

LE ROUGE[®]
FRANÇAIS
PLANT BASED MAKEUPOLOGY



Flowers on your skin.

Where conventional brands still stand for chemical or mineral pigments, we are revolutionning this industry with a worldwide break-thru innovation:

Colors extracted from dye plants, which also have **exceptional biological powers**.

We combined this unique expertise, merging with the most **sharp and sustainable packaging** to create the perfect hybridation between **Luxury and Organic core values**.



*Our products are made in FRANCE, patented,
COSMOS ORGANIC & VEGAN certified.*

www.lerougefrancais.com

OUR STORY

Founded in 2020 by Élodie Carpentier and Salem Ghezaili, LE ROUGE FRANÇAIS Paris cosmetics house was born from the desire to exceed the organic limits, while meeting the premium market standards.

Elodie Carpentier

Co-Founder

Senior expertise in the pharmaceutical & cosmetics Industries - Biotech Engineer

10 years in the Pharmaceutical industry for large groups such as Sanofi, Sanofi Pasteur, Ipsen.

. Development of Biotechnology processes and sustainable alternatives to petrochemicals and alcohol (Extraction of dyes from tinctorial plants), Cell culture, biomimicry study, bio engineering.

Salem Ghezaili

CEO . Co-Founder

Serial entrepreneur

First company created in the Tech Home Appliances. Founded at age of 24 years old - Reached €10m. turnover in 8 years.

Core skills: Strat. marketing, Business Development, Finance, Team management



**A COMMON VISION:
"FUTURE WILL BE VEGETAL MADE "**

BOTANICAL MAKEUPOLOGY

/ VEGETAL COLOR

INTERNATIONAL PATENT

/ ORGANIC FORMULATION

CERTIFIED & PATENTED

/ VEGAN

PETA LABEL

/ FREE FROM MICA & TiO₂

NON ETHICAL . BANNED FROM FOOD INDUS.



PACKAGING EXPERTISE

/ BIOSOURCED

PACKAGING MADE FROM
CASTOR OIL

/ GLASS PACKAGING

100% RECYCLABLE

/ REFILLABLE

EOCERT LABEL COMPLIANT



NO-PLASTIC MERCHANDISING

/ GLASS MERCHANDISING

- . TAILOR MADE
- . VERSATILE

/ VEGETAL DECORATION

- . STABILIZED VEGETAL STAGING
- . LAST OVER 10 YEARS

/ WOOD FURNITURES

/ APPLE SKIN LEATHER

- . VEGETAL LEATHER REPLACING ANIMAL SKIN



PARTNERING WITH FRENCH
LIVING HERITAGE COMPANIES



DIGITAL NATIVE BRAND

/ +80k COMMUNITY
TITKTOK . INSTAGRAM . FB

/ +200% FOLLOWERS
VERSUS N-1

/ +30% DIGITAL INVESTMENT
OUT OF THE TURNOVER

/ PROPRIETARY FILTER
TO TEST OUR MAKEUP LIVE



OUR CUSTOMER PROFILE

/ THE HYBRID QUEST (+25 y.)

- . NICHE / TRENDY BRAND
- . UGC SENSITIVE
- . DIGITAL STORE ORIENTER

/ COMMITTED & PREMIUM

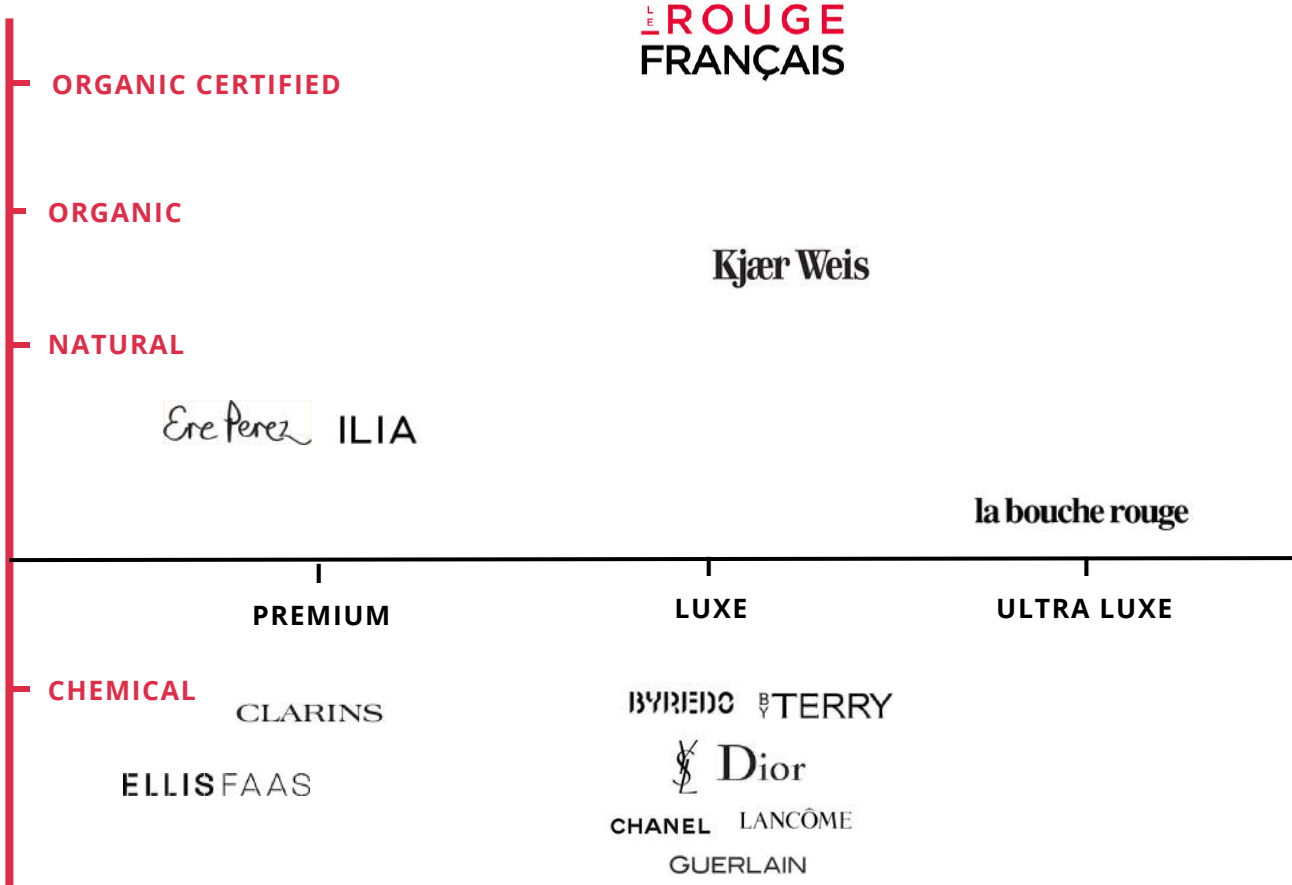
- . INFLEXIBLE TO ORGANIC & VEGAN VALUES

/ LUXE BUT NOW, GOOD FOR ME

- . CONVENTIONAL BRAND CONSUMER
- . ORGANIC x LUXE NEW IDEAL



MASTIGE POSITIONNING



LUXE x CLEAN STRATEGIC PLAYER

Galeria Lafayette
GO FOR GOOD

the
detox
market

THE DIRTY LIST

Neiman Marcus
Clean Beauty



NICHE BEAUTY
Clean

FACES
The Detox Market x Faces

SKINS COSMETICS
Clean Beauty



cult
BEAUTY
Slow Beauty



INTERNATIONAL PRESS RELEASE

GRAZIA

CLEAN BEAUTY

LE ROUGE FRANÇAIS is revolutionizing lipstick. Once applied, the shade alters subtly depending on your skin tone, for a long-lasting and irresistibly glamorous finish.

marie claire

MADE IN FRANCE

Nestled in ultra-stylish recyclable casing, this organic lipstick made using plant-based pigments, oils and butters, enhances and adds colour to your lips.

madame
FIGARO

ORGANIC LIPSTICK

Made exclusively from natural, vegan ingredients and plant-based pigments, in a gorgeous 100% recyclable tube... We love it.

Closer

CLEAN AND TRANSPARENT

We are all looking for transparency and want to know what we are putting on our skin to protect it and preserve our health.



BRAND ACTIVATION

GLAMOUR

The Best Makeup Looks on the Met Gala 2023 Red Carpet

Met Gala 2023, a.k.a. fashion's biggest night, isn't so flashy this year. But even though we're constantly scrolling our feeds on what our favorite celebs are wearing on the iconic red carpet, it's hard to resist that we're equally excited to see the best makeup looks. There's one thing that glam cosmo makes sure to look out for: the best makeup looks. We've collected the best skin care reports and makeup advice to see the red carpet.



Maya Hawke
Makeup artist Mary Wiles created a "romantic red makeup look" with [Le Rouge Français](#) products. "We wanted to go for a soft-glam look—a little bit of rosy, but not too much, enhancing her own features with the heavy products that we put mostly naturally enhancing," said Wiles in a press release. "The whole look is based on bridal, so it's a white dress, and I wanted to be similar to the look in this bit of color but still looked really natural, young, and fresh." To add a natural flush to her skin, Wiles applied [Garnier Royal Ocean Balm](#) to Chapéline on the apples of the cheeks, blending it up and out. She finished this with [Fuchsia Lip Oil](#) as a highlight to add some glow.

Impressions : 12.000.000

[LINK TO THE ARTICLE](#)

BAZAAR

The 26 Best Hair and Makeup Looks at the 2023 Met Gala

At the Met Gala, runway, you can't seem to take the show on camera's biggest night.

Fashion's biggest night? Based on signature hair, makeup, and nail looks that hit the 2023 Met Gala red carpet tonight, we'd argue that it's also beauty's biggest night. This year's theme honors the creation of late designer Karl Lagerfeld—and in honor, that translates to everything from classic, high-fair fashion, dark manes are adorned with chains, and even hand-crafted prosthetics mimicking the designer's beloved cat, Choupette. Here, our most-see looks from the red carpet, along with the core products you need to try them out at home.



Maya Hawke

More pink lips on the Met Gala carpet, this time on Maya Hawke who pulled it with a waxy slug and retro lashes. Her soft glow by [Maya Wiles](#) for [La Rouge Français](#).

[GET THE LIPSTICK](#)

Impressions : 20.400.000

[LINK TO THE ARTICLE](#)

InStyle

The Best Beauty Looks at the 2023 Met Gala

From Old Hollywood glamour hair to bold-colored lips.

By [Alyssa Jones](#) Updated on May 2, 2023 @ 01:46PM

Every first Monday of May, the fashion world gears up for its biggest night of the year: the Met Gala. The glamorous event is filled with some of the most memorable looks—and that includes hair, makeup, and nails. This year, the Costume Institute's exhibition is "Karl Lagerfeld: A Line of Beauty" to celebrate the actor and life of the legendary designer. From Old Hollywood-inspired hair to bold color experiments in makeup, the beauty looks at the Met Gala 2023 proved to be serving the best ones yet.

Maya Hawke

Celebrity makeup artist [Maya Wiles](#) used the [Tata Harper Water Lock Moisturizer](#) to give Hawke's skin a glow before applying [Le Rouge Français Fuchsia Royal Ocean Balm](#) to kind a rosy flush across her cheeks. It was the perfect accent for her rock star-worthy, messy waves.



Impressions : 19.400.000

[LINK TO THE ARTICLE](#)

STYLECASTER

The Best Met Gala Beauty Looks Feature Headbands, Sparkles & Big Hair

By [ELIZABETH DENTON](#) AND [ANNE](#) on May 1, 2023

It's the first Monday in May and you know what that means: It's Met Gala! The highly anticipated event returns with the theme "Karl Lagerfeld: A Line of Beauty." It's only the Metropolitan Museum of Art's Costume Institute and Vogue, the event promises to be a celebration of the designer's fashion, culture and identity. As always, we're bringing you the best Met Gala beauty looks from the biggest stars to help you get your night on (even if it's not a red carpet look).

As always, the Met Gala brings together the biggest names in fashion and entertainment. Celebrities, models, designers and industry leaders will walk the iconic carpet, showcasing their interpretation of the theme through hair and makeup that look like they were made for the 2023 Met Gala (and to be seen on camera's biggest night).

Maya Hawke

Makeup artist Mary Wiles used [Le Rouge Français](#) products for Hawke's gorge soft glam, after prepping the skin with [Tata Harper](#) skincare.



Impressions : 18.500.000

[LINK TO THE ARTICLE](#)



/ PR ACTIVATION USA FOR NEIMAN MARCUS

LE ROUGE FRANÇAIS COLLABORATION WITH [MAYA HAWKE](#) @ MET GALA 2023

TOTAL MEDIA IMPRESSIONS :

70.300.000

BRAND ACTIVATION



marywilesmakeup • **Sulvix**
Namanah - Glow Up

marywilesmakeup Prepping for @maya_hawke for @themetgalaofficial #metgala2023 @lerougefrancais #vegan #sustainability #recycle

2j Voir la traduction

scaryspice666 🙌🙌🙌 AMAZING!
2j 1.7j'aime Répondre Voir la traduction

fournierpr she looks absolutely incredible
2j 1.7j'aime Répondre Voir la traduction

[VIEW THE POST](#)



marywilesmakeup • **Sulvix**
Marianah

marywilesmakeup It's all in the prep! 🤩 Thanks to the good ol' science @dermocosmetics The Skincare Bible

- The Resurfacing Cleanser to reveal glowing, radiant skin.
- The gentle chemical and physical exfoliation from the Resurfacing Balm to remove dead skin cells and disperse pores for a smooth, even base for makeup.
- Before makeup, we apply the Resurfacing Balm right on top of the cleanser for our favorite beauty hack, the "Glow Getter" - gives you the results of an exfoliating facial in 5 minutes perfect for red carpet!

• Remove those sweat and apply our #1 Facial Essence for a boost of hydration and glow.

• While the skin is still damp from that's favorite beauty snack, we apply our Hydrating Serum. This multi-tasking serum addresses the lack of hydration and tightens and brightens the look of skin by gently, deeply penetrating.

• We'll follow with another one of our most loved the Resurfacing Eye Cream to brighten, smooth, boost and hydrate the delicate under eye area.

• The final step: Mineral-rich Mascara to add long-lasting eye hydration that lasts long beyond the runway. This waterless eye mascara is so lightweight, it makes an instant, impressive effort on skin is perfectly prepared for any makeup!

#metgala2023 #tataharper #lerougefrancais #vegan #sustainability #recycle #metgala2023

[VIEW THE POST](#)



marywilesmakeup • **Sulvix**
WYLES - Feel Good

marywilesmakeup @maya_hawke @prada @themetgalaofficial @hary_jambert @themetgala @khalaniyc @marywilesmakeup @lerougefrancais #lerougefrancais #veganmakeup #tataharper #tataharper #tataharper

15 h Voir la traduction

carlosferraz_Beautiful
15 h Répondre Voir la traduction

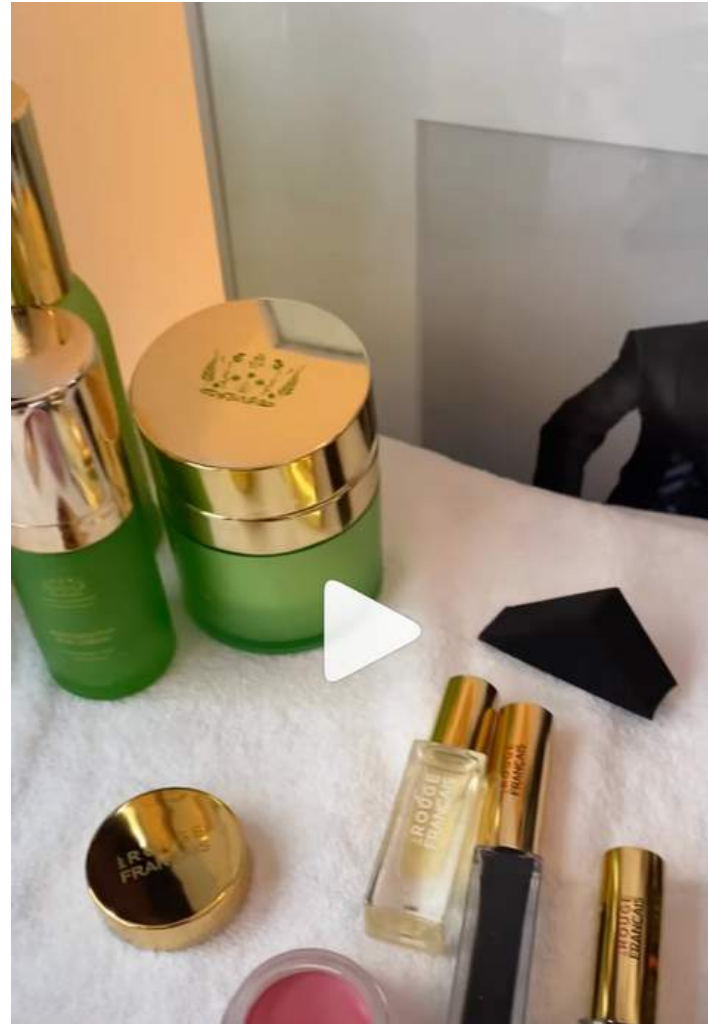
likzservice 5,000 Followers 405
10,000 Followers 705
15,000 Followers 1005
20,000 Followers 1505
Contact Only Whatsapp (Link On Profile)

9 h Répondre Voir la traduction

dragovenic1987 5,000 Followers 305
10,000 Followers 505
15,000 Followers 705
1,000 Auto.Likes Monthly 505
Contact Only Whatsapp (Link On Profile)

9 h Répondre Voir la traduction

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[VIEW THE POST](#)

COLLABORATIONS



/ EMILY IN PARIS - NETFLIX

. MAKEUP LILY COLLINS (EMILY) WITH
OUR CALISTOGA EYE PENCIL



/ OPERA DE PARIS

. EXCLUSIVE CO-BRANDED COLLECTION
DEDICATED TO CONCEPT STORE, DPT
STORE, TRAVEL RETAIL, HOTELS.

COLLABORATIONS



/ SCRIBE 5*HOTEL - PARIS

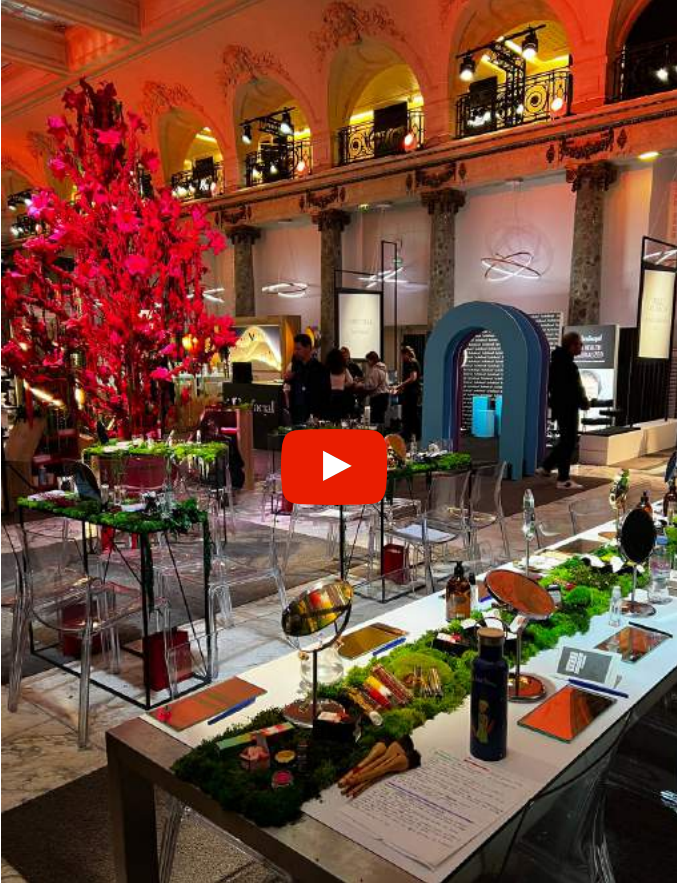
. VEGETAL COLOUR 360° EXPERIENCE
WITH CHEF NICOLAS PESTY



/ PIERRE HERMÉ - CHAMPS-ÉLYSÉES

CORNER @86 CHAMPS-ÉLYSÉES CONCEPT
STORE, HOSTING PIERRE HERMÉ FLAG SHIP IN
PARIS

EVENTS



/ VOGUE x SOFITEL

. OFFICIAL 2022 MAKEUP BRAND PARTNER



/ PARIS FASHION WEEK 2023

. HAUTE COUTURE SPONSOR OF RAHUL MISHRA COUTURIER

MARKET SEGMENTATION





Dept. Stores

NEIMAN MARCUS (USA)

GALERIES LAFAYETTE (FR)

KAUBAMAJA (EST.)



Travel Retail

LAGARDERE (4 POS - FR):

PARIS CHARLES DE GAULLE

NICE

LYON

MARSEILLE



SELECTIVE DISTRIBUTION

RF



Concept Stores

KAPOK (2 POS in Hong-Kong)

OHHH DE COLOGNE (Köln - DE)

HUMANOID STORE (Arnhem - NL)





Perfumeries

DAS PARFUM & BEAUTY (Kronberg - DE)

PARFUMERIE DU SOLEIL D'OR (Lille - FR)

THEODORA (Geneva - CH)

ELYSEE (RO)



Hotels & Spa



FOUQUET'S . BARRIÈRE
Paris



MARIGNAN
Champs-Élysées - Paris



SHANGRI-LA
Paris



HOTEL DES BERGUES
Genève - Suisse



COUVENT DES MINIMES
Provence



FOUQUET'S
Tribeca - NY USA



Hotels & Spa



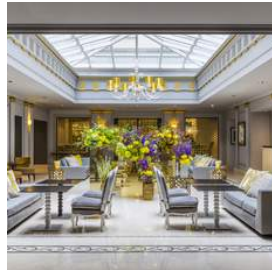
MISINCU
Cagnano - Corse



GEORGE V
Paris



SO/PARIS
Paris



SOFITEL LE FAUBOURG
Paris



LE SCRIBE
Paris



MOLITOR
Paris



Multi-Brands

NOCIBE (FR)

APRIL (FR)

UNE HEURE POUR SOI (FR)







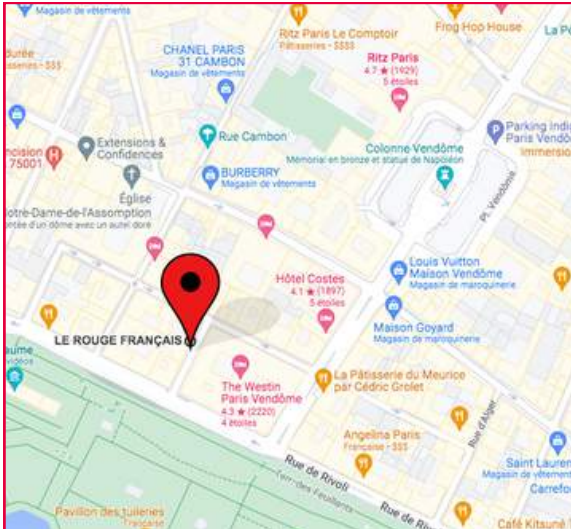
SELECTIVE DISTRIBUTION

RF



FLAG SHIP

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DEVELOPMENT***Louise MOREL***HEAD OF PROJECT DEVELOPMENT /
SUPPLY AND COST CONTROL***Johany FIQUET***SALES & LOGISTICS
ADMINISTRATION***Émilie LESUEUR***CHIEF OF STAFF & PUBLIC
RELATIONS***Laura GUILLOUZO***DOCTORAL & R&D PROJECT*

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