




bo:ho
green make-up

CONSCIOUS MAKE-UP



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Boho Green Make-Up is a committed brand of natural and certified organic make-up. We offer high quality products with soft and pigmented textures. Deeply convinced that the beauty industry has to change, we have always been engaged in an eco-design approach in order to make accessible to all conscious beauty products, respectful of human and environmental health.



FONDATION
POUR LA NATURE
ET L'HOMME
Créée par Nicolas Hulot



NATURAL COSMETICS A HIGH GROWTH MARKET



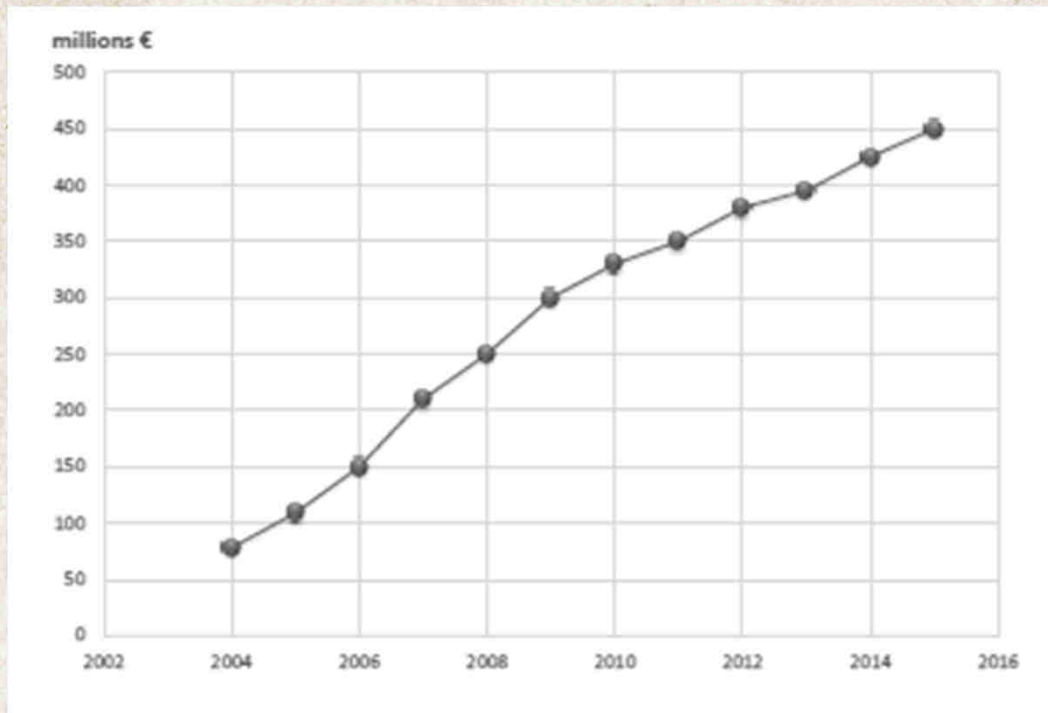
WORLDWIDE

- 2016 : **9,6 Md€ (4,1 Md€ en Europe)** – Market share **1%**
- Annual growth: **+6%**
- Forecasts : **13 Md€** in 2020 (+35% vs. 2016) and **16 Md€** in 2022 (+67% vs. 2016)



FRANCE

- **2nd european market** for certified cosmetics (behind Germany with 1,1 Md€)
- 2016 : **500 M€ (+150% in 10 years)**
- Annual growth : **+10 à +13 %**
- Global cosmetics market share : **4,3 %**



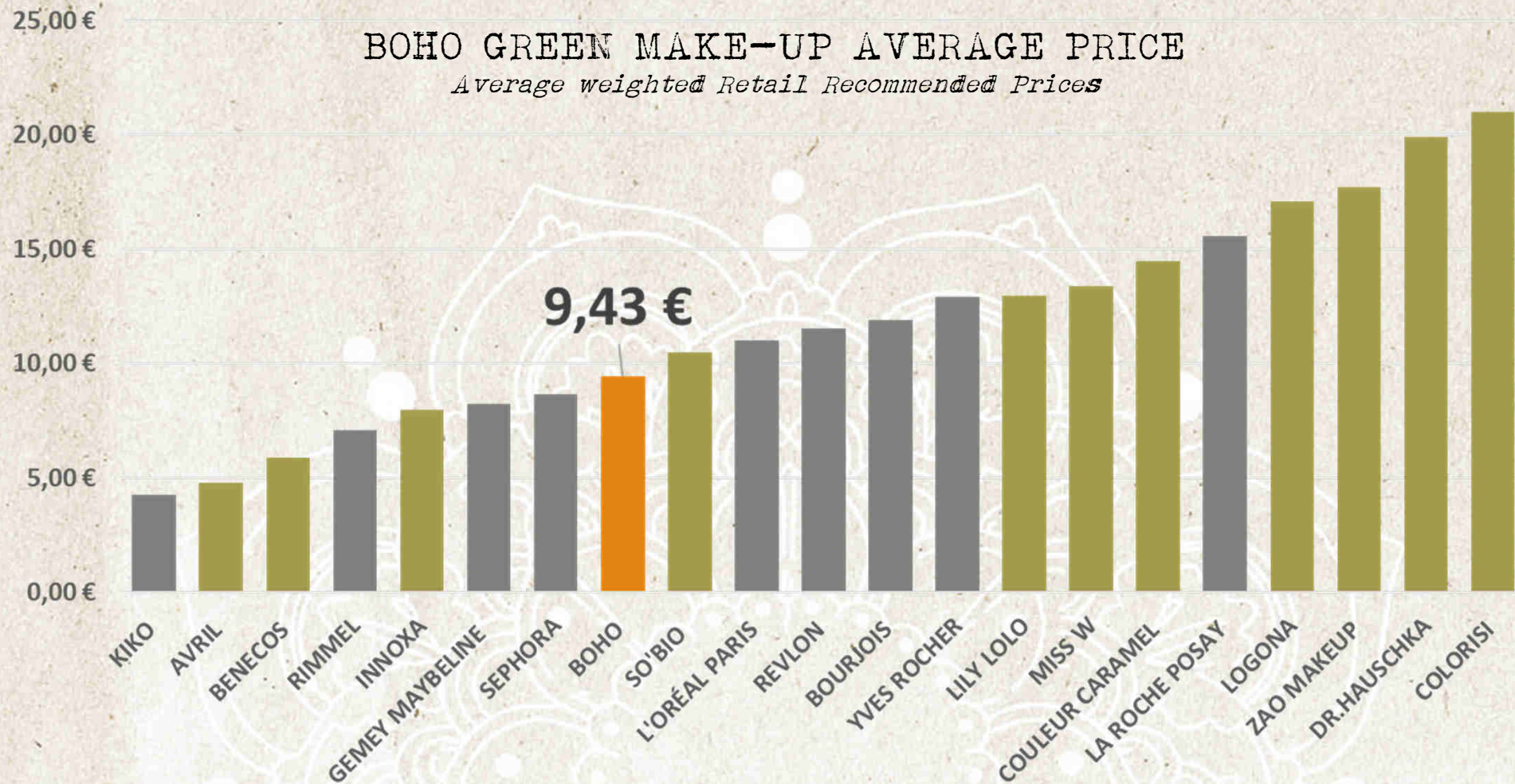
**“ By 2020,
1 in 2 consumers
will have a Cosmebio certified cosmetic
product in their bathroom ”**

AFFORDABLE PRODUCTS

MAKING CONSCIOUS MAKE-UP ACCESSIBLE TO ALL



- An average price **BELOW** 10€
- An **innovative pricing strategy** that makes us stand out from the competition on the organic make-up market: between entry level and core market and below the 10€ psychological barrier.





OUR PROMISE

INNOVATION & COMMITMENT



AN ORGANIC AND INNOVATIVE BRAND

- **High quality** organic products
- Plenty of **highly pigmented colors** (24 eyeshadows, 24 nail polishes...)
- Soft, pleasant and **sensorial** textures
- A **continuous improvement approach** in order to launch ever more innovative formulas
- **12 product launches** planned in 2018
- Up to **2 limited edition collection** a year

A COMMITTED BRAND

- An eco-design approach that supports:
 - **Organic agriculture:** by using natural raw material from organic agriculture and by certifying our products as COSMOS ORGANIC or COSMEBIO
 - **Sustainable forest management:** by fighting against overpacking and by choosing certified FSC® cardboard for packaging, certified FSC® wood for our brushes, and certified PEFC® wood for nail polish caps, eyeshadow palettes and retail displays.
- A **local and socially engaged production** thanks to a warehouse employing disabled people and French and Italian suppliers
- A brand supporting **responsible consumption** and rewarded with the **Slow Cosmétique** distinction
- A key partnership with **1% FOR THE PLANET** to support the actions of the **Foundation for Nature and Mankind (FNH)**



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OUR BOHOTIE

A DEMANDING AND COMMITTED CONSUMER



WHO IS SHE ?

Free, **passionate** and **modern** woman

Ethical consumer behaviour

Assumed and **demanding** consumer

Curious and **interested** in innovative products



HER CONVICTIONS

Woman eager to **consume differently**

Organic and **natural products** are good for **her health** and for **the planet**

Intransigent on **quality** and **efficiency**

Organic and natural products must remain **affordable**

DIFFERENT EXPECTATIONS DEPENDING ON HER AGE

20-27 yo

The young and trendy consumer

- Green trends draw her attention
- Wants a trendy, innovative brand offering plenty of colors and long lasting products
- Sensitive to the price argument and brand image
- Ultra-connected, on the lookout for last innovations

27-35 yo

The young mum

- Reconsider her consumption following the birth of a child
- Has a full picture of the consequences of her consumption
- Needs to fully understand what she buys
- Needs to be reassured and informed before buying something

30-45 yo

The passionate

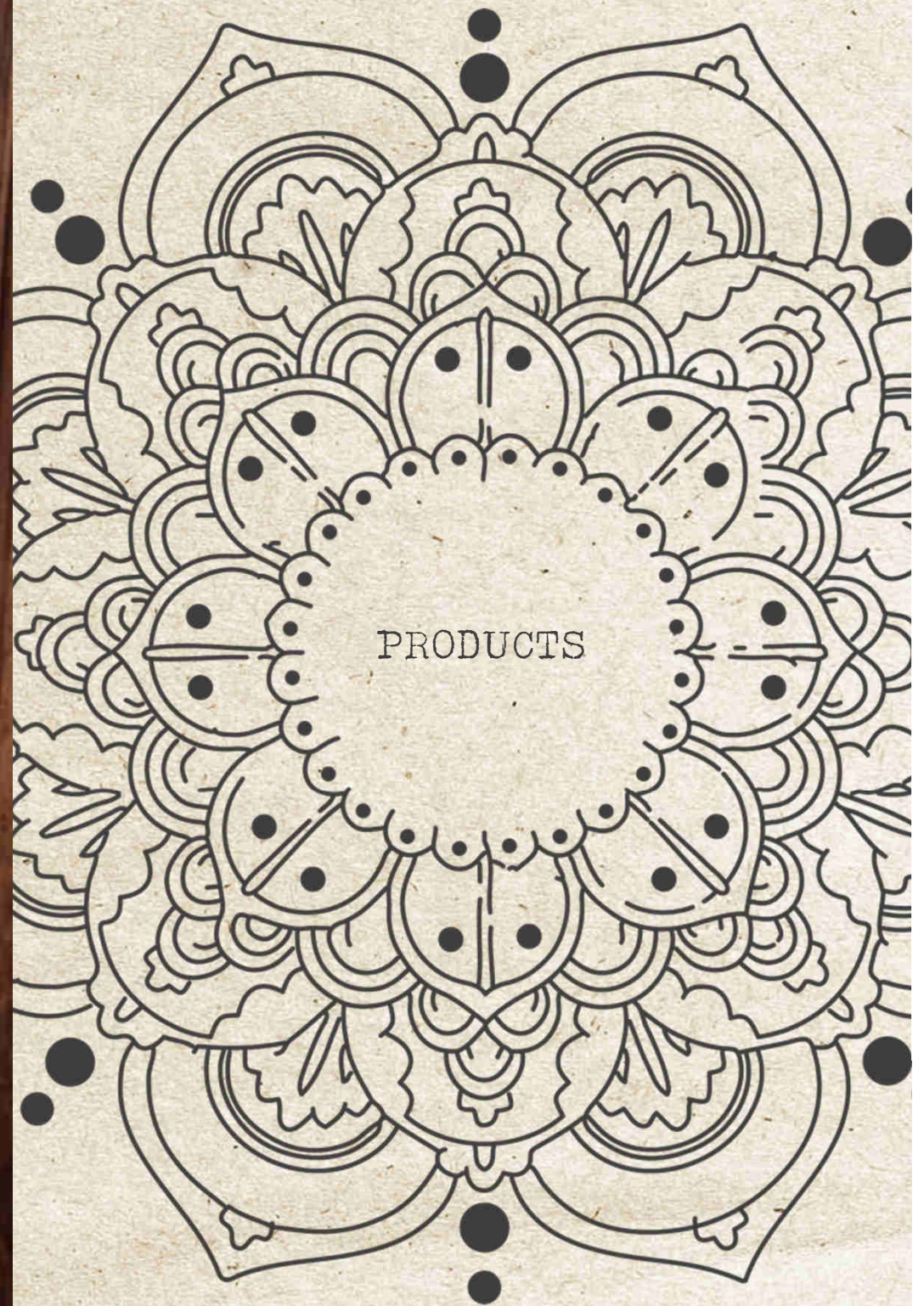
- Very committed : supports social and environmental causes and also the protection of animals
- In need of precise information and answers about sensitive subjects
- Open to debate with brands
- Do not think that people should pay more for natural and organic products

Boho Green Make-Up is the answer to the demands of today's woman

The **best** of natural and organic make-up,

High quality and affordable products

Strong social & environmental commitments



AN ORGANIC RANGE
INNOVATIVE. PIGMENTED. SENSORIAL. COMMITTED.



COMPLEXION



31 skus to unify, mattify, conceal, and give the skin a healthy glow!



From 99% to 100% of natural origin ingredients
From 10% to 43,41% of certified organic ingredients

EYES



44 skus including 24 eyeshadow to intensify and highlight the look!



From 99% to 100% of natural origin ingredients
From 5,5% to 30% of certified organic ingredients

AN ORGANIC RANGE
INNOVATIVE. PIGMENTED. SENSORIAL. COMMITTED.



LIPS



22 skus and 4 lipstick textures to sublimate your lips



100% of natural origin ingredients
From 10% to 82% of certified organic ingredients

NAILS



20 shades to express your creativity
4 treatments to enhance your nails



Up to 84,5% of bio-sourced ingredients
Up to 73,5% of natural origin ingredients
Formulation 9 & 10 FREE
100% VEGAN
PEFC® certified wooden caps

TECHNICAL & ETHICAL ACCESSORIES.



BRUSHES

Made in France
100% VEGAN

Synthetic hair guarantees an **optimal quality**
of use and the **perfect softness** application
FSC® certified wooden handle



A UNIQUE SUSTAINABLE & COMMITTED DISPLAY CONCEPT

CERTIFIED WOOD & CUSTOMIZABLE DISPLAYS



DISPLAY:

PEFC® certified wood

3 optimized designs and adaptable to all point of sales



*Testers display
M5*



*M4 Box
Terra Cotta
Box*



*Nail polish
display M6*



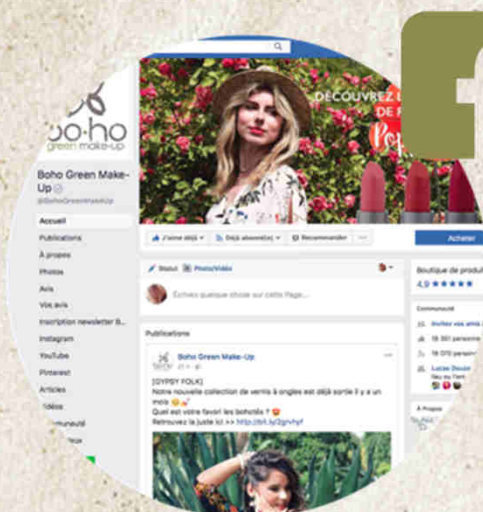
*M4 Box
Nail polishes*



*Station display
M4*



A CONNECTED BRAND THAT GIVES VOICE TO ITS BOHOTIES



FACEBOOK

@BohoGreenMakeUp

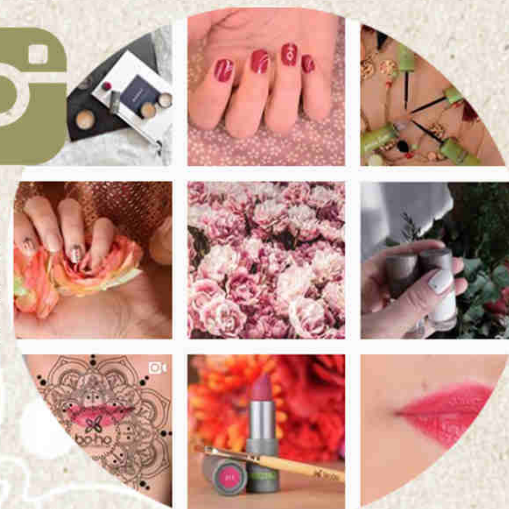
Social network to centralize the brand actions
Almost 20K followers



INSTAGRAM

@bohogreenmakeup

Brand universe social network
Almost 15K followers

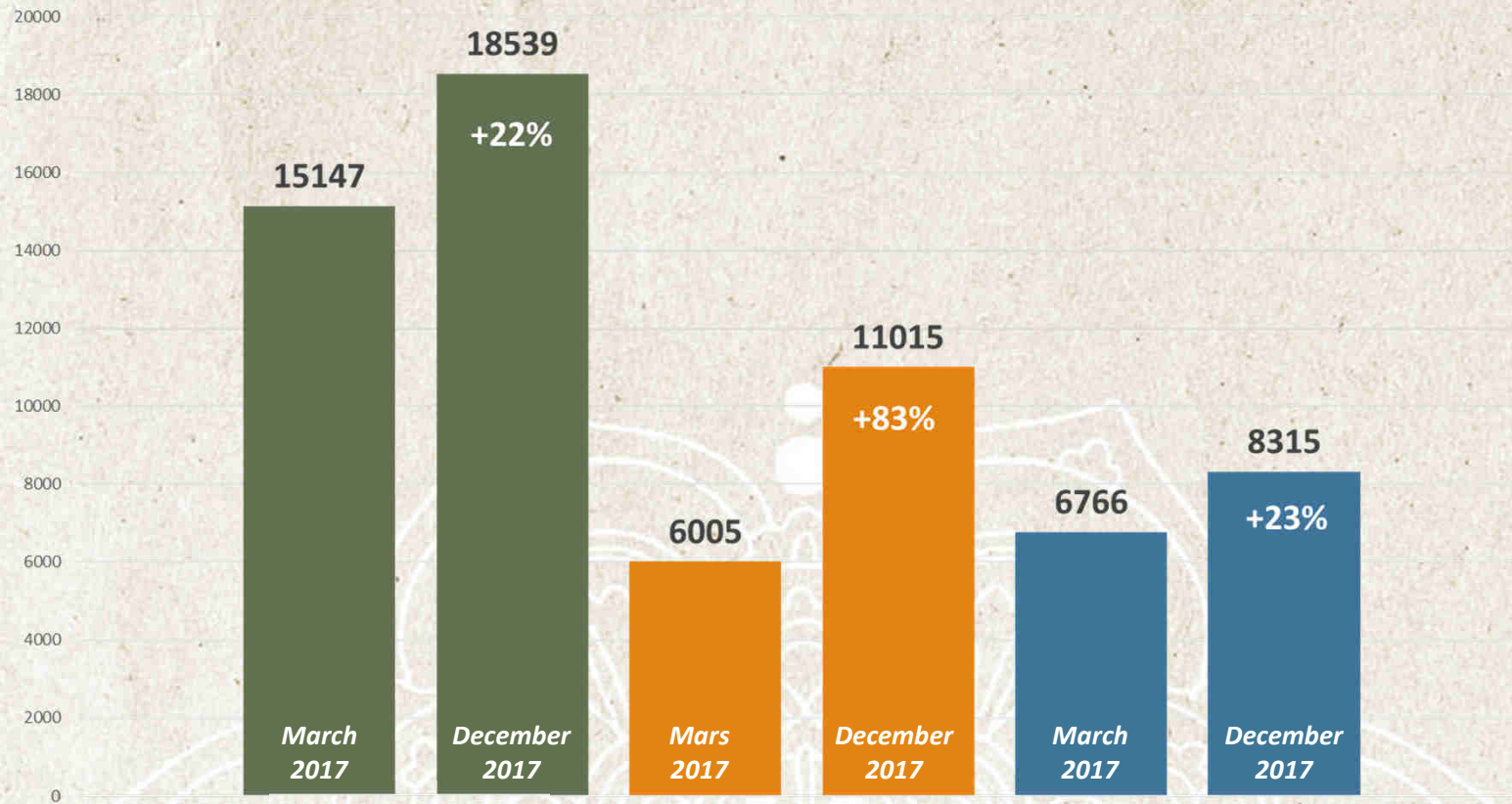


TWITTER

@bohogreenmakeup

Social network to exchange with the community
Almost 9K followers

A FAST GROWING LOVING COMMUNITY

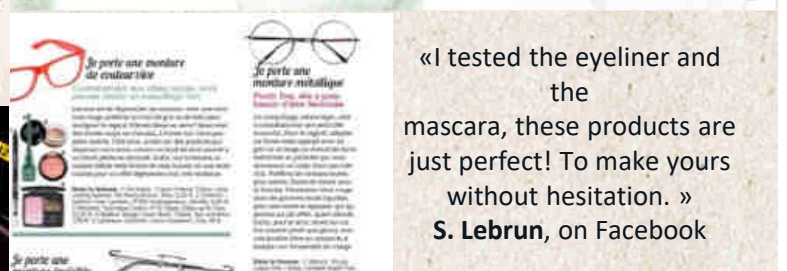
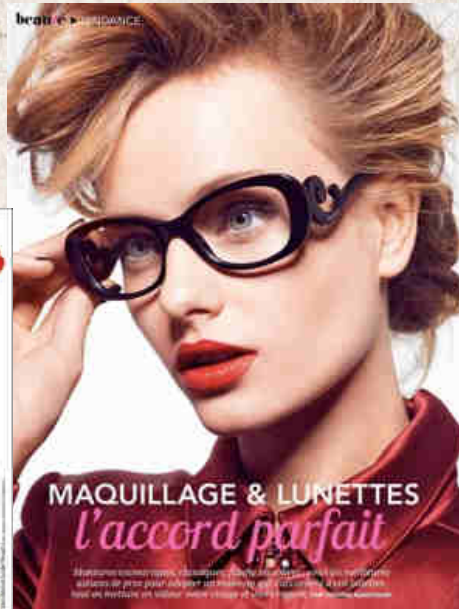




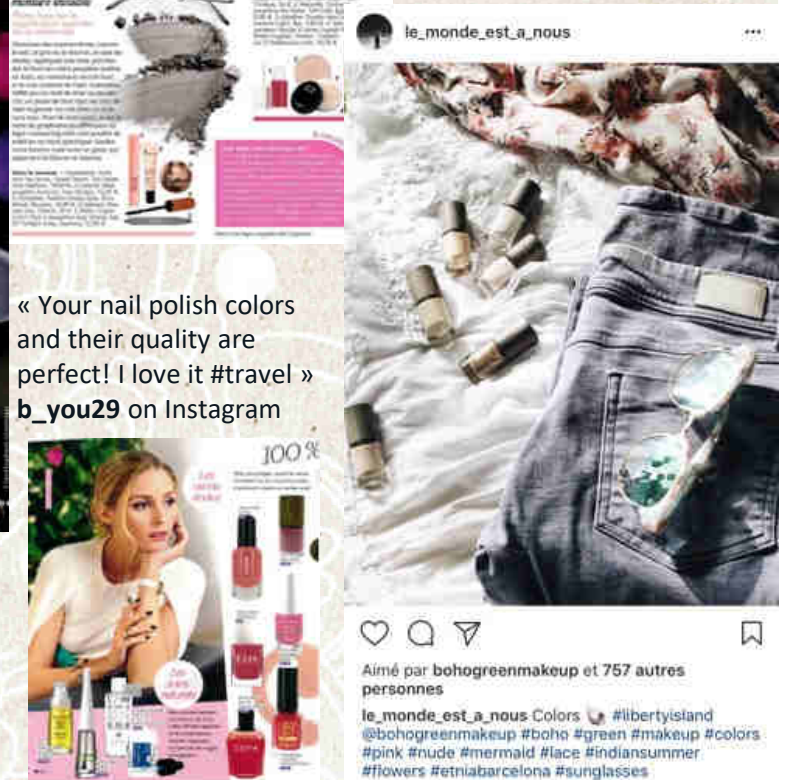
« I discovered your products recently and I fell in love! They are excellent !! It's over for me to wear cosmetics stuffed with chemicals! Congratulations on your commitment to being green. Long live BOHO!»

M. Comeau on Facebook

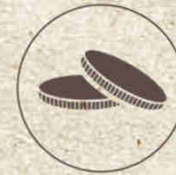
WE LOVE BOHO GREEN MAKE-UP



"What a nice surprise [...] I really invite you to discover this beautiful green and organic brand. And as far as I'm concerned it will not take long before I treat myself with the beautiful eco designed wooden Gypsy Palette! »
 Emie, beauty blogueur Mamzelleemie.com



« Really eager to see this new collection !! I'm sure it will be beautiful as usual »
 Clocla21 on Instagram



An **innovative**, **sensorial** and **pigmented** brand
Natural and **organic** raw materials
Accessible to all
An **eco-design approach**
A strong **ecological** and **social commitment**



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