

A woman with her eyes closed and a serene expression is splashing water onto her face. Her hands are held up, and water droplets are captured in mid-air around her face. The background is dark, making the water droplets stand out. The woman's skin is wet and glistening.

AIXALLIA

Aix en Provence

Natural source of Beauty

www.aixallia.fr

The first pure water-based natural cosmetics line

Once upon a time...

Combine **scientific discipline** and **natural ingredients** in its cosmetic formulae, such is the origin, the expertise and the challenge of the AIXALLIA brand, which is defining a new approach to Beauty :

- More technological
- More secure

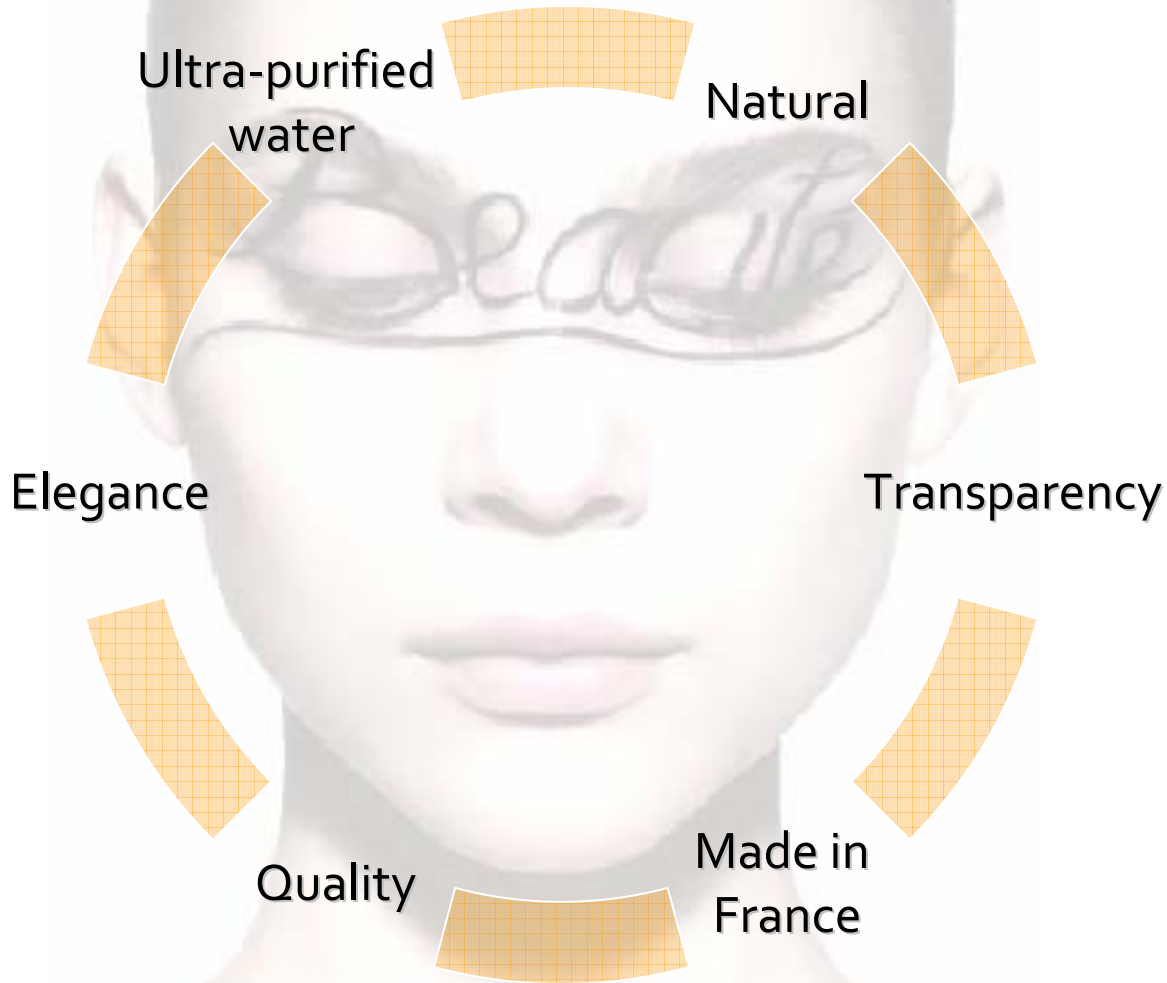
A funnel is shown on the left side of the slide, tilted downwards. It is pouring a stream of small, multi-colored beads (red, green, blue, orange, purple) that fall towards the bottom center of the slide. The beads are scattered and appear to be in motion, creating a sense of flow and transition.

End of 2008

2009

Birth of the brand
ECOCERT certification
Product ranges launching
COSMEBIO label

AIXALLIA's communication matrix



AIXALLIA's equation

Scientific discipline

+

Purified water

+

Natural ingredients

+

Elegance

Our commitments



- Design cosmetics using **pure water** and only ingredients that benefit your **well-being**
- Use **95%** of raw materials **of natural origin** for optimum bio-compatibility with **no parabens, mineral oils, phenoxyethanol, BHTs or AHAs**
- **Care for the environment** by eliminating secondary packaging and optimising the ecological production footprint.
- Guarantee compliance of our **French production with the quality standards** ISO 9001, ISO 22716 GMPs, ISO 13 485 (medical devices) and ECOCERT.
- Check the **dermatological effectiveness** of our products
- **No animal testing**

PRODUCT SAFETY
RESPECT FOR THE CONSUMER
INFORMATION & TRANSPARENCY

Our know-how :

When science meets cosmetics...

1. Highly skilled scientific team

- Come from a sector of precision and strictness :
 - the microelectronics industry
- A multidisciplinary R&D team :
 - 2 Ph.D. chemists
 - 1 toxicologist
 - 1 biology engineer
 - 1 pharmacist
- 6 years of practice in emulsions and dispersions

2. A sterilising environment

- Deionized water plant
- 1 clean room, 1 laminar flow hood class 1000
- Protective clothing's



Our differentiation :

AIXALLIA's ultra-purified water



- **How ?**

- 3 successive steps of purification : deionisation, antibacterial and filtration.

Result : 1 million times purer than spring water

- **Why ?**

- To give to our products a bacteriologically pure base (all cosmetics are made up between 40 to 80% of water).

- **Which benefits ?**

- Less preservatives (known allergens)
- No interaction with the natural active ingredients, which releasing their full effectiveness.

Our formulations :

100% natural active ingredients



1. Nature's assets

- Active ingredients' safety = optimum skin health
- Protection of the environment (biodegradable ingredients and no secondary packaging) and respect of your well-being

2. Guaranteed by ECOCERT certification and COSMEBIO label

- Minimum 95% of ingredients of natural origin
- Minimum 10% of the total ingredients are organic
- No oil-derived products or PEG, paraben-free, phenoxyethanol-free ...



Our allegation :

« Naturally elegant »

- A deliberately high-end approach
- Identifiable, sober and smart visual brand identity
- A complete Made in France process in our own company in Provence : from formulation to packaging
- A large range from bath products to targeted skincare
- Transparent packaging to fully reveal the contents
- Sophisticated fragrances
- Delicate textures
- Soft pastel color
- Comfortable and easy to use skincare products

Simplicity & Stylish



Our 5 ranges

« Purity » range

2 face care and 1 bath product

- Cleanse and tone actions for health and clarity of skin
- Fragrance-free, coloring-free, allergen-free
- High-tolerance formula, suitable for even the most sensible skin
- Prepare the skin to receive optimum benefits of skincare applied afterward

Eau micellaire

Make-up remover & brightening cleanser

Eau de Bambou

Purified & Freshness toner

Hypoallergenic & surgras liquid soap BIO

Natural olive oil-based shower gel



« Escape » range

5 bath and body treatments

- Cleanse, nourish and firm/anti-wrinkle actions
- Exotic fragrance for a sensory moment of relaxation
- Regenerate the skin deep down and soothe it with selected plant extracts

Firming body lotion BIO

Intense nutrition & anti-oxidant action to the skin

Hand & nails cream BIO

Nourishing & anti-oxidant treatment for hand/nails

Gentle exfoliating shower gel

Soft scrubbing with Coconut particules and fragrance

Liquid soap type Aleppo

Natural olive oil-based soap with laurel bay oil

Lavender liquid soap BIO

Natural olive oil-based soap with lavender essential oil



« Sensuality » range

2 lubricants and 1 body care

- Intimacy's comfort to enhance pleasure and play with senses
 - Paraben-free, non-oily texture and formulated with purified water AIXALLIA
-

Shimmering dry oil

Nourishing face, body and hair care with golden glitters

Glamorous massage oil

Intimate warming lubricant

With natural Ginger and Ginseng extracts

Scented intimate lubricant

With Passion fruit fragrance



« Men » range

AIXALLIA
HOMME

1 face care and 2 bath products

- Cleanse, moisturize and protective actions for men's face, body and hairs
- allergen-free, phenoxyethanol-free, no oil-derived product or PEG
- High-tolerance and high-rinsability formula
- Easy to use and effective products to protect the masculine skin against free radicals on a daily basis

Face cleansing + protection gel

Detoxifying and protective fluid cleanser

Exfoliating shower gel

With gentle white sand particles

Revitalising shower gel

Hydrating skin and hairs soap (aloe vera BIO)





« Fragrance » range

Organic and « custom-tailor » perfumes

- Secrets of creating fragrance to suit your moods and inspirations
 - Three 100% organic essences, an endless number of combinations
 - To assert your difference and become your only composer
-

Creation kit – Collection n°1

3 essences, 1 fragrance base and 1 spray-pocket to create freely all your fragrances for each moment of the day

Discovery kit – Collection n°1

3 premixed 15ml fragrances to be worn individually or combined



Distributor benefits

- Products' formulation :
 - Industrial expertise
 - Ultra pure water
 - Natural ingredients
- Direct contact to manufacturer
- **20% introductory discount**
- Sale assistance tools : PLV, technical book, samples...



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