



Ramata Prause

President

Vagance.

By I FEEL GOOD

RAMATA, TELL US ABOUT YOURSELF AND YOUR JOURNEY

My name is Ramata, I am French of Malian origin, I am 45 years old, a husband and two boys! I have a doctorate in Pharmacy and I have worked in the pharmaceutical industry for more than 15 years, most recently supervising Quality, Regulatory and Vigilance activities within a human-sized pharmaceutical laboratory.

However, 3 years ago I decided to embark on the crazy project of creating my cosmetics brand alongside my business, and I absolutely do not regret my choice!

Today I am in the midst of a life change to get involved with joy, enthusiasm and sincerity in this beautiful, evolving world of cosmetics in terms of inclusiveness and sustainability ❤️

VAGANCE, WHAT IS IT?

Vagance is extravagance without the extra! It's a return to the essentials, to simplicity, to the fundamentals for his wavy, curly, frizzy and frizzy hair and his beard where everyone can find their place and where no one will have to choose between their beauty and their health.

Concretely, Vagance today is a range of inclusive hair and beard care eco-designed using a minimalist approach, with natural ingredients, which can also be organic and even upcycled, usable by the whole family from the age of 3 years for the hair routine, and which is designed to be rechargeable.

WHY VAGANCE ?

I was introduced to the world of cosmetics a little through the suffering when I was younger, I must say, that of not feeling represented there, but also the suffering of having paid the price with my health when I was carelessly using the products offered in stores that were supposed to be intended for me...

Today I am transforming the attempt by making my contribution to this building with the wish that everyone recognizes themselves more and more in this world of cosmetics by creating my cosmetic brand Vagance which is unisex, which is suitable for all types of wavy hair , curly, curly. and frizzy hair - textured hair, accessible to the whole family from 3 years old.

TELL US ABOUT THE INNOVATIVE FORMULATIONS AND PACKAGING?

Vagance is ingredients selected for their usefulness, for their effectiveness and present in the right number in minimal formulas and generous in quantity of active ingredients for optimal results and use suitable for the whole family. It is also the choice not to have added perfume: at Vagance, the products have the smell of the natural ingredients contained in the formulas!

On the packaging side, we chose glass containers and developed 100% recyclable eco-refills to encourage the reuse of the initial container and the adoption of a sustainable consumption method in cosmetics.

WHAT ARE THE PILLARS OF YOUR BRAND?

We are driven by four strong principles at Vagance:

- **Ultra-minimalist formulation**

Natural, quality ingredients, in the right number, essential, upcycled if possible, effective on wavy, curly, frizzy hair and beards for optimal results and use suitable for the whole family, these are our specifications;)

- **Inclusivity and diversity**

At Vagance, we value the diversity of hair textures, first of all! Our products are designed for everyone, from the age of 3, without distinction of gender. We are committed to promoting an egalitarian representation of hair beauty, reflecting the richness and variety of hair.

- **Pragmatic approach**

We consider our customers as a community, a family. This is why we have now engaged them in a test program...

- **Sustainability**

From the eco-design of formulas, including sourcing of organic, sustainable and local quality raw materials whenever possible, to the development of single-material refills and/or benefiting from their own recycling channel, the concern to minimize as much as possible the impact of the life cycle of the range's products on the environment is a major concern at Vagance.

WHERE ARE YOU WITH THE LAUNCH OF VAGANCE?

Well we are in the middle of the launch! Our crowdfunding campaign started at the end of May 2024 on Ulule: <https://fr.ulule.com/vagance-soins-capillaires-et-barbe/> The 100% objective was achieved, which allowed us to launch supplies to launch the production campaign for the four products in the range this summer!

But it's not over, we have the ambition to reach the 150% level to finalize the development of our refills and the 200% level to achieve the organic certification of our products according to the COSMOS standard!!!

HOW MANY PRODUCTS WILL THE VAGANCE RANGE OFFER?

To date, the range of inclusive treatments offered by Vagance is made up of 4 products:

- The minimalist hair routine for wavy, curly, frizzy and frizzy hair: The Spray, The Cream and The Mask
- Beard care



WHERE CAN WE BUY THE PRODUCTS?

Our products will initially be on sale on the Vagance eshop soon

WHAT IS YOUR GREATEST PRIDE?

Today our greatest pride is to be able to present Vagance to you after months of work with an incredible team who worked tirelessly to deliver our message to the world and give birth to the Vagance range of inclusive hair and beard care!

WE WILL SEE YOU AT THE I FEEL GOOD SHOW NEXT SEPTEMBER (STAND 105), WHY DID YOU DECIDE TO PARTICIPATE?

At Vagance, the formulas and packs are deeply respectful of people and the environment: how can you not participate in the I Feel Good Salon which advocates the same values!!!

By participating for the first time at the I Feel Good Show as an exhibitor and this in the month of the brand's commercial launch, we wish to convey the strong message of our values and the imprint we wish to make to society!



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