



## Marion Le Goualher & Boris Le Goffic

C O - F O U N D E R S



By I Feel Good event

Marion, tell us about yourself & Boris and tell us briefly about your backgrounds?

Behind Endro it's us, Boris and Marion, two young Britons of 26 years old, friends from the Lycée and gradually becoming partners in life AND at work! Boris is someone who is very optimistic and unifying. He graduated from a business school in Bordeaux and began his professional experience at Coca-Cola, which does not quite correspond with his values. He has always been driven by the commercial side, but the preservation of the environment and the protection of health are causes which are dear to him. I am rather creative and determined! I graduated from the School of Architecture and I began with experience in a large agency in Bordeaux, my path seemed clear, but the desire to create something that makes sense and that can change our daily lives in a simple way, really excites me ... and above all, the smell of sweat on public transport in Bordeaux, it has to stop! (laughs)

What prompted you to launch your brand?

The starting point was to allow everyone to turn to more natural products, as effective (if not more) and easy to use to get started in zero-waste!

Most cosmetic brands, even organic and "natural", offer their products in plastic packaging. With Boris, during our respective trips, we were able to observe the extent of environmental pollution due to single-use plastic packaging. On the other hand, I questioned myself more and more about the composition of the products that I applied daily on my skin and this is how I headed towards the "Do it Yourself" by starting to make my own cosmetic products, namely a deodorant and toothpaste (for beginners)!

The "hoped for" efficiency was really there! I of course opted for a glass container and it was at this point that things "shifted": Making your own products is great (when it works, when you find the right ingredients, the right doses, when there is time...) unfortunately not everyone does it, why not offer as many of these simple, healthy and ready-to-use products as possible by bringing back the glass jar (reusable, 100% recyclable and can be consigned) to centre-stage?

## How many products are there in the ENDRO range?

The ENDRO range currently presents 6 products: 4 natural deodorants in balm (Coconut, Palmarosa-Geranium, Peppermint-Cedar and Bergamot-Tea tree) and 2 natural toothpastes (Lemon Zest and Frosted Mint).

## Will other products be released soon?

Indeed they will! We want to quickly expand our range of products to offer more choices to the consumer and expand their collection of jars in their zero-waste bathroom! Always keeping the spirit of simplicity, efficiency and ease of use.

## Tell us about the ingredients and formulas in your products?

The raw materials of our formulas, whether for deodorants or for toothpaste, raw or processed a little, 100% natural and of vegetable or mineral origin. They are also certified Organic or COSMOS to guarantee the quality of our finished products. Our main supplier is located in Changé and we favour local or at least European raw materials when that is possible. Our formulas are stable, they require no additions of preservatives and contain only the essentials (very short INCI list) to ensure the effectiveness of our products!

## Do your products have mentions or labels? Is this important to you?

Our deodorants are labeled Nature & Progrès and our toothpastes are labeled Cosmébio COSMOS ORGANIC. These labels are important to us because they guarantee quality for the consumer. Their strict specifications lead us to work in a conscientious way and to offer products which are always better for health and the environment! It's also a great recognition of our work.

## Where can we find ENDRO products?

Our products are available on our website [www.endro-cosmetiques.com](http://www.endro-cosmetiques.com) and in more than 500 points of sale in France: stores specialising in organic products, bulk sales, natural and zero-waste products, concept stores and also some pharmacies and beauty salons.

## Why did you choose glass jars for your products?

The glass jar seemed obvious to us, on the one hand for its nice "old-fashioned" side which reminds us of Mamie's canned beets ... but above all because it is the healthiest material (obtained from natural minerals) and the safest thanks to its great naturalness and its resistance to air, light, cold and heat. It does not transform on contact with what it contains and does not interact chemically with it (unlike plastic). The transparency of the glass makes it possible to sublimate its content and to reveal its quality, while allowing visual control of the consumer, thus creating proximity to the product. The small jar can be reused in many ways (spice jar, egg cup, verrines for an aperitif - "wow" effect guaranteed - or for dessert ...), or brought back to the store thanks to our deposit system for a second life and of course they are 100% endlessly recycled!

What daily challenges do you both face?

Ah... there are many! Having created the company barely a year ago, we discover almost everything as we go along, you have to know how to adapt and find solutions quickly. Working in a team (there are now 10 of us) is also brand new, we have had to learn how to manage and to create a beautiful, constructive cohesion. The challenges relating to the products are more concrete, it is necessary to find suppliers who offer organic raw materials in sufficient quantity and at reasonable prices, to develop short, natural and stable formulas (without being simplistic however), it is also necessary to find good machines to optimise production in our laboratory, manage professional and private service... and find the time to cook!

What advice would you give to young people who wish to embark on entrepreneurship ?

Do not hesitate to propose and present your ideas, even simple ones, because they can make a difference!

Be informed, get information beforehand, be humble, recognise your shortcomings and know how to surround yourself with professionals, if necessary, so that you can start with a good foundation. Work a lot but know how to free yourself at break times to recharge the batteries. Do not give up in the face of difficulties and assume that nothing will go as planned!

Have fun, Dare!

If you were an ingredient, which one would you be?

The mystery ingredient! The one you don't necessarily expect, but who can make a difference.

You will find **Endro** at stand 107 at I Feel Good event, Espace Champerret  
Paris, the 04 & 05 November 2020



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