

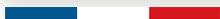


LABORATOIRES
VENDÔME

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 1993

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

Derma-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.

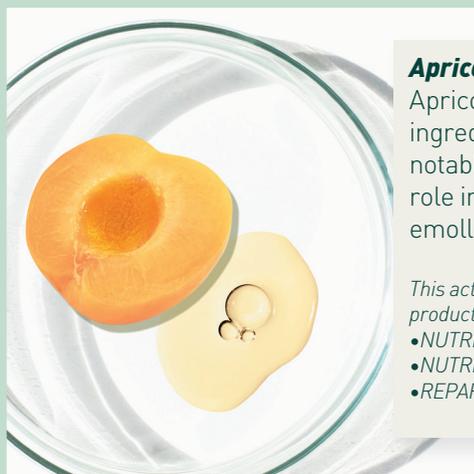
*excluding CALMV+ Extra gentle intimate cleansing gel, Vaseline and lubricant gel

**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 skin¹



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 redness²

55% more moisturisation 8 hours after application³



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 skin⁴

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 discomfort⁵

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

¹ Self-evaluation on day 21 compared to day 1, conducted by 21 volunteers with sensitive skin, using the product twice daily / ² 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 / ³ Instrumental test conducted on 11 volunteers, single application / ⁴ Satisfaction test conducted on 22 volunteers with sensitive skin on the face, using the product twice daily - under dermatological control / ⁵ 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+ 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"¹
- 100% state that "The product eliminates impurities"¹

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 skin²
- 65% more moisturisation 24 hours after application³

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 discomfort¹

FACE CARE

Rich Face Care: Soothes tightness, prevents dryness and reduces irritations and redness. 50ml¹

Powerful active ingredient

Carrot extract

Proven effectiveness:
65% more moisturisation
8 hours after application²



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"³

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 skin⁴

¹Self-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 / ²Instrumental test conducted on 11 volunteers, single application / ³Satisfaction test conducted on 21 volunteers with sensitive skin on the body, using the product daily or twice daily - under dermatological control / ⁴Self-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 shows the website's header with the Vendôme Laboratory logo and navigation menu (PRODUCTS, RANGES & NEEDS, ABOUT US, DIAGNOSIS). The main banner features the headline "The right care for your skin" and a row of five skin type categories: SENSITIVE SKIN, DRY SKIN, VERY DRY SKIN, REACTIVE SKIN, and ATOPIC SKIN, each with a "DISCOVER" button. Below this is a "SKIN DIAGNOSIS" section with the headline "YOUR PERSONALIZED ROUTINE IN 3 MINUTES" and a "START YOUR DIAGNOSIS" button. The footer contains the headline "The active power of plants" and a paragraph about the brand's commitment to natural ingredients.

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, endowed 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

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