



Elodie Carpentier

FOUNDER

**LE ROUGE
FRANÇAIS**
PLANT BASED MAKEUPOLOGY

By I Feel Good event

ÉLODIE, TELL US ABOUT YOURSELF AND YOUR JOURNEY

Hello, I am Elodie Carpentier, founder of La Maison Le Rouge Français.

I am a Biotechnology Engineer by training, graduated from POLYTECH and KEDGE Business School. Beyond my scientific background and 10 years in the pharmaceutical and cosmetic industry, I have a real passion for entrepreneurship and Art History. Le Rouge Français is the fruit of my combined experience as an engineer and young mother. I was already aware of the controversial products we ingest and wanted to go further and apply the adage "Everything you put on your skin should be consumable". Pregnant, I wanted to continue to wear my red lipstick, which gives me strength and seduction on a daily basis. Without compromising on my health and especially that of my child, I started by designing my own lipsticks with the purest ingredients.

This is how the development of colouring based on plant pigments took on its full meaning. Both for their poetic universes and their incredible biological properties.

I then started a quest in search of plant dyes, whose history and applications through the millennia inspired me to a new paradigm of natural cosmetics.

After 18 months of R&D, with my husband Salem Ghezaili, CEO of the brand, we have created a real family business, imbued with a strong DNA combining refinement and naturalness with high-performance, desirable products and with the highest formulation standard in the current makeup market.

WHAT IS LE ROUGE FRANÇAIS?

LE ROUGE FRANÇAIS, is a specialist makeup that enhances women with plant pigments that have incredible biological properties. Our formulas are developed in FRANCE with patented and certified vegan products.

Le Rouge Français is a family business specialising in make-up with plant dyes recognised by the DNVB French 2020 panel. Source: DigitalNative Group

HOW DID YOU GET THIS INTEREST IN CREATING AN ECO-RESPONSIBLE BRAND?

Beyond the formulation part with patented plant pigments, the eco-responsibility and ethics aspect of our approach has been part of our Manifesto since the start. It was important to have precise and controlled sourcing of our ingredients as well as desirable packaging but especially with a low impact on the environment. We wanted our products to embody the ethics of the women who wear them. For this we have surrounded ourselves with the best specialists in the field. We control all the formulation processes internally within our own laboratory in Marseille and our biotech / hightech processes for manufacturing the plants with colour pigment, base of make-up, then up to the finished product. A production of finished products MADE IN FRANCE in Normandy in the Cosmétique Valley, the French Bastion of cosmetic expertise. The sourcing of our plants is mainly local, in France such as Garance for our red hues cultivated in Charente Maritime or Persicaire in organic farming in Provence for blue. When a plant is endemic to another country, we respect its environment or method of cultivation and we source from the local population through ethical channels certified as fair trade. We have surrounded ourselves with specialists in this field: Guayapi, for example for the Roucou, or Lipstick tree used since time immemorial by the Sri Lankan population that we met or from the Amazon in their beauty rituals. Guayapi has gardens labelled Forest Garden Product that go beyond organic farming while preserving the biodiversity of the ecosystem surrounding the plant. Regarding packaging, we currently have a transparent packaging like our formulas, refined and recyclable. We are one of the rare French start-ups to have made the bet to invest so early in our development, in a custom mould in order to bypass landfill: refillable cartridges as well as injecting a very unique and innovative Biosourced material. This disruptive Innovation will be released in the coming months. Stay Tuned!

GIVE US 3 ADJECTIVES, WHICH ACCORDING TO YOU REPRESENTS LE ROUGE FRANÇAIS?

The 3 R:

Revolution- Refinement- Responsible

WHAT MAKES YOUR LIPSTICK SO UNIQUE? WHAT IS ITS MAIN ASSET?

Historically, conventional brands have used synthetic or mineral pigments to constitute the colouring of their makeup, without considering alternatives.

Today we are revolutionising this industry by offering pigments using vegetable colouring which have exceptional biological properties.

This is our expertise and it is unique in the world.

The quest for naturalness, transparency and consumption in line with women's values has never been stronger. This requirement is sincere, intercultural and tends to get stronger every day. However, sensoriality, desirability and confidence in their red lips should no longer be a compromise, but understood as an unconditional requirement.

This is how LE ROUGE FRANÇAIS was born, carrying with it a deeply holistic and disruptive vision of this industry; By sublimating the power and magic of plant dye within its formulations and by magnifying a miraculous plant material for the transformation into a bio-based and rechargeable product.

We are proud to invite you on this wonderful journey.

TELL US ABOUT THE FORMULATIONS

Our Formulas have Vegan ingredients (no animal products or animal by-products), organic and Clean beauty (without controversial ingredients or allergens and recommended for pregnant women). We meet the COSMOS ORGANIC standard and are certified by Ecocert Greenlife and PETA.

We use Plant pigments: TO COLOUR LIPS WITH AN UNPARALLELED LEVEL OF NATURALNESS AND EXCEPTIONAL BIOLOGICAL PROPERTIES THAT PROVIDE EVERYDAY CARE.

Natural waxes: CARNAUBA WAX WITH EMOLLIENT AND FILM-FORMING PROPERTIES, RICE WAX AS A NATURAL PRESERVATIVE AND ALTERNATIVE TO BEES WAX, CANDELILLA WAX THAT BRINGS SWEETNESS AND APPLICABILITY TO THE APPLICATION.

Nourishing oils: APRICOT, SUNFLOWER AND CASTOR OIL, RICH IN FATTY ACID, VITAMIN, CAROTENOID AND OMEGA 3, TO MOISTURISE AND PROTECT.

We have Banned from our formulas Titanium Dioxide (TiO₂) prohibited in the Food industry since 2018 and yet still present in most conventional and organic makeup. We do not use MICA for ethical reasons. These are non-sustainable ingredients, which impact the environment and of which more than 70 to 80% of the sourcing comes from India with its very poor operating conditions and in particular, child slavery. In addition, the presence of heavy metals that are not beneficial to health is more difficult to control. And of course no synthetic fragrances, no BHT and BHA, no artificial preservatives, no silicones, no squalene, no cochineal, no beeswax. The list is long, but it is more important to focus on the benefits associated with the noble ingredients we use, than to put forward a list of controversial ingredients banned by choice.

TELL US ABOUT THE INGREDIENTS

Yes of course, I can tell you, for example, about the fabulous red pigment from the madder of dyers (Rubia Tinctorum). In ancient Egypt, the most beautiful of queens - Cleopatra - already used it on her lips as an aid to seduction. Fabrics coloured with this pigment were found in the tomb of the pharaoh Tutankhamun, in the ruins of Pompeii as well as in the ancient Corinth. The molecules from these plant are known for their extraordinary biological properties. Shea Butter is a powerful repairer and nourishes the upper layers of the epidermis. Apricot, sunflower and castor oil are very hydrating and antioxidant. The vegetable waxes of rice, candelilla and carnauba are also softening and protective of the upper layers of the skin.

HAS LE ROUGE FRANÇAIS BEEN AWARDED, HAS LABELS / CERTIFICATIONS?

We were Laureate of the COSMEBIO Cosm'Ethique 2019 competition, we are certified COSMOS Organic by Ecocert Greenlife and Vegan by PETA.

HOW MANY DIFFERENT SHADES ARE THERE?

We launched the brand on 3 iconic shades that adapt to all types of skin tone and we will soon launch 16 new shades. 25 shades are planned by the end of the year as well as other eagerly awaited makeup ranges.

WHERE CAN YOU GET YOUR LIPSTICKS?

On our eShop : www.lerougefrancais.com as well as at our distributors, selected stores, Bio and Vegan concept stores and in particular in the prestigious Marignan hotel on avenue des Champs Elysée. You can find the list on our web page.

DO YOU HAVE ANY COLLABORATIONS IN PROGRESS?

Yes, we have the beautiful capsule collections to come and in particular the chance to have an ongoing collaboration with the beautiful French institution of the Opéra Garnier, a launch to come with a prestigious Indie brand MADE IN FRANCE: Mawena for a ritual of exclusive beauty and a venerable house of high perfumery from Grasse.

The faces of the brand are for this year:

- Chloé Tesla, a very committed French vegan model
- As well as a talented star dancer of the Opera Garnier who embodies strength, beauty and courage.

WHICH LIPSTICK IS YOUR FAVORITE AND WHY?

The Rouge Alizarine, It embodies the perfect Rouge, the exhilaration of femininity, it is the intense red par excellence both iconic and innovative. A pure, electric and vibrant red. With an ultra-comfortable creamy texture, it envelops your lips in a balm of softness. Generous coverage for a mat to satin finish. Ideal for feeling Seductive, Enterprising and Glamorous. It's the ultra-efficient natural red in terms of colour, hold and texture that I wanted to have when I was pregnant.

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