



LA MAISON  
DE LA  
COSM ÉTHIQUE

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CO-FOUNDERS

By [I Feel Good event](#)

## Girls, tell us about yourself and your background

We are women with different and complementary backgrounds, engaged in a beautiful common project! Our values guide us on a daily basis to enhance natural cosmetics and ethics.

## La Maison de la CosmÉthique, What is it ?

La Maison de la Cosmétique was born from the desire to educate consumers about natural, organic and ethical cosmetics, but also to support projects until they succeed in an ecosystem that is part of the Social Solidarity Economy. La Maison de la Cosmétique aims to train, pool, enhance, develop and also to positively impact the societal landscape through:

- Practical workshops, fun and professional training.
- Support for the development of projects and companies in the natural, organic and ethical cosmetics sector.
- Awareness events for the general public.

Driven by the economic growth of natural, organic and ethical cosmetics, thanks to the help of entrepreneurship, we are committed to an innovative approach and a responsible and sustainable economic model.

We offer a caring and supportive environment but also a "business booster" allowing everyone to realise their professional project. Our desire is to reconcile cosmetics and ethics with economic development.

## What are your different goals?

Our two main missions revolve around professional training and raising public awareness.

Most notably involving:

- **Training and support** in cosmetics and other topics with our training partners.
- **Animation of the Cosm'Éthiques Club** at the Cité des Métiers in Paris, a club dedicated to project leaders and entrepreneurs in the natural cosmetics sector.
- **Cosmetic products creation workshops**, in entertainment centres and neighbourhood houses, thus promoting the discovery and learning, decrytion and also new consumption trends.
- **Public events** with our associate members which are perfect opportunities for them to learn to communicate about their brand, to present and sell their products to consumers.

## Can you give us examples of workshops / projects you have carried out?

**Soap Cafés:** Since April 2020, in order to to keep in touch with the community and project leaders or entrepreneurs, we have organised weekly "Soap Cafés": the "Tuesday Coaching" and the "Bubbles of knowledge" on Thursdays, open to all. These morning meetings are led by an expert who discusses a specific subject with the participants (speaking, managing a blog, social networks, financing, intellectual property, etc.). These are opportunities to make concrete progress on your professional project!

**Hack 'ta cosmetic** is another example. This event brings together participants responsible for finding solutions on issues related to responsible cosmetics.

The first edition of this hackathon took place in November 2019 in Paris, at Make Sense, during the month of Social and Solidarity Economy. During Hack 'ta cosmetic, different highlights include:

- Debates / conferences with experts and professionals on various topics such as health, training and employment, entrepreneurship and market trends.
- Meetings with professionals and entrepreneurs who talk about their journey.
- Cosmetic workshops to raise awareness and engage the general public in a responsible consumption approach.

## **What is the motto of La Maison de la Cosmétique?**

### **Reconciling cosmetics and ethics**

## **How was the Maison de la Cosmétique created, how did the concept come to mind?**

The Maison de la Cosmétique is the story of a handful of committed entrepreneurs, united around a common project.

This wonderful adventure began at the Cité des Métiers in Paris, a space for information and documentation for the general public on training, employment or professional retraining. The Cosm'ethiques Club, led by the GRDR and supported by the Paris City Hall, is one of the working clubs within the City of Trades.

This club brings together people with varied profiles, engaged at different stages of the cosmetic value chain or interested in the cosmetics and well-being professions, to network, share their experiences, find solutions and develop their business.

Several participants, faced with the same difficulties, wishing to remove the brakes and barriers, decided to combine their skills to give birth to a common and high-impact project. The Maison de la Cosmétique was created in August 2017 after 4 months of reflection and discussion within the Cosm'étiques Club.

Today, it is our association that has taken up the torch!

## **What advice would you give to these young people who wish to embark on the creation of a cosmetic brand?**

Young or old, believe in yourself! Persevere! Consider training yourself and networking.

Be sure to surround yourself with reliable experts and partners. Do not be discouraged because there can be many difficulties when creating a brand, even more in this regulated and very competitive industry... but also an industry with strong growth and where France is one of the world leaders.

## **What do you like most about your job and what does the Maison de la Cosmétique offer?**

What we like the most is the human aspect. It's connecting people and making something useful to the community and to our fellow citizens...a meaningful project.

## How are you managing the situation facing us with Covid-19? What's next for you?

We were first amazed by the gravity of the situation. But we have adapted.

In short, we continued to keep in touch! Our Coffee Soaps have the interest of nearly 300 people and are highly appreciated.

You too come to have a coffee. Visit instagram for our programme!

The physical meetings will resume as soon as possible. We can't wait to find the public at workshops and other events! Join us: D

**We will meet you at I Feel Good event on stand 305 and you will host a conference! Can we have a clue on the subject?**

With Emmanuelle Dumas, we will tackle a subject that helps when you create your cosmetic business.

We are very excited !

You will meet **LA MAISON DE LA COSMETHIQUE** at **stand 305** at **I Feel Good event**, Espace Champerret Paris, the 04 & 05 November 2020



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