



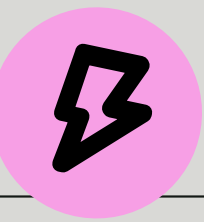
*clean
journey*TM



cleanjourney invites Gen Zers on an affordable quest towards their best selves.

Created with the mission of making clean and effective beauty accessible, cleanjourney is based on science, focused on results, and centered around an enjoyable self-care experience.





DEVELOPMENT
In-house laboratory



- ⊗ A team of expert scientists dedicated to creating clean and high-performance products
- ⊗ Compliance with the most stringent international standards

EWG VERIFIED®



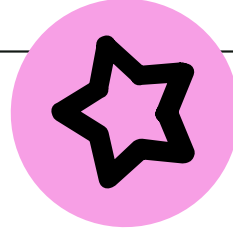
- ⊗ EWG bans more than 10 000 substances in product
- ⊗ Full transparency
- ⊗ Backed by science

MANUFACTURING/DISTRIBUTION
Factory in Sherbrooke



- ⊗ Intelligent factory 4.0
- ⊗ Eco-responsible factory: ressource management
- ⊗ Global distribution
- ⊗ Made in Canada

CONTEXT



Gen Z + Alpha start exploring skincare as early as 8 years old, influenced by TikTok trends and skinfluencers.¹

The information hierarchy must be clear and accessible

EXPECTATIONS:

- simplicity
- fast results (46% expect visible effects within a week)
- value-driven product



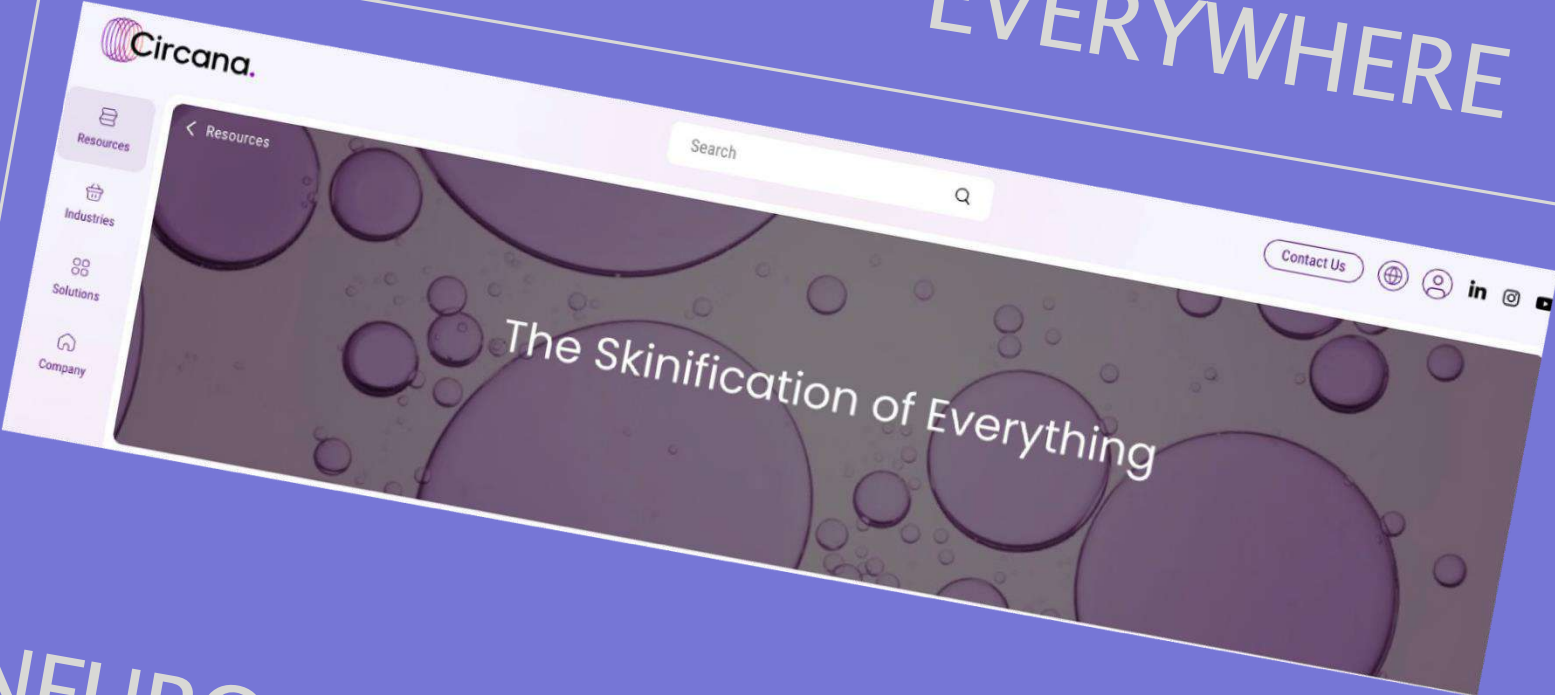
MACRO

TRENDS

MICRO

TRENDS

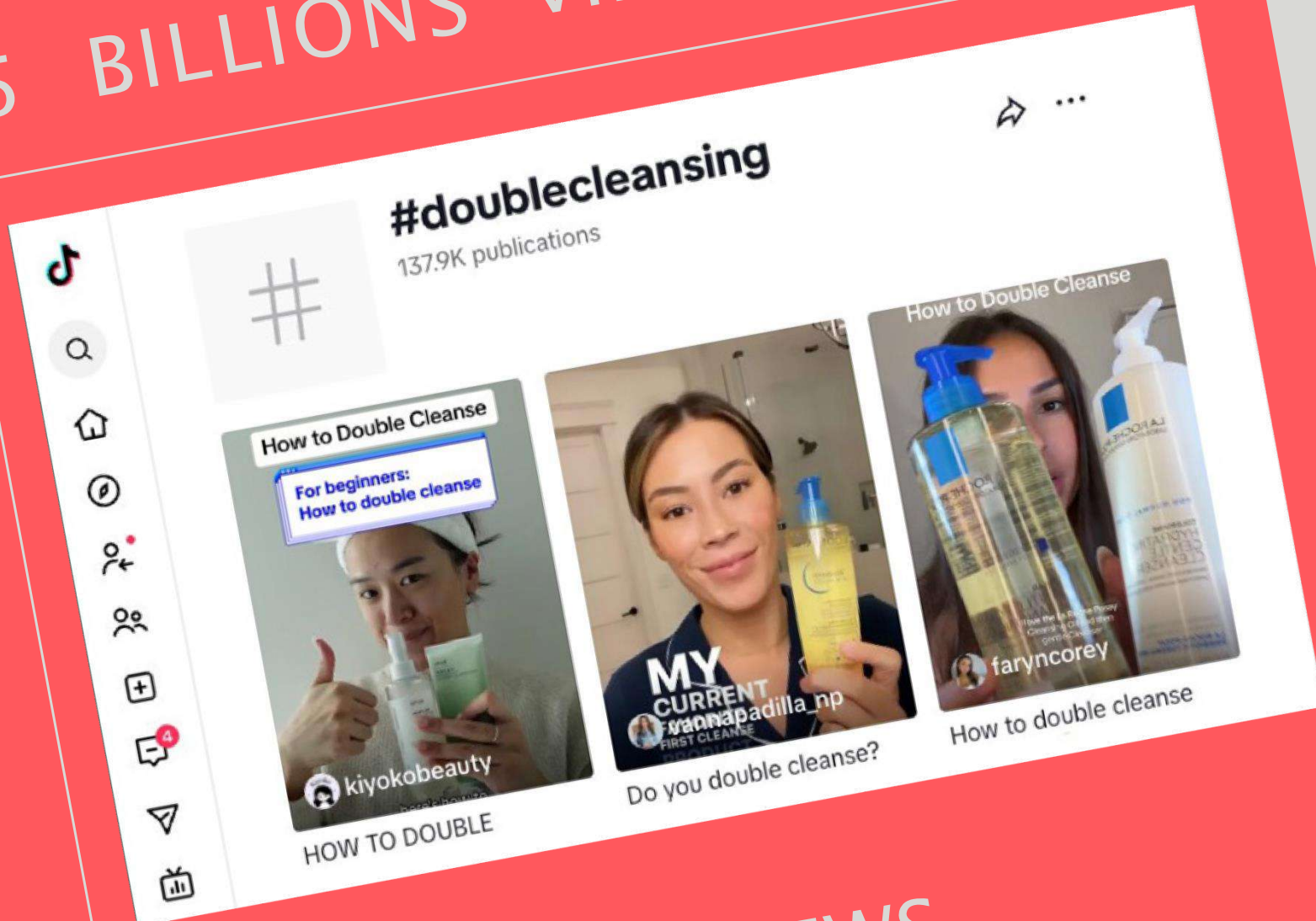
SKINIFICATION EVERYWHERE



NEUROGLOW:
MIND X SKIN CONNECTION



5 BILLIONS VIEWS



2 BILLIONS VIEWS



INSIGHT

74% of Gen Z say skincare boosts their confidence - yet 68%² believe clean, effective beauty still feels out of reach.

A generation that wants results without compromise: clean, science-backed, and accessible.

OUR COLLECTION

POWER STARTS AT THE SKIN

SKIN



CARE

MAKEUP REMOVING CLEANSING OIL

REMOVES WATERPROOF MAKEUP, CLEANSSES
IMPURITITES

+95% natural origin*

*According to ISO 16 128.



1. GRAPESEED OIL

moisturizes and improves
suppleness.

2. SWEET ALMONDOIL

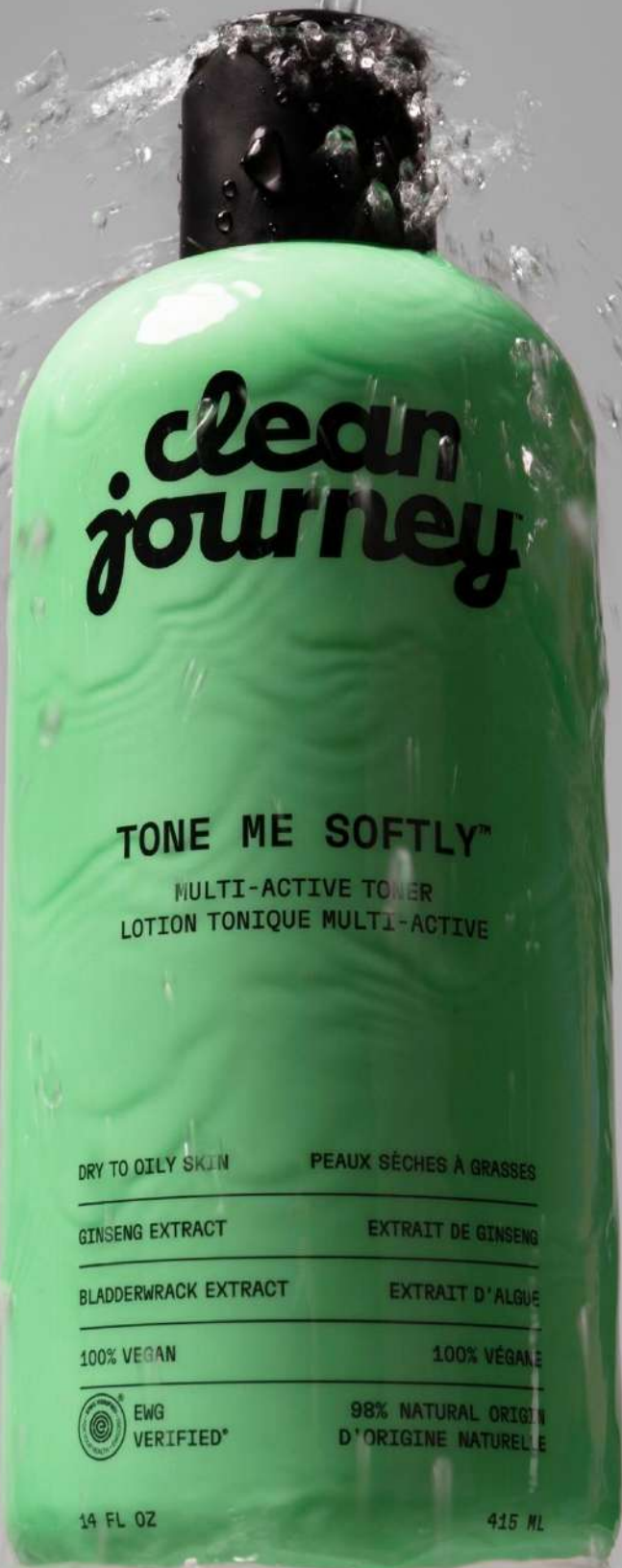
soothes skin.



MULTI-ACTIVE TONER

+98% natural origin*

*According to ISO 16 128.



TONES, MOISTURIZES, TIGHTENS PORES,
SMOOTHES SKIN TEXTURE

1. BLADDERWRACK EXTRACT

Smooths skin texture.

2. GINSENG & CHAMOMILE

Tone, revitalize.



THE FIRST STEP TO BUILDING A ROUTINE IS UNDERSTANDING YOUR SKIN TYPE



Every skin is fantastic—
blemishes or not.



ACNE PRONE
SKIN



DRY/NORMAL
SKIN

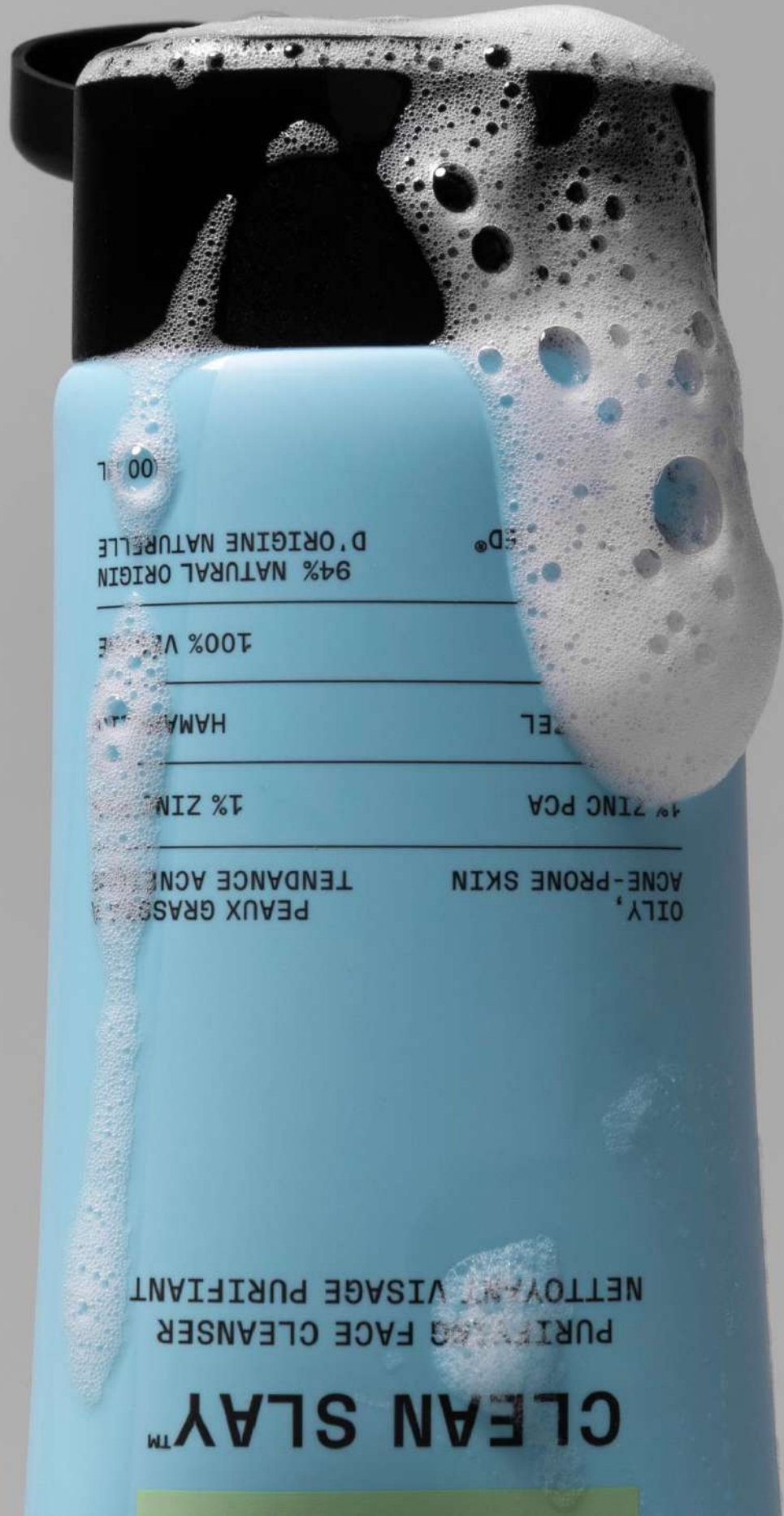


DULL
SKIN

PURIFYING FACE CLEANSER

+94% natural origin*

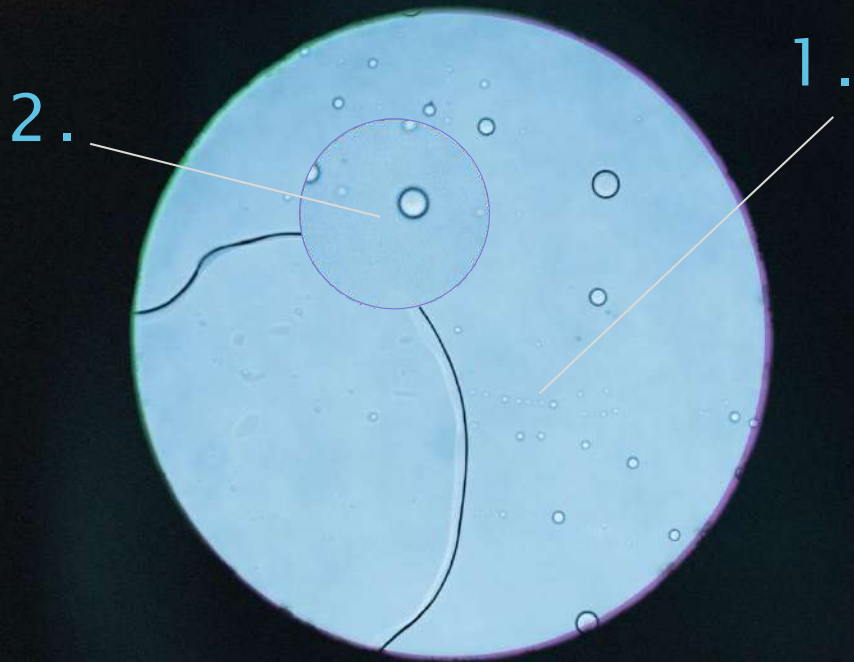
*According to ISO 16 128.



CLEANSES PORES, HELPS CONTROL SHINE WITHOUT DRYING OUT THE SKIN

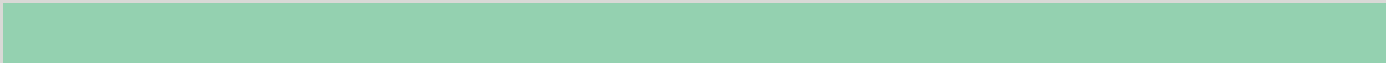


WITCH HAZEL



- 1. **Soothes** – Calms redness and irritation.
- 2. **Purifies** – Tightens pores and controls oil.

HERO INGREDIENT INTENSITY



1% ZINC PCA

BLEMISH SERUM

SAY GOODBYE TO BLEMISHES AND ROUGH SKIN

PINKY PROMISE

SKIN TEXTURE

86% noticed their skin feels plumper after using this product.*

IMPERFECTIONS

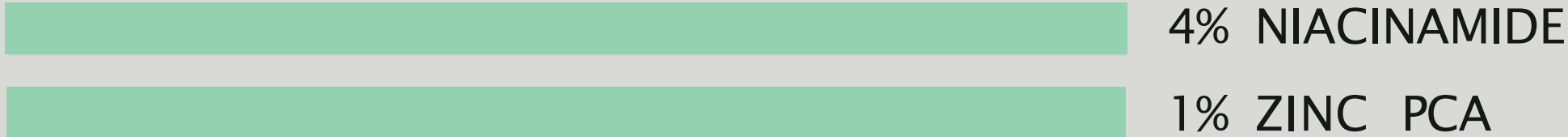
83% noticed a reduction in blemishes.**



*Independent consumer study on 50 subjects, applied once daily for 30 days.
Disclaimer: Based on responses from 74%/82%** of participants in a 30-day consumer perception study.



HERO INGREDIENTS INTENSITY



93% natural origin*

*According to ISO 16 128.



MOISTURIZING CREAM

+94% natural origin*

*According to ISO 16 128.

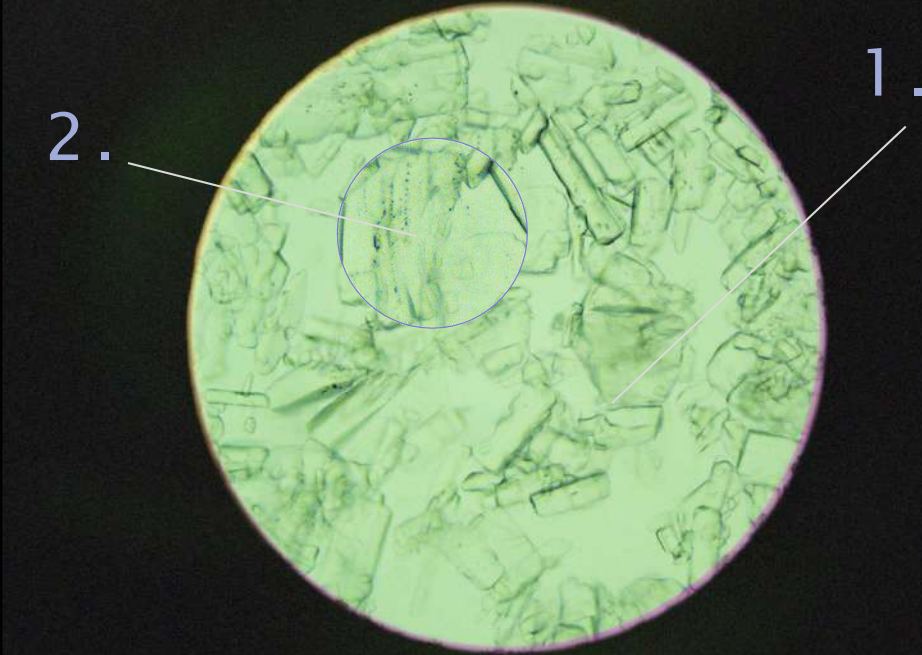


MOISTURIZES, REVITALIZES AND SMOOTHES THE SKIN

+80% INSTANT HYDRATION*



*study on 11 volunteers, test carried out after 1 hour



PANTHENOL

- 1. Intensely hydrates.
- 2. Strengthens the skin barrier.

HERO INGREDIENTS INTENSITY



PURIFYING CLAY MASK

PURIFIES PORES, REFINES THEIR APPEARANCE,
ELIMINATES EXCESS SEBUM



1. KAOLIN CLAY

Gently purifies and absorbs
excess oil without drying.

2. SQUALANE

Intensely nourishes and
reinforcesthe skin barrier
for lasting hydration.

+94% natural origin*

*According to ISO 16 128.



THE FIRST STEP TO BUILDING A ROUTINE IS UNDERSTANDING YOUR SKIN TYPE



ACNE PRONE
SKIN



Every skin is unique, dry skin
deserves extra love



DRY/NORMAL
SKIN



DULL
SKIN

CLEANSING MICELLAR WATER

+99% natural origin*

*According to ISO 16 128.

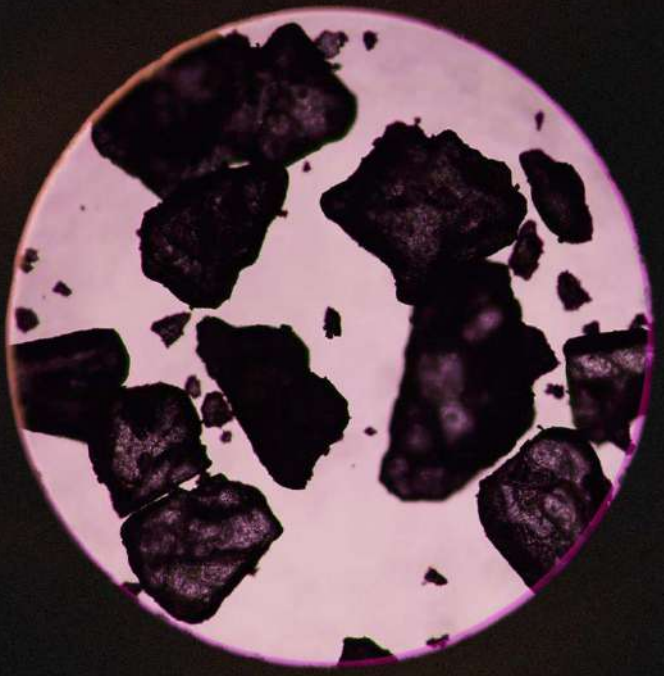


REMOVES MAKEUP, CLEANSES, SOOTHES



CALENDULA EXTRACT

Calms, soothes irritated skin.



BETAINE

Moisturizes the upper layers of the skin.

HYDRATING MILK CLEANSER

+97% natural origin*

*According to ISO 16 128.

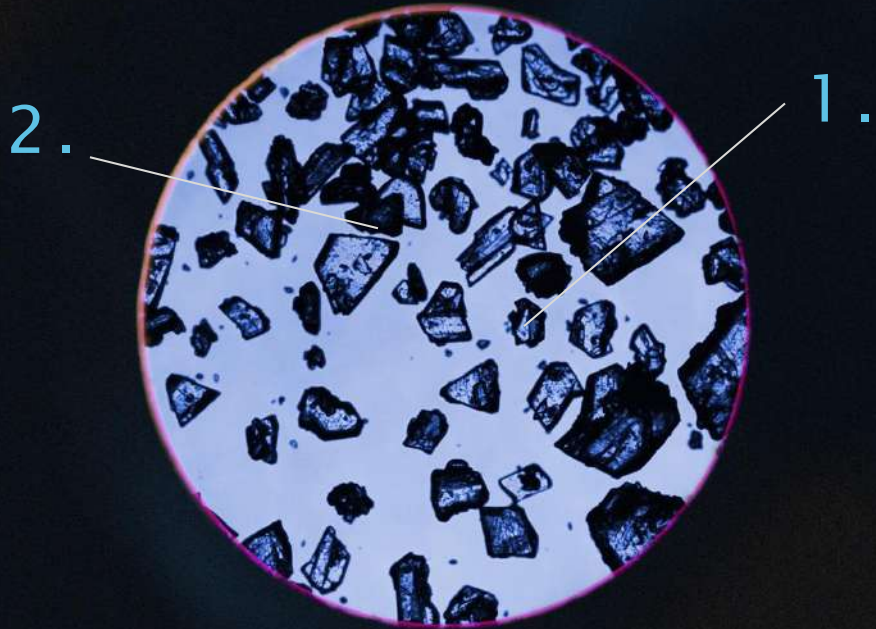


GENTLE, SOOTHING FOAMING CLEANSER FOR CLEAN, SOOTHED SKIN

100% OF SUBJECTS EXPERIENCING IMPROVED HYDRATION LEVELS*

*Hydration test: study conducted on 11 volunteers, measurement taken after 1 hour.

CHAMOMILE



- 1. Calms and soothes irritated skin.
- 2. Reduces redness and inflammation.

HERO INGREDIENT INTENSITY



CONCENTRATED HYDRATING SERUM

INTENSELY HYDRATES, LEAVES SKIN LOOKING DEWY AND RADIANT



1. CERAMIDES

Strengthen the skin barrier, retain moisture for lasting hydration.

2. POLYGLUTAMIC ACID

Boosts moisture retention, leaving skin and dewy.

HERO INGREDIENT INTENSITY



HYALURONIC ACID

+98% natural origin*

*According to ISO 16 128.



EYE CREAM

+98% natural origin*

*According to ISO 16 128.



A LIGHT, MOISTURIZING UNDER-EYE CREAM THAT HELPS SMOOTH AND REVITALIZE THE SKIN

CAFFEINE



1. Energizing effect.

Restores skin
2. suppleness.

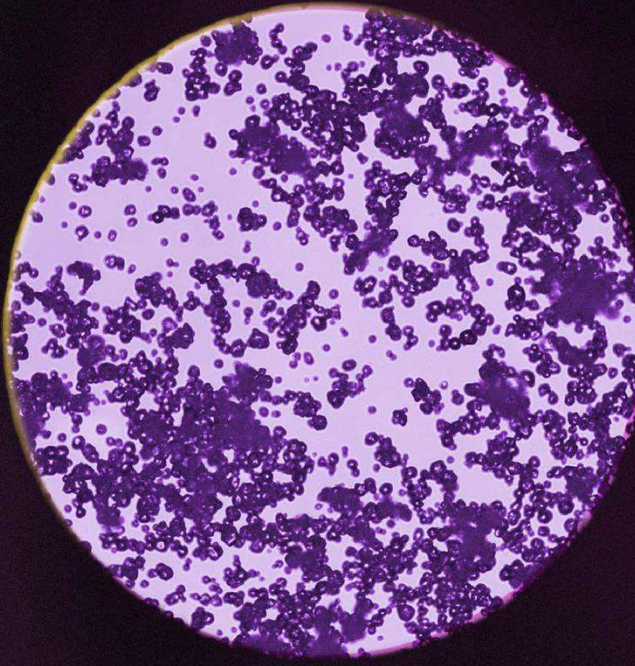
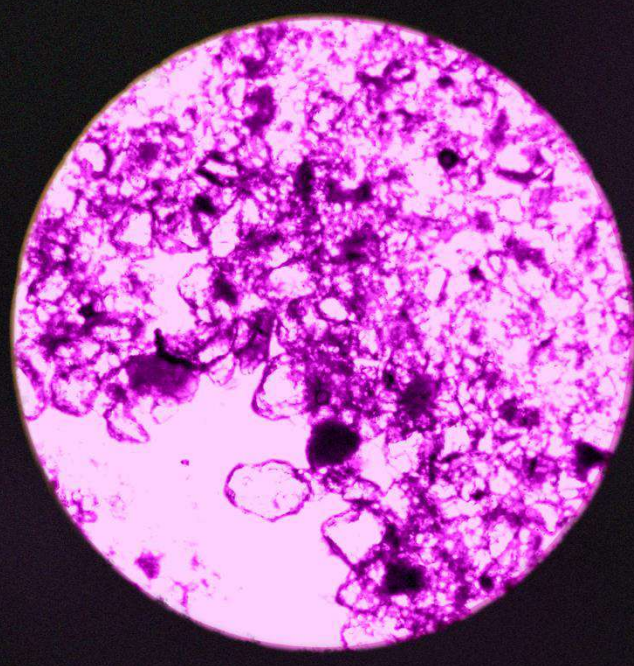
INTENSE MOISTURIZING CREAM

+97% natural origin*

*According to ISO 16 128.



INTENSE, LONG-LASTING HYDRATION FOR DRY SKIN

	
CERAMIDES	POLYGLUTAMIC ACID
Strengthen the skin barrier, retain moisture for lasting hydration.	Smooths and softens skin texture.

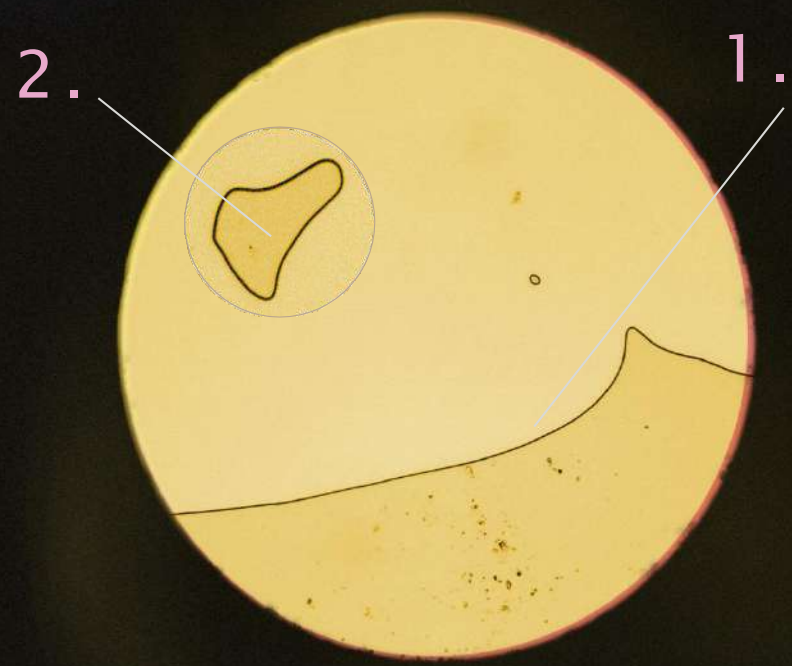
HERO INGREDIENT INTENSITY



OVERNIGHT MOISTURIZING MASK

PLUMPED SKIN IN JUST 10 MINUTES

NOURISHES, MOISTURIZES, PROTECTS AND SOOTHES THE SKIN, CAN BE USED AS A NIGHT MASK



POLYGLUTAMIC ACID

1. Boosts hydration and moisture retention.

2. Smooths and softens skin texture.

HERO INGREDIENTS INTENSITY



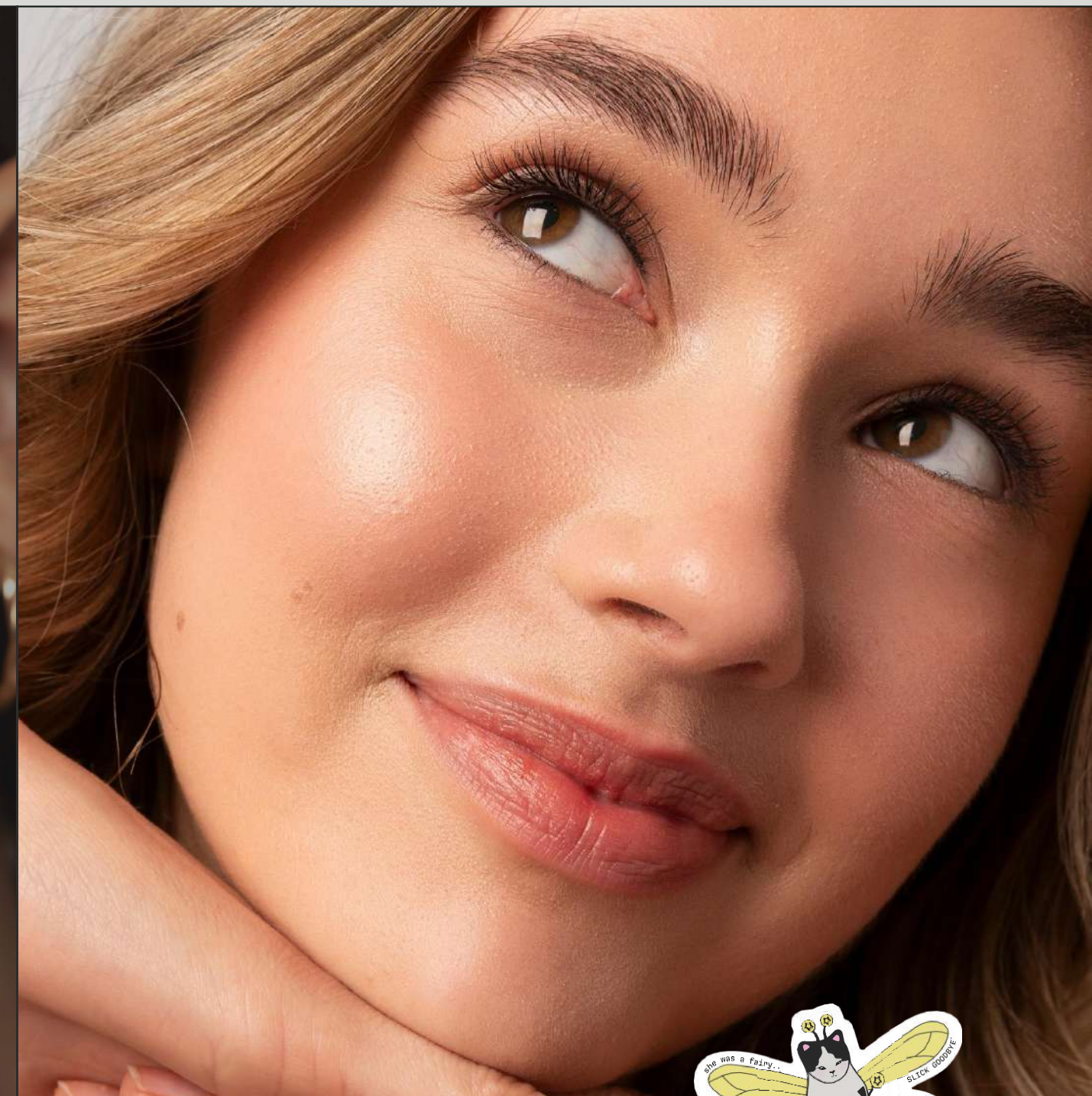
THE FIRST STEP TO BUILDING A ROUTINE IS UNDERSTANDING YOUR SKIN TYPE



ACNE PRONE
SKIN



DRY/NORMAL
SKIN



DULL
SKIN

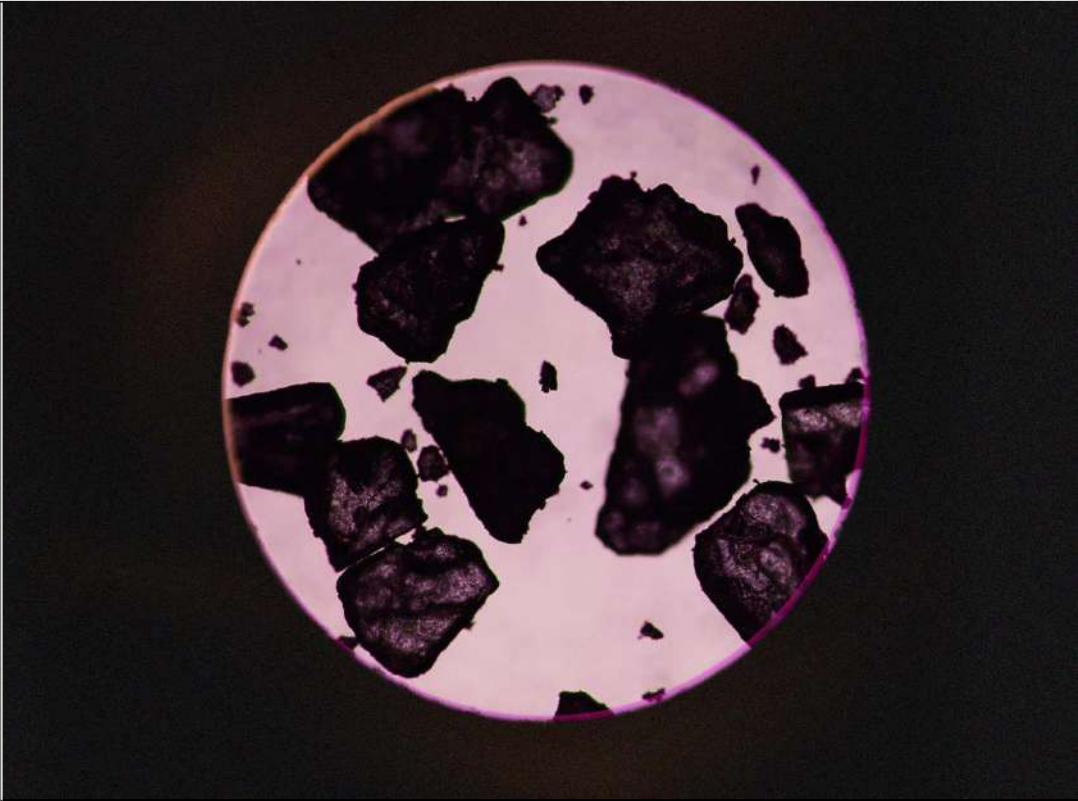
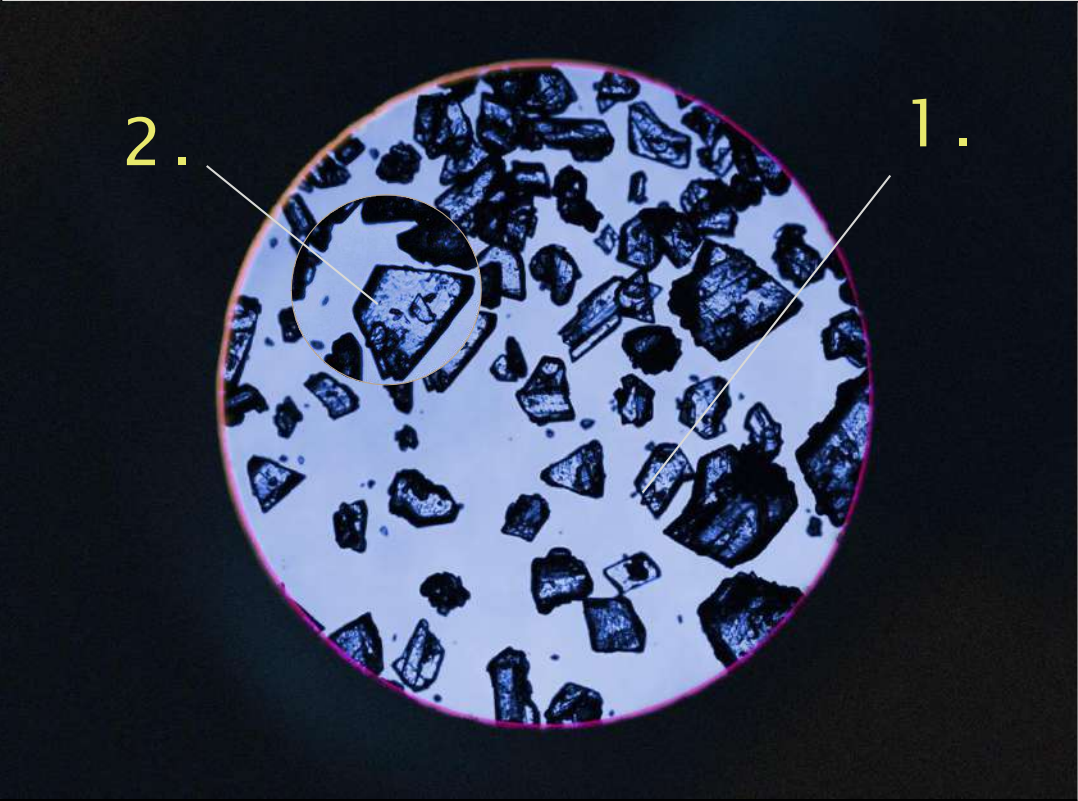
GENTLE EXFOLIATING GEL CLEANSER

+97% natural origin*

*According to ISO 16 128.



CLEANSES, EXFOLIATES, ALL IN ONE STEP



5% PHA

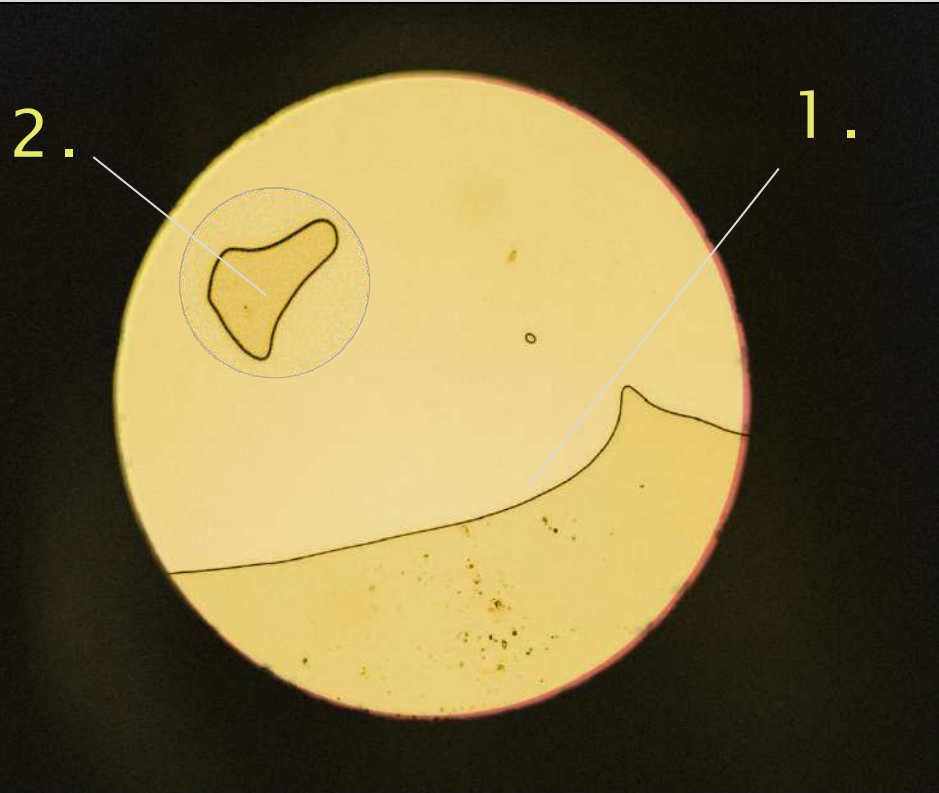
BETAIN

- 1. Removes dead skin cells.
- 2. Unclogs pores.

Moisturizes the upper layers of the skin.

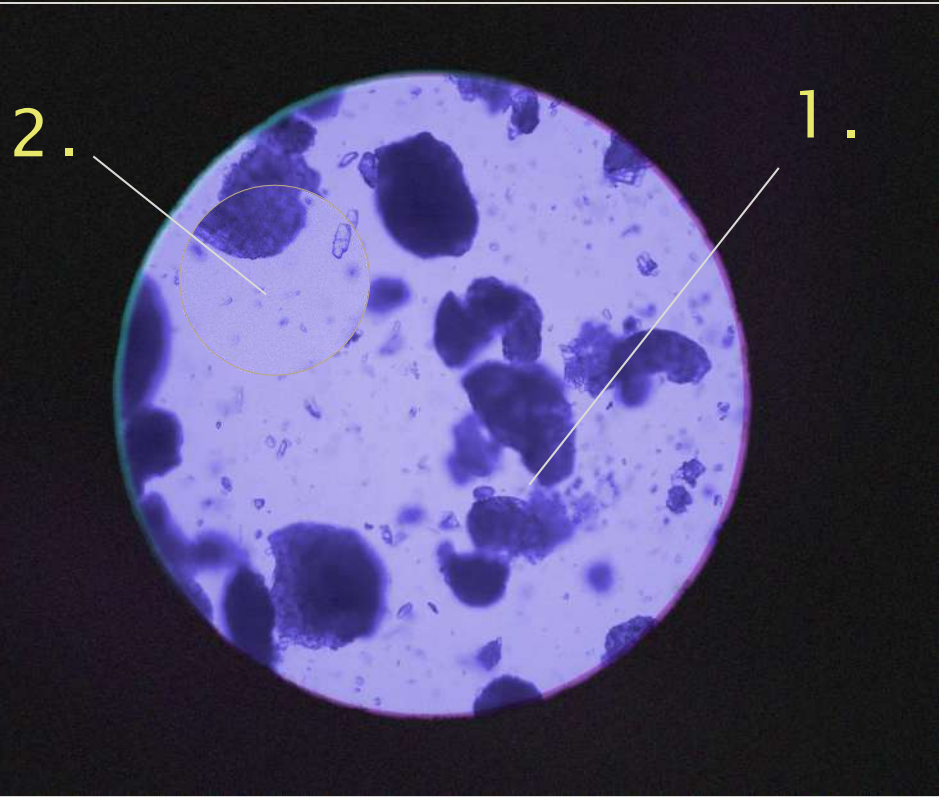
GLOW REVEALING SERUM

BRIGHTENS, EVENS OUT, AND REVEALS
NATURAL GLOW



VITAMINE C

- 1. Stabilized and encapsulated.
- 2. Powerful antioxidant that brightens the complexion.



4% NIACINAMIDE

- 1. Improves radiance.
- 2. Refines skin texture.

+97% natural origin*

*According to ISO 16 128.



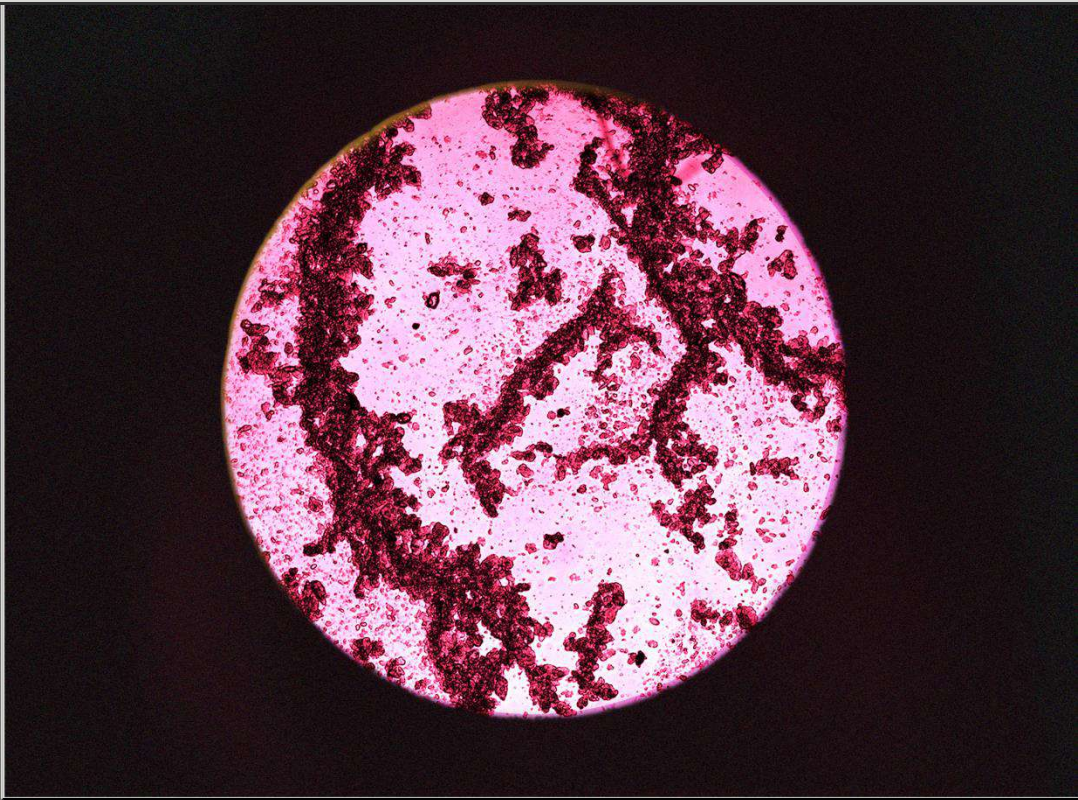
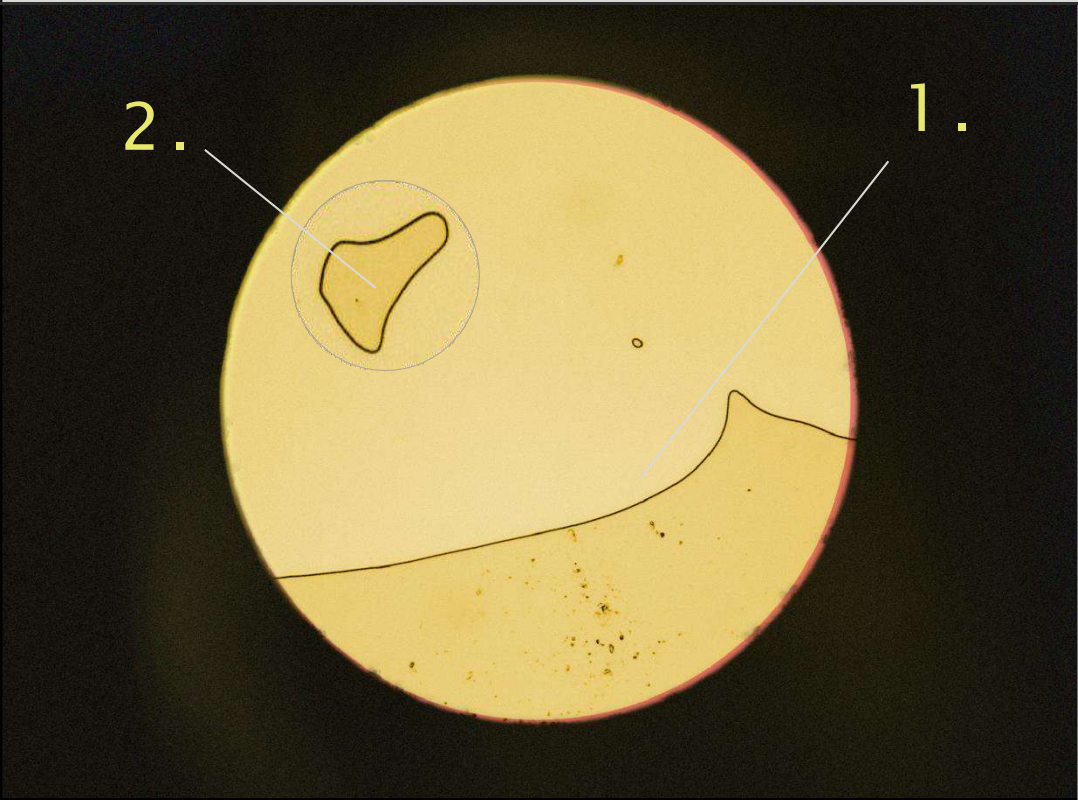
MOISTURIZING CREAM

+98% natural origin*

*According to ISO 16 128.



INTENSELY HYDRATES AND IMPROVES THE COMPLEXION'S RADIANCE



VITAMINE C

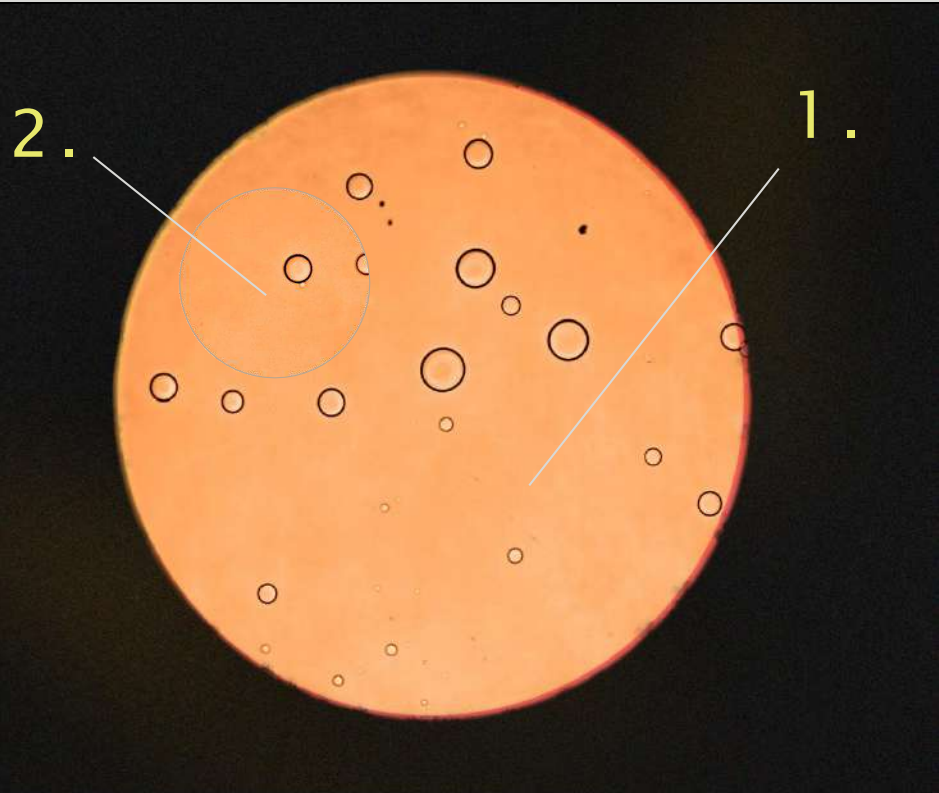
- 1. Stabilized and encapsulated.
- 2. Powerful antioxidant that brightens the complexion.

HYALURONIC ACID

Intensely hydrates by capturing and retaining moisture.

PEELING MASK

GENTLY EXFOLIATES TO REVEAL SMOOTH, LUMINOUS, AND RADIANT SKIN



3,5% AHA

- 1. Exfoliates dead skin cells from the surface of the skin.
- 2. Reveals a smoother, brighter, and more even complexion.

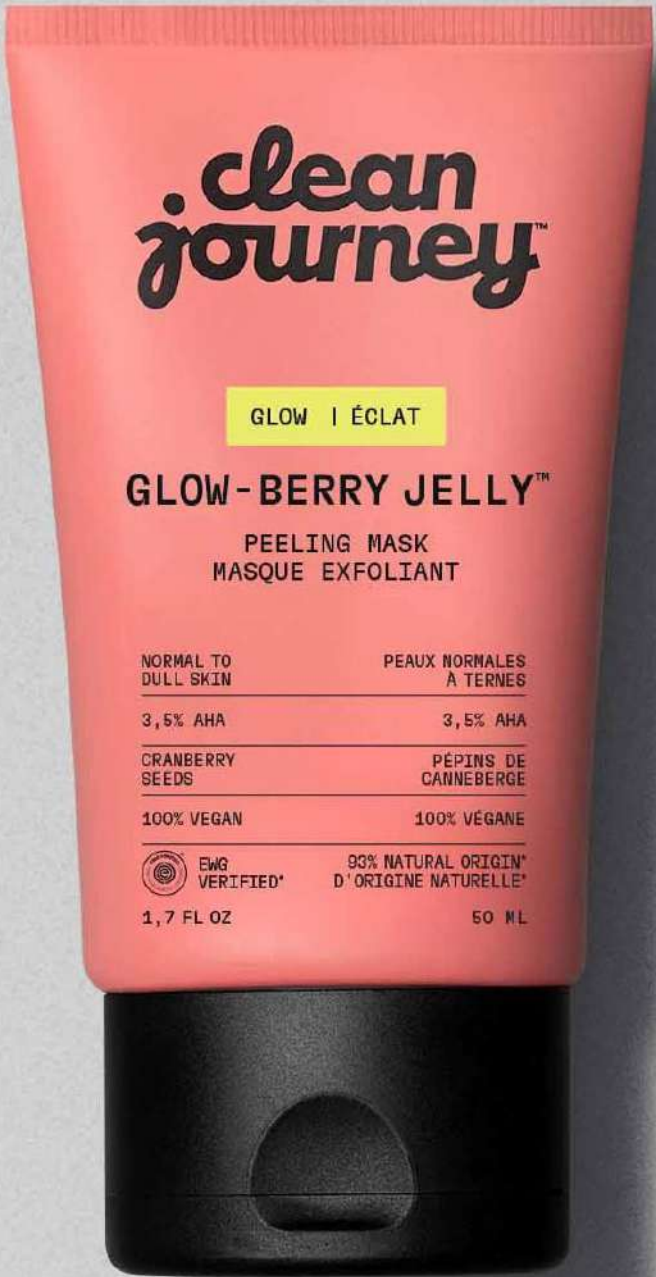


CRANBERRY SEEDS

- 1. Provides gentle, natural mechanical exfoliation.
- 2. Helps remove dead skin cells from the surface.

+91% natural origin*

*According to ISO 16 128.



NORMAL TO DULL SKIN	PEAUX NORMALES A TERNES
3,5% AHA	3,5% AHA
CRANBERRY SEEDS	PEPINS DE CANNEBERGE
100% VEGAN	100% VEGANE
EWG VERIFIED*	99% NATURAL ORIGIN* D'ORIGINE NATURELLE*
1,7 FL OZ	50 ML

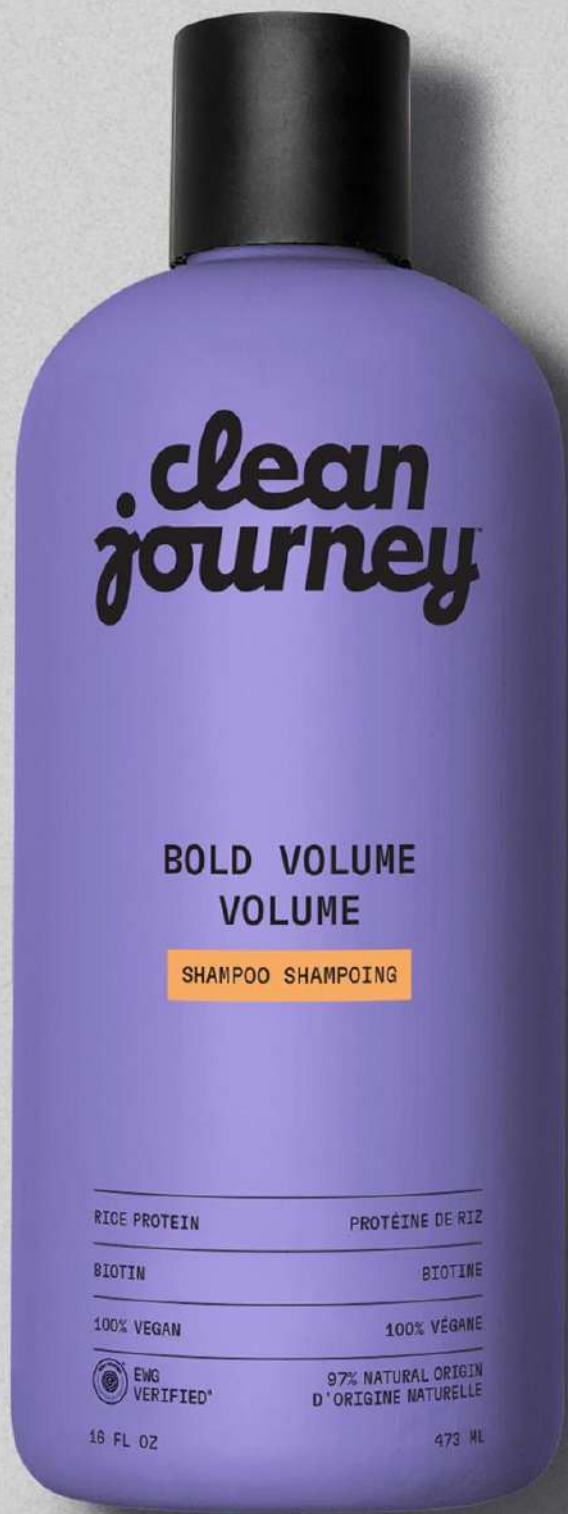
HAIR — THE CROWN YOU NEVER TAKE OFF

HAIR CARE

BOLD VOLUME DUO

+97% natural origin*

*According to ISO 16 128.



~~PARABEN~~

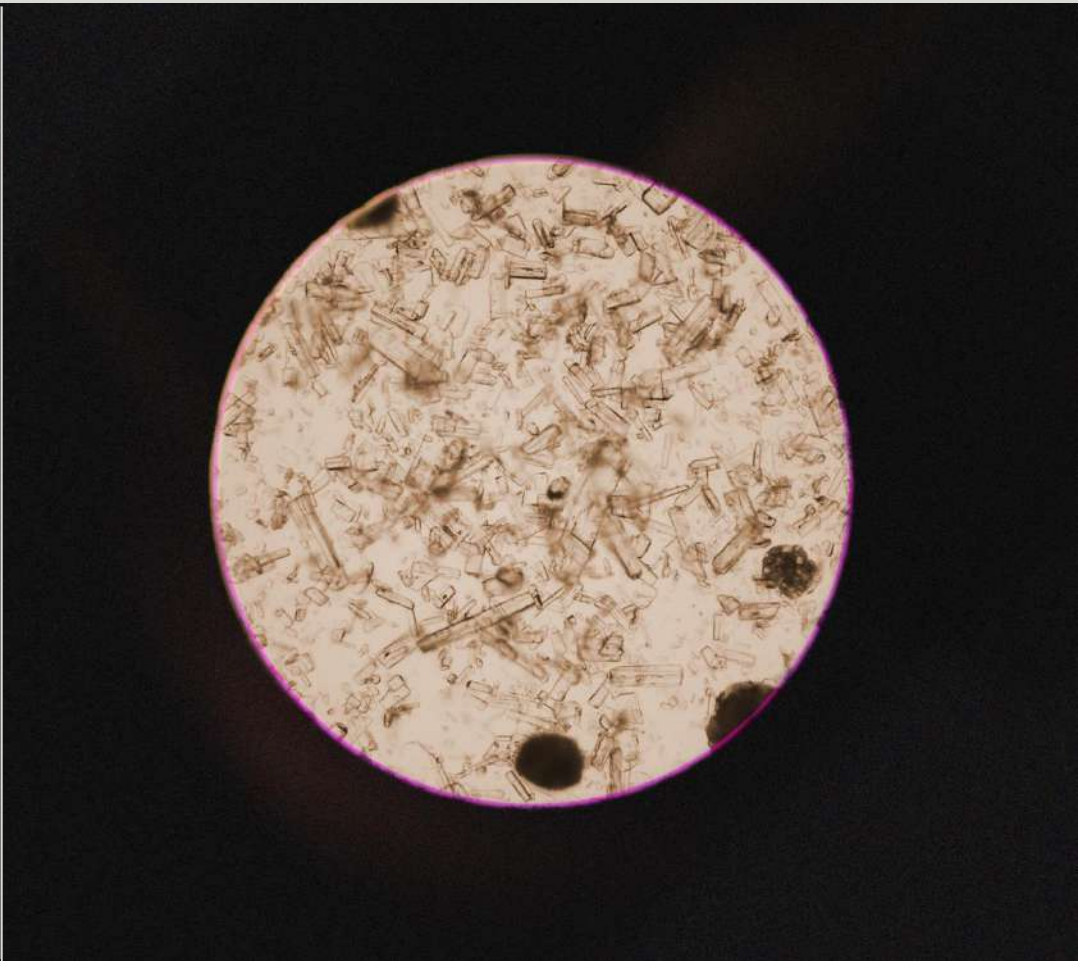


~~PHTALATES~~



RICE PROTEIN

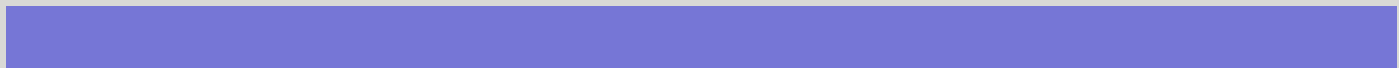
- 1. Revitalizes and adds shine.
- 2. Gives volume.



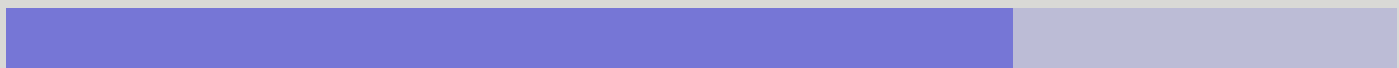
BIOTIN

- 1. Leaves hair soft and manageable.
- 2. Gives hair body and shine.

AROMA INTENSITY SCALE

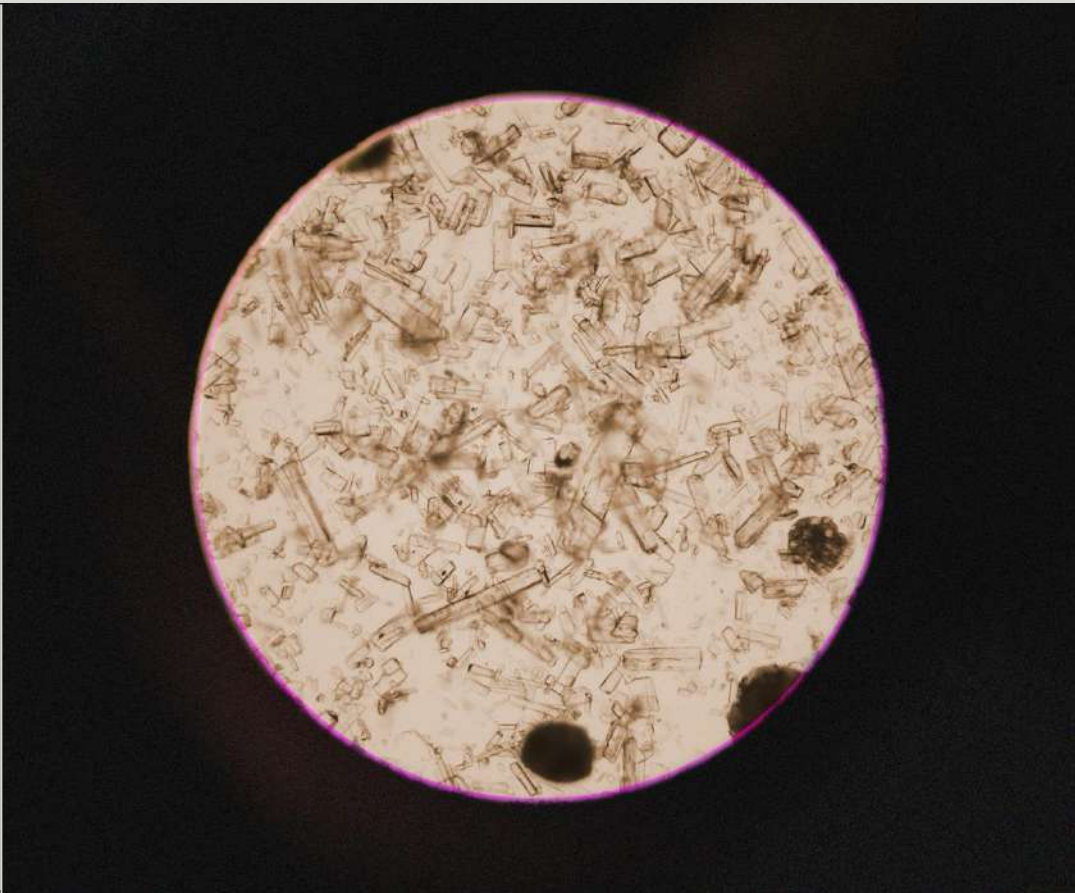
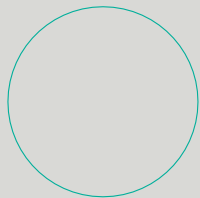


Lily



Apple

PURE STRENGTH DUO

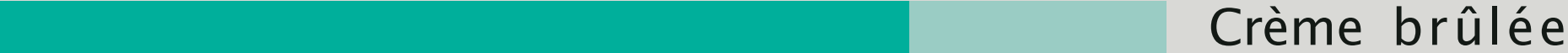


BIOTIN

- 1. High amino acid content.
- 2. Leave hair soft.

- 1. Leave hair soft and manageable.
- 2. Gives hair body and shine.

AROMA INTENSITY SCALE



97% natural origin*

*According to ISO 16 128.



~~PARABEN~~

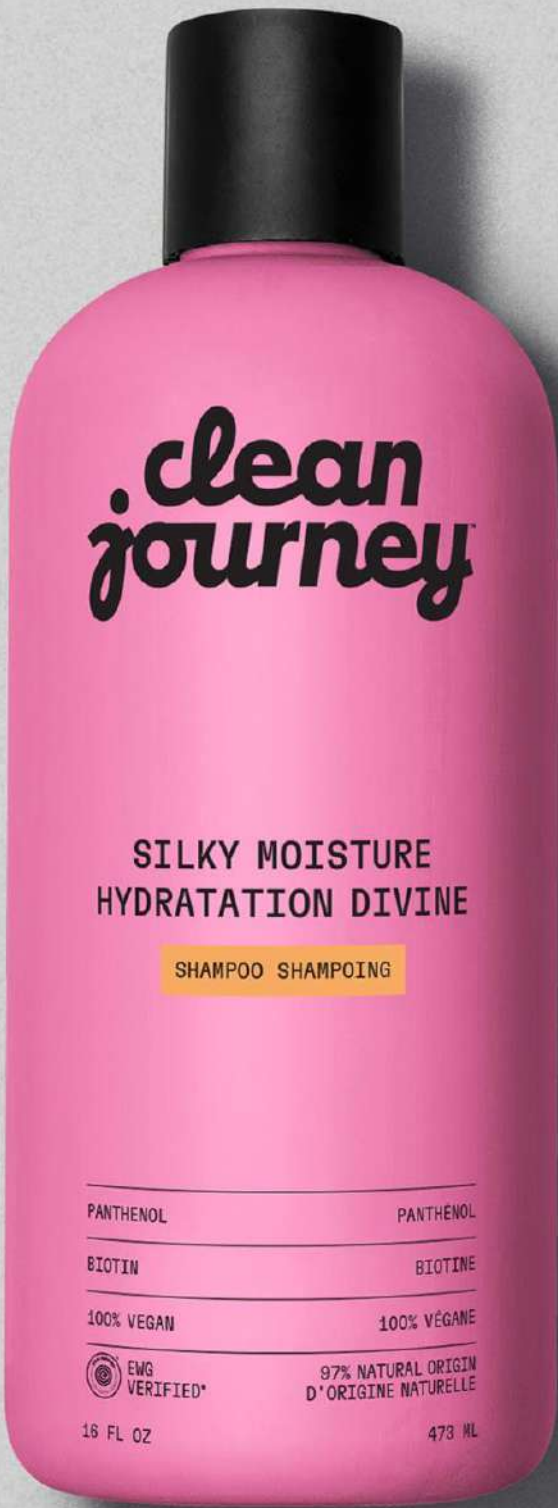


~~PHITALATES~~

SILKY MOISTURE DUO

+97% natural origin*

*According to ISO 16 128.



-PARABEN



-PHTALATES



PANTHENOL

- 1. Helps restore moisture balance and strengthen hair.
- 2. Has hydrating and smoothing properties.

BIOTIN

- 1. Leaves hair soft and manageable.
- 2. Gives hair body and shine.

AROMA INTENSITY SCALE



CLARIFY REFRESH DUO

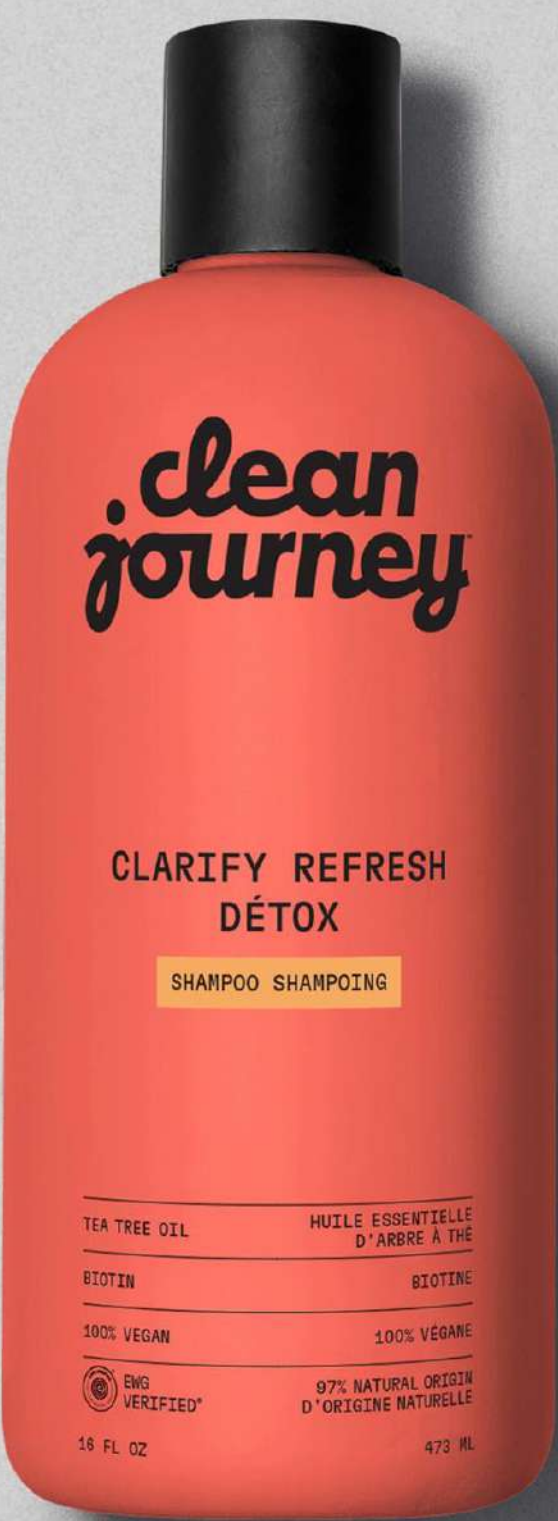
	
	BIOTIN
1. Improves the appearance of dry scalp by reducing flaking. 2. Skin revitalizer & protector.	1. Leave hair soft and manageable. 2. Gives hair body and shine.

AROMA INTENSITY SCALE



+97% natural origin*

*According to ISO 16 128.



~~PARABEN~~



~~PHITALATES~~

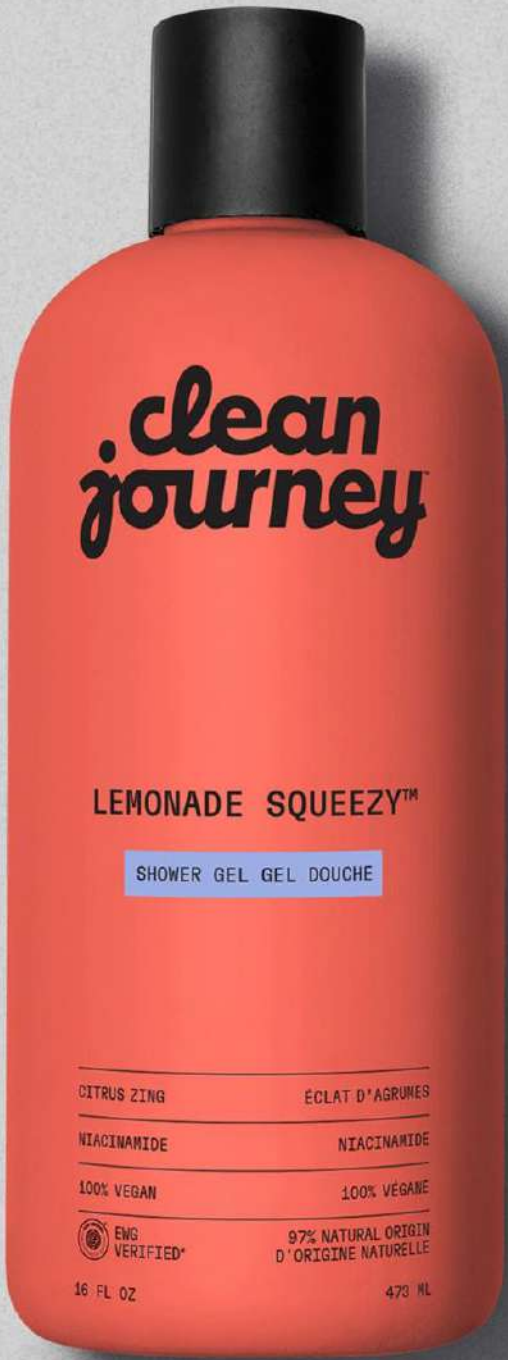
YOUR BODY IS A GIFT

BODY CARE

SHOWER GELS

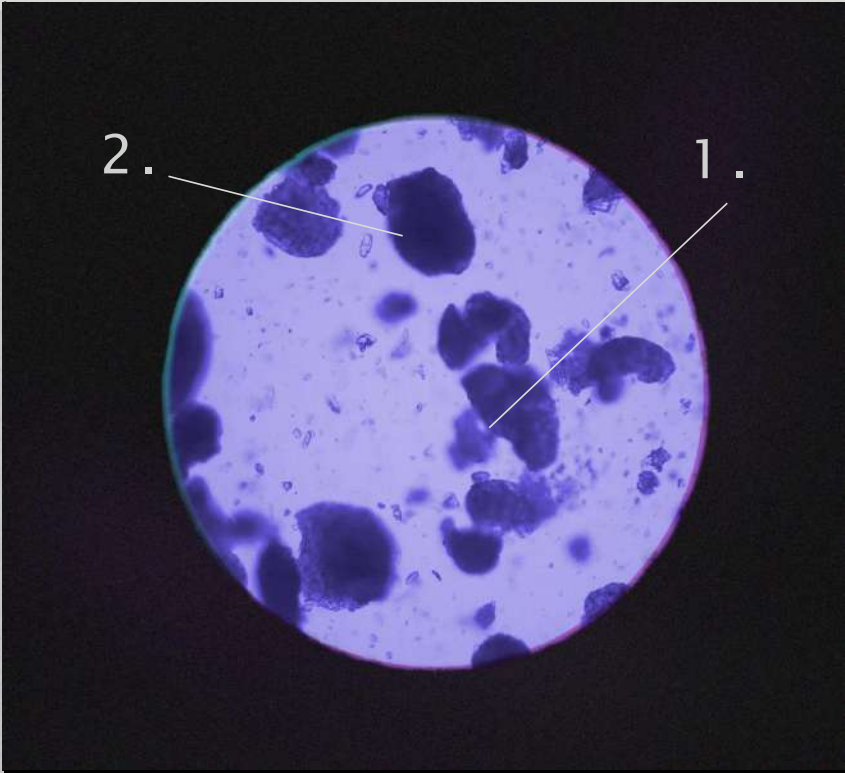
98% natural origin*

*According to ISO 16 128.



~~PARABEN~~

~~PHTHALATES~~



NIACINAMIDE

- 1. Soothe and revitalizes the skin.
- 2. Enhances the softness and appearance of dry skin.

LEMONADE SQUEEZY™

Verbena
Lemon

That breeze
is FRESHHHH!



LET'S GET COCOCLOSE™

Pineapple
Coconut

IT'S VACATION
TIME BABY!



CUDDLE ME SWEETLY™

Crème brûlée

CHILLIN'
TIME



DEODORANTS



1. CORNSTARCH & MAGNESIUM HYDROXIDE

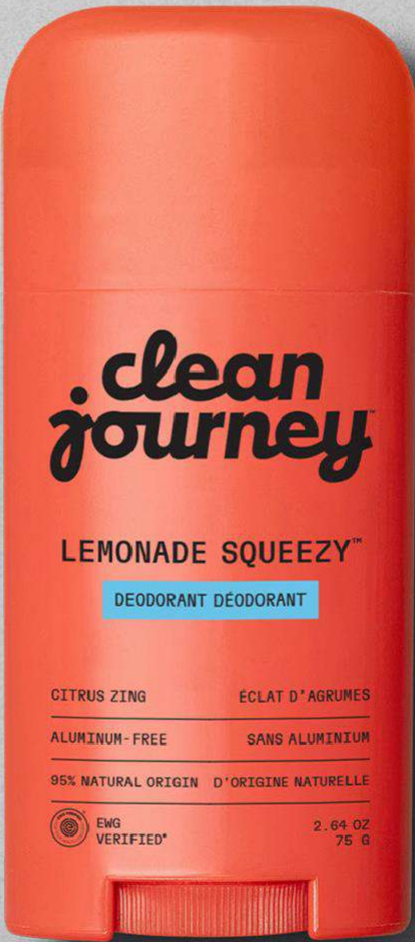
Absorb moisture.

2. BAKING SODA & ZINC RICINOLEATE

Reduce and mask body odor.

95% natural origin*

*According to ISO 16 128.

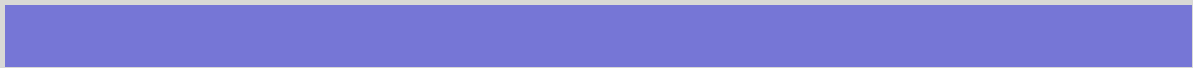


~~ALUMINUM~~

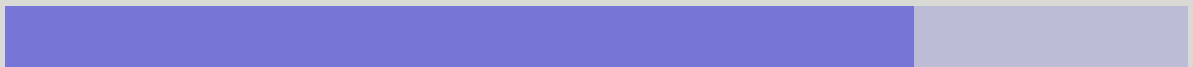
BLOOM WITH ME™

FLOWERS PLEASE

Lily



Apple



LET'S GET COCOCLOSE™

IT'S VACATION TIME BABY!

Pineapple



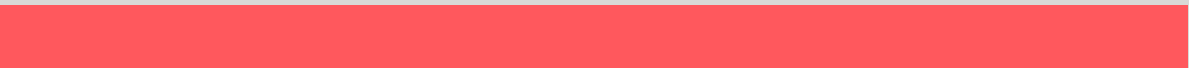
Coconut



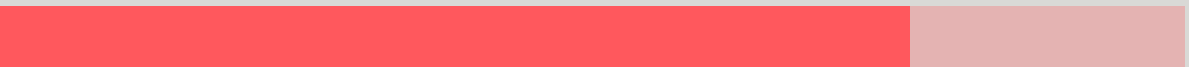
LEMONADE SQUEEZY™

That breeze is FRESHHHH!

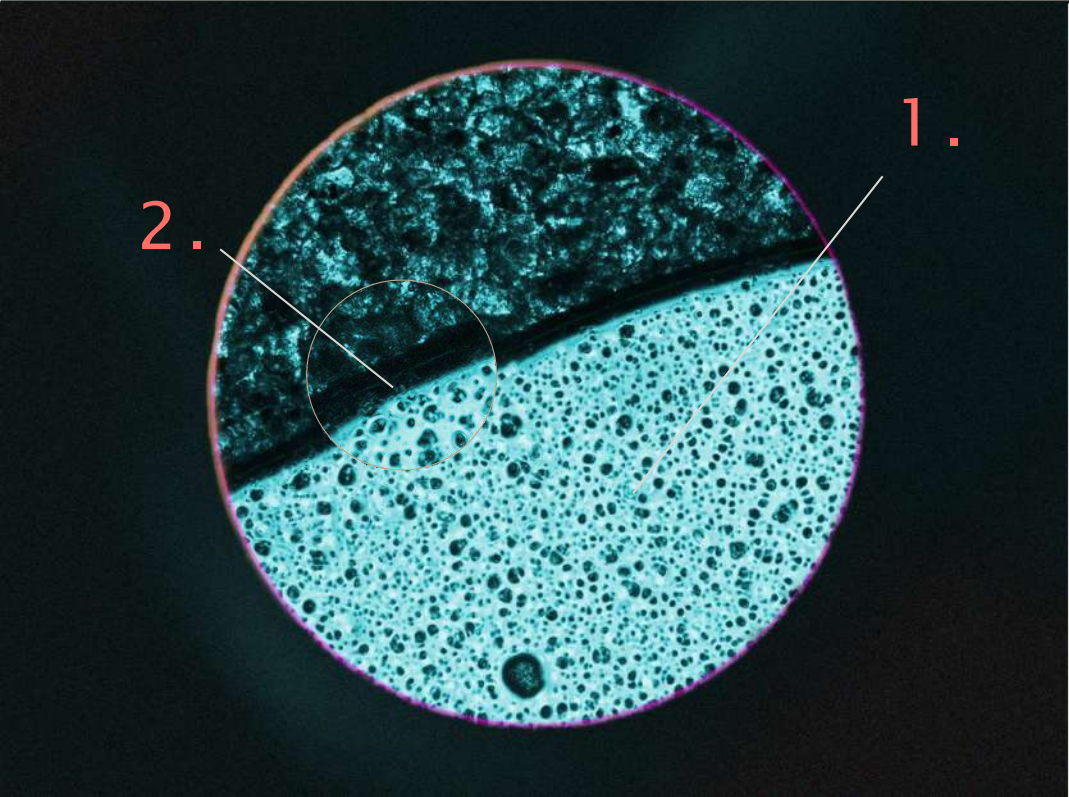
Verbena



Lemon



BODY SCRUB



COCONUT SHELL POWDER

- 1. Naturally exfoliates.
- 2. Smooths the skin.



PUMICE STONE

- 1. Provides gentle exfoliation.
- 2. Softens rough areas.

LET'S GET COCOCLOSE™

Pineapple
Coconut

IT'S VACATION
TIME BABY!



BODY LOTIONS



1. NIACINAMIDE

Smoothes and revitalizes the skin.

2. CHAMOMILE

Calms and soothes irritated skin.

3. SHEA BUTTER

Nourishes the skin.



CUDDLE ME SWEETLY™

Crème brûlée

CHILLIN'
TIME



LET'S GET COCOCLOSE™

Pineapple

Coconut

IT'S VACATION
TIME BABY!



HAND CREAMS



1. NIACINAMIDE

Smooths and revitalizes the skin.

2. SHEA BUTTER

Nourishes the skin.



CUDDLE ME SWEETLY™
Crème brûlée

CHILLIN'
TIME



LEMONADE SQUEEZY™
Verbena & lemon

That breeze
is FRESHHHH!



HAND SOAPS



CHAMOMILE

Calms and soothes
irritated skin



CUDDLE ME SWEETLY™
Crème brûlée

CHILLIN'
TIME



LET'S GET COCOCLOSE™
Pineapple & Coconut

IT'S VACATION
TIME BABY!



LEMONADE SQUEEZY™
Verbena & lemon

That breeze
is FRESHHHH!



BLOOM WITH ME™
Lily & apple

FLOWERS
PLEASE



LIP BALM

99% natural origin*

*According to ISO 16 128.



SHEA BUTTER

DELICIOUSLY SCENTED LIPS THAT ARE IMPOSSIBLE TO RESIST

THAT'S MINT™

Mint essential oil
Menthol

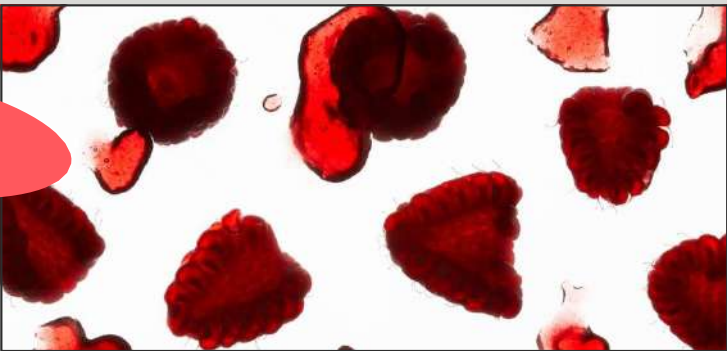
FRESH BLISS



BERRY NICE™

Fresh juicy berry

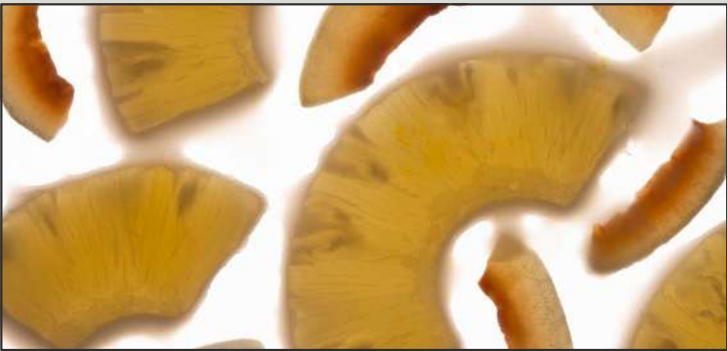
JAM TIME



TROPILICIOUS™

Pineapple
Coconut

ISLAND VIBES



COCO CRUSH™

Coconut

SIP AND GOSSIP



OUR COLLECTION

SKINCARE

MAKEUP REMOVERS



MICELLAR WATER
415 ML - 14 FL.
626232 76320 1



CLEANSING OIL
89 ML / 3 FL.
626232 76304 1

MULTI-ACTIVE TONER



TONER
415 ML / 14 FL.
626232 76301 0

CLEANSERS



CLARIFYING, FOR
BLEMISH PRONE SKIN
100 ML / 3,4 FL.
626232 76300 3



MOISTURIZING,
FOR DRY SKIN
100 ML / 3,4 FL.
626232 76310 2



EXFOLIATING,
FOR DULL SKIN
100 ML / 3,4 FL
626232 76330 0

SERUMS



CLARIFYING, FOR
BLEMISH PRONE SKIN
30 ML / 1 FL. OZ.
626232 76302 7



MOISTURIZING,
FOR DRY SKIN
30 ML / 1 FL.
626232 76312 6



GLOW REVEALING,
FOR DULL SKIN
30 ML / 1 FL.
626232 76332 4

CREAMS



CLARIFYING, FOR
BLEMISH PRONE SKIN
50 ML / 1,7 FL.
626232 76303 4



MOISTURIZING,
FOR DRY SKIN
50 ML / 1,7 FL.
626232 76313 3



MOISTURIZING,
FOR DULL SKIN
50 ML / 1,7 FL.
626232 76333 1



EYE CREAM, FOR DRY
SKIN
15 ML / 0,5 FL.
626232 76326 3

MASKS



CLARIFYING, FOR
BLEMISH PRONE SKIN
50 ML / 1,7 FL.
626232 76307 2



MOISTURIZING,
FOR DRY SKIN
50 ML / 1,7 FL.
626232 76317 1



PEELING,
FOR DULL SKIN
50 ML / 1,7 FL.
626232 76337 9

OUR COLLECTION

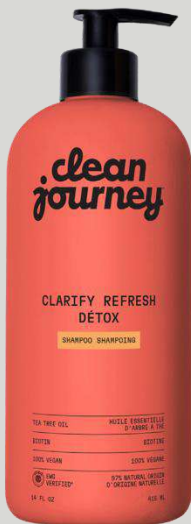
HAIR CARE / BODY CARE



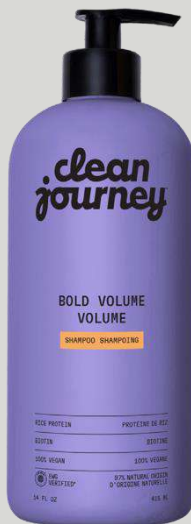
SHAMPOO
473 ML / 16 FL. OZ.
626232 71105 9



SHAMPOO
473 ML / 16 FL. OZ.
626232 71106 6



SHAMPOO
473 ML / 16 FL. OZ.
626232 71108 0



SHAMPOO
473 ML / 16 FL. OZ.
626232 71107 3



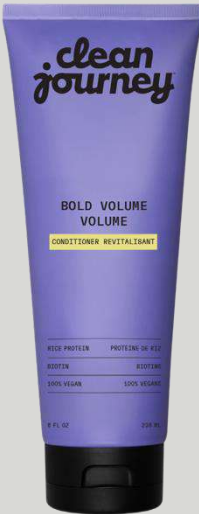
CONDITIONER
236 ML / 8 FL. OZ.
626232 71115 8



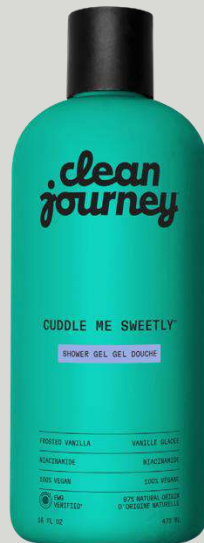
CONDITIONER
236 ML / 8 FL. OZ.
626232 71116 5



CONDITIONER
236 ML / 8 FL. OZ.
626232 71118 9



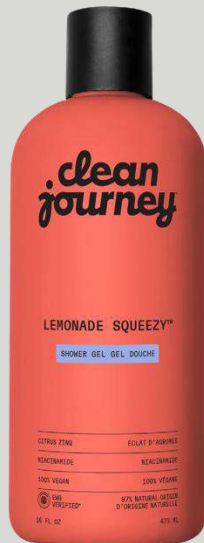
CONDITIONER
236 ML / 8 FL. OZ.
626232 71117 2



SHOWER GEL
473 ML / 16 FL. OZ.
626232 71225 4



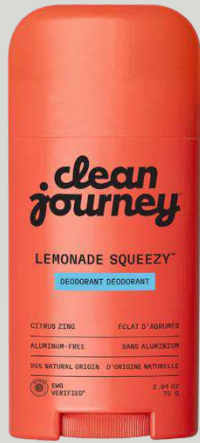
SHOWER GEL
473 ML / 16 FL. OZ.
626232 71223 0



SHOWER GEL
473 ML / 16 FL. OZ.
626232 71224 7



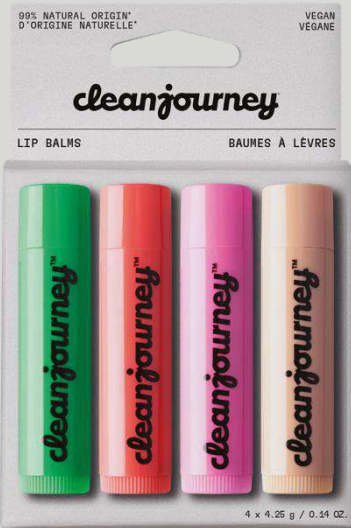
DEODORANT
75G / 2.64 OZ.
6 26232 71270 4



DEODORANT
75G / 2.64 OZ.
6 26232 71271 1



DEODORANT
75G / 2.64 OZ.
6 26232 71273 5



LIP BALMS
4 X 4.25G / 0.14 OZ.
6 26232 76750 6

OUR COLLECTION

BODY CARE



Hand cream
50 ml - 1,7 FL.
626232 71232 2



Hand cream
50 ml - 1,7 FL.
626232 71230 8



Body lotion
236 ML - 8 FL.
626232 71210 0



Body lotion
236 ML - 8 FL.
626232 71250 6



Body scrub
236 ML - 8 FL.
626232 76260 0



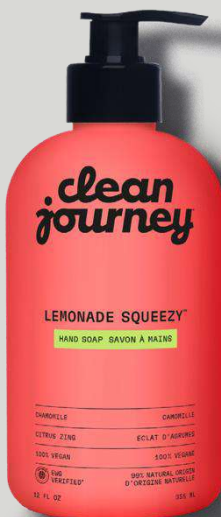
Hand soap
355 ML - 12 FL.
626232 71201 8



Hand soap
355 ML - 12 FL.
626232 71202 5



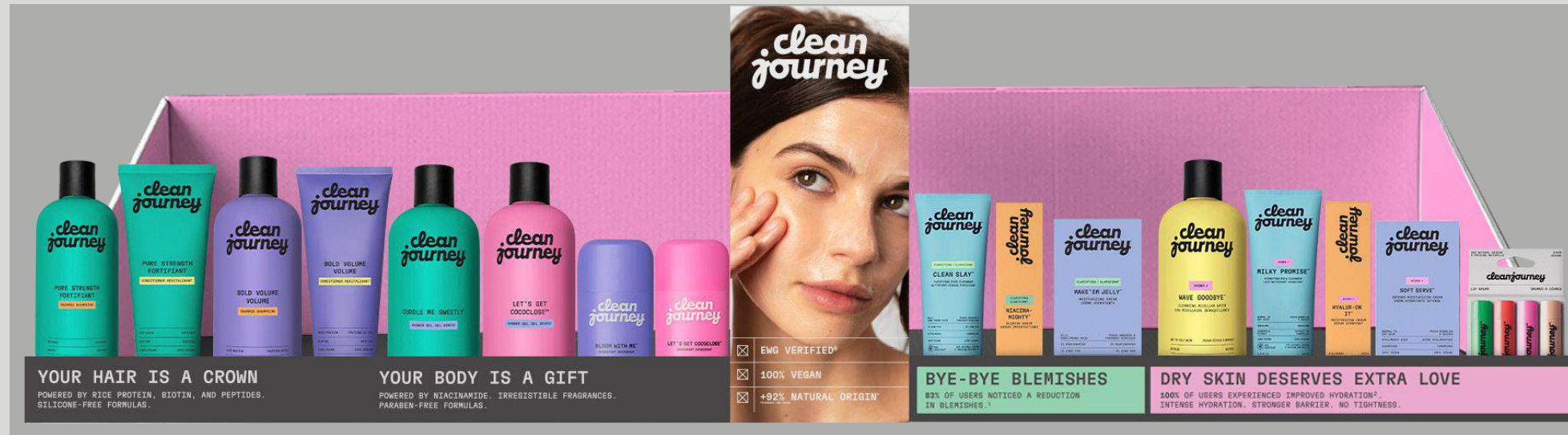
Hand soap
355 ML - 12 FL.
626232 71200 1



Hand soap
355 ML - 12 FL.
626232 71203 2

MEDIA

ACTIVATIONS

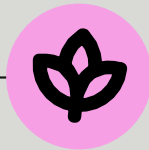


POINT-OF-SALE ADVERTISING

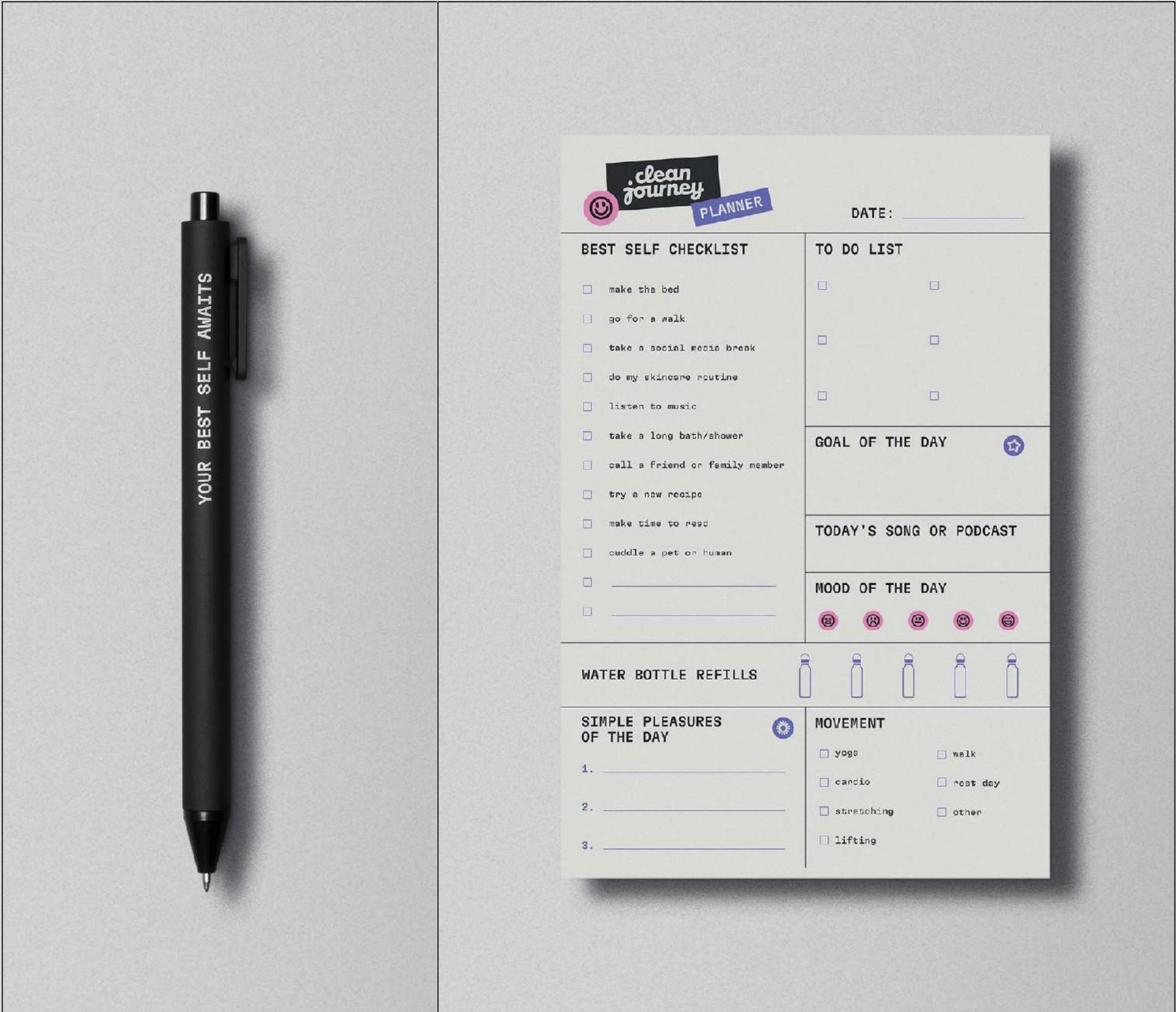


EXPOWEST 2026 BEAUTY TRADESHOW

PR INFLUENCE



PLANNER & PENCIL



BATHROBE



THE ULTIMATE WISHLIST	
	<i>Accessibility without compromising on performance and quality.</i>
☒	EWG VERIFIED®
☒	NATURALLY DERIVED INGREDIENTS
☒	VEGAN & PETA CERTIFIED
☒	VERTICALLY INTEGRATED
☒	MADE IN CANADA



**clean
journey**

HYDRA +

MILKY PROMISE™
HYDRATING MILK CLEANSER
LAIT NETTOYANT HYDRATANT

NORMAL TO
DRY SKIN

SQUALANE	PEAUX NORMALES À SÈCHES
CHAMOMILE EXTRACT	SQUALANE
100% VEGAN	EXTRAIT DE CAMOMILLE
EMG VERIFIED*	100% VÉGANE
3,4 FL OZ	97% NATURAL ORIGIN D'ORIGINE NATURELLE

100 ML

THANK

YOU