



LABORATOIRES  
**VENDÔME**

***As the sensitive skin expert in the hygiene and beauty sector, Laboratoires Vendôme is seeing a rebirth in France with La Phocéenne de Cosmétique***

As a renowned expert in sensitive skin for over 40 years, Laboratoires Vendôme has drawn on its pharmaceutical background to combine the naturally active power of plants with dermatological expertise.

The brand aims to connect with as many people as possible, creating the perfect balance between science and nature and treating sensitive skin with the utmost care and effectiveness.



## ***Introduction by Eric Renard, Co-founder and Chairman of La Phocéenne de Cosmétique***

***"Relocating the production of Laboratoires Vendôme to France is much more than a strategic decision: it's a genuine commitment. I strongly believe in the "Made in France" concept. This brand was born in Dijon in 1981, and by bringing it back onto French soil we are demonstrating our dedication to supporting our expertise and economy, whilst meeting consumers' increasing demands for more ethical and responsible products. Laboratoires Vendôme is once again a French brand, produced in our own country, and accessible to all.***

This commitment goes beyond production. It is a clear response to consumers' increasing expectations, who are looking for locally manufactured, high-quality products. Much more than just a label, "Made in France certification means we can ***reduce our carbon footprint and support local employment, whilst offering our consumers safe and affordable products.***

As the last independent SME in the industry, we are keen to prove that ***responsible, innovative and French-made cosmetics*** truly deserve their place on the shelves of our partner retailers."



Éric Renard,  
Co-founder and Chairman of La Phocéenne de  
Cosmétique

# Relocating the production of Laboratoires Vendôme to France

IN A FEW FIGURES

**2 million** product  
units relocated to  
France

**-10%** reduction in  
greenhouse gas  
emissions compared to  
production outside  
mainland France\*

Sourcing of the  
value chain in  
**France** (packaging  
materials)



\* Internal study, ADEME carbon data

## ***A return to its roots for an iconic brand born in pharmacies over 40 years ago***

***Created in 1981 by an expert pharmacist from Dijon specialising in dry and sensitive skin***, the Laboratoires Vendôme brand quickly became renowned for its cleansing products designed to care for delicate skin.

Formulated to minimise the risk of allergy with a neutral pH, Laboratoires Vendôme shower gels ***revolutionised the sensitive skincare market***.

Continuing its commitment to combine skincare with a pleasurable experience, the brand launched the first super rich soaps in supermarkets in the 1990s.

Enriched with fatty acids, these soaps protect the hydrolipidic film and soothe tightness and flakiness, making them a leading anti-dryness solution accessible to all.

Having formed part of various international groups since the 2000s, ***the Laboratoires Vendôme brand is now reconnecting with its French roots and starting a new chapter in its history***: bringing production back to France, restructuring its offer with the emphasis on 21 dermo-cosmetic skincare products, and ***revamping the entire brand identity***.

### **1981**

The Laboratoires Vendôme brand is created in Dijon by the Monot family, owners of Laboratoires Monot

### **1990**

Launch of the very first super rich soaps to be made available in supermarkets

### **2006 and 2017**

The Laboratoires Vendôme brand is purchased by the American group Johnson & Johnson, and later by the Italian group Bolton

### **2023**

Acquisition of Laboratoires Vendôme by La Phocéenne de Cosmétique



**LA PHOCÉENNE  
DE COSMÉTIQUE**  
SALON-DE-PROVENCE DEPUIS 1996

### **2024**

***Production relocated to France,  
and relaunch of the Laboratoires Vendôme brand***



## ***A dermo-cosmetic solution for sensitive skin, accessible to all***

*Our findings*

**In France,  
1 in 2 people have sensitive skin  
and 1 in 4 people have dry skin**

Sensitive skin is an everyday problem for which Laboratoires Vendôme provides a solution: ***high-tolerance\*, effective, affordable and accessible products, made in France, available in hypermarkets and supermarkets.***

With its new, comprehensive assortment of facial, body and hygiene products, Laboratoires Vendôme is firmly focused on dermo-cosmetics and ***shaping its strategy to position itself as a true skincare brand.***



\*Excluding CALMV+ super rich soaps, Vaseline and lubricant gel

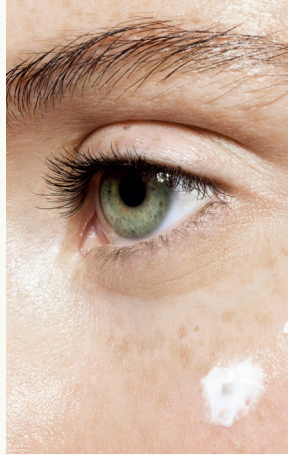
***"With the acquisition of Laboratoires Vendôme, our aim was to offer an affordable alternative to dermatological products sold in pharmacies, making them available in hypermarkets and supermarkets. This positioning is even more relevant within the current economic climate where inflation is continuing to increase, thereby catering for consumers seeking quality at a reasonable price."***

***Jean Philippe SIMONARD, Deputy Managing Director of La Phocéenne de Cosmétique, Managing Director of Laboratoires Vendôme***

## ***Dermo-cosmetic expertise at the heart of our formulas***

Our formulas are developed at our Research and Development Laboratory based in Salon de Provence.

The Laboratoires Vendôme formulation charter is based on several principles:



### ***For all the family***

Products which are suitable for pregnant and breastfeeding women and, excluding face care products, for all the family from the age of 3\*. So that all the members of the family can safely use our products.



### ***Dermatologically tested***

Our formulas are dermatologically tested, meaning that we can offer high-tolerance products formulated to reduce the risks of allergies and suitable for sensitive skin\*\*. To care for sensitive skin.



### ***Proven effectiveness***

Proven effectiveness via various tests such as satisfaction tests, self-assessment and instrumental tests. To support the quality and effectiveness of our formulas.

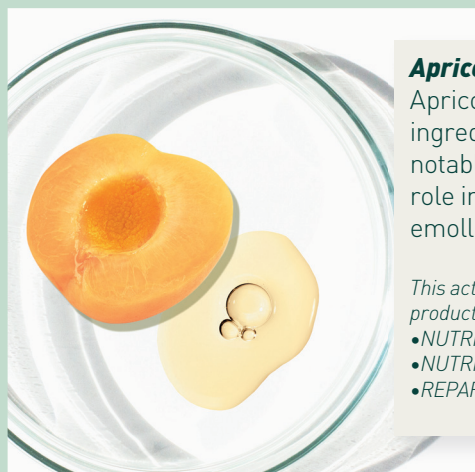
\*excluding CALMV+ Extra gentle intimate cleansing gel, Vaseline and lubricant gel

\*\*excluding CALMV+ Extra gentle intimate cleansing gel, CALMV+ super rich soaps, Vaseline and lubricant gel

## What do Laboratoires Vendôme mean by the active power of plants?



Our laboratory has selected plant-based active ingredients to address the problems associated with extremely sensitive skin. We therefore strike the perfect balance between our scientific expertise and nature, our source of inspiration renowned for its essential properties.



### **Apricot oil**

Apricot oil is a 100% natural active ingredient. It is rich in essential fatty acids, notably Omega 6 and 9, which play a crucial role in keeping the skin feeling soft with an emollient effect.

*This active ingredient is found in the following products:*

- NUTRI V+ Fragrance-Free Dermatological Bar
- NUTRI V+ Apricot Oil Dermatological Bar
- REPARV+ Multi Zone Stick

### **Chestnut leaf**

Recommended for dry to very dry skin, chestnut leaf extract helps protect and strengthen the skin barrier whilst reducing the risk of drying out.

*This active ingredient is found in the following products:*

- NUTRI V+ Replenishing Body Lotion



## 3 ranges to cater or sensitive skin

### CALM V+

for sensitive skin

### NUTRI V+

for dry to very dry skin

### REPAR V+

for reactive skin with atopic tendencies



# CALM V+

## FOR SENSITIVE SKIN

Plant-based active ingredients such as hop, barley and sweet almond oil, present in the CALM V+ range, help bring a soothing or hydrating action to sensitive skin.

The CALM V+ range comprises **11 products** designed to work effectively on the face and body, as well as for intimate hygiene. Its delicately floral and subtly musky fragrance is designed for sensitive skin, leaving a gentle scent.





## CALM V+ FACE CARE



**3-in-1 Micellar Water:** Removes make-up, cleanses, immediately soothes and eliminates impurities. 400ml

### **Powerful active ingredient**

Barley extract

### **Proven effectiveness:**

65% more comfortable skin<sup>1</sup>



### **Best-selling product**♥

### **Concentrated Moisturising Serum:**

Immediately soothes, improves the skin's barrier function and reduces redness. 30ml

### **Powerful active ingredient**

Organic hop extract

### **Proven effectiveness:**

12% reduction in redness<sup>2</sup>

55% more moisturisation 8 hours after application<sup>3</sup>



**Soothing Face Cream:** Provides a long-lasting soothing sensation and improves the skin's barrier function. Reduces redness 50ml

### **Powerful active ingredient**

Organic hop extract

### **Proven effectiveness:**

95% of testers stated that the product instantly soothes their sensitive skin<sup>4</sup>

## CALM V+ BODY CARE



**24-hour Universal Moisturising Cream:** Instantly soothes and provides long-lasting comfort. The skin is softer and more supple. Quickly absorbed. 250ml

### Powerful active ingredient

Barley extract

### Proven effectiveness:

78% reduction in usual sensations of discomfort<sup>5</sup>

## BAR SOAPS



**Extra Mild super rich soap / Sweet almond oil:** For all skin types. Cleanses the skin and leaves it feeling soft. Plant-based soap base 125g

### Powerful active ingredient

Sweet Almond Oil, rich in omega 9



### Extra Mild super rich soap / Shea butter:

For all skin types. Cleanses the skin and leaves it feeling soft. Plant-based soap base 125g

### Powerful active ingredient

Shea butter, rich in omegas 6 and 9

<sup>1</sup> Self-evaluation on day 21 compared to day 1, conducted by 21 volunteers with sensitive skin, using the product twice daily / <sup>2</sup> Evaluation on day 21 compared to day 1 by abn assessor on 22 volunteers with sensitive skin on the face, using the product twice daily / <sup>3</sup> Instrumental test conducted on 11 volunteers, single application / <sup>4</sup> Satisfaction test conducted on 22 volunteers with sensitive skin on the face, using the product twice daily - under dermatological control / <sup>5</sup> Self-evaluation on day 21 compared to day 1, conducted by 22 volunteers with sensitive skin on the body, using the product daily or twice daily

## CALM V+ SHOWER PRODUCTS



**Family Shower Gel:** Effective whilst caring for the skin, gently cleanses and moisturises. Suitable for all the family's skin.  
400ml / 750ml

### Powerful active ingredient

Aloe Vera\*



**Hydra-Protect Shower 0%:** Effective whilst caring for the skin, gently cleanses and moisturises.  
400ml / 750ml

### Powerful active ingredient

Aloe Vera\*

## INTIMATE HYGIENE



**Extra Gentle Soothing Intimate Cleansing Gel:** Gently cleanses, delivers a soothing sensation whilst caring for the intimate area  
200ml

### Powerful active ingredient

Aloe Vera\*

\*Reconstituted aloe vera juice

# NUTRIV V+

## FOR DRY TO VERY DRY SKIN

Comprising **6 products for the face and body**, the NUTRIV+ range is formulated with active ingredients extracted from chestnut leaf, aloe vera, hyaluronic acid and apricot oil, with a subtle cotton flower scent or apricot fragrance for the dermatological bar, both suitable for sensitive skin. This range nourishes dry to very dry skin, providing a comfortable feeling.



## NUTRI V+ FACE CARE



**Dermatological Cleansing Foam:** Gently cleanses without altering the skin barrier. Leaves the skin feeling soft.  
150ml

**Powerful active ingredient**

Hyaluronic acid

**Proven effectiveness:**

- 90% state that "The product provides comfort for my dry to very dry skin"<sup>1</sup>
- 100% state that "The product eliminates impurities"<sup>1</sup>

## BODY CARE



**Best-selling product** ❤️

**Replenishing Body Lotion:** Intensely nourishes. The skin is supple and soothed.  
250ml

**Powerful active ingredient**

Chestnut leaf extract

**Proven effectiveness:**

- 102.3% softer skin<sup>2</sup>
- 65% more moisturisation 24 hours after application<sup>3</sup>

## BAR SOAPS



**Fragrance-Free Dermatological Bar:** Gently cleanses and soothes dryness. pH-neutral for the skin.  
100g

**Powerful active ingredient**

Apricot oil





**Fragrance-Free Dermatological Bar:** Gently cleanses and soothes dryness. pH-neutral for the skin.  
100g

**Powerful active ingredient**  
Apricot oil

## SHOWER PRODUCTS



**Super Rich Cleansing Cream:** Effective and nourishing. Gently cleanses and reduces sensations of discomfort  
400ml

**Powerful active ingredient**  
Aloe Vera\*

\*Reconstituted aloe vera juice

1Satisfaction test conducted on 21 volunteers (including 7 contact lens wearers) with sensitive skin on the face, using the product twice daily - under dermatological and ophthalmological control / 2Evaluation on day 21 compared to day 1, conducted by an assessor on 23 volunteers with sensitive skin on the body, using the product twice daily / 3Instrumental test conducted on 11 volunteers, single application

# REPAR V+

## FOR REACTIVE SKIN WITH ATOPIC TENDENCIES

For reactive skin with atopic tendencies, **the 4 products in the REPAR V+ range** comprising active ingredients extracted from carrot root, oat or shea butter are ideal for repairing or intensely hydrating the skin, creating a subtle fragrance suitable for sensitive skin with soft, floral and musky notes. Except for the stick which is fragrance free to care for the sensitive skin.



## REPAR V+ SHOWER PRODUCTS

**Best-selling product** ♥

**2-in-1 shower balm:** Effective and nourishing. Gently cleanses and reduces sensations of discomfort.

250g



**Powerful active ingredient**

Shea butter

**Proven effectiveness:**

49% reduction in sensations of discomfort<sup>1</sup>

## FACE CARE

**Rich Face Care:** Soothes tightness, prevents dryness and reduces irritations and redness. 50ml<sup>1</sup>

**Powerful active ingredient**

Carrot extract

**Proven effectiveness:**

65% more moisturisation

8 hours after application<sup>2</sup>



## BODY CARE



**48-hour Ultra Hydrating Cream:** Intensely nourishes. The skin is supple and soothed.

250ml

**Powerful active ingredient**

Oat extract

**Proven effectiveness:**

86% states that "The product reduces sensations of irritation and redness"<sup>3</sup>

**Best-selling product** ♥

**Multi Zone Stick:** Soothes tightness, repairs the skin and reduces irritations and redness.

50g



**Powerful active ingredient**

Shea butter

**Proven effectiveness:**

41% more supple skin<sup>4</sup>

<sup>1</sup>Self-evaluation on day 21 compared to day 1, conducted by 21 volunteers with sensitive skin on the body, using the product daily or twice daily / <sup>2</sup>Instrumental test conducted on 11 volunteers, single application / <sup>3</sup>Satisfaction test conducted on 21 volunteers with sensitive skin on the body, using the product daily or twice daily - under dermatological control / <sup>4</sup>Self-evaluation on day 21 compared to day 1, conducted by an assessor on 19 volunteers with sensitive skin on the face and body, using the product 2 or 3 times daily

## ***Industrial innovations for a more eco-designed product offer***

Mindful of its environmental impact and in keeping with its commitment to sustainable growth, the Group has placed eco-design at the heart of all its developments. For example, 80% of the tubes for Laboratoires Vendôme products are made from single materials, making them easier to recycle. They contain recycled plastic and come with flat lids, saving on the use of plastic.



An e-commerce site and new social media channels have also been introduced, reflecting the brand's ambition to expand its digital presence.

The brand is available in hypermarkets and supermarkets as well as on **laboratoiresvendome.fr**

The screenshot displays the Vendôme Laboratories website. At the top, the logo 'V LABORATOIRES VENDÔME' is on the left, and navigation links 'PRODUCTS', 'RANGES & NEEDS', 'ABOUT US', and 'DIAGNOSIS' are on the right. Below the navigation bar, the heading 'The right care for your skin' is centered. A row of five images shows women applying cream to their faces, each labeled with a skin type: 'SENSITIVE SKIN', 'DRY SKIN', 'VERY DRY SKIN', 'REACTIVE SKIN', and 'ATOPIC SKIN'. Each image has a 'DISCOVER' button below it. Below this row, a large image of a woman's face is shown on the left, and on the right, a green box contains the text 'SKIN DIAGNOSIS YOUR PERSONALIZED ROUTINE IN 3 MINUTES'. Below this text, it says 'Answer a few questions and find out your skin type and its associated routine.' and a 'START YOUR DIAGNOSIS' button. At the bottom, a dark green banner features the heading 'The active power of plants' and a paragraph: 'Our laboratory has selected active ingredients of plant origin to meet the needs of even the most fragile skin. In this way, we create the perfect balance between expertise, based on our scientific know-how, and nature, our source of inspiration, renowned for its essential virtues.'

**V LABORATOIRES VENDÔME**

PRODUCTS ▾ RANGES & NEEDS ▾ ABOUT US ▾ DIAGNOSIS

*The right care for your skin*

SENSITIVE SKIN DRY SKIN VERY DRY SKIN REACTIVE SKIN ATOPIC SKIN

DISCOVER DISCOVER DISCOVER DISCOVER DISCOVER

SKIN DIAGNOSIS  
**YOUR PERSONALIZED ROUTINE IN 3 MINUTES**  
Answer a few questions and find out your skin type and its associated routine.  
**START YOUR DIAGNOSIS**

*The active power of plants*  
Our laboratory has selected active ingredients of plant origin to meet the needs of even the most fragile skin. In this way, we create the perfect balance between expertise, based on our scientific know-how, and nature, our source of inspiration, renowned for its essential virtues.



## ***About La Phocéenne de Cosmétique***



Éric Renard and Xavier Padovani,  
founders of La Phocéenne de Cosmétique

Founded 28 years ago in Salon-de-Provence, La Phocéenne de Cosmétique is an independent SME operating in over 60 countries.

Through its brands sold in supermarkets and hypermarkets – Le Petit Olivier, Lovea and Laboratoires Vendôme – the group is constantly innovating and investing, to develop products that are as natural and accessible as possible, whilst upholding its commitment to caring for consumers as well as the environment. It proves that it is indeed possible to 'Always do better for beauty and well-being'.

For more information: [phoceennedecosmetique.fr](http://phoceennedecosmetique.fr)

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