

 Couleur Caramel
natural make up



Product leaflet

Another look on beauty...

Nature.cos creates and distributes the Couleur Caramel products.

Nature.cos history should begin with « once upon a time... » !

- Nature.cos is a **dream**, the dream of a company in which any and all actors, inside or outside, are heading towards one common target, « **the future** ». Ours, others' and the Earth's future.
- Nature.cos is a dream in which the Company is a **vehicle for change**. To change the world, by relying on nature and on our brands to make people think about **the future of our planet**.
- To make each actor of the market feel **responsible** and to avoid giving excessive value to profitability and, at all cases, not to the expense of quality.
- To bear in mind the notion of « **sustainable development** » in our everyday life and to take into account, innovation, environmentalism, quality and transparency.
- To propose a sound management of the company in which **each actor will play a part** and have its responsibility engaged in hit and miss.
- To make «**Respect and Transparency**» be the essential values of our future.

Everyday, Naturecos is looking for the application of these values within the company. These efforts are conveyed:

From an environmental concern :

- By committing itself in the use of recycled -as often as possible-, always recyclable and even biodegradable materials for all our products.
- By adding **less than 1% synthetic ingredients** into the composition of our products.
- By looking for new methods of work to spare energy (by replacing as soon as possible air transportation by rail, by having our company built with respect of the High Environmental Quality standards).

From a human concern :

- By being attentive to Human's needs and problematics.
- By helping people everyday to go ahead with a positive vision.
- By giving access to natural products to everyone thanks to a good value for money.
- By thinking about the kind of future we could bequeath to the future generations.

Everyone of us can help the world go ahead...

We pledge

To offer you an innovative, original skin-care make-up line that combines natural ingredients and up-to-date technologies and to respect quality, the environment, human relations and animals while bringing you total comfort and full satisfaction.

To respect quality and health :

NATURAL : Couleur Caramel aims at combining up-to date technologies with the clearest, most transparent use of any raw material that nature has to offer. Each product description will give you the opportunity to judge the quality of our composition for yourself. You'll find the percentage of natural, organic ingredients, list of the main plant-based active ingredients and our promise not to use any harmful ingredients.

ORGANIC : To the greatest extent possible, we use organically-grown plant-based active ingredients, which makes our products outstandingly effective. Organic active ingredients are grown in wide-open spaces without chemical fertilizers. The plants are not harvested until they have reached maturity. They are cultivated on managed, controlled and respected land. Couleur Caramel has been the first make-up brand to offer some products with the ECOCERT label. The Ecocert label makes them easy to spot.



PRO : A process called micronisation enables us to create products with professional quality pigment content. You'll enjoy bright colours without the drawbacks of professional make-up.

Micronisation : Micronisation consists in grinding the material by compressed air, thus resulting in spherical particles that are nine times thinner than ordinary powders. The aim of this process is to offer you

an unequalled quality, easy spreading, effective and easy application, perfect hold and really astonishing comfort. You'll achieve comfortable, user-friendly and fabulous natural results without any excess material.

To respect nature

To remain in step with nature, Couleur Caramel has developed its packaging and display stands with often-recycled and always-recyclable materials such as wood, metal and cardboard.

To respect people

Respecting people means having consideration for those we come into contact with everyday. That's why we care so much about respecting ourselves as well as our suppliers, customers, employees and consumers. Couleur Caramel always seeks sources that can provide fair-trade (FT) products such as sesame oil, Kalahari melon oil or baobab oil, etc.

To respect animals

Couleur Caramel products are tested on volunteers under the monitoring of an independent laboratory and never on animals. We never use pine marten bristles to make our brushes because those animals do not live well in captivity.

The United Nations World Commission on Environment and Development Brundtland report defined sustainable development in 1987 :

«Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.»








Eye shadow

100% natural ingredients


7.7% plant-based active ingredients in the pearly range
3.3% plant-based active ingredients in the matt range.


Paraben-free, mineral oil-free, phenoxyethanol-free,
no oil-derived products or PEG.

Advantages :  Silky, velvety texture  Extremely easy application and working with the colours is easy as well
 Incredible hold thanks to shea butter and micronisation
 Professional quality  High pigment content.

Goals : Enjoy playing with subtle colours. Making your eyes look more intense or brighter and sparkling.
Play with intensity, naturalness, and shaded tones and dare use colours and contrasts.

Active ingredients :

 **Grape seed oil :** protects skin.


 **Shea butter :** moisturises, revitalises and regenerates.

 **Sunflower seed oil :** moisturises and restructures.

Silica from seaweeds : regenerates elastin and collagen.

Red tea extract or Rooibos : a plant-based and anti-oxidant.

Vitamin E from plants : natural anti-oxidant, prevents skin aging.

 **Soya oil :** Anti-aging, film-producing properties.

Olive-derived oil : brings suppleness and a silky touch to the skin.

Karanja seed oil : moisturises and restructures.



Don't just shine-sparkle!

Spangles

Advantages: ✨ Outstanding hold ✨ Professional quality ✨ Very thin.



Goals: Having a party? or just feel like sparkling? Fun Couleur Caramel spangles will surprise you. You can use them after your eye shadow, on your cheekbones after your blush, on your lips after your lipstick or gloss and on your scoop neck.

Strasses

Advantages: ✨ Eighty Swarovski crystal strasses ✨ Easy to stick on ✨ The different colours match all your clothes.

Goals: Sparkle brilliantly with Couleur Caramel multicoloured strasses. Guaranteed success!



Have a velvety complexion!

Terre caramel






100% natural ingredients.

Paraben-free, mineral oil-free, phenoxyethanol-free,
no oil-derived products or PEG.

Advantages:  A very thin texture for a better spreading
 Moisturising  Protects skin from outside aggressions
 Excellent hold  Easy application  Genuine kiln-fired terra cotta.

Goals: Structure, shape and give a tanned effect.

Active ingredients:

-  **Sunflower seed oil** : moisturises and restructures.
-  **olive oil** : rich in plant-based vitamins, which help skin regenerate.
-  **Apricot oil** : nourishes and regenerates.
-  **Jojoba oil** : smoothes and tones tired skin.
- Vitamin E oil made from plants** : a natural anti-oxidant.
- Silica from seaweeds** : regenerates elastin and collagen.
-  **grape seed oil** : rich in essential fatty acids.
- Karanja seed oil** : moisturises and restructures.



compacted powders

A 100% natural ingredients.

Contains vegetable actives.

Paraben-free, mineral oil-free, phenoxyethanol-free,
no oil-derived products or PEG.

Advantages: 🌿 Non greasy to the touch 🌿 An excellent spreading thanks to micronisation 🌿 An excellent wear with a natural aspect.

compact powder

Goals: Set, control shine and unify your complexion while giving you velvety, silky skin. The ideal product for touch-ups throughout the day.

Sun powder

Goals: Control shine and unify your complexion while providing a bright touch thanks to mother-of-pearl particles. You'll obtain a silky and velvety result and a slightly sparkling effect.

Blush powder

Goals: Shape your face or give it a radiant look.

Active ingredients:

Org Sunflower seed oil: moisturises and restructures.

Org Grape seed oil: rich in essential fatty acids.

Org Shea butter: moisturises, revitalises and regenerates.

Red tea extract or Rooibos: a plant-based and anti-oxidant.

Org soya oil: an anti-aging action.

Olive-derived oil: brings suppleness to the skin.

Vitamin E from plants: a natural anti-oxidant.






Karanja seed oil: moisturises and restructures.



Free powder

100% natural ingredients.
Contains vegetable actives.

Paraben-free, mineral oil-free, phenoxyethanol-free,
no oil-derived products or PEG.


Advantages:  Very thin texture for a better spreading
 Moisturising  Protects skin from outside aggressions
 Easy application after a day-cream  The perfect ally
for oily skin.

Goals : Set, control shine and unify the complexion after a
make-up base or a foundation cream.

Active ingredients:


 **Grape seed oil :** rich in essential fatty acids.

Silica from seaweeds : regenerates elastin and collagen.

 **Sunflower seed oil :** moisturises and restructures.

Arctic blackberry : rich in omega 3 and 6 (essential fatty acids).

Vitamin E from plants : a natural anti-oxidant.

 **Shea butter :** moisturises, revitalises and regenerates.

Karanja seed oil : moisturises and restructures.



choose light...

Pearl Touch

100% natural ingredients.
Contains vegetable actives.

Paraben-free, mineral oil-free, phenoxyethanol-free,
No oil-derived products nor PEG.

Advantages : 🌿 Silky, velvety texture 🌿 Extremely easy application and working with the colours is easy as well
🌿 Pure mother-of-pearl made from mica.

Goals : Brightens up the eyes, creates luminous areas on the lips or a delicate sparkling on the body. Very fun, it will enable you to make light contrasts very easily.

Active ingredients :

org grape seed oil : protects skin.

Olive-derived oil : brings suppleness and a silky touch to the skin.

Silica from seaweeds : regenerates elastin and collagen.

Vitamin E from plants : a natural anti-oxidant.






Make your look
more intense...

Eyeliner

98% natural ingredients.
2.9% plant-based active ingredients.

Paraben-free, mineral oil-free, phenoxyethanol-free.

Advantages :  A «water-based formula» replaces very harsh solvents  Enriched with soothing agents  A genuine treatment for sensitive skins.

Goals : Intensify the eyes by underlining the bottom of the eyelashes.

Active ingredients :

Acacia gum : soothes and repairs fragile mucous membranes.

Shea butter : revitalises and regenerates.

Vitamin E from plants : a natural anti-oxidant, prevents skin aging.






Mascara

TWO BRUSHES
long eyelashes or short eyelashes

99% natural ingredients.
36.4% plant-based active ingredients.

Paraben-free, mineral oil-free,
phenoxyethanol-free, PEG-free.



Advantages :  This «water-based» formula replaces very skin-aggressive solvents  Its treatment formula lets you make several successive applications without damaging the eyelashes  A genuine treatment for sensitive skin.

Goals : Lengthen, thicken and intensify your eyelashes while protecting them.

Active ingredients :

Acacia resin : soothes and heals fragile mucous membranes.

Carnauba wax : protects skin from dehydration.

Candellila wax : a protective film.

Shea butter : revitalises and regenerates.

Sucrose : moisturises, revitalises and regenerates.

Vegetable E vitamin : a natural anti-oxidant.

Eyes and lips pencils

100% natural ingredients.
54.8% plant-based active ingredients.

Paraben-free, mineral oil-free, phenoxyethanol-free,
no oil-derived products nor PEG.

Advantages : ✨ Excellent writing ✨ Precise line thanks to its half-hard extruded lead ✨ Enriched with revitalising active ingredients ✨ Excellent hold ✨ Very comfortable application.

Goals : Make your look more intense by applying the pencil all around the eyes.
Applied to the contours of the lips, you'll define the outlines of the lipstick or gloss, keeping them from «running».

Active ingredients :

Beeswax : protects and regenerates.

Org Shea butter : moisturises, revitalises, regenerates

Bisabolol : heals, improves the skin's moisturising capacity.

Vegetable E vitamin : a natural anti-oxidizing, prevents from skin early aging.





Eyebrow pencils

100% natural ingredients.
54.8% plant-based active ingredients.

**Paraben-free, mineral oil-free, phenoxyethanol-free,
no oil-derived products nor PEG.**

Advantages : ✨ Excellent writing ✨ Precise line thanks to its half-hard extruded lead ✨ Excellent hold - Natural effect thanks to the bottle-brush.

Goals : Make your eyes look more intense.
Reshape and thicken your eyebrows.

Active ingredients :

Beeswax : protects and regenerates.

Org Shea butter : smoothes, emollient.

Bisabolol : heals, improves the skin's moisturising capacity.




Vitamin E from plants : a natural anti-oxidant.

Lipstick

100% natural ingredients.
41.8% plant-based active ingredients.



Paraben-free, mineral oil-free, phenoxy-ethanol-free, no oil-derived products nor PEG.

Advantages :  Protects and moisturises lips with a composition rich in plant-based active ingredients  Excellent hold  Three different ranges : matt, glossy pearly and glittery.


Goals : Offer a wide range of colours, textures and effects, combining comfort, long-lasting hold and pleasure.


Active ingredients :


Castor oil : improves the skin's moisturising capacity.


Red tea extract or Rooibos : a plant-based and anti-oxidant.

Olive wax : a very soft emollient.

 **shea butter :** moisturises, revitalises, regenerates.

 **jojoba oil :** smoothes and tones tired skin.

 **apricot oil :** nourishes, moisturises and revitalizes.

 **grape seed oil :** rich in essential fatty acids.





 **olive oil :** helps skin regenerate.

choose sensuality

Gloss

100% natural ingredients.
85.2% plant-based active ingredients.

**Paraben-free, mineral oil-free,
phenoxyethanol-free, no oil-
derived products nor PEG.**

Advantages :  No sticky effect
 Protects lips with a composition
rich in plant-based active ingredients
 Effective UVA protection for
this highly sensitive part of the face
 Good hold.

Goals : Make your lips shiny, pulpy and luminous, and give
you perfect comfort and hold.

Active ingredients :

Castor oil : improves the skin's moisturising capacity.
Red tea extracts or rooibos : a plant-based and anti-oxidant.
Apricot wax : nourishes and revitalises tired skin.
Sucrose : moisturises, revitalises and regenerates.
Vitamin E from plants : a natural anti-oxidant.
Karanja seed oil : moisturises and restructures.







Make-up base



99,2% natural ingredients.
53,1% plant-based active ingredients.
18,45% of organic ingredients.



Paraben-free, mineral oil-free, phenoxyethanol-free, no oil-derived products nor PEG.

Advantages:  Creamy texture  Fights against brown spots  The apricot one makes you look radiant, the white one catches the light  A 50ml volume with a refill tube.

Goals: Prepare the skin and optimize the make-up's results and hold. Enables easy and quick application of your foundation.

Active ingredients:

org cornflower water : soothes and decongests.

Olive-derived oil: brings suppleness and a silky touch to the skin.

org sweet almond oil : moisturises and softens the skin.

FT Kalahari's melon oil : regenerates and restructures

Olive extract : a non-comedogenic emollient.

org field horsetail : has an antiseptic effect.

Essential Cassie wax : acts against «brown spots».

org and **FT** sesame oil : fights against free radicals.

FT baobab seed oil : nourishes, soothes and protects.





Foundation cream



- 99% natural ingredients.
- 61.75% Plant-based active ingredients.
- 30.45% organic ingredients.

Paraben-free, mineral oil-free, phenoxyethanol-free, no oil-derived products nor PEG.

Advantages: 🌿 Creamy texture 🌿 A hold with a natural effect 🌿 Comfortable 🌿 Moisturising 🌿 A 50ml container refillable with the tube.

Goals: Prepare the skin and optimize the make-up's results and hold. Enables easy and quick application of your foundation.

Active ingredients:





- Org** cornflower water : soothes and decongests.
- Olive-derived oil**: brings suppleness and a silky touch to the skin.
- Org** sweet almond oil : moisturises and softens the skin
- FT** Kalahari's melon oil : regenerates and restructures.
- Org** field horsetail : has an antiseptic effect.
- FT** baobab seed oil : nourishes, soothes and protects.
- Org** jojoba oil : smoothes and tones tired skin.
- Olive extract** : a non-comedogenic emollient.

Fluid foundation



99% natural ingredients.
42.8% plant-based active ingredients.
26.4% organic ingredients.

Paraben-free, mineral oil-free,
phenoxyethanol-free,
no oil-derived products nor PEG.

Advantages:  Light texture
Perfect hold  Transparent natural
effect  Apply it after the white base
for a perfect result  Easy application.

Goals: Unify the complexion and leave
a natural transparent result. Preferably
recommended for oily skins.

Active ingredients:





- Org** cornflower water : soothes and decongests.
- Org** sweet almond oil : moisturises and softens the skin.
- FT** Kalahari's melon oil : regenerates and restructures.
- Org** field horsetail : has an antiseptic effect.
- FT** baobab oil : nourishes, soothes and protects.
- Org** jojoba oil : moisturises and restructures.

compact foundation



100% natural ingredients.
68% plant-based active ingredients.
14% organic ingredients.

Paraben-free, mineral oil-free, phenoxyethanol-free,
no oil-derived products nor PEG.

Advantages :  Creamy texture  Powdered result
 Perfect hold and a natural effect  Comfortable and
moisturising.

Goals : Cover a large area without overloading. Recommended
for mixed or oily skin.

Active ingredients :

Org sweet almond oil : moisturises and smooths.

Org shea butter : moisturises and revitalises.

FT baobab oil : deeply protects skin.

Carnauba wax : protects skin from dehydration.

corrective cream



100% natural ingredients.
68% plant-based active ingredients.
14% organic ingredients.

Paraben-free, mineral oil-free, phenoxyethanol-free,
no oil-derived products nor PEG.

Advantages :  A green corrective cream for red blotches.

Goals : Shade away blemishes, dark circles, bags under the eyes
and shape parts of the face by playing with shade and light.

Active ingredients :

Beeswax : nourishes, protects and regenerates.

Org sweet almond oil : moisturises and smooths.

Olive extract : a non-comedogenic emollient.

Org shea butter : moisturises and revitalises.

FT baobab oil : deeply protects skin.




cleansing milk



- 99.2% natural ingredients.
- 11.5% plant-based active ingredients.
- 11.1% organic ingredients.

Paraben-free, mineral oil-free, phenoxyethanol-free, no oil-derived products nor PEG.

Advantages :  Cleanses and gently removes make-up.


Goals : Removes make-up while treating skin.


Active ingredients :


 sweet almond oil : moisturises and softens the skin.

FT Kalahari's melon oil : regenerates and restructures.

FT baobab oil : deeply protects skin.

 shea butter : moisturises and revitalises.

 and **FT** Sesame oil : fights against free radicals.

 cornflower water : soothes and decongests.

cleansing tonic lotion



- 98.8% natural ingredients.
- 10.7% plant-based active ingredients.
- 10.6% organic ingredients.

Paraben-free, mineral oil-free, phenoxyethanol-free, no oil-derived products nor PEG.


Advantages :  Decongests cell tissues


 Ideal for eye contour and sensitive areas.

Goals: Complete make-up removal while toning tissues.

Active ingredients :

Field horsetail : has an antiseptic effect.

 cornflower water : soothes and decongests.

 anise water : uplifting and relaxing.



Nail cares

Paraben-free, toluene-free, formaldehyde-free and rosin-free.

Nail care oil



99,3% plant-based active ingredients.

Advantages:  Encourages nail growth
 Nourishes and moisturises.

Goals: Encourages nail growth by nourishing and protecting them.






Nail double-action base

Advantages:  A blazing shine  A nail polish fixer.

Goals: Can be used on its own for a shiny and natural effect, or before and after the nail polish to increase its wear.



Nail hardening base

Advantages:  Encourages nail growth
 Enriched with methionin  Protects nails.

Goals: A transparent treatment to encourage nail growth and keep them from splitting or breaking.



Nail polishes

3 ranges: matt colours, pearly colours and French manicure.

Advantages:  Small volume  Collect the bottles!



Nail polish remover 100% natural origin



100% total ingredients are from natural origin, 10% total ingredients are from the organic agriculture.



Advantages 🌿 A toluen-free, acetone-free, formol-free, rosin-free 🌿 100% natural ingredients 🌿 Protects nail 🌿 Nourishes and moisturises 🌿 Organic castor oil-rich.

Goals : Remove nail polish.

Advice for use : Bi-phases product. Shake up before use.

Active ingredients :

Org Castor oil : Smoothing, protecting, nourishing the nails.

Boxed sets

Refill or product? Couleur Caramel powders fit any situation. You'll be free to make up your own colour palette and to change it depending on your mood.



Choose your boxed set !
Choose your colours !
Change them whenever you want !

Must-have accessories...

Sharpener



Powder-puff



Pre-cut
sponge



Brushes

Couleur Caramel brushes are made of the noblest and most effective materials. They are easy and pleasant to use.



Powder brush

Blush brush

Travel
brush set

Sponge
brush

Orbit
brush

Shading
brush

Eye shadow
brush with a
slanted tip

Lip brush



Make-up advice tips

YOUR EYES



Choose **3 eye shadow colours**.

Make your eyes look more intense by applying an **eyeliner or pencil line** on their outer contour.



Using the **sponge brush**, apply the lightest colour on the inside corner of the eye. Then, apply the darkest one on the outer corner and the intermediate colour in between.



The **orbit brush** will easily enable you to create **shaded colours** from the lightest to the middle colour and from the middle one to the darkest one. **Micronisation will allow you to achieve a perfect shaded tone.** Feel free to make corrections by adding colour if necessary.



To brighten up your eyes, apply the **pearly touch** with the orbit brush. **To make your eyes look more intense**, apply **mascara on your eyelashes**.

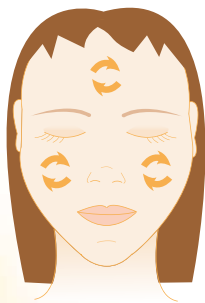
One more tips

Fashions change. Make-up is a game. Have fun and innovate depending on your mood or your desires. Discover the pleasure of creating.

YOUR COMPLEXION

Gently cleanse your skin by applying Couleur Caramel natural **cleansing milk** with circular movements of your fingertips. Then use the lotion to obtain an instant stimulating effect.

1



After applying the **make-up base** like a cream, use your fingers to evenly apply the **foundation cream**, working from the middle of your face to the sides. Choose the colour the closest to your skin tone. Then apply a **corrective cream** slightly lighter than your foundation cream on the dark parts under the eyes, the sides of the nose and any areas that need correcting.

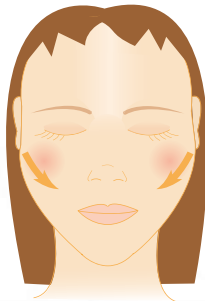
2



Then, use a **Couleur Caramel powder** to **set, unify and matify your complexion**. You can apply it easily by patting your face with the powder-puff. You can also use **Terre Caramel** on the whole of your face to obtain a **tanned effect**.

Finish with a touch of **blush** from the top to the bottom of your cheekbones to look radiant.

3





Excerpt from the couleur caramel sustainable development charter :

We believe that sustainable development is necessary to bring people together and to build a bright, hopeful future based on balance, understanding and awareness.

The Couleur Caramel sustainable development charter does not involve any specific measures. It does not call for an assessment or a certificate, but requires a personal commitment in one's personal and life choices. It is an enthusiastic desire to generate even more fulfilment at every stage of life.

It means making a commitment, taking a stand, sharing a world vision and appealing to good, common sense.

Your Couleur Caramel
point of sale



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