



PRESS - 2012/2013

➤ *Gentle formulas*

We developed extremely gentle formulas that do not harm the skin.

➤ *Organic products*

All our products are certified organic by Ecocert Greenlife according to Ecocert Standard available at <http://cosmetics.ecocert.com>



➤ *Recyclable and reusable packaging*

All our packaging is recyclable, and our cases designed for a second life!

Girls can use them to store small belongings like makeup, jewelry, pens, etc.

## LADY GREEN

WAS CREATED BY VIRGINIE VINET,  
A YOUNG WOMAN WHO IS PASSIONATE  
ABOUT COSMETICS AND COMMUNICATION.

A graduate of a reputed business school, Virginie Vinet spent five years living in Canada where she gained experience in marketing and communication working for major names in the beauty industry (L'Oréal Group and Lise Watier Cosmetics).

She also discovered a different, very colorful and trendy approach to cosmetics.

Upon returning home, Virginie suddenly found the world of cosmetics in France very traditional and joyless, especially with respect to skincare for young people.

Having been an advocate of organic products for years, she also realized that no brand was specifically devoted to their age group, despite high demand.

Why should we have to choose between performance and pleasure? Between health and glamour? She then had a dream: developing fun and colorful cosmetics for girls that also respect their health and the environment, products that help treat minor acne problems effectively but also feature luscious textures and fruity fragrances.

THAT IS HOW **LADY GREEN** CAME TO BE



Virginie Vinet,  
Founder of Lady Green



**FACE CARE**



Available : **October 2012**

*Rituel pureté*

**CLEANSING FOAM**

*Purifies - Tones - Refreshes*

Light and toning, with a subtle citrus fragrance, this foam gently cleans and purifies oily, blemished skin.



**Aloe Vera, Moringa and Neem:** clean and purify skin.

**Lemon and Pineapple:** refine pores and refresh.

▶ Foamer 125ml / **€14.50**

*Elixir de jour*

**BEAUTIFYING DAY CARE**

*Moisturizes - Matifies - Rebalances*

This day care with energizing fragrance rebalances oily, blemished skin.



**Aloe Vera, Neem and Jojoba:** moisturize and purify skin.

**Rice powder:** lastingly matifies.

**Peach and Orange blossom:** tone and restore radiance.

✓ **PROVEN EFFECTIVENESS**

- +49%\* more moisturization after 2 hours
- Matified skin: 65%\*\*
- Clearer skin: 95%\*\*
- Reduction in blemishes: 74%\*\*
- Healthy glow: 100%\*\*

\*Measured by corneometer on 10 women.  
\*\*Satisfaction percentage. In-use test on 21 women for 28 days.

▶ Airless 40ml / **€18.50**



Available : **October 2012**

*Sublime correcteur*

**ANTI-BLEMISH GEL-PEN**

*Dries - Purifies - Soothes*

Rich in effective natural active ingredients, this gel-pen quickly dries, purifies and soothes skin blemishes.



**Zinc and Lavender alcohol:** dry skin blemishes.

**Aloe Vera, Neem and Burdock:** treat skin blemishes

▶ Twist pen / **€12.50**



Available : **October 2012**





*Douce métamorphose*

**GENTLE FACIAL SCRUB**

*Purifies - Refines pores - Softens*

This kiwi gel scrub very gently eliminates impurities and dead skin cells.

**Silica and jojoba beads:** gently exfoliate skin and remove dead skin cells.

**Kiwi:** tightens pores and revives the skin's radiance.

▶ Tube 75ml / €14.50

Available : October 2012

**MAKE-UP**

Available in 2 shades :  
**Naturel and Framboise**



Available : October 2012

*Baume enchanteur*

**LIP CARE GLOSS**

*Repairs & protects*

This balm repairs and protects lips, giving them ultra glamorous shine.

**Jojoba oil, Cocoa butter and Apricot oil:** moisturize and nourish lips, restoring smoothness and softness.

**Beeswax:** protects lips from external aggression.

✓ **PROVEN EFFECTIVENESS**

- Moisturizes lips: 91%\*
- Protects lips: 91%\*
- Nourishes lips: 86%\*
- Softens lips: 82%\*

\*Average satisfaction percentages for 2 shades: Naturel and Framboise. Use test performed by independent laboratory on 11 women over a period of 21 days

▶ Tube 15ml / €9.50

**FACE & EYES**



*Fraîcheur céleste*

**CLEANSING MICELLAR WATER**

*Cleanses - Removes make-up - Soothes*

With its extra gentle formula, this micellar water cleanses, removes make-up and soothes face and eyes in just one step, leaving the skin fresh and clear.

**Aloe Vera, Witch hazel and Neem:** clean impurities and make-up, while soothing skin.

**Apple and Pomegranate:** refine pores and revitalize skin.

▶ Bottle 150ml / €14.50

Available : October 2012



LADY GREEN IS THE FIRST ORGANIC COSMETICS BRAND SPECIALLY DESIGNED FOR YOUNG WOMEN.\*



# An innovative brand that breaks young skin codes

## Just for girls

Skincare brands for young people are usually for both girls and boys. but they have very different needs at this age. That is why Lady Green decided to make products just for girls: girly designs, luscious textures and feminine fragrances!



### POSITIVE, FUN AND COLORFUL

Unlike other skincare brands for young people that often take a cold, medical approach, Lady Green has chosen to be a positive and cheerful brand to help young women better deal with their skin problems and regain self-confidence.



### A PARTICIPATIVE BRAND

Lady Green is one of the first cosmetics brands created with girls for girls. More than 200 girls aged 12 to 25 participated in designing the brand to create products that they like and truly answer their needs. Lady Green is THEIR brand.



### A HIGH-PERFORMANCE BRAND

- Lady Green firmly believes in product quality and performance.
- Several products have been proven effective and our formulas are highly concentrated in active ingredients.
- We integrated in our formulas a number of natural active ingredients (aloe vera, burdock, witch hazel, moringa, neem...) that were carefully selected for their effectiveness on young skin.



\* On the European market.

# Lady Green



## CONTACT

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Photos and samples on request.