



**PURE DELIGHT
BIO**

NUXE BIO ORGANIC: ALWAYS GOING FURTHER!

In 2020, NUXE embarked on a new era of certified organic cosmetics with the launch of NUXE BIO Organic: encapsulating all the power of nature and the inimitable NUXE pleasure, sealed with organic certification. In 2022, the range is going even further! All formulas are now certified according to the strict COSMOS charter and the origin of key ingredients is monitored using DNA analyses. Pleasure remains a key focus, with revised textures and a divine scent with notes of Neroli for the entire range⁽¹⁾. The product life cycle is even more responsible and committed, as demonstrated, in particular, by improvements in packaging: **-23% in plastic⁽²⁾** over the entire range!



(1) Except the Serum, Eye Cream and Radiance Detox Mask. (2) Study carried out on all facial product packaging in the NUXE BIO Organic range. Comparative study (data November 2021). Results for equivalent quantities of previous product packaging versus new product packaging for the first 6 months of a/the launch.

COMMITMENTS NUXE BIO ORGANIC

FROM JULY 2022,
PRODUCTS CERTIFIED ORGANIC
ACCORDING TO THE COSMOS CHARTER



COSMOS
ORGANIC

Our care products are certified organic by ECOCERT. From July 2022, **they will all now be certified according to the Cosmos** standard, based on an extremely demanding charter. On average, NUXE BIO Organic formulas contain **99%** natural-origin ingredients and over **63%** ingredients from organic farming.



Vegan formulas without ingredients or derivatives of animal origin, registered by The Vegan Society.



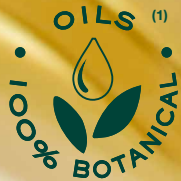
Sustainable sourcing, prioritising eco-responsible active ingredients with geographic origin controlled by DNA analysis (key ingredients) to guarantee their effectiveness and combat biopiracy.

[Click to find out more about DNA Research](#)

with Nadine Leconte,
NUXE Research & Development Director



EVEN MORE INTENSE PLEASURE OF USE



NUXE BIO Organic formulas provide an effective response to the skin's essential needs with **proven visible results**. They provide all the inimitable NUXE sensoriality, with rich **textures containing 100% botanical oils⁽²⁾** that melt instantly into the skin. Some textures (Micellar Water, Rich Cream) have been revised to take account of consumer feedback and the latest galenic innovations for even greater pleasure. In 2022, the range⁽³⁾ is also revealing **a new harmonised olfactory signature** - a 100% natural-origin scent with sweet notes of Orange blossom.

A CONTINUOUSLY EVOLVING ECO-DESIGN APPROACH TO PACKAGING



NUXE BIO Organic products are made in France in Ecocert-compliant factories. They incorporate recycled and recyclable materials wherever possible. Glass and recycled plastic are used as far as possible: for example, **up to 90% recycled glass** in our 50 ml jars and **100% recycled plastic** for the Micellar Cleansing Water bottle. In 2022, a further step was taken with **a 23% reduction in plastic⁽⁴⁾**. The Ultimate Night Recovery Oil and Essential Antioxidant Serum are no longer sold in boxes, reducing **cardboard by 86%⁽⁵⁾**. An **uncompromising improvement in the pack design** that also creates a clearer, more elegant look.

(1) 100% botanical oils: NUXE formulas contain 100% botanical oils. (2) Except Micellar Water and Essential Serum. (3) Except the Serum, Eye Cream and Radiance Detox Mask. (4) Study of all NUXE BIO Organic face care packaging. Comparative study (November 2021). The results are based on equivalent quantities of the previous packaging versus the new packaging used over the first 6 months following the launch. (5) Study of packaging for the NUXE Bio Organic Essential Antioxidant Serum. Comparative study (November 2021). Results for the previous packaging versus the new packaging. In total over the range: -14% in cardboard.

A RESPONSIBLE LIFE CYCLE

EXAMPLE OF THE GLOW RICH MOISTURIZING CREAM

CITRUS CELLS: A SUSTAINABLY SOURCED ACTIVE INGREDIENT, OBTAINED USING BIOTECHNOLOGY

Citrus Cells, sourced from a **French laboratory**, are 100% natural-origin botanical cells. They are multiplied and then subjected to different stresses to produce even more active molecules. This process reproduces a natural mechanism of plant molecule synthesis to obtain a **pure active ingredient that has had no exposure to pollution**.

AN INNOVATIVE FORMULATION

Its formula contains **99% natural-origin ingredients** and 31% ingredients from organic farming. The Citrus Cells are blended with botanical oils with recognised softening properties (Argan, Macadamia, Apricot) in a **new melting texture** that envelops the skin in a pleasurable velvety caress.

ECO-DESIGNED PACKAGING, MOSTLY RECYCLABLE

Its jar consists of **90% recycled glass**. Its plastic lid is recyclable, as is its **box made from FSC-certified paper from sustainably managed forests**. **Recycle**: the jar in the glass waste container, the lid and seal in the waste-sorting container. Local recycling requirements can vary.



THE NUXE BIO ORGANIC

COLLECTION OF
POWERFUL, SENSORIAL,
COMMITTED SKINCARE



THE NUXE BIO ORGANIC COLLECTION OF POWERFUL, SENSORIAL, COMMITTED SKINCARE



**ESSENTIAL
ANTIOXIDANT SERUM**
30 ml pipette bottle: xxx

SERUM

Concentrating all the antioxidant powers of a Chia Seed extract and a natural-origin stabilised vitamin C, this serum protects the skin from daily aggressions (pollution). **Skin is smoother for 80%⁽²⁾ of testers.**



**SKIN CORRECTING
MOISTURIZING FLUID**
50 ml pump bottle: xxx

DAY CREAMS

**GLOW RICH
MOISTURIZING CREAM**
50 ml jar: xxx

This fluid with a Marine Seaweed Extract and natural-origin Hyaluronic Acid works day after day to optimise moisturizing and skin quality with a fresh, matt finish. Irregularities are corrected, **skin texture is smoother for 95%⁽³⁾ of testers.**

Ideal for normal to dry skin, this treasure enriched with botanical oils and Citrus Cells offers 24-hour moisturizing⁽¹⁾. **95%⁽⁴⁾ of testers felt their skin was luminous.**



**ULTIMATE NIGHT
RECOVERY OIL**
30 ml pipette bottle: xxx

NIGHT FACE OIL

The Rice Oil Extract works in synergy with the organic botanical oils (Avocado, Sesame, Jojoba, Macadamia) to envelop normal to dry skin in comfort overnight. **Skin is repaired for 84%⁽⁵⁾ of testers.**

(1) Instrumental test – 10 volunteers. (2) Use test under dermatological supervision – 20 volunteers. Satisfaction % after 28 days.

(3) Use test under dermatological supervision – 21 volunteers. Satisfaction % on D28. (4) Use test 20 volunteers. Satisfaction % immediately after application.

(5) Use test – 31 volunteers. Satisfaction % after 28 days.



THE NUXE BIO ORGANIC COLLECTION OF POWERFUL, SENSORIAL, COMMITTED SKINCARE



**REVIVING EYE CARE
ANTI-PUFFINESS**
15 ml jar: xxx

EYE CREAM

This rich eye balm combines Buckwheat from Brittany with natural-origin vitamin E to protect the delicate eye contour area, improve moisturizing and correct signs of fatigue. **The eye contour area is smoothed for 100%⁽⁶⁾ of testers.**



face and body
**BOTANICAL
CLEANSING OIL**
200 ml pump bottle: xxx

CLEANSERS

Both a cleansing oil and a shower oil, it gently cleanses the face and body. Its waterless formula concentrated in Safflower Seed Oil and organic Sunflower Oil (81.5%) captures make-up and all impurities. **Skin is soft for 93%⁽⁷⁾ of testers.**



**MICELLAR
CLEANSING WATER**
200 ml pump bottle: xxx

This micellar water with a Moringa Seed extract removes impurities, sebum and particles of pollution thanks to its 100% natural-origin cleansing base. It effectively removes make-up from the face and eyes. **Skin is gently cleansed for 95%⁽⁸⁾ of testers.**



**RADIANCE
DETOX MASK**
50 ml jar: xxx

MASK

This sensorial gel with a Sesame Seed Oil and Citrus extract detoxifies the skin to enhance its radiance. When massaged, its texture transforms into an oil and then a lotion for quick and easy rinsing. **The complexion is fresh for 86%⁽⁹⁾ of testers.**



**REPLENISHING
NOURISHING BODY OIL**
100 ml pump bottle: xxx

BODY OIL

With its delicate scent and non-greasy finish, this oil is perfect for a sublime massage. A blend of Hazelnut, Sesame, Safflower and Sunflower Oils: skin feels more supple and elastic, **as well as softer for 90%⁽¹⁰⁾ of testers.**

(6) Use test under ophthalmological and dermatological supervision on 22 volunteers. Satisfaction % after 21 days. (7) Consumer test – 67 volunteers. Satisfaction % immediately after use. (8) Use test 22 volunteers. Satisfaction % immediately after use.

(9) Use test – 21 volunteers. Satisfaction % immediately after use. (10) Use test- 21 volunteers. Satisfaction % immediately after application.

THE NUXE BIO ORGANIC COLLECTION OF POWERFUL, SENSORIAL, COMMITTED SKINCARE



DELICATE SUPERFATTED SOAP
100 g bar: xxx
INVIGORATING SUPERFATTED SOAP
100 g bar: xxx

SOLID CLEANSERS FOR THE BODY

These soap bars effectively cleanse the face and body while respecting the skin. They are made according to a traditional process by a master soap-maker in Provence. Their creamy textures enriched with Organic Camelina Oil remove traces of make-up, impurities and pollution to leave **skin feeling ultra-soft. Skin is respected for 100%⁽¹¹⁾ of testers.**



FRESH-FEEL DEODORANT BALM - 24HR
50 ml jar: xxx
24-HOUR SENSITIVE SKIN DEODORANT BALM
50 ml jar: xxx

SOLID DEODORANTS

The powdery balm texture of these solid deodorants is applied with the fingertips under the armpits, following their contours like a cream, to leave a soft and dry, streak-free finish. They provide 24-hour deodorant effectiveness⁽¹²⁾ and the softness of a moisturizer, thanks to a novel combination of absorbent botanical powder and organic botanical oil. **Skin is soothed for 100%⁽¹³⁾ of testers.**

(11) Consumer test on the Invigorating Superfatted Soap – 67 volunteers. Satisfaction % after 21 days.

(12) Clinical test. (13) Use test for the Sensitive Skin Deodorant Balm – 21 volunteers. Satisfaction % after 21 days.

30 YEARS OF NATURALNESS, EFFECTIVENESS AND SENSORIALITY

Founded 30 years ago by the French entrepreneur Aliza Jabès, NUXE is a pioneering brand in natural-origin cosmetology. Formulated and produced in France, contributing to respect for nature, NUXE care products and fragrances meet pharmaceutical network standards while remaining in touch with women's desires. With their irresistible textures and scents, these little everyday pleasures evoke a real emotional response. The NUXE experience can also be discovered in NUXE spas: over 60 exceptional addresses in France and around the World encouraging reconnection of body and mind.

OUR PARTNERSHIPS

FONDATION
GoodPlanet

Support for environmental
and community projects run
by the GoodPlanet Foundation set up
by Yann Arthus-Bertrand.



NUXE plays a role in protecting bees:
sponsoring beehives with "Un Toit pour les
Abcilles" (A home for bees)



Participation in protecting the oceans from plastic
pollution, alongside the environmental NGO
OCEANOPLASTIC.



A partnership since
2001 with CEW "Centres de Beauté"
to offer cosmetic skincare to patients
suffering from serious illnesses.



Installation of drinking water fountains in Cambodia
and Madagascar with the 1001 Fontaines association.



Product donations through a partnership with Agence
du Don en Nature, a charity which distributes
products to people living in poverty.

DISTRIBUTION
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PRESS CONTACT: TG COMMUNICATION
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