



Claire Le Floch

FOUNDER OF LABORATOIRE OSOÏ



Bienvenue dans la nouvelle ère
cosmétique

By I FEEL GOOD event

Tell us about yourself and your journey

I am Claire Le Floch, I am 38 years old, mother of a three-year-old girl and I live in the mountains of Haute-Savoie between Lake Annecy and Mont-Blanc.

After 15 years of experience in research laboratories in organic cosmetics, I wanted to get involved for a more serene future, to work for the economy of the resources offered by our planet.

It was guided and driven by this (urgent) desire to act that I created the Osoï Laboratory.

OSOÏ, what is it?

OSOÏ is the acronym for Open Source Of Innovation and Inspiration. We are a laboratory for the design, manufacture and packaging of innovative and premium cosmetics for brands seeking to work towards better cosmetics. Our specifications are based on principles of preservation of precious resources and eco-design throughout the supply chain.

In terms of sourcing, we have excluded all palm and coconut oil derivatives and work with 100% natural materials that are recycled and/or from upcycling. The aim is to recover unused materials produced by the food industry.

On production, at a time of energy shortages, our processes are cold or low temperature and we limit production with drinking water.

We favor glass and aluminum materials, which offer the possibility of refillable and/or reconstitutable cosmetics, which we have also developed in our offer.

Why did you create OSOI?

The climate emergency is there. We consume more than we produce and it is urgent to act for our children and future generations. I created OSOI because it seemed obvious to me to be an actor of the change that we must operate quickly, very quickly. Put my knowledge to better formulate in cosmetics. The face of cosmetics is changing and there is still a lot to bring. In particular to reflect on new modes of operation, the solid is now part of our daily lives, the rechargeable or reconstitutable, will also be very soon.

Who are your customers?

My clients are cosmetic brands, cosmetic manufacturers, SPAs or institutes who want to make their transition to sustainable and eco-responsible cosmetics.

Tell us more about your upcycling approach within OSOI

As a reminder, the principle of upcycling is to recover the by-products of industries related to our field to make raw materials or assets of superior quality to the original material, without spending more energy to produce it. Upcycling has always existed, but today the cosmetics offer is developing in the face of the overexploitation of our resources, and above all thanks to fashion in response to the overconsumption induced by fast fashion.

Our specifications based on the preservation of natural resources refer to our first pillar, upcycling. For more than 2 years we have built our expertise on the formulation of cosmetic ranges from upcycling. Today we are the first and only to have released a range made from more than 90% upcycled ingredients, a complete skincare range consisting of face cream, serum and make-up remover.

Tell us about your different ranges?

We have developed a turnkey range that is 90% upcycled. Available in white label or available in large volumes to be reconstituted for Spas and institutes, a totally innovative concept of cream bar where the practitioner will reconstitute the treatment according to the client's skin type. A unique customer experience and a powerful loyalty tool. We are also approached by other players (brands, hotels, manufacturers) for the development of tailor-made formulas based on ingredients from upcycling.

What are the objectives of OSOÏ?

Our goal is to become the first laboratory for new eco-cosmetics designed at 360° which promotes upcycled ingredients.

How is OSOÏ unique?

Our research and development as well as our 15 years of experience in this field make OSOÏ a force for innovation with impact. We are the first to offer a range of 100% natural organic and upcycled skincare products to reconstitute yourself (patent pending), and to refill with our cream bar concept. We are one of the only laboratories to offer an innovative cream technology without emulsifiers offering better skin tolerance and a unique powdery feel on the market.

How do you see the cosmetics of tomorrow?

I like to think that the cosmetics of tomorrow will be built on a system that is more virtuous and more respectful of the environment focused on an impact economy, leaving the race for the margins in the background.

What do you think will be the 2023 beauty trends?

We deeply want, each on our own scale, to do better in general. With doing it together (workshop supervised by a professional), solid cosmetics, to reconstitute or refill yourself, I think that beauty in conscience has a bright future ahead of it.

You will find OSOÏ on stand 208, on September 19 & 20, 2023, during our show
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