



LA PHOCÉENNE  
DE COSMÉTIQUE  
SALON DE PROVENCE DEPUIS 1996

## FRENCH DERMOCOSMETICS ACCESSIBLE TO ALL



**Laboratoires Vendome** 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** 

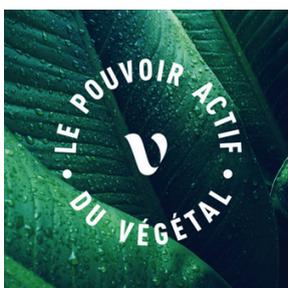
**IN THE PRESS**  
GLOBAL AUDIENCE: 2 600 000



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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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