



Druides

**FANNY CHEVILLOT PRENEY**

PRESIDENT OF DRUIDES

By I FEEL GOOD event

## **Fanny, tell us about yourself and your background**

I am a curious and free entrepreneur passionate about research and creation. I studied literature and theatre. I worked for a long time in the hotel industry, from chambermaid to manager. The idea of starting a business came after my dismissal from a hotel that I managed for 10 years. Before Druides, I had two other companies that I loved and which taught me to find my true path.

## **DRUIDES, What is it ?**

For 5 years, Druides has imagined and developed a range of cosmetics reconciling nature and innovation. A range formulated, as accurately as possible to adapt to all. Druides restores the best in nature by developing effective and fair zero-waste products for our daily well-being.

## **How did you come to this interest in creating an eco-responsible brand?**

It was my wish to offer a range of products for people suffering from severe allergies or skin problems. By imagining a simple range going back to the essentials, the evidence of eco-responsibility immediately followed.



## **Tell us about your ingredients**

We only work with natural and vegan ingredients, and we immediately exclude all recognised food allergens and more. This is our baseline, the one that will determine our way of designing a cosmetic.

## **Tell us about your formulations**

We formulate all of our products in-house. It's teamwork first and foremost. Everyone gives their opinion, explains the product they want, and the inventiveness and knowledge of the lab supervised by Evgenia operate.

## **Tell us about the packaging of your products**

The packaging of a cosmetic serves no other purpose than to sell it better. You might as well reduce it to its primary purpose: a protective box and keep it simple, being able to be recycled or reused in the case of glass containers.

## **What are the different types of products offered by DRUYDES?**

We made ourselves known with our range of solid shampoos. But we have since created a solid conditioner, two solid make-up removers and two creams. This year we broaden our horizon with a lot of new product.

## **Are new products coming out?**

Yes 2022 is a big year for us with a lot of product release!!



## Do you have labels or mentions?

All our products are vegan and cruelty-free, slow cosmetics. Except for solid shampoos, all our other cosmetics are labeled cosmos natural or organic.

## Where do we find your products?

We now have more than 500 distributors throughout France. Our products are available in bulk grocery stores, pharmacies, concept stores, organic stores, marketplaces and on our website.

## If you were a cosmetic, which would you be and why?

Druydes balm. Useful for the whole family, it treats the little sores of everyday life, nourishes my dry skin in depth. Calms my daughter's eczema irritations, in short, an essential for my family.

You will find Druydes stand 113 at I Feel Good event, Espace Champerret Paris, September 22 & 23, 2022



[www.druydes.com](http://www.druydes.com)

