

NEWS LETTER

MARCH 2016

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*STRAND COSMETICS EUROPE has met the challenge of combining technicity with sensory experience when it comes to moisturising care.*

Developing a moisturiser is more complex than it looks. Formulation requires expertise not only to define the proportions of the key ingredients – emollients, humectants and film-forming agents – but also to ensure the formula's stability and overall performance.

STRAND COSMETICS EUROPE also offers innovative textures to meet the demand for technical yet surprising and sensory skincare.

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*Three ultra sensory formulas with proven hydrating properties.\**

STRAND COSMETICS EUROPE offers three moisturisers with surprising textures, from the lightest to the richest. They are fully customisable formulas that deliver softness, comfort and radiance.

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**ROSE HYDRA LOTION**

*The essential daily moisturizing lotion*

**ROSE HYDRA LOTION is a lightly textured moisturising lotion.** It is quickly absorbed thanks to its fluid texture, leaving a smooth non-sticky finish.

White rose and fruit extracts combat pollution and improve the skin's radiance.

Distilled rose water, sweet almond oil and biotechnological hyaluronic acid moisturise and soften skin, preparing the face to receive daily skincare. (Ref. 34 549)

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*ROSE HYDRA JELLY*

*A gentle moisturizing jelly made for wellness, with instant results*

**ROSE HYDRA JELLY is a cocooning gel.** It enfolds the skin in an extremely gentle, ultra-refreshing and non-greasy film.

Humectant agents deeply moisturise the epidermis, while occlusive agents protect it against dehydration.

Distilled rose water softens the skin and white rose extract enhances a radiant complexion. (Ref. 34 452)



*HYDRA MAX*

*A repairing butter-like cream*

**HYDRA MAX is a butter-like cream.** It enfolds the skin in its rich and silky texture, without leaving a greasy film.

This skincare has been specially formulated for dry skin. Its formula, made up of hyaluronic acid, shea butter and sweet almond oil, helps the skin replenish its natural lipid barrier, while occlusive agents lastingly maintain moisture levels. Skin regains softness and radiance. (33 772)

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\*Proven by a skin hydration measurement\*

3 key agents in moisturizers

- Humectant agents : adds moisture to the skin and keeps it hydrated
- Emollient agent : makes the skin smoother and softer
- Occlusive agent : form a film on the skin to prevent water loss

## STRAND COSMETICS EUROPE

### *Beauty made in France*

**STRAND COSMETICS EUROPE designs, formulates and manufactures made in France high-end skincare and make-up products for beauty brands.**

In a spirit of cooperation, STRAND COSMETICS EUROPE works with its customers from the definition of specifications through to delivery of the finished product. Our innovative and creative formulas combine technicity, sensoriality and performance. The large fully customizable range of products provides a wide choice in textures that are infinitely transformable.

***“Very beautiful formulas of very high quality”***

STRAND COSMETICS EUROPE relies on its expertise in R&D; its researchers in make-up and skincare work in the same laboratories to stimulate innovation. In addition, laboratories specialized in physicochemical and microbiological analysis, the Regulatory Affairs service and the research unit all combine to guarantee the development of safe, innovative and high-performance products. Production is carried out in four distinct, modern factories, in compliance with GMP, by competent and committed personnel.

STRAND COSMETICS EUROPE is certified ISO 9001, ISO 14001, OHSAS 18001 and ISO 22716 and has been authorized by the FDA to produce OTC products.

Founded in 1964, STRAND COSMETICS EUROPE is the European subsidiary of STRAND COSMETICS Inc., founded in New York in 1926. Thanks to its American founders, the company imported make-up formulas and techniques for compact powders which were unknown in Europe at the time. Acquired in 1981 by the Raguin, Bouvier and Salin families, the innovative family-run business near Lyon develops skincare and make-up products. It employs 145 people, including 30 dedicated to R&D, and reported turnover of €21,5 million in 2015.