



FRUU..

FRESH. FRUITILICIOUS. ORGANIC COSMETICS.

FRUU COSMETICS LTD
PRODUCT CATALOGUE
JANUARY 2022



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JANUARY 2021

WHAT WE DO

Using clever cosmetic science, we transform by-products derived from surplus fruit materials into

**SUSTAINABLE
AFFORDABLE
COSMETICS**

FRUU..



WHY OUR CUSTOMERS LOVE US..

FRUU..

“I have sensitive skin, so struggle to find products that I do not react to. FRUU works superbly..”



“I’m a five time returning customer to FRUU!”



“Moisturised my lips really well without being greasy”



 13.7K FOLLOWERS

 4.5K FOLLOWERS

AWARDS AND CREDENTIALS

FRUU..



HOLLAND & BARRETT
Innovation Pitch Winner



AS SEEN IN

FRUU..

METRO

THE  **TIMES**

Good Housekeeping

TATTLER

The Telegraph

GLAMOUR

PRODUCTS - FRUITILICIOUS LIP BALM..

FRUU..

RRP
£2.99



OVERVIEW

- Sustainably made from up to 60% ingredients from surplus fruits
- 98%-100% Natural. Up to 60% organic
- Safe for children and pregnant women - No essential oils
- PETA certified Cruelty-free and Vegan
- Appeals to the eco-conscious and vegan customers.

VARIANTS

10 variants:

- **Avocado***
- **Watermelon***
- **Coconut***
- **Strawberry***
- Mango
- Cherry
- Pineapple*
- Pomegranate
- Lime
- Lemon

Bold - Top seller

* - Allergen Free variants

PRODUCTS - COLOUR BALM..

FRUU..

RRP
£4.99



OVERVIEW

- Vegan-friendly tinted lip balms
- 99% natural
- Sustainably made from surplus fruit by-products
- PETA certified Cruelty-free and Vegan
- Highly tinted, lipstick, tinted lip balm hybrid.

VARIANTS

8 variants:

- Rare Coral
- Strawberry Crème
- Mulberry
- Cherry Up
- Peach Perfect
- Ultraviolet
- Purple Dream
- Chocolate Rain

Bold - Top seller



RRP £8.99



RRP £8.99



RRP £14.99

OVERVIEW

- Sustainably made from surplus fruit by-products
- PETA certified Cruelty-free and Vegan
- Highly popular for gifting!

VARIANTS

- 3 variants:
- Lip Balm Trio Set (Watermelon, Strawberry, Avocado Lip Balm)
 - Christmas Trio Set (Watermelon, Coconut, Cherry Lip Balm)
 - Colour Balm Trio Set (Strawberry Creme, Rare Coral, Mulberry Colour Balm)

PRODUCTS - COFFEE SCRUB..

FRUU..

RRP
£12.99



OVERVIEW

- Body and face scrub
- Made from 50% finely grounded roasted coffee beans
- Infused with moisturising and sustainable organic coconut oil, mango butter, watermelon seed oil and lemon seed oil
- PETA certified Cruelty-free and Vegan
- Excellent for improving moisturisation, exfoliation of the face, body and reduction of the appearance of cellulite
- It gives you soft skin like nothing else!

VARIANTS

2 variants:

- Original
- Coconut

NEW PRODUCTS - ALMIGHTY BALM..

FRUU..

RRP
£5.49



OVERVIEW

- All-purpose natural balms sustainably made from surplus fruit ingredients
- 100% natural ingredients
- Provides great protection and moisturisation to lips, hands, elbows, all skin areas!
- Recyclable aluminium packaging
- Vegan, Cruelty-Free

VARIANTS

4 variants:

- Bergamot**
- Grapefruit**
- Avocado*
- Orange**

*no fragrance and suitable for sensitive skin

**blended with premium essential oils

Available now

NEW PRODUCTS - DEODORANT BALM

FRUU..

RRP
£8.99



OVERVIEW

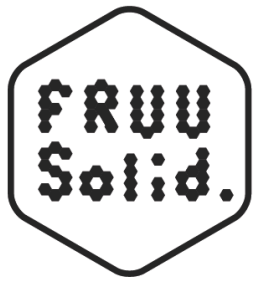
- Natural deodorant balms sustainably made from surplus fruit ingredients.
- Uniquely formulated with no aluminium or sodium bicarbonate
- pH-balanced
- Silky smooth deodorant provides a full day of citrus-fresh experience, whilst looking after your delicate skin
- Scent-free Deodorant Balm- no fragrance
- Recyclable aluminium packaging
- Vegan, Cruelty-Free

VARIANTS

5 variants:

- Lemon
- Bergamot
- Grapefruit
- Orange
- Scent- Free

Available now



Zero waste toiletries

Available in 2022

RRP £8.99

FSC-certified paper outer-packaging

Proposed variants and colour themes



BERGAMOT LOTION BAR
ADg

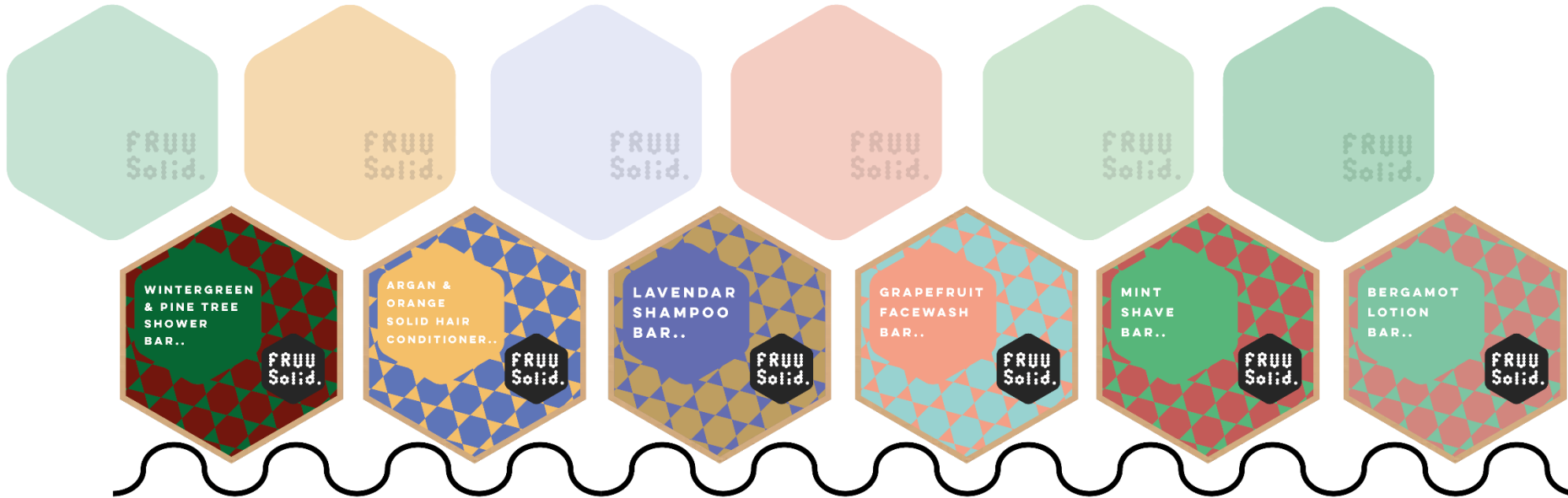
Live a plastic-less, water-less life

Instructions: Apply bar directly on wet skin to moisturise.

Ingredients:
Caprylic/capric triglyceride, stearic acid, cetyl alcohol, Theobroma cacao seed butter, Orbignya olifera seed oil, stearyl alcohol, hydrated silica, lecithin, Citrus aurantium dulcis peel oil, eucalyptus, menthyl, dehydroacetic acid, benzyl alcohol, benzyl benzoate, limonene, linalool, citral

- Made from fruits
- No palm oil
- Waterless
- Plasticless
- Contains organic ingredients
- Handcrafted in the UK

FRUU Solid.





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