



erborian  
KOREAN SKIN THERAPY

*DID YOU SAY  
FOUNDATION?*

**NEW**

**BB CRÈME**

# MAKING CHANGES SO THAT NOTHING CHANGES

OUR BB CRÈME IS BACK & EVEN BETTER IN 2023

Half Makeup, Half Skincare & always unique, BB crème has been our iconic product since 2009.

Because it is an innovation in itself, BB Crème doesn't fit into any box. In fact, it has paved the way for a new category of beauty products: **combining medium coverage, smoothing and moisturising benefits, plumping effect & UV protection, for that iconic "BABY SKIN" effect.**



STRICT FORMULATION CHARTER  
VEGAN FORMULA<sup>[1]</sup>  
RECYCLABLE PACKAGING<sup>[2]</sup>

ECO-FRIENDLY PACKAGING

- ✓ Non-laminated FSC-certified cardboard box for optimal recycling.
- ✓ Continuous improvement in the recyclability of the plastic tube.<sup>[2]</sup>



IMPROVED FORMULA, SAME RESULTS  
No changes to sensoriality, texture or benefits/ results.

NEW FORMULA

KEY INGREDIENTS...

- ✓ **White Ginseng**  
White Ginseng (aged 6 years) combined with plant extracts (wild yam, kigelia, horsetail plant and liquorice) to smooth the skin.
- ✓ **Glycerine**  
For "plumper" skin thanks to its moisturising action.
- ✓ **UV Filters**  
To protect skin from the harmful effects of the sun.

A PRODUCT THAT ALWAYS KEEPS ITS PROMISES

**HALF MAKEUP**  
Instantly enhances the complexion.

**HALF SKINCARE**  
Smooths the skin day after day.<sup>[3]</sup>

**TOTALLY YOU**  
Your real skin, all the time.



WITHOUT BB CRÈME



WITH BB CRÈME

Photo of a professional model, outside test conditions.

NEW FORMULATION CHARTER FOR CONTINUOUS IMPROVEMENT

You will no longer find the following ingredients in our BB Crème:

- ✗ **Cyclomethicone** → We now use **Dimethicone**, which remains inert on contact with the skin and ensures the same texture and sensoriality.
- ✗ **Nanoparticulate UV filters & Ethylhexyl methoxycinnamate** → We now use **non-nanoparticulate UV filters** that still provide SPF20 protection.
- ✗ **Phenoxyethanol** → We now use **Ethylhexylglycerin**, a booster that acts as a preserving agent.

THE CHANGES TO OUR BB CRÈME MARK A TURNING POINT THAT WILL BE SOON BE APPLIED TO OTHER PRODUCTS.

[1] Formulated without any ingredients of animal origin, including bee products.

[2] According to local recycling sectors. [3] Clinically tested on 103 volunteers in France and South Africa over a period of 4 weeks for Clair, Nude, Doré, Caramel and Chocolat shades.



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