

Melvita

BRAND LEADERSHIP

MELVITA is nowadays **the leading organic certified brand** on the French market and has been successfully established in several countries (**CANADA, KOREA, TAIWAN, BELGIUM, SWITZERLAND, SCANDINAVIA, SPAIN, GREECE, TURKEY, etc**).

MELVITA market increase is strong over the last years (*+ 30% in 2005, +35% in 2006 et +30% in 2007*) and his turnover represents over 20 Million Euros without VAT. MELVITA employs 200 people including R&D laboratory (10 people), quality/control team (8 people), own artistic studio and an important manufacturing equipment. MELVITA is distributed in **2000 shops in France** mainly in Health Food Stores, Pharmacies, Department Stores **since 1982** and owns 3 MELVITA flag-ship stores.







MELVITA was developed from a professional beekeeping farm and his founder M CHEVILLIAT is a biologist. Settled in **the heart of nature in ARDECHE**, MELVITA was always presented as **a natural and organic brand** and has been one of the very first laboratory granted with the BIO (ORGANIC) certification from ECOCERT in 2002 according to the COSMEBIO strict guidelines.

MELVITA is proud to celebrate his 25 years anniversary this year !!



PRODUCT LEADERSHIP

MELVITA offers more than 300 products among them several leaders on **the face and body skincare market**:

CREME RICHE BIO EXCELLIA

NECTAR DE CREME BIO (*N°1 Palmarès des Cosmétiques 2007 – Cosmetic Products Ranking*)

NATURALIFT BIO (*Anti-aging cream, Gold Trophee Santé Magazine 2007*)

CREME POUR LES MAINS BIO (*Gold Medal Votre Beauté 2006- N°1 Palmarès des Cosmétiques 2007*)

DEODORANT BIO (*N°1 Palmarès des Cosmétiques 2007 – Cosmetic Products Ranking*)

LAIT POUR LE CORPS BIO (*N°1 Palmarès des Cosmétiques 2007 – Cosmetic Products Ranking*)

HUILE SECHE BIO (*N°1 Palmarès des Cosmétiques 2007 – Cosmetic Products Ranking*)

MELVITA also proposes other organic product lines like BEAUTY OILS, FLOWER WATERS, SOAPS , EAUX DE TOILETTE, SHAMPOOS (leader on the French organic market)

Melvita
la référence bio et naturelle

Pionnier de la cosmétique bio, implanté au cœur de la nature ardéchoise depuis 1983 et impliqué dans une démarche éthique forte, MELVITA élabore des soins à l'aide d'actifs issus de l'agriculture biologique et, de plus en plus, du commerce équitable.

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LE PALMARES 2007 DES COSMETIQUES

ETABLISSEMENT SPECIALISTE : LAUNDRERIE COSMETIQUE DE HAUTE QUALITE COSMETIQUES DE HAUTE QUALITE COSMETIQUES DE HAUTE QUALITE COSMETIQUES DE HAUTE QUALITE

LES MEILLEURS PRODUITS DE BEAUTE A ACHETER AVEC CONFIANCE

NECTAR DE CREME NUIT
SOIN NUTRITIF ET HYDRATANT

DEODORANT SILE
PURETÉ

LAIT POUR LE CORPS
HYDRATANT ET NOURRISSANT

CREME EXTRA-RICHE POUR LES MAINS
HYDRATANTE ET NUTRITIVE

HUILE SECHE NUTRIANTE

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