



PRESSE KIT 2020



## Loesia

The new French  
Organic and Natural  
makeup brand, made  
in France



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# Editorial

More and more, people are looking for natural and healthy products with a transparent composition. This applies to food, but also to cosmetics. Too often, these are crammed with controversial substances, from silicones to sulphates to parabens, mineral oils and plastic derivatives.

Some of these chemicals are irritants and allergens, others interfere with the hormonal system, and many of them are pollutants. Eco-responsible consumers track them down with Yuka, CosmoScan and other apps that provide transparent information on the composition of products.

I founded Lœsia because, from my training and background as a chemist, I know that makeup products don't always mean good for us. So I bet and imagining a brand of natural cosmetics, which gives pride of place to organic and local ingredients without sacrificing quality.

After two years of research and development, Lœsia was born in September 2019. We tested more than 50 formulas to create a range of natural lipsticks and made in France, with French and European ingredients.

Lœsia is made of products that make women even more beautiful. Those are transparent, healthy and local cosmetics, which awaken our emotions and participate in our well-being..

*Catherine Lam, founder*





**01**

Loesia, the make-up that respects the skin and the environment

# The colours lipsticks,

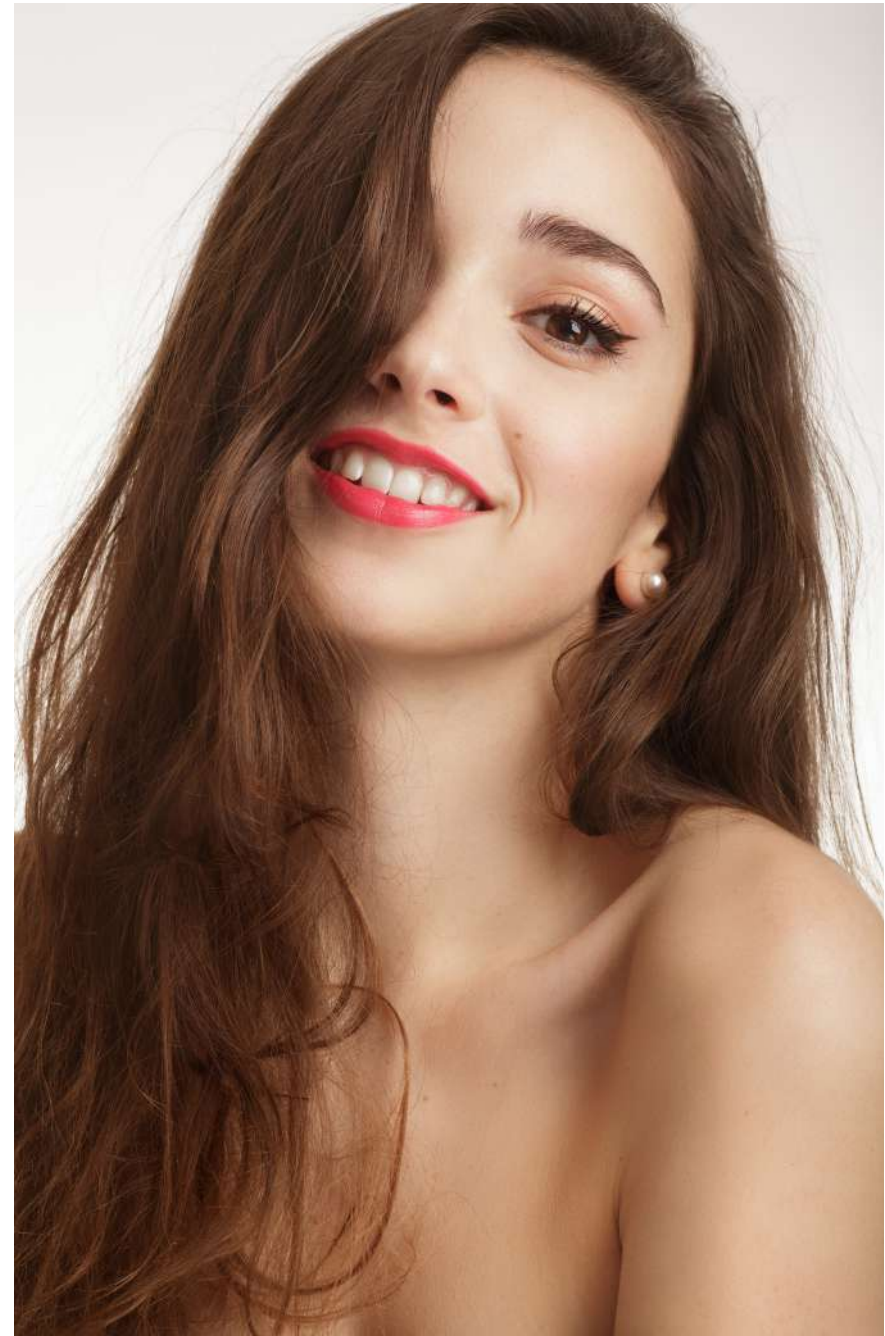
## LOESIA FLAGSHIP PRODUCTS

Loesia is a French cosmetics brand founded in 2019 by Catherine Lam. The philosophy of the brand is summed up by its name, which comes from “poetry”, a term that evokes sensitivity, emotions, feelings and gentleness. Loesia wants to link beauty with well-being, by creating products that respect nature and protect the environment.

The brand currently offers a collection of lipsticks 100% from nature, made in France from local ingredients, mostly organic. These products have the particularity of having been entirely formulated by Catherine Lam, a chemist by training.

The transparency and quality of the composition of Loesia lipsticks have been praised by responsible consumption applications such as Yuka (scores of 90 and 100 out of 100), INCI Beauty (16.7 / 20) and Composcan (“nothing to report”).

The Loesia range is expected to expand at the end of 2020.



# Loesia, the band

## GIVING COLORS TO EMOTIONS

Loesia's lipstick is available in seven universal shades with a satin finish that adapt to all skin types, from the lightest to the darkest, offering a unique look for each skin tone.



Le Rouge – n° 101

A fascinating color playing with emotions and passion.



Le Bordeaux – n° 102

A noble color symbolizing energy and dynamism.



Le Framboise – n° 103

A sparkling color invites to joy and seduction.



Le Prune – n° 104

An intense color full of harmony and warmth.



### Le Rose – n°105

An affectionate color playing a childlike woman and reveals your femininity.



### Le Terracotta– n°106

A natural color invites you to travel and change of scenery



### Le Cerise – n°107

A fresh and sparkling color illuminates your face.

# Ingrédients

## CHOSEN CAREFULLY

Loesia selects its ingredients for their benefits on the skin. The composition of the lipsticks is intentionally minimalist, in order to get the best of each element. Thus, each lipstick contains only 11 basic ingredients, along with pigments.

Here are the main ingredients used by the brand:

- **Plum oil.** This vegetable oil has softening properties, is emollient and antioxidant. It is often recommended for dry to very dry, reactive and sensitive skin.
- **Grape seed oil.** This oil is often used for mature and damaged skin care, because it is emollient and protects against skin aging.
- **Olive oil.** Nourishing, hydrating and very gentle, this oil is tolerated by the most sensitive skin.
- **Beeswax.** Rich in vitamin A, beeswax retains water, and has a moisturizing and nourishing action.
- **Shea Butter.** It contains vitamins A, D, E and F; it prevents skin dryness, softens and softens the skin.
- **Pigments.** Loesia chooses natural pigments, mainly minerals.

# 100 % Made in France,

## FROM THE STICK TO THE LABEL

With Loesia, Catherine Lam has made a strong commitment to favor Made in France. It uses vegetable oils from plants grown in France or in Europe. The lipstick sticks are made in a factory located in the Center Val-de-Loire region, in the heart of the French “Cosmetic Valley”.

The piquage, the way to say of putting the stick of lipstick in its tube, is done by hand: each article is therefore unique, and the appearance of the stick is not as smooth as is finalized by machine without using silicones.

The lipstick tubes are made in a factory in Brittany, and the cardboard boxes in Auvergne-Rhône-Alpes, at a printer that has the «Imprim'Vert» label. The inks used are vegetable, and the cardboard comes from FSC wood. The labels stuck on the bottom of the lipsticks and on the top of the boxes are printed in the Provence-Alpes-Côte d'Azur region.

The Loesia makeup bags, ethical and 100% cotton, is designed in the UK and printed in France. The make-up removing wipes are made of organic cotton hand-sewn by a company located in the Grand-Est region.





# Testimonies

## FROM CAPTIVATED CLIENTS

Since its launch, Loesia has won over many women looking for healthy and effective lipsticks. Here are some of their comments (*translated from French*):

« I am delighted with Loesia's lipstick, it lasts long and very pleasant keep going. Congrats »

***Aline S.***

«Finally a very soft lipstick, without a tons of chemicals, it was time !! Natural ingredients and various colors that have pep's, to try it is to adopt it ... Thank you Loesia !! »

***Amandine S.***

«As I am very sensitive to the environmental issue, I immediately joined her project! And at each stage of its development, I notice that despite obstacles, it remains faithful to its values of transparency, innovation and commitment.»

***Marion F.***

« I get the opportunity to discover your lipsticks at the Made in France exhibition and I would also like to point out that for years, I no longer put on lipstick until this day because of my systematic allergic reactions. Since I tried your brand, I've stop worried and even though I eat it lasts long time. I would like to thank you for that. »

***Karine K.***

«The lipstick is hot. It lasts long really well, superb color, makes a second skin and does not run out (while all the lipsticks spin on me). I'm going to praise it to all my friends!»

***Celine***

« I have Le Framboise, it's perfect! Moisturizing, comfortable to wear, beautiful »

***Maéva***



**02**

**Genesis of a committed brand**

# Portrait of

## CATHERINE LAM

Catherine Lam has a solid scientific background. She obtained a bachelor's degree in chemistry-biology, a master's degree in chemistry and a master's degree in technical-commercial engineering.

She began her career as a technical-commercial engineering and key account manager for an assurance and quality control company based in Hong Kong, where she stayed for more than two and a half years.

Then she returned to Europe, and worked for 7 months in Belgium as a quality specialist for a company importing festive products, including make-up for children. She then continued to work in quality control for an American TV shopping company based in France, in Paris, before leaving her job to devote herself entirely to the Lœsia project.



# At the origins

## OF LÆSIA

During her studies, during an internship in a cosmetics laboratory, Catherine had to formulate a skin care cream. She adds the ingredients one after the other in her beaker, to obtain a formula made up of about thirty elements, all synthetic.

This experience made her think: do we really need so many chemical ingredients to obtain an effective cosmetic, when there are a multitude of natural ingredients? And is the daily application of such a quantity of synthetic elements good for the skin?

Catherine is particularly concerned by these questions. As she suffers from eczema and has very sensitive and reactive skin, she has difficulty finding suitable products. In addition, after wearing conventional makeup for over fifteen years, she noticed that her skin was getting very dry, to the point of not being able to apply foundation and lipstick. These observations led her to create a company of organic and natural makeup made in France.

In July 2017, Catherine quit her job. She carries out a market research and launching an online questionnaire on lipstick consumption habits. More than 200 people answer her, telling her about their experiences and preferences in terms of texture and color.

The next step is product development, which takes place in a collaborative laboratory specializing in the formulation of cosmetics. Catherine uses her mastery of chemistry to formulate her lipsticks herself. For more than eight months, she experiments and tests more than 50 formulas with different ingredients, fixing her choice on six shades: the Loesia range was born.

# Loesia

## TAKE OFF

In July 2019, Catherine registered her company under the name of Be Bio Cosmetics. Two months later, she launched Loesia through a crowdfunding campaign based on presales, exceeding her goals by 160%. In October, Loesia lipsticks make their first appearance at the Cosmétique 360 trade show, which is dedicated to innovation in cosmetics.

In November, Catherine begins to market her lipsticks at the Made In France exhibition. To develop her brand, she continues to focus on meetings and events. She notably offered her lipsticks in two pop-up shops, in Chartres and in Paris, and at the Noël en Bio and Who's Next trade shows, which took place in December 2019 and January 2020 in Paris respectively.

Loesia also participated in a pop-up store at the wellknown department store in Paris BHV du Marais, from February 7 to 13 and from March 6 to 9, 2020.

In the spring of 2020, Loesia launched a new shade: shade 107, nicely called «Cerise».

The brand is also working on its first eye makeup range, which will go on sale in late 2020 or early 2021.



## Learn more

Web site : [www.loesia.fr](http://www.loesia.fr)

<https://www.facebook.com/loesiamakeup>

<https://www.instagram.com/loesiamakeup/>

<https://www.linkedin.com/company/23729903>

## Press contact

Catherine LAM

Email : [catherine.lam@bebiocosmetics.fr](mailto:catherine.lam@bebiocosmetics.fr)

Phone : +33 (0)6 69 24 69 32