Marie Veronique Brand + Product Introduction

About Us

SKIN HEALTH vs Skin Care

SCIENTISTS, FORMULATORS + ESTHETICIANS by trade.

FOUNDER, MARIE VERONIQUE NADEAU, CHEMIST + INVENTOR, started the company in 2002.

Leads R&D + new product development as **HEAD FORMULATOR**.

COMBINE HOLISTIC HEALTH MODALITIES, SCIENTIFIC RESEARCH + CLINICAL PRACTICE.

R&D, formulation, production + shipping, ALL COMPLETED IN-HOUSE, IN BERKELEY, CA.



MISSION + VALUES



TECHNICALLY COMPLEX FORMULATIONS that support ALL ASPECTS of the skin are our speciality.

SYSTEMIC, HOLISTIC + FUNCTIONAL APPROACH.

BIOMIMETIC, which looks at the processes vital to skin health, then supplies the ingredients necessary to ensure that everything proceeds according to nature's plan.

Thought leaders committed to TELLING THE TRUTH.

Continuous FEEDBACK loop.

EDUCATE OUR COMMUNITY how to have healthy skin.

SUSTAINABILITY



We work with suppliers that provide HIGH-QUALITY INGREDIENTS THAT DO NOT TEST ON ANIMALS.

As often as possible we source from companies that are close to us, in an effort TO KEEP OUR CARBON FOOTPRINT TO A MINIMUM.

Additionally, as a values-driven company we are COMMITTED TO PUTTING AN END TO SINGLE-USE PACKAGING, which in our case meant samples.

Product Line + Best Sellers



PURE + E.O. FREE OIL CLEANSER



Best-selling oil cleanser due to strategic ratio of lipids + surfactants.

Thought leaders in skin cleansing for 20 years.

Doesn't strip the skin, leaves skin feeling nourished and supple.

Formulated with probiotics to promote a healthy microflora, antioxidants to prevent breakouts.

BALANCING HYPOTONIC



Most hydrating products simply provide humectants and are loaded with fragrance and preservatives.

Strategically provides naturally existing elements of the skin, not only providing hydration but so that it can self regulate hydration levels.

Acidic skin ages slower.

Helps products penetrate more effectively.

BARRIER RESTORE SERUM



Regulate moisture levels to create **RESILIENT** skin.

Corrects and resolves dry, inflamed skin.

Resolves textural differences.

Best seller for all skin types.

VITAMINS C + E + FERULIC SERUM



Best of clean, best of clinical.

Highly stable, does not sensitize the skin.

No Vitamin C, no collagen!

Protect during the day, repair during the night.

Top selling SKU in every partner account.

BARRIER LIPID COMPLEX



Comprehensive oil blend based on the ratios of the natural protective lipid layer.

Cholesterol lubricates surface layers, delivering an emollient + creamy texture to moisturize profoundly.

Without fragrance or preservatives, for all skin types, to bolster skin's natural defense mechanism and resolve dry skin.

MULTI-RETINOL NIGHT EMULSION



Sophisticated technique of stable, microencapsulated retinol.

Effective retinol alternative to an Rx retinoid, without the side effects.

3 different types of retinol to support skin repair at all levels.

Potent under eye treatment.

Top selling SKU since launched in Fall 2022.

Wholesale Channel:

Professionals + Retailers

ESTHETICIAN LED BUSINESS



STRATEGIC DAILY HOME REGIMEN is the most essential step for achieving total skin health.

ESTHETICIANS HELP EDUCATE CLIENTS and further emphasize this ethos, while also providing SUPPORTIVE + RELAXING TREATMENTS.

We have an <u>ESTABLISHED ROSTER</u> of professional estheticians across the U.S.

OUR COMPREHENSIVE LINE addresses the wide range of skin concerns they see.

We believe that WORKING TOGETHER we can achieve something greater than what any one of us could alone.

RETAILERS





Top Five:

CREDO BEAUTY

AYLA BEAUTY

CAP BEAUTY

LILOU ORGANICS

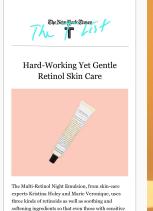
ONDA BEAUTY

credo

 $Ayla_{\rm *Beauty}^{\rm Brighter}$



RECENT PRESS: Testimonials + Press Favorites











How to Build a Clean Beauty Routine

We love the idea of switching to natural, nontoxic products—but where in the world to begin? Try these smart swaps from clean beauty expert Rachel Cook Northway.



Marie Veronique Balancing HypoTonic



skin can feel confident applying it.

We're hardcore fans of the renowned beauty formulator Marie Veronique. Her latest launch is a stellar body oil and cream fusion that not only hydrates skin with ceramides and probiotics, but also contains healing high-grade calendula from her own farm, which helps to reinforce the skin barrier.

Forbes

Dry Skin? A Top Natural Skincare Expert Shares Easy Winter Remedies



Cold, dry, windy and constricting. Welcome to winter's elements, and when we notice "a shift in our body's ability to balance internal systems with the external environment," adds Kristina Holey. Director of Skin Health at

VOGUE

What, Exactly, Are "Alt-Retinols," And What's the Best Way to Use Them?



Holey and Nadeau have deployed a new class of "alt-retinols"—gentle, plant-based alternatives that often complement the hard stuff. "They can enhance retinol to make it work more efficiently," Holey explains of ingredients such as bakuchiol, which

BEYOND TOPICAL



Unique collection of products chosen after years of client trials

Further supports our holistic view of SKIN HEALTH, EDUCATION and COLLECTIVE SUPPORT





