



# VINÉSIME

MILLÉSIME DE BEAUTÉ

COMPANY

PRESENTATION

FEBRUARY 2022



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# OUR VISION AND VALUES

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- **SKIN CARE ENHANCED BY VITICULTURE**

*VINÉSIME is a skin care journey originating in the noble vineyards of Burgundy, France, where heritage blends with advanced botanical science to create a natural rejuvenating skin care line.*

- **CULTIVATING BEAUTY**

*The brand uses the highest quality raw materials available thanks to ecologically sound and certified organic viticulture from the prestigious grape varieties of Burgundy.*

*These grapes have exceptional concentrations of polyphenols, which are well-known for their antioxidant action and their ability to counteract the aging of human cells.*

- **THE POWER OF BOTANICAL SCIENCE**

*Plants have the special ability to produce their own nutrients. They adapt to their ecosystem and defend themselves against external stress.*

*We work with the pioneers of plant-based biotechnology, who develop and produce high-tech active ingredients from botanicals for cosmetics, pharmaceuticals and nutraceuticals.*





# OUR STORY AND IDENTITY

## A BURGUNDY TREASURE

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- **CULTIVATING A LEGACY**

*Each Climat is a vine plot, with its own microclimate and specific geological conditions, which has been carefully marked out and named over the centuries.*

*Each has its own story, produces wines with a distinct character and taste and has its own place in the hierarchy of Crus (Regional Appellation, Village, Premier Cru, Grand Cru) and history of winemaking in Burgundy that dates back for 2000 years.*

*Prestigious vineyards between Dijon and Santenay line the Route des Grands Crus' (Road of Great Wines) 37 miles of red wines (Pinot Noir) and white wines (Chardonnay). By some estimates, this road passes by 8 of the world's top 10 most expensive wines.*



CLIMATS DU  
VIGNOBLE DE  
BOURGOGNE  
PATRIMOINE MONDIAL



# OUR STORY AND IDENTITY

## A BURGUNDY TREASURE

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- SOME OF THE GRAPES VARIETY

**PINOT NOIR : RACINE DU TEMPS (ROOTS OF TIME)**

VINÉSIME's Racine du Temps line is named after Domaine Rene Bouvier's organic Racine du Temps vineyard which grows 90-year-old pinot noir vines. This vineyard supplies all the pinot noir marc\* for Racine du Temps products and A2OC complex. In the wine world, "old is gold" because older vines produce consistent flavor year after year

→ The wine is sold in the US as a certified organic wine

**CHARDONNAY : "CLOS DES HOSPICES DANS LES CLOS" GRAND CRU**

Chablis is a specific area of Burgundy that grows chardonnay grapes with a unique flavor generated from the limestone soil.

Also, oak barrels are rarely used for ageing, so the wine flavor is created solely by the terroir.



CLIMATS DU  
VIGNOBLE DE  
BOURGOGNE  
PATRIMOINE MONDIAL



# OUR STORY AND IDENTITY

## THE FOUNDERS

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- **EDOUARD DAMIDOT**

*A passionate entrepreneur, Edouard has revived his family's tradition rooted in blackcurrants. His ancestors cultivated this nutritious berry following his great-great uncle Gabriel Damidot.*

*In 1895 Edouard's family became notable Cassis makers in Dijon. In the 1950's the Damidots trademarked the Kir cocktail, launching a new aperitif that took France by storm.*

*Now, Edouard brings this love and knowledge of Burgundy's terroir to the forefront of skin care by creating a rejuvenating botanical formula to keep skin youthful and radiant, thus marking the beginning of the VINÉSIME brand.*

- **BERNARD BOUVIER**

*The Domaine Rene Bouvier estate, Gevrey-Chambertin, produces exceptional, renowned vintages every year, earning Domaine Rene Bouvier a place on the wine lists of Michelin starred restaurants around the world.*

*Under Bernard's management the Domaine became a certified organic and holistic vineyard, which embraces minimalist intervention, so the grapes fully express their unique terroir.*

*Bernard provides VINÉSIME with the coveted Racine du Temps grape marc as the basis of VINÉSIME's exclusive, revolutionary A2OC complex.*





# THE BRAND PORTFOLIO

VINÉSIME  
MILLÉSIME DE BEAUTÉ



# THE BRAND PORTFOLIO

## RACINE DU TEMPS FACE LINE



### CLEANSER & MAKE UP REMOVER

- *Oil Makeup Remover\**  
100 ml
- *Biphase Makeup Remover\**  
100 ml
- *Cleansing Micellar Water\**  
200 ml

### LOTION, SERUM & EYE CONTOUR

- *Perfecting Care Lotion\**  
200 ml
- *Youth Serum\**  
30 ml
- *Eye Contour\**  
15 ml

### DAY & ANTI-AGING CREAMS

- *Day Cream\**  
50 ml
- *Anti-Aging Cream\**  
50 ml

### FACIAL EXFOLIANT & MASKS

- *Facial Exfoliant\**  
50 ml
- *Sublime Éclat Mask\**  
50 ml
- *Intense Moisturizing Sheet Mask\**  
20 ml

\* Exist in professional size



# THE BRAND PORTFOLIO

## NUTRICOSMETIC



ÉLIXIR DE LA VIGNE\*

14 days Cure x 15 ml

\* Exist in professional size

VINÉSIME  
MILLÉSIME DE BEAUTÉ

# THE BRAND PORTFOLIO

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## RACINE DU TEMPS & CHARDONNAY GRAND CRU BODY LINE



RADIANCE OIL\*  
100 ml



PINOT NOIR BODY SCRUB\*  
200 ml



CHARDONNAY BODY SCRUB\*  
200 ml



BODY BEAUTY CREAM\*  
200 ml

\* Exist in professional size

# THE BRAND PORTFOLIO

## CHARDONNAY BODY LINE



SHOWER GEL  
200 ml



BODY MILK  
200 ml



SHAMPOO  
200 ml



CONDITIONER  
200 ml

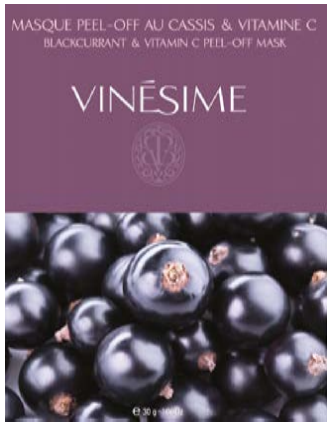


HAND CREAM  
50 ml



# THE BRAND PORTFOLIO

## PROFESSIONAL SPA LINE



BLACKCURRANT & VIT C  
PEEL -OFF MASK  
30 g



GRAPE MARC AND SEED RELAXING  
HERBAL BALLS  
Kit x 20



REVITALIZING & ANTI-AGING  
BODY WRAP  
4 kg



VINE & BLACKCURRANT  
MASSAGE BALM  
500 ml



## THE INGREDIENTS

VINÈSIME  
MILLÉSIME DE BEAUTÉ

# THE INGREDIENTS

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## PINOT NOIR RACINE DU TEMPS

*Grapes are a potent source of resveratrol and polyphenols.*

*Above all grapes, the Pinot Noir that we use possesses the highest concentration of antioxidants, including resveratrol and other multiples polyphenols.*



## BLACKCURRANT BUD EXTRACT

*Our blackcurrant extract is produced from plant embryonic tissues (gemmotherapy), which contains the genetic energy of plant buds in a very concentrated form.*

*Gemmotherapy has been used in France for decades as an effective form of holistic and homeopathic medicine.*



## CHARDONNAY

*Vintage extract from Domaine René Bouvier, « Le Clos ».*

*Rich in antioxidant polyphenols, it fights against free radicals*

*It gives elasticity to the skin and limits the effects of time*



## VINE STEM CELLS GRAPE CELL EXTRACT

*Our stem cells are derived from a rare grape, Gamay Teinturier Freaux, and contain special polyphenols, anthocyanins and tannins, that protect human skin stem cells against UV radiation and oxidative stress.*



# THE INGREDIENTS

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## ICE WINE EXTRACT

*Swiss ice wine is an extremely rare, premium wine produced from naturally frozen ripe Vidal Blanc and Pinot Noir grapes that undergo a specialized fermentation process.*

*The ice wine is then combined with the natural polysaccharides in Tara gum to create an alcohol and preservative free extract with a high concentration of antioxidants and powerful moisturizing and astringent properties.*



## VINE FLOWER EXTRACT

*Vine flower extract is a powerful combination of two red grape varieties, Merlot and Cabernet Sauvignon.*

*These grapes contain high amounts of tannins and anthocyanins, which are complimentary polyphenols that repair and protect skin cells.*



## TWO HYALURONIC ACID MOLECULAR WEIGHTS

*Hyaluronic acid functions as a humectant, increasing hydration by holding water molecules in the skin. Most of our products contain 2 hyaluronic acid molecular weights.*

*The different weights signal different cellular responses in the skin, triggering different pathways of healing and repair mechanisms*



## CHINESE SILK TREE EXTRACT

*Albizia julibrissin, also known as Chinese silk tree, is a tree native to East Asia and South America. It protects the skin against oxidative stress and glycation, a damaging process where sugar molecules attach to protein fibers in the skin, making them stiff and malformed.*

*Oxidative stress accelerates glycation.*

# THE INGREDIENTS

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## BAICALIN EXTRACT

*Baicalin extract is obtained from the roots of Scutellaria Baicalensis Georgi.*

*It strengthens telomeres and delays the onset of skin cell senescence (the end of cellular replication). Senescence is one of the major factors of aging.*



## GRAPE SEED OIL

*Grape seed oil has Antioxidant actions, it prevents cell ageing and reduces wrinkles.*

*It also helps to restore softness, suppleness and elasticity to the skin.*

# THE NEW INGREDIENTS

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## CHAMPAGNE & RED GRAPE LEAVES

*Obtained by maceration of red vine leaves rich in polyphenols with Champagne rich in fruit acids, vitamins and minerals. It strengthens damaged tissues and facilitates cell renewal. Its anti-ageing and antioxidant properties also moisturize and protect the skin.*



## VINE CANES

*Vine canes is an active ingredients made of grapevine resveratrol oligomers. It has healthy aging properties like antioxidant activity, antipollution properties, anti-elastase activity, wrinkle reduction and mature skin rejuvenation.*



## VINE ROOTS

*Vine roots is an active ingredients made of grapevine resveratrol derivatives. It helps to reduced age spots and acts on the skin lightening.*



# VINESIME EXCLUSIVE COMPLEX

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- **A2OC : VINES AND BLACKCURRANT FUSION**

*Our scientific team combines polyphenols with other metabolites found in pinot noir marc through an extraction process that amplifies the power of the antioxidants 5 times stronger than pure green tea extract.*

*PINOT NOIR extract with a high concentration of powerful antioxidants and polyphenols, obtained from Gevrey-Chambertin Pinot Noir grapes - Racine du Temps, stabilizes free radicals reducing the effect of oxidative stress in the skin.*

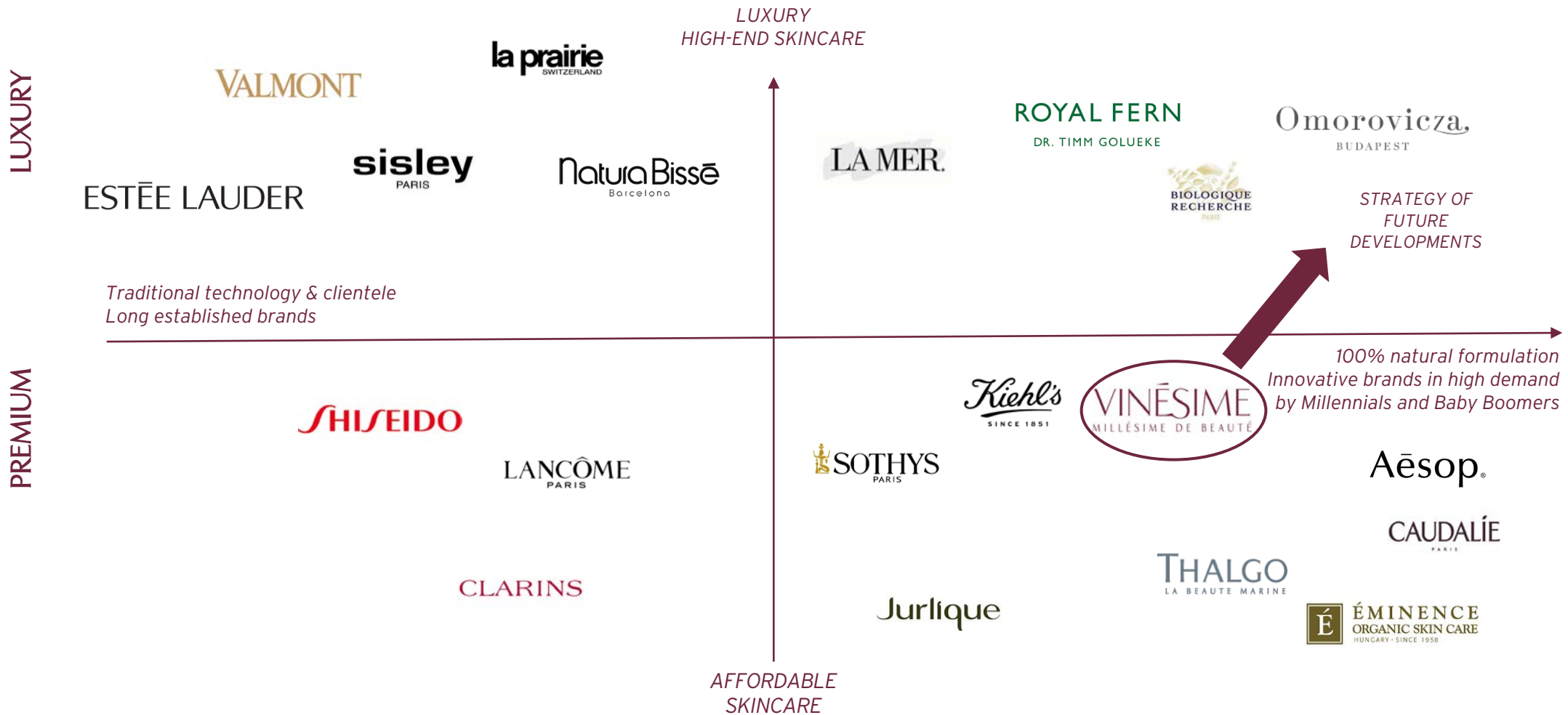
*BLACKCURRANT an extract derived from gemmotherapy, a genuine concentrate of vital native molecules of Burgundy Blackcurrant buds, that promotes ATP synthesis, and protects the skin against free radical damage*

*A2OC complex promotes cellular oxygenation and improves cellular renewal, protecting the cells from external forces and premature aging*

*A2OC = Anti-Oxidant and Cellular Oxygenator*



# BRAND POSITIONING



\*Vinésime with Racine du Temps collection

VINÉSIME IS POSITIONED AT THE HEART OF MOST DESIRABLE TODAY'S PREMIUM BRANDS

# TRAINING

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- **UNIQUE TREATMENT PROTOCOLS**

*Our trainer and spa treatment expert is inspired by the Burgundy region to create unique and sensorial treatment protocols.*

*Her expertise is passed on during training sessions lasting several days with our new ambassadors.*

*A training book, documents on the brand, treatment protocols and the products, videos and practical exercises make up this training to train our partners in Vinésime care rituals.*

- **A CERTIFIED TRAINING**

*Since 2022, we have validated the Qualiopi certification for our training activities.*

*Qualiopi is a quality certification mark for training providers. It thus attests to the quality of our training process for our care protocols and for the development of our partners' skills.*

*It also makes our training offers more visible to our partners.*





# MARKETING BEST PRACTICES

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- **PRESS DAY, INAUGURATION & AFTER WORK**

*As part of our new partnerships with our ambassadors, we organize press days and inaugurations to present the brand and the products.*

*We also participate in many events such as after-work events, where we share our expertise on the power of the vine through our products.*

# MARKETING BEST PRACTICES

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- **TRADE SHOWS**

*The Vinésime team participates in two major trade shows in the hotel, restaurant and spa sector in France every year :*

- *Hotel & Restaurant Meeting in Cannes*
- *Equip Hotel in Paris*



**Hotel &  
Restaurant  
Meetings**  
upgrade your hospitality

**EQUIPHOTEL** PARIS  
HOTEL&RESTAURANT BUSINESS PLACE

# MARKETING BEST PRACTICES

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- **MERCHANDISING**

*Vinésime has chosen a selective distribution in France and Europe, in institutes, concept stores and at our Spa & Hotel partners via the expertise of our practitioners.*

*In Asia, we are mainly distributed through retail channels and online shopping platform.*

*All our Vinésime products can be promoted on a barrel display or on the shelves of our spa and hotel partners.*

*We also provide posters and other POS material to communicate current offers and brand news.*

# COMMUNICATION

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- **Website**

*Vinésime currently has a website where you can find the history of the brand and its founders, the list of our ambassadors and information on our active ingredients.*

*We also have an online shop, where you can buy all our cosmetics and nutricosmetics lines.*

*<https://www.vinesime.fr/> (NEW WEBSITE COMING SOON IN 2022)*

- **Social Media**

*VINÉSIME is active on social media and specifically on :*

- *Instagram : <https://www.instagram.com/vinesimefrance/>*
- *Facebook : <https://www.facebook.com/Vinesime>*
- *YouTube : [https://www.youtube.com/channel/UCJyUZud6iA1LxxrFMZvt\\_iA](https://www.youtube.com/channel/UCJyUZud6iA1LxxrFMZvt_iA)*
- *LinkedIn : <https://www.linkedin.com/company/vinesime-france>*

*We share product photos, commercial offers, brand news and carry out collaborations with brands and people in line with our values and our vine universe.*





# COMMUNICATION

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## • PROFESSIONAL PRESS

*Vinésime is the subject of numerous press reviews in the professional press of the hotel and spa sector :*

- Spa Business
- Palace Magazine
- Les Nouvelles Esthétiques
- Spa Beauté
- Sense of Wellness
- Beauty Forum

## • WOMEN'S MAGAZINES

*Vinésime is the subject of numerous press reviews, particularly in the women's magazine in beauty selection :*

- ELLE France
- VOGUE France
- Marie France
- Avantages
- BIBA
- Prima
- Madame Figaro
- Version Femina

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spa business  
Global spa & wellness



# SOCIAL RESPONSIBILITY

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- **UPCYCLING IN VITICULTURE**

*We recycle waste from the wine industry in collaboration with wineries that are committed to sustainable viticulture. We develop our own active ingredients using unique and specific extraction processes. In the interests of transparency, each grape variety is identified and traced.*

- **PLASTIC REDUCTION**

*For all our product lines, we have undertaken a process of abandoning plastic as much as possible.*

*Therefore, we have wooden and glass packs for the Racine du Temps line, and we have abandoned secondary packs for the Chardonnay line.*

*For all our new developments, we source responsible packaging wherever possible and select recyclable cardboard packs and use biodegradable paper and ink.*

- **SENSIBLE CHOICE OF INGREDIENTS**

*We guarantee formulas free of controversial ingredients thanks to a well-considered choice of natural and organic raw materials, thus enabling us to reconcile naturalness, sensoriality, safety and effectiveness.*



# AWARDS



- **VICTOIRES DE LA BEAUTÉ 2018 - 2019**

*This award is based on passing a Quality Review® which solicits the critical opinion of consumers. Three criteria explain the overall satisfaction score: the perception of efficacy, the texture and the fragrance (criteria adapted for certain candidate products).*

→ *BODY MILK WITH CHARDONNAY POLYPHENOLS*



- **VICTOIRES DE LA BEAUTÉ “RESPONSIBLE” 2021-2022**

*The Victoires de la Beauté “Responsible” highlight effective, healthy and clean products.*

→ *Scores obtained :*

- *Pulpe Exquise : 19.60/20*
- *Fine de Beauté : 16.46/20*





# AROUND THE WORLD

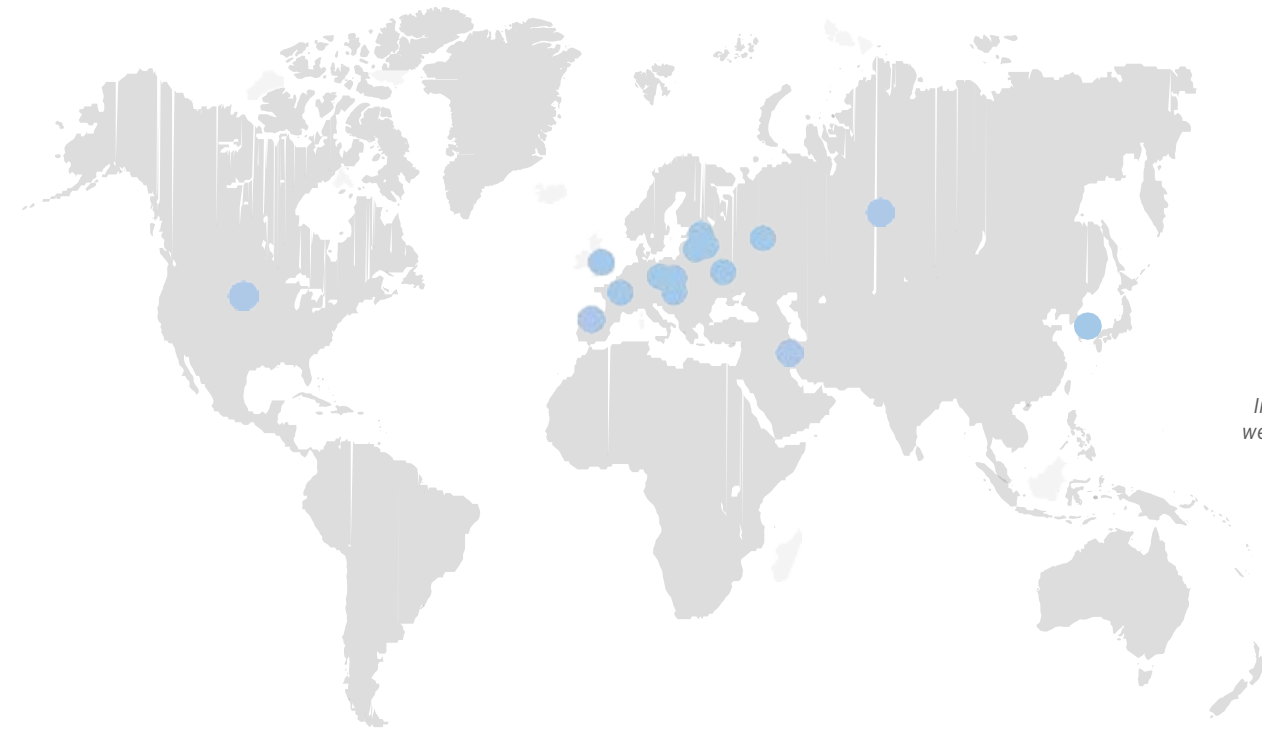
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VINĒSIME  
MILLÉSIME DE BEAUTÉ



# AROUND THE WORLD

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DISTRIBUTED IN **10** DIFFERENT COUNTRIES

*FRANCE, ITALY, GREECE, ROMANIA, UKRAINE, USA, CHINA, JAPAN, KOREA & MALAYSIA*

SOLD IN MORE THAN **180** POINTS OF SALE

*In China we are integrated in more than 30 different local distribution channels all over the country, we are also present on one of China's biggest online shopping platform Tmall, as well as every Chinese social media e-commerce sites. In Malaysia we are present in 9 different cities.*



# AROUND THE WORLD

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# AROUND THE WORLD

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# AROUND THE WORLD

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*The Meritage Resort & Spa, Napa Valley California*



*The Lynx Resort & Spa, Florina, Greece*



*Chailly Castle Resort & Spa, France*



# AROUND THE WORLD

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Retail in China

# OUR STRATEGY

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- **SHORT TERM**

*New products launch in Chardonnay & Racine du Temps lines : Moisturising Face Mist and Eye patch.*

*Launch of 2 perfumes for men and women.*

*Collaboration with a new winery in Provence to develop a new body scrub.*

*This year we start a new distribution partnership in Russia.*

*Launch of a new product line at the end of 2022.*

- **MEDIUM TERM**

*Brand positioning in the luxury sector.*

*Natural certification of our product lines.*

*Development of a new luxe product line with Pinot Noir.*

*Eco-responsible sourcing of packaging.*

*Expand our distribution network in France and internationally through physical and digital point of sales.*







# MAIN CONTACTS

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