



LA PHOCÉENNE
DE COSMÉTIQUE
SALON DE PROVENCE DEPUIS 1996

FRENCH DERMOCOSMETICS ACCESSIBLE TO ALL



Laboratoires Vendôme return to **supermarkets** with a new range of **effective, affordable dermocosmetics** (shower, face and body care) **made in France**.



The first dermatological laboratory in supermarkets, **30% less expensive** than pharmacies.

Successful expansion:
3,000 stores already.

+30% in-store references
vs. 2023.



Our High-Tolerance formulas
are suitable for the whole family
1 in 2 people in France
have sensitive skin.

A MASSIVE COMMUNICATION PLAN FOR 2025



IN THE PRESS

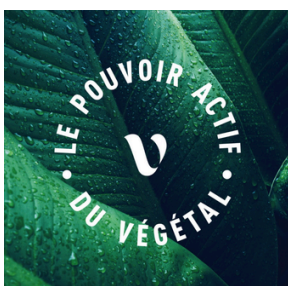
GLOBAL AUDIENCE: 2 600 000



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1 PERSONNE SUR 2 EN FRANCE
DÉCLARE AVOIR LA PEAU SENSIBLE.



PRENDRE SOIN DE MA PEAU
SENSIBLE, SÈCHE, RÉACTIVE
AU QUOTIDIEN & SIMPLEMENT

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