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By I Feel Good event



Amandine & Julien

CODAGE
PARIS



AMANDINE, TELL US ABOUT YOURSELF AND YOUR BACKGROUND

I am Amandine Azencott and I am the co-founder of CODAGE Paris, Contemporary House of Cosmetology. CODAGE is a family story, co-created with my brother Julien in 2010 - so we are celebrating our 10 year anniversary this year.

Our inspiration comes mainly from our family heritage. We grew up in a family of doctors, dermatologists and pharmacists, and we wanted to restore the dialogue of the traditional pharmacy, placing service, prescription and ultra-personalisation at the heart of our proposal.

The "CODING" is the unique "Formula" of the treatment responding to the particularities of the skin for which it is intended: "each beauty is unique, each has its formula, its solution, its coding".

Julien & I are almost twins because we are only 13 months apart! We have always been very close, extremely close in fact and the adventure we are living today with CODAGE has only strengthened our ties.

WHAT IS CODAGE PARIS ?

CODAGE = your contemporary apothecary. CODAGE is a global concept of unique beauty, able to respond to the individual problems of caring for any skin, any age, any ethnic group. Always aiming to offer the best in cosmetics, based on values of honesty, transparency, traceability and natural, clean, vegan and 100% made in France formulas (we have our own R&D laboratory and production, based in the south of France).

WHAT MAKES CODAGE PARIS AN INNOVATIVE BRAND?

CODAGE is a pioneering tailor-made brand. 10 years ago, we wanted to put the consumer at the heart of our whole approach, to offer them radically personalised care, adapted to their desires and unique and changing needs. We therefore offer our customers, since 2010, a custom formulation, designed freshly to order, according to specific needs of each skin. An intelligent, all-in-one product that adapts to the changing seasons, lifestyle, hormonal cycle of each, all with honesty and total transparency.

Today, we are going even further in our tailor-made offerings, because we are installing CODAGE laboratories at certain exclusive partners.

Thus, our professional partners are able, in addition to their consultation and their prescription, to formulate on site, on request, directly for their customers and locally, tailor-made CODAGE treatments.

WHAT IS YOUR BRAND'S DNA?

Tailor-made and skin nutrition. The skin is a living organism which must be nourished wisely. Its needs change daily and are influenced by the seasons, your environment and your pace of life. You will not adopt the same diet in summer as in winter, if you exercise or if you sit at your desk. It seems obvious and it should be the same for your skincare products.

Every day, your skin deserves special and adapted nutrition. Nutrition involves the use of serums, both for the face and for the body, which we consider to be real nutritional supplements for the skin (their fluid dosage has the advantage of containing very high concentrations of active ingredients and penetrating the deepest layers of the epidermis). All this, with a tailor-made or ultra-personalised offering, truly based on listening, advice and service to respond in a targeted manner to the needs of each skin.

GIVE US 3 ADJECTIVES THAT YOU THINK BEST DESCRIBE CODAGE PARIS

Lifestyle / Tailor-made / Nutrition

WHAT ARE YOUR COMMITMENTS?

“Responsible beauty that rhymes with efficiency and tolerance”.

Our quest for excellence in formulation is limitless, with 100% Made in France products and proven effectiveness.

Our 3 strong commitments are therefore efficiency - tolerance and naturalness.

- All our products are formulated, manufactured and packaged by us in our own laboratory located in the south of France, for perfect control of the quality of our formulas, without compromising on the right dosages. We are proud to promote our French know-how and we favour short circuits and small productions to offer fresh and innovative products, straight from our laboratory.
- We do not use any parabens, allergens, or phthalates. We formulate without perfume or in very low concentration for the respect of the most sensitive skins.
- Since our creation, we have been developing products in a Clean Beauty approach. Our formulas are composed on average of 90% of natural ingredients (plants, algae, minerals), 35% of which are Ecocert certified. We do not test on animals. Our products are vegan. We are sensitive to environmental issues and choose our packaging carefully for its recyclability and do everything to constantly improve on these points.

HOW DID THIS CONCEPT COME TO YOU?

It was obvious to be honest!

After different professional experiences, among others in large cosmetic groups, we spent several years developing ranges of care for dermatologists in the United States. By creating for others, we acquired strong convictions, and decided to create our own brand with one goal in mind:

Offer the best of active cosmetology in a targeted and personalised way.

Convinced that each skin is unique and deserves a particular treatment, we decided to return to our roots and to revisit the dispensary of the French pharmacy, so that each person can speak to an expert, their way of life, their needs, their desires and receive in return a tailor-made formula. We have made formulation science accessible, to allow everyone to understand and be co-creator of their care. A vision of cosmetics rooted in the spirit of Contemporary Apothecary: truly based on listening, advice and service to respond specifically to each individual's needs.

TELL US ABOUT YOUR FORMULATIONS

As mentioned, we are looking for excellence in formulation, aimed at efficiency, tolerance and naturalness. It is particularly important for our House to have its own laboratory, both for research & development, and for production and packaging. This allows us to control the quality of our formulas, to make no concessions on the selection of the most innovative active ingredients (and to have great responsiveness in updating them when new innovations arrive), and not to limit ourselves on the dosages of these, for ever-more efficiency.

Finally, we only select active agents that have been certified by vivo and in vitro tests.

Of course, CODAGE being a contemporary skincare brand, our formulas are clean, and it's therefore formulated without parabens, phthalates, petrochemicals and are 100% Vegan, cruelty free and Made in France of course!

HOW DO YOU DEFINE CLEAN BEAUTY?

Since its creation, CODAGE has made every effort to make consumers as aware as possible of their skin care and be able to understand and "decode" it. This is part of our DNA, with our Nutri-Elements (active ingredient cocktails classified), which allow us to read a formula and understand it. Our whole approach is based on total transparency towards the consumer, perfect honesty, detailing all the ingredients we use, the results we can expect, etc.

We provide our customers with as much information as necessary about our formulas, simply because we have nothing to hide. And we believe they need to be as "educated" as possible about our formulas in order to take control.

We have never looked for a label for our products, which in our opinion is not necessarily a guarantee of skin tolerance or effectiveness. We prefer transparency. We therefore focus on the formula, not the trend or "fashion".

For example, many extol the virtues of mineral oils / essential oils on their face, praising their natural and effective side. It's true, but they can also create allergies for certain skin types, which is why we prefer not to use them for our face products. We want to make sure that we offer perfect tolerance for use, even for the most sensitive skin.

At CODAGE, we have a charter that defines our "no list", that is to say the ingredients that we refuse to use, such as ingredients of animal origin, parabens, mineral oils ...

So when we use a plant extracts, we always try to use an organic extract when it is available.

On the other hand, certain organic charters exclude products which are not harmful and do not pose any problem to us. Whenever we can, we increase the proportion of natural and organic in our product - but we also focus on effectiveness.

We are therefore in a Clean Beauty approach from the start, and we strive to improve ourselves constantly. For us, Clean Beauty is not just a label, but it is always more transparency, more naturalness, more cruelty free (vegan products, not tested on animals), more recycling (we are not perfect, but we do everything to be more and more), and more steps to always be more eco-responsible.

Basically, everything we have been passionately working on for 10 years now!

WHERE CAN WE GET YOUR PRODUCTS?

We are mainly present in a network of professionals, able to understand the needs of a skin, and to prescribe the appropriate care after an expert consultation.

100% made in France yes, but with an international dimension, since we are present in more than 35 countries, mainly in 5 * Hotel Spas (Four Seasons, Accor, Park Hyatt, Beachcomber, etc.), selective institutes, pharmacies, medi-spas, clinics, etc.

All these professionals are our best ambassadors, capable of prescribing and advising our customers.

WHAT IS YOUR STRATEGY FOR COVID-19?

Like everyone, we never expected to experience a health crisis of such magnitude and such violence. After the shock of the announcement, we had to pull ourselves together and be very reactive in order to properly manage the future of our company and our 40 employees. All around the world, all of our partners have closed, one after the other and we therefore have a turnover that has decreased by 90% currently and will remain so for a long time. Because even when our partners can re-open their doors, it will take time for their customers to travel again or to find the desire to have beauty treatments, without any apprehension.

We imagine 3 months for France post containment at least, 6 months for Europe, but probably a year in the rest of the world.

In two weeks, we therefore restructured the whole company, so that it could adapt its business model to the new deal and put everything in working order to get there.

We are currently focusing on our digital strategy, as this remains our only lever to keep in touch with our consumers.

Finally, we wanted, with our modest means, to participate in national solidarity and thank in our own way the caregivers who give themselves body and soul to save our lives, by risking their own. We have therefore offered thousands of hand creams, in more than 40 hospitals and clinics to soothe damaged hands from the repeated use of hydro-alcoholic gel.

Our way of saying THANK YOU and well done.

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