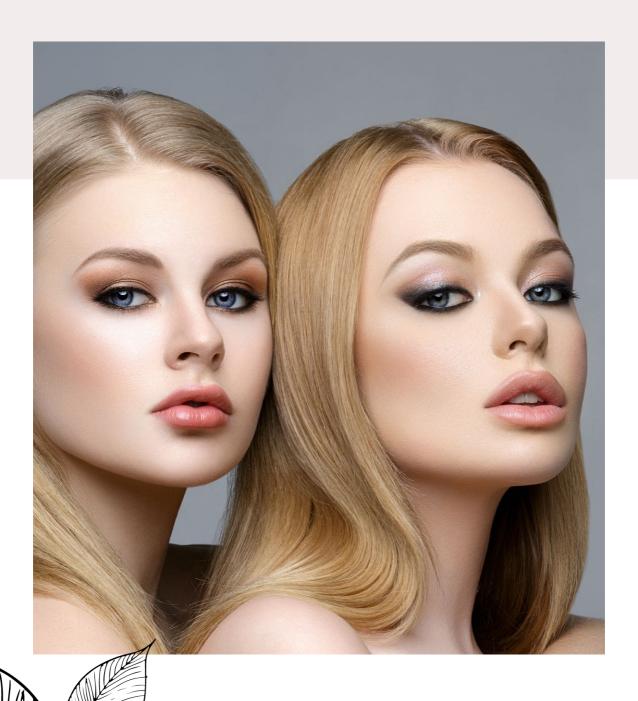
# encore/beauty

premium clean beauty brands



2022

www.encorebeauty.com.au



### **ABOUT US**

Encore Beauty was founded in 2005 by mother/daughter business partners, Maureen Bartlett and Shannon Earls and it continues to be proudly, an award-winning, family, Australian owned clean beauty distribution company. Initially created to launch the professional makeup collection, SLA Paris, created by Serge Louis Alvarez, in Australia and New Zealand, Encore Beauty now represents a vast portfolio of exceptional natural & cruelty free cosmetic lines.

Encore Beauty is passionate about premium, professional, natural and organic products and is deeply concerned about the environment and animal welfare. We ensure that every brand that we represent is ethical, natural and cruelty free, whilst being professional, high-quality and effective and results driven.

Encore Beauty is dedicated to providing our clients with the highest quality products, the latest makeup techniques from the master, Serge Louis Alvarez, in our own SLA makeup academy, advanced skincare and retail training and outstanding service to support our exceptional products.

Encore Beauty currently distributes to day spas, salons, retail outlets, online stores, department stores, pharmacies, makeup stores, makeup schools, television networks and makeup artists across Australia and New Zealand.

## **OUR BRANDS**

Our philosophy is to source the very best natural, organic and clean cosmetic products that are free from parabens, free from chemicals and preservatives of concern and they must be cruelty free.

Encore Beauty ensures that every product range that we select to exclusively import and distribute is ethical, responsibly manufactured, environmentally friendly and unique.

Every one of our brands will add a new dimension to your day spa, hair or beauty salon, pharmacy, barber shop, department store, gift store, ecommerce business, perfumery or freelance makeup artist business and we support this with the addition of industry training.

Encore Beauty proudly represents the following brands:



LUÉ by Jean Seo











CULTIVATECO.

the MUNIO

"Passionate about sourcing natural, organic, ethical, responsible, clean beauty brands"



## **SLA PARIS**



A Clean & Professional Concept

SLA is the culmination of 30 years of design and development by French creator and visionary, Serge Louis Alvarez. Monsieur Alvarez has been hailed by both professionals and consumers as "The Professor" of professional makeup. He is constantly innovating and advancing the world of makeup artistry from his eco friendly laboratory and factory in Valence, in the beautiful south of France.

The professional and natural SLA collection is distributed to more than 320 beauty schools in France. More than 100,000 professionals have been trained with SLA Paris products!

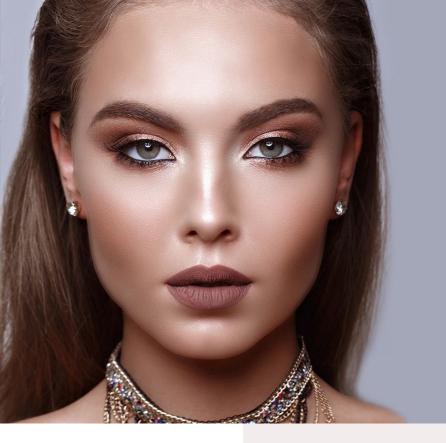
SLA Paris is a Clean Pro Beauty Makeup range where the products are designed together in symbiosis.

Each product is adapted according to the product previously applied on the skin.

12 basic make-up steps outline the brand's range to achieve professional-quality make-up.

The SLA Paris range incorporates natural active ingredients and ensures that the care of your skin is paramount. SLA Paris constantly strives to design more "natural", "cleaner", "greener", and more "responsible" formulations from their laboratory. This mindset creates a new vision of cosmetics... Clean Pro Beauty Makeup!









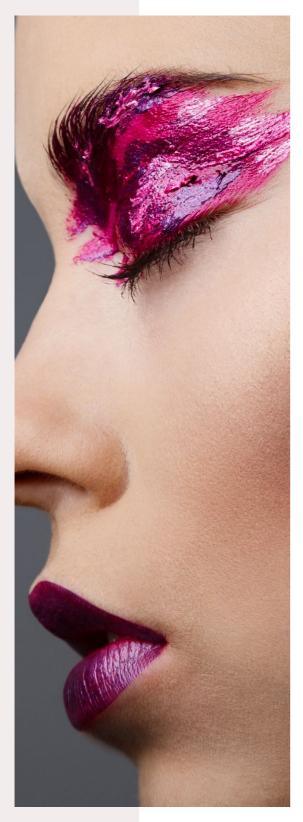
- MADE IN FRANCE SLA Paris is formulated and manufactured in their own laboratory and facility in Valence in the South of France.
- CRUELTY FREE SLA Paris products are NOT tested on animals.
- NATURAL FORMULATIONS SLA Paris products are paraben free, PEG free and some are comprised with organic ingredients.
- ENVIRONMENTALLY FRIENDLY SLA Paris is releasing refillable packaging where possible across the range (eye shadows and powders initially) which is both better for the environment with less plastic in landfill but also better economically for the consumer.
- MICRONISATION AWARD In 2013 SLA Paris was awarded with the Prix H.Pierantoni de L'Innovation (Innovation Award) for the exclusive Micronisation System that they created. SLA Paris powders are now 10 times finer than any other powder manufactured by conventional methods. In 2014 SLA Paris was awarded with the Prix H.Pierantoni de L'Innovation (Innovation Award) again for developing a QR Code system per product (with application and training information) that was found inside every packaged product.



HIGH PIGMENTATION - Our pigment level is between 50-60%

## TRAINING & SUPPORT

Become a valued SLA Paris brand partner and we provide you with the following complimentary training, sales and marketing support -





100% mark up on all SLA Paris Products



Store exclusivity for your area



Easy Incentive program for your staff



2-day Complimentary Training Program for staff (covering product training, makeup application techniques and retail sales training) at our Sydney-based SLA Makeup Academy



Access to our Client HUB which includes brand information, training docs, social media content, images, order processes and more.



In store Makeup Events (VIP Evenings, Makeup Lesson Events, GWP Promotions)



Graphic Design - We provide assistance with design of flyers, window displays, posters or any other marketing material you require.



The SLA Academy is the perfect place to book a personal or group makeup workshop, to pursue a professional course to become a freelance makeup artist or select a Masterclass to update your skills. Learn with industry experts in a small boutique environment!

**DOWNLOAD THE SLA PARIS BRAND PRESENTATION** 

## MOOR SPA



### Inspired by Nature, Powered by Moor

Moor Spa's comprehensive face, body, spa and wellness line is inspired directly by the healing powers of nature. Their products contain the exclusive Austrian Moor, a nutrient-rich plant/flower/herbal complex that enhances skin's health and appearance.

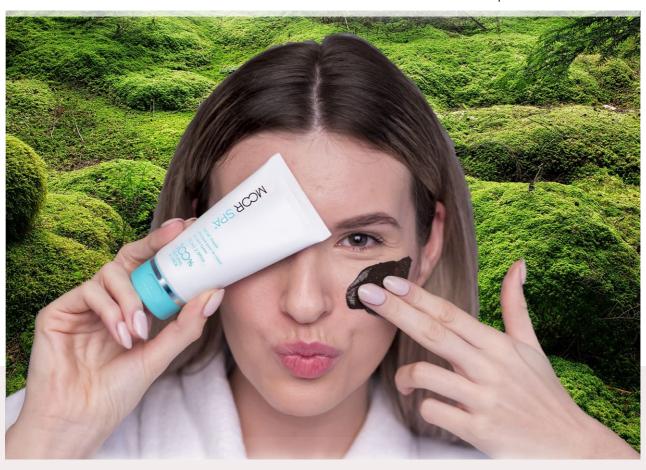
Safe & Effective Skin & Body Care Solutions Moor Spa delivers safe and effective solutions to meet your skin and body care needs by combining the revitalising Moor essence with a wide range of plant-derived active cosmeceuticals, unadulterated herbal extracts, vegetable oils, and pure essential oils.

The products are 100% naturally derived, and are certified safe and pure by CertClean® and cruelty-free by Leaping Bunny®.

### Natural Source Guarantee

Unlike many products which claim to be natural, Moor Spa is completely free of synthetic preservatives, parabens, sulfates, artificial colours and fragrances, and petroleum-derived chemicals such as PEG, propylene glycol, or mineral oil.

The source of every ingredient that they use is listed in a 100% Natural Source Guarantee for each product.



## MCOR SPA®











### Our Signature Ingredient - Austrian Moor

Created by nature over 10,000 years ago, this nutrient-rich complex is derived from many herbs, plants, and flowers. It is revered for its therapeutic properties by both medical clinics and spas around the world.

Every Moor Spa product contains the unique Moor essence, consisting of a wide array of organic substances and minerals such as humic acid, fulvic acid, antioxidants, proteins, and mineral salts that enhance the skin's overall health.



### **Environmentally Conscious**

At Moor Spa, they are passionate about product safety and purity as well as minimising their ecological footprint. As a result they were one of the first companies in our industry to convert to biodegradable packaging.

In 2020 Moor Spa partnered with UK-based Symphony Environmental to incorporate their d2w material into the packaging. This causes the plastic to fully biodegrade within two years after a product has been discarded, rather than up to 500 years for conventional plastic.

They have also partnered with One Tree Planted as part of our commitment to support organisations aligned with our vision. With each sale of some of our products we have committed to planting one tree in North America.



### The Collection

The Moor Spa Collection aims to provide you with every element that you need in your 5-star Day Spa or Beauty Salon. There are retail and professional sized products, spa equipment + more. The Moor Spa range includes a comprehensive Skin Care collection, Moor Spa Man, Moor Spa Pro products, Body Care (including body treatments, massage, hair, sun care, mani pedi), Aromabalance, Bio Shorts and Wellness products including the famous Moor Herbal Bath.

**DOWNLOAD MOOR SPA BROCHURE** 

## LUÉ BY JEAN SEO



Jean Seo is a Korean American with a Masters in Library Science who is devoted to researching the best ingredients and formulas.

Jean Seo opened the first eco chic boutique in 2007 and quickly built a cult following. She launched anti-aging line Evolué Skincare in 2015, and in 2016 launched LUÉ by Jean Seo, affordable and organic skincare basics.

In 2020 Evolue Skincare Inc. was awarded the prestigious Presidents "E" Award for Exports.

The target market for LUÉ by Jean Seo are primarily Gen Z, Millennials and Late Millennials. Their interests include using organic and Non-GMO ingredients, looking for emerging brands, clean beauty, wellness and complexion care. They look for authentic and transparent brands, and they are both savvy and price conscious.

LUÉ by Jean Seo is perfect for Combination/Oily/Acne skin types. It is also ideal for people with sensitive skin suffering from irritations, allergies or surgeries.







DESIGNED BY SKIN EXPERT - Jean Seo has a Masters in Library Science and is devoted to researching the best ingredients and formulas.



NATURAL ORGANIC FORMULATIONS - Our products are paraben free, PEG free, Phenoxyethanol free, made with organic and non GMO ingredients, with no added fragrance.



CRUELTY FREE - Our products are NOT tested on animals.



MADE IN USA - LUÉ's customer service and marketing skills were enhanced and perfected while working with boutiques, warehouse retailers, chain stores and subscription boxes. These experiences allowed them to master large scale production in their own lab in Phoenix, Arizona, where they make all of the products from inception to retail. Their production capability is 1,000 units per hour per machine.



SUSTAINABLE PACKAGING - Currently they use recyclable plastic bottles, tubes, and boxes. From 2021, they started using recycled bottles which is the most sustainable option available. Glass is not a realistic option, it is heavy, breaks easily, and takes longer to biodegrade. They have also started switching the tubes to biodegradable plastic tubes made from wheat straws. The appearance of bottles, tubes and boxes will stay the same. The boxes will also be biodegradable. LUÉ by Jean Seo are constantly looking for the most sustainable, yet realistic option for their packaging.



" I have followed my heart, never settled, and created the luxurious skincare line that you deserve. Remember, this may be the only life you live. Never compromise." JEAN SEO - CEO & FOUNDER

## **ADOPT**



Adopt is an extensive range of over 150 Eau De Parfum fragrances, 100% created and made in France.

The Adopt concept is:

"Which fragrance are you today?" With Adopt there is no limit, you an indulge in not just 1, but 2,3,4,5!

30ml retails for just \$29.95!

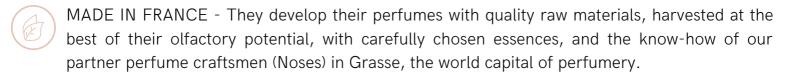
Created in Grasse and MADE IN FRANCE, Adopt' is the only brand offering fine fragrances with high quality for everyone at an affordable price.

The leader in sales volume - 1 Adopt perfume is sold every 30 seconds in the World!

Adopt works with the greatest and finest perfumer houses, some of their 'Noses' includes Dora Baghriche (Creator of Mon Paris (Yves Saint Laurent), I Am Juicy Couture (Juicy Couture), Olivier Cresp Creator of Angel (Thierry Mugler), Midnight Poison (Christian Dior), and Daphné Bugey Creator of Aura (Thierry Mugler), Scandal (Jean-Paul Gaultier), Black Opium (Yves Saint Laurent)







- NATURAL RAW INGREDIENTS Adopt Fragrances are made with the most exclusive selection of raw, natural materials; Gourmet vanilla from the West Indies, voluptuous Ylang Ylang from Madagascar, delicate roses from Morocco picked just hatched... Adopt' chooses whenever possible what nature has most precious to offer us!
- CRUELTY FREE & VEGAN Our products are cruelty free and vegan
- ECO-RESPONSIBLE The Adopt' hummingbird is the symbol of our safe and eco-responsible brand, which offers sustainable and environmentally friendly products & minimises its environmental impact.
- HUGE VARIETY With over 150 unique fragrances, Adopt' gives freedom to ALL WOMEN to switch according to their desires, emotions and the occasion.
- LARGEST VOLUME OF PERFUME SALES IN FRANCE 1 PERFUME SOLD EVERY 30 SECONDS IN THE WORLD! Adopt' is an alternative fragrance brand offering a new vision of perfume, lifestyle and multi-purchase. In France, Adopt has 13.1% of the market share (#1 seller of units, with 2.6million units sold), compared with Chanel who has 10.8% of the market (1.5million units), Lancôme and Dior have 10% each (with 1.4 million units).
- ADOPT BOUTIQUES There are 160 Adopt Boutiques across France, and over 1900 International retail outlets! With offices in Paris and Bordeaux and its own production unit in Bordeaux Adopt' employs more than 500 people.

## THE MUNIO

### the **MUNIO**

To give people back the power of nature, the source from which we all originate but have lost in modern times. To generate warmth and light which emanates from candles with stories.

This was and still is the simple and honest mission with which Elina Cima created the Munio Candela studio and the first collection of candles in 2008.

In Latin, Munio Candela means "the most spiritually powerful candle". Every candle is carefully and lovingly made by hand using only 100% natural soy and rapeseed wax and fragrances.

Northern nature is captured in Munio Candela candles nurtured by Latvian master craftsmen.

Enjoy the naturally scented and organically sourced skincare products – soaps, body lotions, and body oils.

They're delicately crafted by women and intended to be enjoyed by everyone, including our planet. They're handcrafted in our studio and wrapped in environmentally friendly packaging. Indulge and let our products bring nature back to your home!









- ARTISAN PRODUCTS They are a design candle and skincare studio that takes pride in its close-knit team and creating small batch, quality products. We still do everything by hand. We go out in nature (the Latvian Countryside) and pick the moss, flowers and herbs for our products. We place each decorative flower in the candle by hand. We mix, we pour, we demold and package all products by hand and we do it with great sense of pride.
- PROFESSIONAL PERFUMERY TRAINING Elina has always had an interest in understanding aromas and the science behind perfumery. It was a natural fit to develop this skill further and enroll in the Grasse Institute of Perfumery in France. Going in-depth to understand how to build scents gave her the inspiration needed to create the Munio skincare line.
- SUSTAINABLE PACKAGING Munio candles are wrapped in a cotton cloth and then placed in a biodegradable cardboard box. Same goes for the skincare we use glass bottles and place each in a natural tie-bag before shipping. Sustainable packaging that creates less waste and little to no carbon footprint is one of our top priorities. If the solution doesn't exist, we'll create it. Munio joined a research group to work on packaging alternatives that are less waste, environmentally sustainable and simply better for the planet. We're making progress with packaging that will eliminate harmful plastic.
- A PROUD FAMILY BUSINESS Following the rapid growth in global markets, both sisters Laura and Liene joined Elina and the Studio which now is a steadily growing family business.
- NATURAL ORGANIC FORMULATIONS At least 95% of our ingredients are Organic Cosmos Certified. (The COSMOS-standard signature is a consumer guarantee for organic and natural cosmetics that you can trust). We use natural essential oils and other fragrances to create our signature collections.
- ( ) CRUELTY FREE Our products are cruelty free and NOT tested on animals.

## **KADALYS**



### SUSTAINABLE BEAUTY FOR COMMITTED PEOPLE

From the French Caribbean, Kadalys is the first eco-conscious brand upcycling banana agri-waste into patented organic actives, to rejuvenate the skin whilst giving back to the local community and nature.

Launched in 2012, Kadalys is the reflection of founder Shirley Billot's very specific vision to create a caring, eco-conscious luxury beauty company founded on three pillars:

circular economy, green chemistry and inclusive capitalism, based on the banana tree plant and her elevated commitment to her French West Indian heritage and the wider community.

An early adopter of the now much talked about circular economy model, Kadalys helps preserve our natural environment by upcycling agri-waste and developing new patented cosmetic active ingredients that concentrate the banana tree's precious molecules.

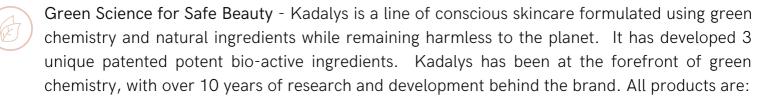




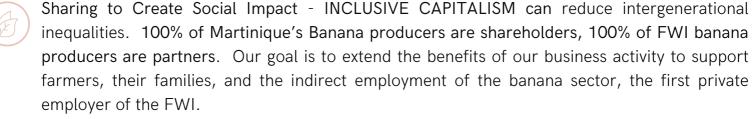
## **OUR COMMITMENTS**



Reducing food waste is ranked 3rd in the top 10 solutions to REVERSE CLIMATE CHANGE.



- Natural & organic formulas (ECOCERT, COSMEBIO)
- Vegan & Cruelty-Free (ONE VOICE and Leaping Bunny)
- Formulated without silicone, GMOs, Mineral oil, Phenoxyethanol, Paraben, Phthalates, Sulphates



Educating Women - The return on investing in women in incalculable! It is ranked 6th among the top 10 solutions to reverse climate change! Kadalys is involved in educating young talented FWI (French West Indies) women to become doctors in Biochemistry.

## **OUR PRODUCTS**

A complete organic skincare line comprised of innovative organic formulas with 98.5% to 100% ingredients from naturals boosted with active ingredients to rejuvenate skin and maintain a healthy, radiant glow.





22 SKU's, across 6 lines, addressing key skin care concerns:

cleansers & masks

hydration & nutrition

anti-aging: first wrinkles, smoothing ritual

anti-aging: visible wrinkles, firming ritual

discolouration & lack of glow.









Cruelty-free & Vegan (ONEVOICE, LEAPING BUNNY certified, VEGAN SOCIETY)





Recyclable Packs & Recyclable materials from sustainably managed forests (FSC certified)









KADALYS won the Blue Beauty Brand of the Year 2021 in the USA for its sustainable and eco-responsible commitments.

Blue Beauty Awards

Our products and brand have won several awards, including Best Organic Product of 2020 and 2021 in France (Bioalaune), Best Skincare Product (CosmetiqueMag)

























## **FAEBEY**



FAEBEY was founded on the principle of "facile beauty".

"Facile", synonymous to SIMPLE, LIGHT, EFFORTLESS, SMOOTH, proves that beauty does not have to be demanding or difficult. We believe that skincare should be easily applied and easily accessible, providing simplicity in your daily routine.

At FAEBEY we factor in the biological, environmental and lifestyle components and create a broad range of products that can be customised to meet YOUR demands and YOUR needs.

Everyone's skin is different; therefore, we envision a skincare routine tailored for YOU at the touch of your fingertips.

Under the supervision of dermatologists, **FAEBEY** products undergo extensive research to provide the most efficient ingredients whilst avoiding allergens and irritants for the safety of your skin. We promote a clean culture - paraben free, phthalates free, cruelty free, silicone free. We follow the highest standards of quality, according to the European Cosmetics Regulations







- MADE IN SPAIN
- CRUELTY FREE Our products are NOT tested on animals.
- ACTIVE INGREDIENTS We have selected the very best active and natural ingredients, including Hyaluronic Acid, Vitamin C, AHA, Resveratrol, Argireline, Biopeptides, Matrixyl, Orchistem, Argan Oil, Retinol and Lactic Acid + more.
- NATURAL FORMULATIONS Our products are paraben free, phthalates free and silicone free.
- FACILE BEAUTY FAEBEY was founded on the principle of "facile beauty".

  "Facile", synonymous to SIMPLE, LIGHT, EFFORTLESS, SMOOTH. Our range of cleansers, serums, masks and moisturisers are perfect for teens,
  men and women!
  - The FAEBEY range is comprised of 17 SKU's with more new product releases planned for 2022. The collection includes: 3 Cleansers, 7 serums, 3 masks, 3 moisturising creams, and 1 hand cream.

**DOWNLOAD FAEBEY BRAND PRESENTATION** 

## **OMUM**



The first French range of ORGANIC and MATERNITY expert cosmetics!

OMUM is a positive, clean and efficient skincare brand, privileged partner of pregnant and breastfeeding women and a companion to all women. Omum has been built on motherhood expertise and allows all women to cultivate their wellbeing with pleasure and kindness.

OMUM is a certified organic, vegan range, made from natural ingredients.

Clean formulas researched to answer to the needs of pregnant women, young mothers and all women who want to nurture their well-being and beauty with kindness.

Our purpose is to introduce future mothers to clean and efficient beauty rituals and to support them throughout motherhood and beyond.











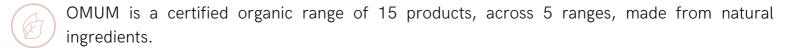


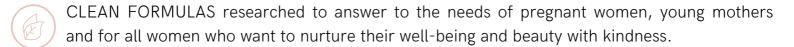




### Omum is







SAFETY - Every Omum product can be used from the 1st month of pregnancy and during the lactation period. Safety guarantee for pregnant women and their babies have been evaluated by an independent expert.

Our products are developed under an organic formulation charter.

All of our formulas are created without controversial ingredients and without ingredients prohibited and advised against using during pregnancy or breastfeeding. essential oils, endocrine disruptors, phtalates, phenoxyethanol, parabens, sodium laureth sulfate.

EFFICIENCY TESTS - We run focus groups to better understand our customer's expectations and needs.

Efficiency tests are conducted under dermatological or gynaecological control. Innovative, technical and sensory active ingredients are incorporated into our products.

MADE IN FRANCE - Awarded the Slow Cosmetique Certification.











care

(out of 35)

#2

### CULTIVATECO. CULTIVATECO.

Founded in 2019, CULTIVATECO. is an Australian Company that brings together a team of professionals from botanists, dermatologists, chemists and formulators, eco-agriculturalists, and community and social specialists, with a shared passion for personal wellness and a healthy planet.

CULTIVATECO. is 100% natural, and they are on a mission to achieve 100% plant-based ingredients.

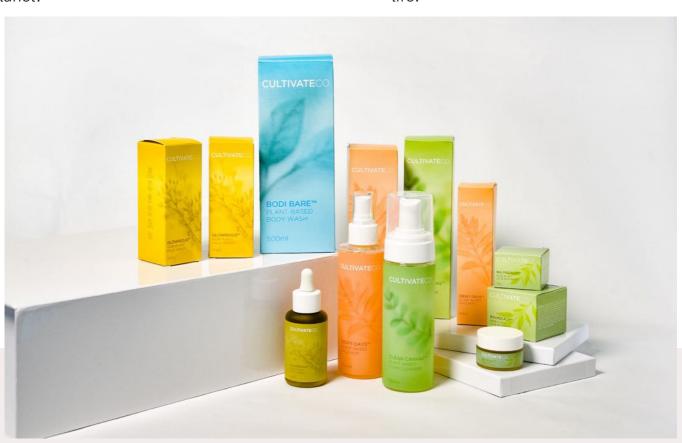
### WHAT'S IN, WHAT'S OUT

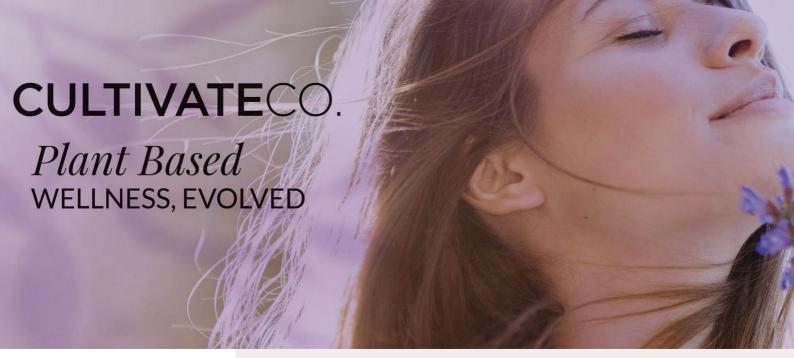
What they put in their products is at the heart of everything they do. The ingredients must be the best, both for you and for the planet.

Equally important is what they make sure does not go into our products, keeping them clean, green and free of harmful chemicals.

#### All CULTIVATECO. products:

- Have 100% Plant actives in every product
- Are strictly Vegan and Cruelty-Free
- Are Free of Sulphates, Parabens, Petrochemicals, Phthalates
- Have no artificial Fragrance or colours, what you smell and see is just nature doing her beautiful thing!
- Are sustainability sourced
- Are stability and challenge tested to ensure safety for the duration of shelf life.







### How We Do It

Ethically. Sustainably. Botanically.



### **Our Products**

Every CULTIVATECO. product is carefully crafted with the best quality and most effective phytoactive ingredients and tested to the highest International standards.



### **Our Impact**

From sustainable growers, product packaging, label printing, to delivery, the policy is to use only options with the health of our planet in mind.



### **Community Support**

Together they support community and environmental foundations and research organisations to advance the sustainable socioeconomic development of people everywhere.



#### **Our Promise**

Their promise to you is that they do not compromise, and every CULTIVATECO. product is crafted with meticulous care to be highly effective in helping you achieve and maintain healthy glowing skin whilst using only the best plant-based, sustainably sourced ingredients.



### Featured Ingredients

Hemp Seed - Quick absorbing oil extracted from the seeds of the Cannabis sativa L plant. is an excellent humectant and emollient.

Kakadu Plum - It is a powerful antioxidant that fights oxidative stress by neutralising free radicals in the skin, helping to prevent premature ageing.

Ucuuba - Myristic acid is intensely softening, helps the skin to regenerate and cleanses the pores of dirt and dead skin cells.



## THANK YOU

Thank you very much for your interest in our portfolio of clean beauty brands.

If you would like to receive more information on our opening order packages, sales and marketing support or book in to our next training workshop, please contact our head office on the below details.

We look forward to assisting you with any further queries you may have!

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