

CLAIR LOTUS

My 1st Beauty Steps



Hydrastore
PARIS
La magie des fleurs

1

Hydraflores brand

2

Clair Lotus line :

- The essential beauty steps for a clean and safe skin
- The sacred Lotus flower : the heart of the range
- beauty bloggers love it

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Cleansing Soft Milk

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Soothing Soft Lotion

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Make up removing Micellar Water

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Exfoliating Soft Scrub



SUMMARY

1 HYDRAFLORE brand



LABORATOIRES E.V. ROIG : Beauty by passion, Nature by conviction

Since 1972, we innovate and shake the conventional cosmetic sphere in reconciling with passion the old savoir faire from herborist and the new green biotechnology. Hand work is always present.



Flowers and nature at the heart of our formulas

Hydraflores is the phyto-floral brand of the E.V. ROIG – Centella Laboratories. Each of its ranges is designed around a flower with extraordinary powers: the Musk Rose for sensitive skin, the Damas Rose to fight against first wrinkles, and now the Iris to purify, regulate and restore the radiance of the combination to oily skin complexion.

The Hydraflores products reveal all the splendour and the authenticity of precious flowers' prodigious virtues. Hydraflores delivers all the secrets of its exceptional active ingredients' benefits to offer the excellence of nature for an optimal efficiency.



Beauty center expertise



Professional brand having a close partnership with more than 200 beauty therapists in France, Hydraflores manufactures products used for professional cosmetic cares in beauty salons and has to meet strict quality and performance requirements. Specialist in the art of magnifying its products' implementation, Hydraflores provides numerous tools (care protocols, trainings...) to optimize the efficiency of its active ingredients and offer the best of the professional organic cosmetic.



A committed brand

0%

Paraben
Perfume from synthesis
Animal extract
Mineral oils
Silicone-PEG-PPG
Phénoxyéthanol

The CLAIR LOTUS range, organic certified by Ecocert and Cosmebio labelled, is the reflection of Hydraflores' ambition to preserve nature and its riches by certifying its products ecological and organic..



2 CLAIR LOTUS range : Essential beauty steps for a clean and safe skin

Often more exhibited as the rest of the body, the skin of the face merit all our attention. To **cleanse** it allow to remove impurities as sebum, toxin and pollution residue. It avoids dermalogosit problem : premature ageing, spot apparition, clogged pore and so spots. Cleansing brings in the same time **radiance and brightness** to the skin.

Adopt the good beauty ritual :

In order to keep naturally a beautiful and safe skin, in using the good **first beauty steps**, we have especially formulated the **CLAIR LOTUS** line. This line contains 4 products formulated around the **soothing and protective properties of the organic sacred Lotus**

 **Cleansing soft Mik New in 2018**

 **Cleansing soft Lotion New in 2018**

 **Make up removing Micellar Water**

 **Exfoliating Soft scrub**



2 Clair Lotus line: Formulated around the Sacred Lotus, mythic flower

From Laos and Bali, this rare Lotus variety is a majestic aquatic flower, named too **Water Rose** for its beauty and its fragrance.

Universal symbol of **spiritual fulfilment and purity**, this plant has lot of properties.

Do you know?

Flowers, seeds and roots are eatable

In the past, chinese young girls eat Lotus roots to have **radiance and lightly perfumed skin**.

Vietnamese mother give Lotus seeds to chew to their child to have a good night.



Properties

Rich in polyphenol and phytosterol (epidermis constituent), Lotus extract is used in cosmetic to improve the cutaneous **microcirculation**, to fight against **free radicals**, and to improve the **cutaneous barrier**.

Soothing and regenerative, it helps to **protect the skin** and give **radiance to the skin**.



Stimulating Regenerating Soothing



The legend

Lotus was the symbol of the reborn by Pharaoh. It is often drawn on the temple.

From the Buddhist legend, when Buddha was a child, at each of his step, a lotus flower growth from his feet. That is why, he is often drawn with a Lotus, buddhist symbol.

2 Beauty bloggers love Clair Lotus

1 **CLEANSE and SMOOTH** with the Soft Milk

2 **SOOTH** with the Soft Lotion

Delicate perfume, precious ingredient combinaison, useful and nice packaging,.. all conditions are gathered to give you the best of the professional cosmetic from Hydraflore vision.



Beauty blogger opinion *

94 %

93 %

98 %

98 %

* Self-evaluation by 40 women after 30 days of use of the Soft Milk and the Soft Lotion

Satisfaction

Perfectly cleanse and remove make-up

Protect against tightening

Moisturise and Sooth

3 **CLEANSE AND TONE UP** with the Micellar Water

4 **EXFOLIATE** with the Soft Scrub

Beauty bloggers love :

- **Lotus** perfume
- **Organic** composition
- **Softness** of the product
- **Efficiency**



Beauty bloggers opinion *

96 %

96 %

94 %

90 %

* Self-evaluation by 40 women after 7 days of use of Micellar Water and Soft scrub

Satisfaction

Cleanse and soft skin

Remove impurities

Pleasant perfume



Happinessmaker

“ In the whole, I am **entire satisfy** with the tried products. They suit with my **sensitive skin**. **Composition is safe** and there is a real **quality research**. Packaging are practical and well thought. ”

”

3 Cleansing Soft Milk

1 CLEANSE AND SMOOTH

Cleansing Soft Milk perfectly cleanse all skin types even the more sensitive. Its smoothy texture and its fresh perfume make the skin cleansing as real cocooning moment.



Beauty bloggers opinion :

From the 1st use*

85 %

Remove make-up efficiently

93 %

Sooth the tightening of the skin

95 %

Moisturise the skin



MakeupMadness

“ The Clair Lotus Cleansing Soft Milk is extremely comfortable to use. Make up is removed without effort due to its smooth texture. I was bluffed by its efficiency and I am taken with its very fresh smell. ”

Direction for use

Morning and/or evening, gently emulsify in circular movements over your face, eyes and lips. Rinse with warm water, gently dry and to finish off with our lotion.

✓ 93% of organic ingredients, synthesis perfume free, animal extract free

*Self evaluation by 40 women

3 Clair Lotus Soft Milk garden :

Organic and from fair trade Hazelnut oil



It is recommended to combination to oily skin due to its **balancing properties**. Rich in essential fatty acid and Vitamins, it **improves the renewing od dry and mature skin**.

- ✓ **Smoothing**
- ✓ **Protective**
- ✓ **Rebalancing**



Organic Aloe Vera juice:

- ✓ **Moisturising**
- ✓ **Soothing**
- ✓ **Rebalancing**

Rich in **Vitamin, minerals, oligo-elements and essential amino acids**. Applied on the face and the body, it **moisturises, renews the skin and soothes skin problems**.

Hyaluronic acid salts :



It gives youth and moisturised appearance to the skin : skin seems to be **plumped and smooth**.

- ✓ **Moisturising**
- ✓ **Plumping**
- ✓ **Anti-ageing**

4 Soothing Soft Lotion

2

SOOTH

Used after the Soft Milk, Soft Lotion is the final touch to the face cleansing. It protects the skin against tightening and redness.

99% du total est d'origine naturelle

97% du total des ingrédients sont issus de l'Agriculture Biologique



Beauty bloggers opinion :

After the 1st use*

98 %

Perfectly cleansed skin

95 %

Tone up the skin

90 %

Sooth the tightening



Flowhers

“

One of the best Lotion which I have tried. Clair Lotus Soft Lotion is perfectly suitable with my skin. It is one of my daily ritual !

”

Direction for Use

Apply the lotion on a cotton pad and gently wipe the face, eyes and neck

97% of organic ingredients, synthesis perfume free, animal extract free

*Self evaluation by 40 women

4 Clair Lotus Soft lotion garden :

Organic Lemon extract :



Anti-oxdating and astringent, Lemon is rich in C vitamin, but also in fruit acids , which **exfoliate and bring complexion radiance**. It is the perfect ally of **oily or dull skin types**.

- ✓ **Purifying**
- ✓ **Tonifying**
- ✓ **Astringent**



Organic Aloe Vera juice:

Moisturising
Soothing
Rebalancing

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Moisturising
Plumping
Anti-ageing

5 Make-up Removing Micellar Water

3

CLEANSE AND TONE UP

Alcohol free, Micellar water with soothing Lotus extract and Rose, Cornflower and Camomile flower water, gently cleanse and remove make-up. Skin is clean, fresh and ready to receive its other skin care.

99% du total est d'origine naturelle

92% du total des ingrédients sont issus de l'Agriculture Biologique



Beauty bloggers opinion :

After 1 week of use*

93 %

Freshness effect

88 %

Efficient make-up removing

88 %

Eliminates impurities

“ A Micellar water which don't sting eyes, don't give tightening and leave the skin soft and bright. It gently removes the make-up without hurt the sensitive skins.

Le Monde de Porcelaine



“ A product which illuminates the face just after one use

Mabulledepensees.com



Use

Every morning and/or evening apply with cotton on the face, neck, eyes and lips.



✓ 2-in-1 formula, 96% of organic ingredients

*Self evaluation per 40 women

5 Clair Lotus Micellar Water garden :

Cornflower water Bio :



In beauty care, **cornflower water** is used for its **soothing properties**. It allows to **soothe tired, irritated or inflamed eyes** and sensitive skins.

- ✓ **Soothing**
- ✓ **Tonic**
- ✓ **Decongestionning**



Camomille flower water Bio :

- ✓ **Astringent**
- ✓ **Purifying**
- ✓ **Refreshing**

Camomile flower water **regenerates, soothes and purifies the epidermis**. It can be used on all skin types even **sensitive or irritated skins**.

Damas Rose flower Bio :

Damas rose water is well-known for its **anti-ageing properties**. It helps to prevent and **fight against cutaneous cell ageing**. It **purifies, tones up, and smoothes** the skin too.



- ✓ **Purifying**
- ✓ **Tonic**
- ✓ **Soothing**

6 Soft Scrub

4 EXFOLIATE

Very soft, this gel softly eliminates impurities and dead cells. Deeply purified, skin is clean and soft with fresh and velvety appearance. Le teint est unifié et le grain de peau affiné. Complexion is unified and skin texture is refined.

99% du total est d'origine naturelle

90% du total des ingrédients sont issus de l'Agriculture Biologique



L'avis des blogueuses beauté :

After 1 week of use*

100%

Leaves the skin clean and soft

98%

Softly eliminates impurities

93%

Refine the skin texture

“ An efficient soft scrub, which softly exfoliates, and make the skin impurities free ”

Aurely27_Beauty



“ Hydraflore soft scrub is a real surprise. In fact, spots and other skin enemy have not resisted it. ”

From She to Him



Direction of use

Apply and massage gently on a clean, damp skin, avoiding eye area. To use once to twice a week.



Aurely27_Beauty

✓ 91% of organic ingredients, alcohol free, allergen free

*Self-evaluation by 40 women

Sweet clover extract Bio :

Sweet clover is an old well-known medicinal plant for its anti-inflammatory, anti-redness and decongestion properties. It improves the cutaneous microcirculation.

- ✓ **Décongestionning**
- ✓ **Anti-redness**
- ✓ **Soothing**

**Lavender floral water Bio :**

- ✓ **Astringent**
- ✓ **Purifying**
- ✓ **Refreshing**

Lavender floral water is astringent, regenerating, purifying and refreshing. It helps to fight against the wrinkles appearance. It soothes redness, irritations and itchings.

Rice hull powder :

Rice hull powder is an exfoliant powder. It removes dead cells. After using, skin is less squamous, more soft and smooth.

- ✓ **Exfoliating**
- ✓ **Refines the skin texture**
- ✓ **Complexion radiance**