



By I FEEL GOOD event

Aurélia

B R É



CAP BÖTANICA

AURÉLIA, TELL US ABOUT YOURSELF AND YOUR JOURNEY

Amazed by the link that we have with nature since my childhood, it was while growing up that I wanted to find solutions to human activities and the practices of the cosmetics industry, even organic, which destroy the planet and keep us away from it. 'a healthy lifestyle. At the dawn of my 28th birthday, Cap Bötánica was born!

CAP BÖTANICA, WHAT IS IT ?

Treatments with seasonal French plants from the short circuit and formulas without added water, 100% concentrated in active natural ingredients. Handcrafted, they are certified organic and 100% natural.

Cap Bötánica is an invitation to travel to the heart of natural and wild territories, to marvel at this rich biodiversity which abounds in French plants that are effective in taking care of oneself and of nature.

Far from Coconut, Jojoba, Aloe Vera and other exotic plants... Welcome to Cape Bötánica with Cistus, Donkey Pepper, Meadowsweet, Cornflower...!

WHAT ARE YOUR COMMITMENTS?

Formulas without added water: Cosmetics are mainly made up of water (up to 80%!) Yet this ingredient is inactive, that is to say, it does not benefit the skin. Added to this is the scarcity of water, a natural resource threatened by overexploitation, overconsumption and pollution. This is why Cap Bötánica treatments are without added water while being fluid and sensory (not solid). 100% active, the formulas are ultra concentrated in effective natural ingredients for the skin: vitamins, trace elements, antioxidants... And we preserve water, a precious natural resource vital for the planet!

French seasonal plants: no need to import plants from the other side of the world! French plants are full of effective benefits to take care of your skin. This is why the plants for Cap Bötánica treatments are French and flourish freely, in harmony with biodiversity. From the short circuit with small ethical producers that I researched for more than 6 months and then selected, the traceability of the ingredients is maximum: from cultivation to manufacturing!

Handcrafted: artisanal know-how is tending to disappear in the increasingly industrialised, fast and disposable world of cosmetics. However, this production is for me a lasting link that connects us with nature. This is why Cap Bötánica treatments are handcrafted, by hand and cold, preserving the essence and the high quality of raw materials. They are the fruit of patience and craftsmanship that transforms plants into a concentrate of benefits for the skin!

Organic and 100% natural, but not only! Cap Bötánica carries ethical, united and fair values, in particular through fair remuneration for producers and partners, a relationship of proximity, exchange and sharing in order to strive for a more virtuous world.

TELL US ABOUT THE DIFFERENT PRODUCTS IN YOUR RANGE

All Cap Bötánica treatments can be used on sensitive skin, pregnant and breastfeeding women and babies. So that no one is left behind and can benefit from quality care!

La Royale fluid face cream, regenerating and toning with cornflower hydrosol, meadowsweet and plum oil. Lightweight, it is a basic for taking care of your skin on a daily basis, day and night.

La Bohème vegetable & floral care oil, nourishing and soothing with lemon balm and camelina oil. For the body, face and hair, it makes the hair shiny and the skin soft. Its "dry" texture leaves no fatty substance on the skin.

L'Audacieux regenerating balm with Savory, Cistus and Camelina oil. A healing treatment for the body and face ideal for very dry, atopic skin, prone to psoriasis, eczema... A "Swiss Army knife" treatment to have with you!

Le Doux cleansing care, nourishing and softening with maritime pine hydrolate and chestnut honey for body and face. Its creamy foam nourishes the skin and protects it from external aggressions. Men also like it when shaving!

WHAT MAKES CAP BÖTANICA UNIQUE?

Cap Bötanica treatments are without added water while being fluid, sensory (not solid) thanks to the enhancement in our hydrosol formulas (water naturally contained in plants and composed of benefits for the skin). 100% active, they are ultra concentrated in effective natural ingredients for the skin: vitamins, trace elements, antioxidants... A small nut of the treatment is enough to provide all its benefits. Economic ! And we conserve water, a precious, vital but threatened natural resource.

Ultimately, Cap Bötanica will be an eco-place of well-being for oneself and for the planet, providing a garden of French plants in permaculture open to the public, DIY workshops in plant cosmetics, round tables - conferences on environmental issues. current and future and a relaxation area and boutique.

WHO ARE YOUR PRODUCTS FOR?

To all those who want products that are 100% effective and healthy for the skin and the planet. To all those who want a sustainable, ethical and united world!

WHERE CAN WE FIND YOUR PRODUCTS ?

Online store : capbotanica.com

Markets and fairs, such as Made In France 2021.

Partner shops in St Germain en Laye (Yvelines): Le Parfum en Herbe and Herbonata.

Partners online stores: aucoeurdesracines.com

Complete list of partners: capbotanica.com/fr/content/18-ou-nous-trouver

WHAT IS YOUR FAVORITE INGREDIENT?

Rather than a favorite ingredient, what I value is the formula as it is this what makes a cosmetic effective according to its skin problem! For example, in La Royale face care cream, the combination of cornflower hydrosol (antioxidants), meadowsweet extract (vitamin C) and plum oil (omega), present in large quantities, makes it possible to regenerate and tone the skin in depth. And as a bonus, it contains plant extracts which, together, naturally retain the formula while providing their benefits to the skin!

