



**LA
CRIQUE**

Reveal your natural beauty with La Crique



La Crique is the first natural makeup brand infused with skincare, Made in France, and inspired by the South of France.

The range includes 5 types of products, available in multiple shades to address 4 fundamental needs in makeup: long-lasting wear, even complexion, color, and radiance.

Say goodbye to lengthy routines with multiple products—embrace simplicity and versatility!

Our brand's key strength lies in the skincare benefits included in all-natural formulas:

- Hyaluronic acid in every formula
- Targeted active ingredients inspired by our beloved Provence

Our products are modern and colorful, creating a strong visual impact in retail displays. And the best part? They're highly affordable for natural, skincare-rich products, priced between €13.90 and €21.90.

1.5 years of success!



- 250 store placements in Europe within the first year
- 110 pharmacy openings scheduled for March 2024
- 50% restock rate
- Launch at Le Bon Marché in April 2024
- Over 275 reviews, with an average rating of 4.5/5
- 45 media features since launch
- One star product: the Soleil Radiance Booster Serum
- A dedicated team committed to the brand's global growth.



Clean and natural formulas that care for your skin.



Vegan & Natural origin

Our formulas are made primarily with natural ingredients (min 98%) and are vegan.

Skincare-Infused

Our products are infused with active ingredients known for their moisturizing and protective properties: hyaluronic acid, vitamin C, calendula flower extract and prickly pear.

Simple & universal

These colored formulas are easy and intuitive to apply, by hand or with a brush. The gestures are inspired by the universe of skincare.

Made in France

As part of our approach to support local manufacturers, our products are elaborated in a French laboratory.

Skincare at the heart of our makeup formulas.



Hyaluronic Acid

Known for its moisturizing properties, is present in all the formulas of La Crique.

Vitamin C

A major ingredient in skincare formulation that protects the skin against exterior aggressions and helps to enhance the radiance of the complexion.

Prickly Pear

It is known its restructuring and nourishing virtues.

Calendula Flower

A common flower in the South of France which is known for its soothing and antioxidant properties.

Biosaccharide gum-4

A natural active ingredient renowned for its anti-pollution properties.

In 2025, La Crique will introduce a new multi-benefit active ingredient: **apricot kernel oil**, for its remarkable skin-enhancing qualities.

Mattifying Skincare Powder SPF15

The first natural mattifying care powder with SPF 15, it preserves the skin's hydration while leaving a natural matte finish.

- 99% natural origin ingredients, vegan, and formulated without talc.
- Contains apricot kernel oil (rich in beta-carotene, excellent for the complexion), hyaluronic acid, and kaolin (to absorb sebum)
- Available in 4 shades, suitable for a wide range of skin tones and types

Application tips:

- Apply the MattifyingCare Powder on your face using a large, soft brush, gently tapping.
- Use it all over the face or focus on the T-zone for a natural mattifying effect.
- You can also apply it as a bronzing or correcting powder to adjust your complexion.
- Perfect pairing: Use with the Tinted Serum + MattifyingCare Powder SPF15 for a fresh, luminous, matte, and protected complexion.

Mattifying Skincare Powder SPF15 – 9g 19,90€

01 – Light sand - EAN 3701447304122	CRQ80001
02 – Sweet Peach - EAN 3701447304139	CRQ80002
03 – Sweet Almond - EAN 3701447304146	CRQ80003
04 – Sun-kissed - EAN 3701447304153	CRQ80004



01
Light Sand



02
Sweet
Peach



03
Sweet
Almond



04
Sun-kissed



Natural mattifying
effect

SPF15 Protection

Apricot Kernel Oil
Nourishes, enhances
Kaolin Extract
Regulates sebum

Sun-Kissed Glow Booster Serum

The Sun-Kissed Glow Booster Serum is an illuminating complexion serum. Enriched with hyaluronic acid and featuring an anti-pollution active ingredient, this vegan serum provides a natural sun-kissed complexion and protection against external aggression. Composed of 99% natural origin ingredients, it hydrates and enhances the radiance of the complexion.

Although its shade may look slightly dark, it blends into all skin tones, imparting a very natural sun-kissed effect. This serum is also suitable for all skin types. Achieve your summer glow all year round!

This formula is presented in a recyclable glass bottle with a dropper.

Applications:

- Apply a few drops of the Sun-Kissed Glow Booster Serum to clean, dry skin in the morning, before your makeup routine.
- Use it alone or as a primer before makeup application.
- You can also mix it with La Crique Skin Tint Serum and/or your usual day cream to add a subtle natural tan to your complexion.
- You can apply this serum to your neck and chest.

Sun-Kissed Glow Booster Serum - 30 ml 21,90€

EAN : 3701447303583

Référence : CRQ62106



Natural
sun-kissed effect

Suitable for
all skin types

Hyaluronic Acid
Moisturizing
Anti-Pollution
Protection

La Crique & Studio Cagnard Gift Set

An invitation to celebrate Christmas under the sun of Marseille. This unique gift set, created in collaboration with Studio Cagnard, transports you to the seaside, where the rays of the Provençal winter brighten your days. Offer a golden, sun-kissed glow to your loved ones with this unique gift, perfect for adding a sunny touch to the holiday season. Discover the Radiance Boosting Hydrating Serum Base in our new exclusive and limited-edition set, along with our 04 Copper Eyeshadow & Highlighter and our 05 Garnet Lip and Cheek Balm.



Gift set
Soleil D'hiver Gift set

45€
EAN 3701447303675
CRQ22006



Glow Booster Primer Serum

A moisturizing primer serum with a light and comfortable texture and a slight shimmer. A hybrid skincare product that prepares the skin for makeup and doubles as a moisturizing serum. This vegan formula contains 98% ingredients of natural origin.

The mineral shimmers in the formula leave a luminous sheen on the skin, creating a natural healthy glow. Suitable for all skin tones. The formula is encapsulated in a recyclable glass bottle with a pipette.

The product can be applied by hand or with a brush, depending on your preferences. Only 2-3 drops are necessary to cover all the face. When applied, an immediate comfort sensation is felt on the skin. The skin is moisturized and the complexion is unified. The lightweight formula absorbs quickly into the skin to make it ready for makeup.

Glow Booster Primer Serum 30ml
EAN 3701447302661

21,90€
CRQ62105

Natural
sun-kissed effect
Suitable for
all skin types

Hyaluronic Acid
Moisturizing
Prickly Pear Extract
Protection



Moisturizing Skin Tint Serum

Part skincare, part makeup, the Skin Tint Serum is a lightly-covering moisturizing serum with a comfortable texture. It evens out the complexion and gives it a luminous aspect for a healthy glow. This vegan formula contains 98% ingredients of natural origin.

Available in 4 shades, it caters to a wide range of skin tones. The formula is encapsulated in a recyclable glass bottle with a pipette: a hybrid gesture between skincare and makeup.

The product can be applied by hand or with a brush, depending on your habits. Only 2-3 drops are necessary to cover the face. The homogeneous formula leaves a luminous and natural effect on the skin. When applied, an immediate sensation of comfort is felt.

Skin Tint Serum 30ml

21,90€

01 - Fair Shade	EAN 3701447302708	CRQ62101
02 - Light Shade	EAN 3701447302692	CRQ62102
03 - Medium Shade	EAN 3701447302685	CRQ62103
04 - Deep Shade	EAN 3701447302678	CRQ62104



01
Fair



02
Light



03
Medium



04
Deep

Natural
sun-kissed effect

Suitable for
all skin types



Hyaluronic Acid
Moisturizing
Prickly Pear Extract
Protection

Eyeshadow & Highlighter

A compact shimmery cream with a comfortable texture and 2-in-1 use. The formula can be used on the eyelids and to illuminate certain parts of the face. This vegan formula contains 99% ingredients of natural origin.

Available in 5 shimmery shades. This formula is encapsulated in a recyclable glass jar.

The product can be applied by hand or with a brush, depending on your habits. When applied, a fresh and comfortable sensation is felt on the skin. Also, after application, the formula will dry quickly to allow a long-lasting effect of the product. The coverage varies from light to intense, depending on the amount of product used.

Eyeshadow & Highlighter 5g

13,90€

01 - Golden Hour	EAN 3701447302609	CRQ69001
02 - Rétro Pink	EAN 3701447302593	CRQ69002
03 - Bronze	EAN 3701447302586	CRQ69003
04 - Copper	EAN 3701447302579	CRQ69004
05 - Glossy Brown	EAN 3701447302562	CRQ69005



01
Golden
Hour



02
Rétro
Pink



03
Bronze



04
Copper



05
Glossy
Brown



Natural
sun-kissed effect

Suitable for
all skin types

Hyaluronic Acid
Moisturizing

Calendula Flower
Soothing

Moisturizing Lip & Cheek Balm

A colorful moisturizing balm with a comfortable texture and 2-in-1 use. Luminous and colorful, this balm brings a natural & healthy glow to the face. It can be applied on the lips - its glowy texture gives them a luminous finish - as well as on the cheeks - as a natural blush. This vegan formula contains between 98% and 99% ingredients of natural origin.

Available in 5 shades, there's a color for everyone: Nude shades for a natural vibe or vibrant reds for bolder looks. This formula is encapsulated in a recyclable glass jar.

The product can be applied by hand or with a brush, depending on your habits. Once applied, the texture melts on the skin creating a comfortable and light-texture sensation. The coverage is light but can be intensified with more texture.

Lip & Cheek Balm - 5g

13,90€

01 - Nude Beige	EAN 3701447302654	CRQ21101
02 - Rosewood	EAN 3701447302647	CRQ21102
03 - Just Red	EAN 3701447302630	CRQ21103
04 - Red Brown	EAN 3701447302623	CRQ21104
05 - Garnet	EAN 3701447302616	CRQ21105



01
Nude
Beige



02
Rosewood



03
Just Red



04
Red Brown



05
Garnet



Healthy glow
to the face

Glowy Texture

Hyaluronic Acid
Moisturizing
Vitamin C
Protective



Retail Displays : Visibility and Impact

5 promotional display stands
to maximize in-store visibility :

Convenient

4 identical, interchangeable bases + 1 new base
specific to the powders

Compact

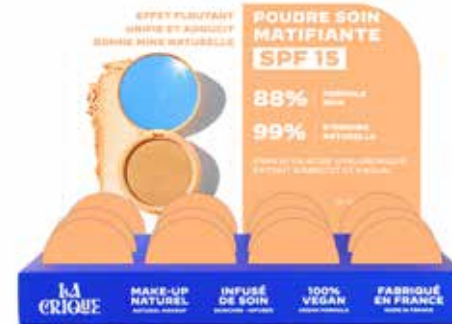
29 x 23 x 21 cm

Eye-catching

Strong visual impact with colorful signage, eco-
designed with recyclable cardboard

Engage & convince

Dedicated space for testers at the front of the display,
with clear signage showcasing key product information



NEW



Mattifying Care Powder SPF15 Display

PLVCRQ21

Shopping bags x25 - 18x8x23cm

PLVCRQ17

Lip & Cheek Balm Display

PLVCRQ01

Eyeshadow & Highlighter Display

PLVCRQ02

Skin Tint Serum Display

PLVCRQ03

Glow Booster Primer Serum + Sun-Kissed Glow Booster

PLVCRQ16

LA CRIQUE

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