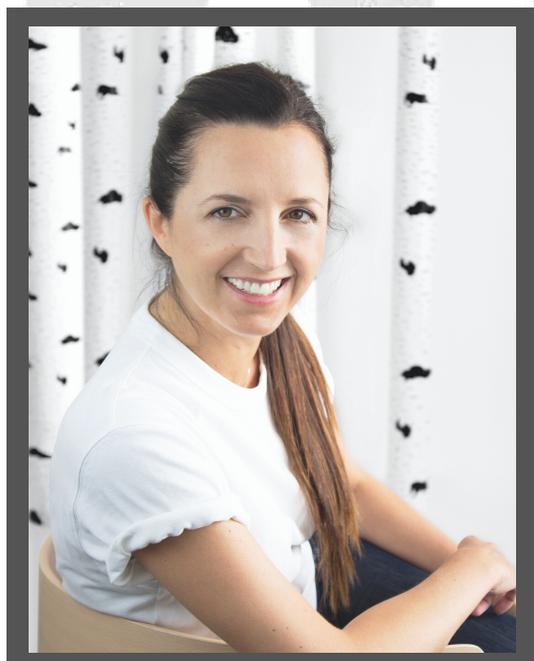


s[æ]ve
PARIS

Pauline Bony

CREATOR



By I Feel Good event

PAULINE, TELL US ABOUT YOURSELF AND YOUR JOURNEY

I am Pauline Bony, curious, enthusiastic, passionate, always intrigued by Natural beauty and science and the art of combining both.

My professional career offered me the chance to work with Dermatologists, Professors, Pharmacologists and Botanists, which allowed me to form my beliefs that natural ingredients are the best for skin metabolism, that anti-oxidants must be applied each day to slow skin ageing and that it is better to boost the immune defences of your skin rather than attacking them with aggressive ingredients or detergents.

Originally from the wild and wonderful Auvergne, I was fortunate to be "initiated" by my grandmother to the secrets of nature, including cures of birch sap to drink every spring, which gave me inspiration to create Saeve

SAEVE, WHAT IS IT?

SAEVE is the leading botanical care brand based on the antioxidant, restorative and immunity booster properties of the Immunox patent: fresh organic birch sap + organic chaga ("mushroom of immortality"). It is an expert, efficient botanical brand, with offbeat communication and natural ingredients that we all find in French nature and of course, Made in France!

WHAT MADE YOU WANT TO LAUNCH YOUR BRAND?

When I realised that the fresh birch sap my grandmother drank could have incredible effects on the skin and that my region of origin was an inexhaustible source of natural wealth. I wanted to convey the message that in France, under our noses, we have natural treasures of beauty. It was rich in meaning and it gave me the courage to take the leap into entrepreneurship.

THE ACTIVE STARS OF YOUR RANGE ARE THEREFORE THE SAP OF ORGANIC BIRCH AND ORGANIC CHAGA, WHY?

The Cantal from which I come is a prolific ground for birch trees thanks to the combination of volcanic soil ultra rich in minerals and a vigorous climate.

In my family, there was a tradition, which was to harvest the birch sap from my grandmother's garden at the rising moon in March (the only time of year when it can be harvested) and to drink it. A detox cure for 3 weeks. It was this family "secret" that inspired me to create SAEVE because I had seen the tremendous effects of the sap on the body and on the skin.

Working with a botanist on the benefits of sap, he introduced me to Chaga, which is a medicinal mushroom that only grows on birch trees and which is nicknamed "mushroom of immortality" in certain civilisations because it is the organism that has the most antioxidants and betaglucans in the world, making an ally in the fight against cancer in certain other ailments.

We patented the combination of sap and chaga and achieved extraordinary clinical results for the skin.

ARE YOUR INGREDIENTS ALL NATURAL? WHERE DO THEY COME FROM ?

The sap and Chaga are organic and harvested by hand by pickers of medicinal plants in the Auvergne Volcanoes National Park. The other plants are all present in French nature. Their particularity is also that we "title" it, that means that we will seek the active molecule of each plant to ensure performance and regularity of results, which is very rare in natural cosmetics.

TELL US ABOUT THE IMMUNOX PATENT?

The Immunox patent is the patent based on the association of fresh organic birch sap and organic chaga. For over 8 months, we have conducted 119 tests with independent laboratories to prove the incredible effectiveness of this synergy of ingredients. It emerged that the Immunox patent stops 90% of free radicals, protects and repairs cellular DNA and stimulates the skin's immune defenses.

WHAT IS YOUR FORMULATION PHILOSOPHY?

Our formulation philosophy is very strict: ZERO parabens, silicones, PEG, sulfates, ingredients of animal origin, mineral oils, phenoxyethanol ... but a lot of sensoriality and subtle and divine vegetable fragrances created in Paris. SAEVE products are highly concentrated in plants and contain up to 99% ingredients of natural origin.

DESCRIBE US SAEVE IN 3 ADJECTIVES

French nature, performance, lightness of mind.

TELL US ABOUT YOUR DIFFERENT PRODUCTS, WHAT ARE YOUR BEST SELLERS?

Our best sellers are our botanical serums, because they are the most concentrated products in plants and Immunox patent (2 times more than creams). With our sera, the results on skin are visible very quickly, which explains their word of mouth success. They are 6 in number and all won an industry award in 2019/2020. They are the darlings of our "beautiful plants" (our community)!

WHERE CAN YOU BUY SAEVE PRODUCTS?

You can buy SAEVE products in pharmacies, Lafayette galleries and on www.saeve.com

HOW ARE YOU MANAGING THE SITUATION WITH COVID-19?

We are investing more on our e-commerce site and on social networks to engage more with our consumers, better understand them and offer them what is most in line with their expectations. We have just produced a limited amount of birch sap to drink and we offer it to our beautiful plants as a detox during confinement, it allows us to speak differently about the brand and accompany them for more well being during this difficult period . We also offered more than 20,000 hand creams and masks to 7 different hospitals to support their efforts and bring them some comfort.

YOUR BEST BEAUTY TIP?

Smile :)

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ALL
You need is



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