



# LA CRIQUE

Luminous & Natural Makeup,  
Skincare Infused



# Contents

Manifesto.....	3
Ethics.....	4
Ingredients.....	5
Products.....	6
Moisturizing Glow Primer Serum.....	7
Moisturizing Tinted Serum.....	8
Eyeshadow & Highlighter.....	9
Moisturizing Lip & Cheek Balm.....	10
Limited Edition Sets.....	11
Sales Tools.....	12
Sales Tools.....	13
Contact.....	14

# Luminous and natural makeup, skincare infused

**La Crique is a new-gen hybrid makeup brand that combines skincare and color, using simple and intuitive gestures. The brand's characteristics and colors are inspired by the South of France and Marseille.**

**This creative and colorful brand is the fruit of 2 years of research and innovation within the Panier des Sens Group.**

The brand is an ambassador of vegan formulas that include a minimum of 98% ingredients of natural origin, and are infused with active skincare ingredients. The active ingredients are emblematic of Marseille area: vitamin C from citrus, calendula flower and prickly pear.

La Crique makeup is also all about light. Inspired by the mineral shades of a natural cove and the urban nuances of the city, the colors are solar and natural.

These formulas are wrapped in modern and pop packaging that mirror the street culture of Marseille.

In an effort to reduce waste, the products are packaged in recyclable glass containers with no outer packaging.

La Crique has made it its mission to promote the many faces of the South of France through a radiant and inclusive communication.

And a decidedly pop universe.





# Naturally-sourced formulas infused with active ingredients

## **Natural origin & Vegan**

Our formulas are made primarily with natural ingredients (min 98%). These formulas are also Certified Vegan.

## **Infused with skincare**

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 and 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 productions, our products are elaborated in a French laboratory.

# Naturalness & South of France at the heart of our formulation

The formulas are **vegan** and contain at least **98% ingredients of natural origin**. They also contain skincare active ingredients that are aimed to hydrate and protect the skin.

Hyaluronic Acid, known for its moisturizing properties, is present in all the formulas of La Crique.

Among these active ingredients, some of them are from the South of France: **Vitamin C** from citrus, **Prickly Pear** and **Calendula Flower**.

**Vitamin C:** a major ingredient in skincare formulation that protects the skin against exterior agressions and helps to enhance the radiance of the complexion. Vitamin C is known for being present in all citruses, an iconic feature of the South of France.

**Prickly Pear:** an iconic fruit in Marseille area, mostly found in the Calanques. 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.

La Crique formulas are enriched with organic ingredients such as:

- Organic castor oil
- Organic carnauba wax
- Organic shea butter
- Organic Rose Damask flower water
- Organic sunflower oil

With the aim of making our formulas as clean as possible, some ingredients have been excluded from formulation such as silicones, plastic microbeads, and other controversial ingredients. Our formulation charter is strict and will be available on our website at launch.



# LA CRIQUE

Products



# Moisturizing Glow Primer Serum

Hyaluronic Acid

Prickly Pear Extract



**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 and is infused with **hyaluronic acid** and **prickly pear extract**.

**Hyaluronic acid** is known for its hydrating action and **prickly pear** for its protective properties.

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.

**The mineral pearls** 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.

## Moisturizing Glow Primer Serum 30ml

EAN	Reference
3701447302661	CRQ62105

Unit Price: \$14.00

MRSP: \$28.00

Case Pack: 3

# Moisturizing Skin Tint

Hyaluronic Acid

Prickly Pear Extract



**Part skincare, part makeup, the Skin Tint 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.

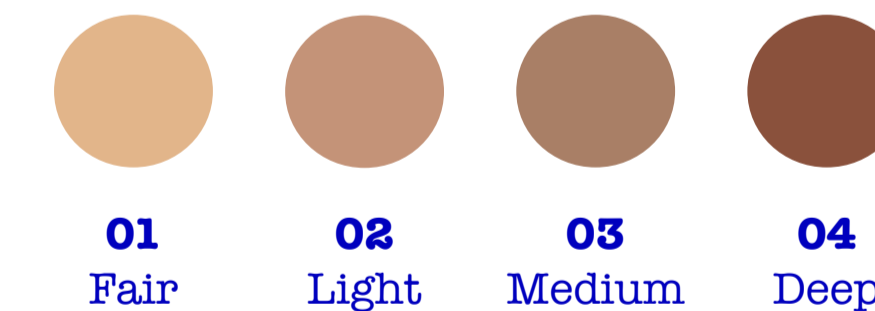
This **vegan** formula contains **98% ingredients of natural origin** and is infused with **hyaluronic acid** and **prickly pear extract**. **Hyaluronic acid** is known for its hydrating action and **prickly pear** for its protective properties.

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.

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.



Tinted Serum 30ml	EAN	Reference
01 - Fair	3701447302708	CRQ62101
02 - Light	3701447302692	CRQ62102
03 - Medium	3701447302685	CRQ62103
04 - Deep	3701447302678	CRQ62104

Unit Price: \$14.00

MRSP: \$28.00

Case Pack: 3



# Eyeshadow & Highlighter

Hyaluronic Acid

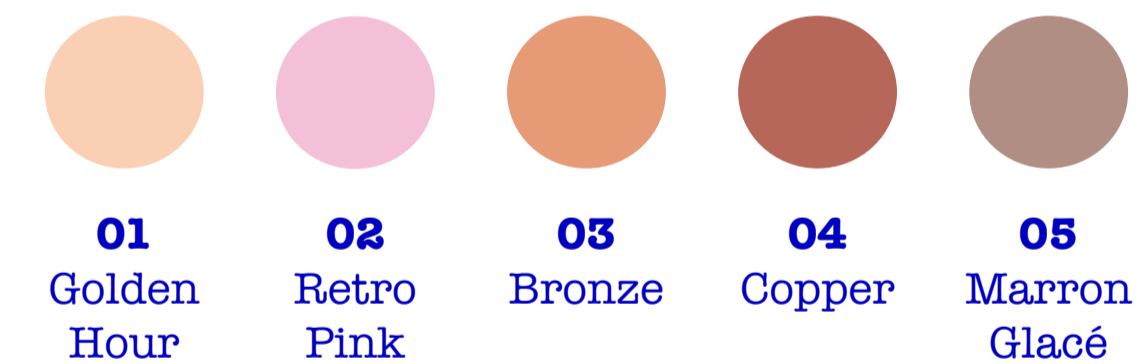
Calendula Flower

**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**, and is infused with **hyaluronic acid** and **calendula flower extract**. **Hyaluronic acid** is know for its hydrating properties, and **calendula flower** for its soothing effect.

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 a allow a long-lasting effect of the product. The coverage varies from light to intense, depending on the amount of product used. Available in 5 shimmery shades.

This formula is encapsulated in a **recyclable glass jar**.



## Eyeshadow & Highlighter 5g

	EAN	Reference
01 - Golden Hour	3701447302609	CRQ69001
02 -Retro Pink	3701447302593	CRQ69002
03 - Bronze	3701447302586	CRQ69003
04 - Copper	3701447302579	CRQ69004
05 - Marron Glacé	3701447302562	CRQ69005

Unit Price: \$9.00

MRSP: \$18.00

Case Pack: 4

# Moisturizing Lip & Cheekbalm

Hyaluronic Acid

Vitamin C

**A colorful moisturizing balm with a comfortable texture and 2-in-1 use.**

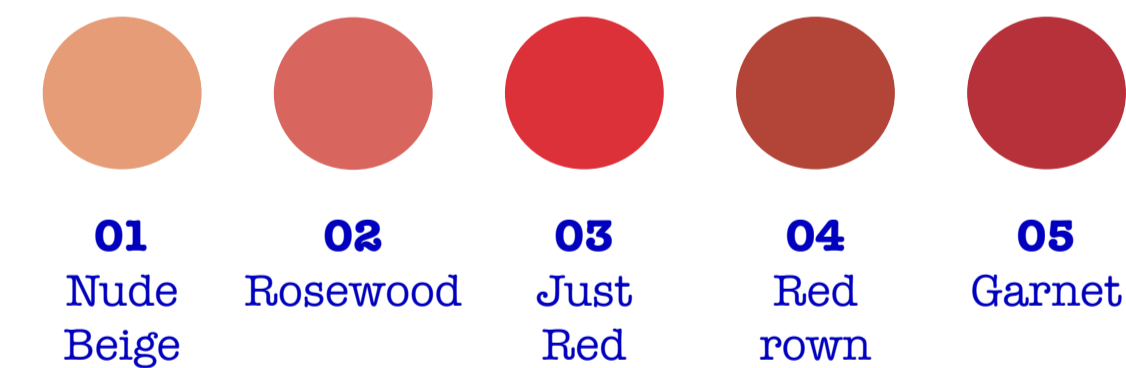
Luminous and colorful, this balm brings a natural & healthy glow to the face. It can be applied on the lips - its glowy texture gives them a luminous finish - as well as on the cheeks - as a natural blush.

This **vegan** formula contains between **98% and 99% ingredients of natural origin** and is infused with **hyaluronic acid** and **Vitamin C**. **Hyaluronic acid** is known for its hydrating effect, and **Vitamin C** for its plumping and protective properties.

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.

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**.



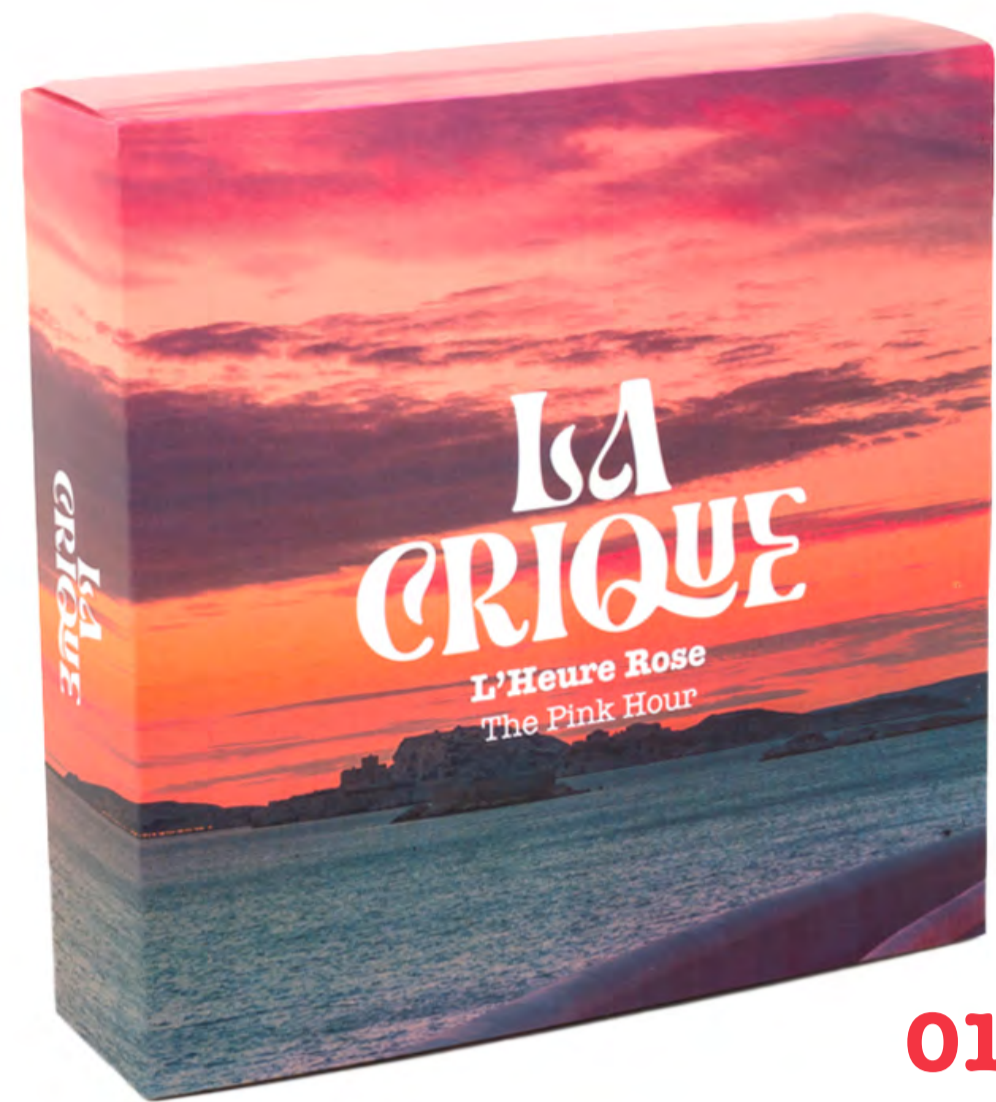
## Moisturizing Lip & Cheek Balm

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

Unit Price: \$9.00

MRSP: \$18.00

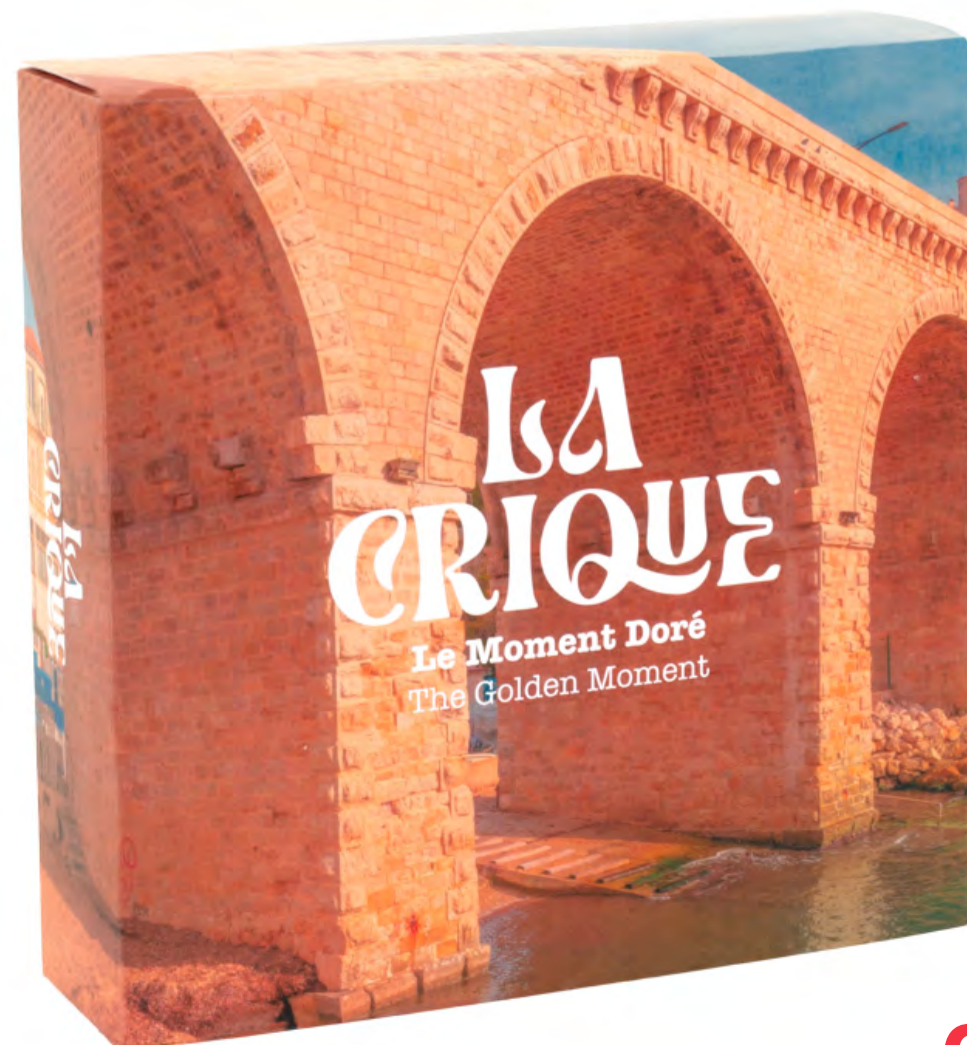
Case Pack: 4



01



02



03



# Limited Edition Sets

This collection corresponds to moments in life where light creates emotions. Three moments, three looks, your imagination.

## 01. The Pink Hour set

- 1 Moisturizing Glow Primer Serum
- 1 Lip & Cheek Balm shade 02 Rosewood
- 1 Eyeshadow & Highlighter shade 02 Retro Pink

«The Pink Hour.

When day meets night in a sky of rosy shades.  
A time for calm and bliss.»

## 02. The Blue Instant set

- 1 Moisturizing Glow Primer Serum
- 1 Lip & Cheek Balm shade 03 Just Red
- 1 Eyeshadow & Highlighter shade 05 Marron Glacé

«The Blue Instant.

At the dawn of a new day, under a bright blue sky.  
An instant for creativity.»

## 03. The Golden Moment set

- 1 Moisturizing Glow Primer Serum
- 1 Lip & Cheek Balm shade 04 Brown Red
- 1 Eyeshadow & Highlighter shade 01 Golden Hour

«The Golden Moment.

At sunset, when the warm sunrays caress the skin.  
When anything is possible.»

### Limited Edition Sets

Sets	EAN	Reference
The Pink Hour	3701447303026	CRQ22001
The Blue Instant	3701447303040	CRQ22003
The Golden Moment	3701447303033	CRQ22002

# Merchandising Sales Tools

1 tower or 3 counters to maximise product visibility in points of sales.

## Practical

Interchangeable: the 3 bases are identical and the products can be mixed and matched.

Compact format: 29 x 23 x 21 cm.

## Visibility

Strong visual impact: pop-colored background panels with La Crique visual identity.

Eco-conceived: recyclable cardboard.

## Test & Convince

Discover: a dedicated space for testers in the front.

Convince your customers: clear panels with key information & a QR code to access specific products information.

Moisturizing Glow Primer Serum Display	PLVCRQ03
Eyeshadow & Highlighter Display	PLVCRQ02
Lip & Cheek Balm Display	PLVCRQ01



# Merchandising Sales Tools

Discover our full size display fitted with three shelves to feature the whole collection.  
An ideal way to showcase the brand without taking up too much space!

Tower Display

PLVCRQ09



# LA CRIQUE

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