potential, and moisturising power. Enriched with 100% natural  $\beta$  glucan and chitin, this nourishing cream will protect your skin from dehydration and pollution. Inulin completes your skin's protective arsenal by nourishing the good bacteria that keep your skin healthy. Multicyclic polyphenols Wine Extracts<sup>3</sup> with antioxidant properties, extracted from the vine shoots, act against cellular ageing and restore the skin's elasticity. Applied day after day, the anti-ageing active ingredients will help your skin regenerate and become firmer.

Thanks to its high covering power, its velvety and non-greasy texture will wrap your skin in a soft case. A sign of the anti-ageing active ingredients, its pale pink color does not stain or color the skin. Your skin is nourished. Goodbye, dry skin!

This lightly scented body cream is distinguished by its delicate, light fragrance with vine leaves, absinth, angelica, amber wood, and patchouli notes. An elegant fragrance carefully crafted.

#### BEAUTYTIPS

Start your day by gently massaging the cream into your arms, neck, chest, stomach, and legs. Highly penetrating, this cream leaves your skin feeling soft and comfortable for 24 hours.

The regenerating power of our *Enveloppé* Body Cream is based on the unique combination of natural active ingredients from the vine, Wine Extracts<sup>3</sup>, and plants for deeply nourished, firmed, moisturised skin that is protected against external aggressions.

#### FORMULA

Our Regenerating Body Cream is entirely Vegan and has the "*Natural Certified*" label. It is composed of the following natural ingredients:

AQUA . VITIS VINIFERA SEED OIL . ZEA MAYS STARCH . GLYCERIN . CETEARYL ALCOHOL . GLY-CERYL STEARATE . INULIN . BETA GLUCAN . CHITIN . PROPANEDIOL . RESVERATROL . ALCOHOL . ALPHA-GLUCAN OLIGOSACCHARIDE . ASCORBYL PALMITATE . BHT . BIOSACCHARIDE GUM-1 . GLYCERYL CAPRYLATE . GLYCINE SOJA OIL . HELIANTHUS ANNUUS SEED OIL . INULIN LAURYL CARBAMATE . LACTIC ACID . LECITHIN . LEVULINIC ACID . PARFUM . PHENYL PROPANOL . POLYG-LYCERYL-10 LAURATE . ROSMARINUS OFFICINALIS EXTRACT .. SODIUM ANISATE . SODIUM HY-DROXYDE . SODIUM LEVULINATE . TOCOPHEROL . VITIS VINIFERA FRUIT JUICE FERMENT LEES . VITIS VINIFERA SEED EXTRACT . WINE . XANTHAN GUM . CITRAL . LIMONENE . LINALOOL

Like all Maison Éole brand products, the Regenerating Body Cream *Enveloppé* does not contain parabens, phthalates, silicones or ingredients of animal origin. Its formulation, excluding perfume, does not contain any allergens.

Index 1.10.100 : 293

pH 5.0 ± 0.1



**TYPE DE PRODUCT** *Revitalizing Body Scrub* Lightly Perfumed

HER

**PRODUCT NAME** RESSOURCÉ

100 ml



The body scrub with tartaric salt grains gently exfoliates the skin without any tugging effect thanks to the vegetal oils that compose it.

# PROPERTIES

Our *Ressourcé* Body Scrub is a new concept from Maison Éole to remove impurities and dead skin cells gently. The exfoliating properties of our cream are based on the use of tartaric salt grains, natural salts from grapes harvested in our vats at Le Chant d'Éole. These tiny grains ensure a gentle, non-irritating exfoliation of the skin, with no tautness after rinsing. You start your day with clear skin and a fresh complexion.

Mainly made of highly moisturising grape seed oil, its texture is light and creamy at the same time. This exfoliating balm literally melts into your skin to reveal the tiny crystals of tartaric salt. Its unique formulation ensures that dead skin is removed and the skin is left feeling supple. Your skin feels new, soft, and replenished.

Our *Ressourcé* scrub delicately perfumes your skin. Let yourself be carried away by the notes of vine leaves, absinthes, angelica, but also amber wood and patchouli. An elegant fragrance that will accompany you all day long.

# BEAUTYTIPS

The *Ressourcé* Body Scrub can be used in the shower as part of your morning or evening beauty routine for smooth, soft skin. By hand or with a flannel, massage your skin once a week. Once you have removed the dead cells, you can complete your treatment with the Regenerating Body Cream for deep moisturising and anti-ageing care.

Please note that you should not use the body scrub on damaged or burnt skin.



The combination of grape oil and tartaric salt provides a gentle body scrub, even for sensitive skin. Its formulation is also suitable for facial care.

#### FORMULA

Our Gommage Corps *Ressourcé* is Vegan and has the "*Natural Certified*" label. It is composed of the following natural ingredients:

VITIS VINIFERA SEED OIL . CETEARYL ALCOHOL . VITIS VINIFERA VINE EXTRACT . ISOAMYL CO-COATE . PARFUM . RESVERATROL . ALCOHOL . BHT . ASCORBYL PALMITATE . GLYCERYL CAPRY-LATE . GLYCINE SOJA OIL . HELIANTHUS ANNUUS SEED OIL . ISOAMYL LAURATE . LECITHIN . ROSMARINUS OFFICINALIS EXTRACT . TOCOPHEROL

Like all Maison Éole products, Gommage Corps *Ressourcé* does not contain parabens, phthalates, silicones, or ingredients of animal origin. Its formulation, excluding perfume, does not contain any allergens.

Index 1.10.100 : 063



**TYPE DE PRODUCT** Moisturising hand balm

HER

**PRODUCT NAME** APAISÉ

30 ml



# DESCRIPTION

Committed and responsible, Maison Eole offers you this moisturizing hand balm enriched with antioxidants.

#### PROPERTIES

The Hand Moisturiser *Apaisé* is a nourishing and anti-wrinkle treatment. It deeply moisturizes your hands. Non-oily, it quickly penetrates your skin for a visible and immediate effect. Your skin is luminous and supple. Bye-bye wrinkles.

Its formulation includes the original components from the vine that have made Maison Eole's reputation: the polyphenol Wine Extracts<sup>3</sup>. Its superior anti-ageing power will erase your skin's imperfections and offer optimal and lasting protection against the ravages of time.

A must in cosmetics, organic shea butter guarantees deep dermis hydration for soft, silky hands in all seasons.

Anti-ageing and highly moisturizing, Maison Eole offers a high-end formulation that will quickly become a must-have in your toiletry bag.

Slightly pink, it does not colour the skin or stain your clothes. This balm has a soft, creamy texture that is suitable for all skin types and quickly penetrates the dermis for deep, long-lasting hydration.

Its iconic Vert Eole fragrance delicately scents your hands to express light notes of vine leaves, wormwood, angelica, amber wood, and patchouli. An elegant, carefully crafted fragrance.

Available in a jar, this moisturising hand care comes with a small reusable linen bag. A sustainable and alternative gesture in line with Maison Eole's eco-responsible values.

#### BEAUTYTIPS

Apply Hand Moisturiser *Apaisé* morning and night, without moderation. Gently massage your hands until the product is fully absorbed into your skin.

Are your hands dry? Discreet and light, carry your handcare product with you everywhere in your handbag. And give yourself moments of softness during the day to rehydrate your skin.

#### COMPOSITION

The antioxidant effectiveness of our Hand Moisturiser *Apaisé* is based on the unique use of natural antioxidant active ingredients extracted from the vine and wine residues. These extracts, rich in multicyclic polyphenols, stimulate our skin to trap free radicals more effectively and strengthen the barrier functions of the dermis against environmental aggressions.

# FORMULA

Our 100% Vegan, antioxidant-enriched Moisturizing Hand Balm is *Natural Certified*. The Balm *Apaisé* is composed of the following ingredients:

AQUA, ZEA MAYS STARCH, GLYCERIN, XANTHAN GUM, GLYCERYL STEREATE CITRATE, CETEARYL ALCOHOL, VITIS VINIFERA SEED OIL, BUTYROSPERMUM PARKII BUTTER, PENTYLENE GLYCOL, PROPANEDIOL, VITIS VINIFERA SEED EXTRACT, HELIANTHUS ANNUUS SEED OIL, TOCOPHEROL, BAKUCHIOL, PARFUM, AQUA, SODIUM HYDROXYDE

Like all Maison Éole products, the Antioxidant Enriched Hand Balm *Apaisé* does not contain parabens, phthalates, silicones, or ingredients of animal origin. Its formulation, excluding perfume, contains no allergens.

pH 5.0 - 5.50



**TYPE DE PRODUCT** Parfum

HER & HIM

**PRODUCT NAME** EGALITÉ

50 ml



# DESCRIPTION

Perfume your skin with the Green Perfume Éole. Let you be intoxicated by the fragrance of vine leaves, angelica, and amber wood.

#### PROPERTIES

Woody, floral and delicate, this amazing fragrance carefully composed by the master perfumers of Grasse will intoxicate you with its notes of vine leaves, angelica, and amber wood. Your skin will soak up the freshness of the vine for a most delicious journey.

You will also detect the sensuality of patchouli, the depth of sweet musk, and the freshness of the iris.

This light and sensual fragrance has been designed to appeal to both men and women.

# BEAUTYTIPS

As a natural morning gesture or a delicate attention before going out, perfume the base of your throat and upper chest for a more personal expression of the fragrance.

# FORMULA

Our *Égalité* Perfume is composed of the following ingredients:

DENAT ALCOHOL. PARFUM, BHT, CITRAL, GERANIOL, LIMONENE, LINALOOL..

**TYPE DE PRODUCT** Parfum

HER & HIM

**PRODUCT NAME** LIBERTÉ

50 ml



#### DESCRIPTION

Perfume your skin with the *Liberté* Maison Eole perfume and let yourself be carried away by the suave and sweet fragrance of grapes.

#### PROPERTIES

Floral and sweet, sweet and deep, this fragrance is a hymn to the freedom to think and act. Carefully composed by master perfumers, this fragrance will envelop you with the sweet smell of grapes while your skin will exhale the freshness of jasmine, lemon, and Ylang-Ylang. Orange blossom brings a sweet and gourmand note that balances the whole.

Very contemporary, you will leave in your wake the woody notes of cedar and amber wood, while the peppery musk and incense notes will complete the impression.

This deep and generous fragrance embodies the absolute desire to live. This fragrance was designed to appeal to both men and women.

#### BEAUTYTIPS

From a natural morning gesture to a delicate attention before going out, spray this perfume at 20 cm from your throat, neck, and wrists.

#### THE OLFACTORY NOTES

Maison Eole's Liberté perfume will awaken your senses with its different olfactory notes : Top note: Lemon zest, Hyacinth, Ylang-Ylang Heart note: Lavender, pepper, and iris Base notes: Incense, vanilla, amber wood, precious musk

# FORMULA

Our Perfume *Liberté* is composed of the following ingredients :

LINALOOL, HYDROXYLCITRONELLAL, LIMONENE, ALPHA-ISOMETHYL IONONE, HEXYL CINNA-MAL, CITRAL, GERANIOL, BENZYL BENZOATE, FARNESOL

# Thank you

# MAISON ÉOLE

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