



*The power* of the **APPLE**

[pomoneparis.com](http://pomoneparis.com)



# POMONE

Paris



I created POMONE, a premium brand of efficient cosmetic products stemming from the botanical high technology of the apple.

POMONE Paris is the reference cosmetic brand sublimating the virtues of the apple.

Florence Sellin  
CEO & Founder



The botanical high technology of the apple

**POMONE Paris** proposes cosmetic products based on the botanical high technology of apple and manufactured in France with the greatest care.

**POMONE Paris** formulas are on the cutting edge of the cosmetic technology. Natural, vegan and free from any controversial ingredient, they offer a clean and safe beauty. Their safety is guaranteed by a pharmacist toxicologist.

**POMONE Paris** brand is inspired by apple, the symbolic fruit so prevalent in Normandy/France, the country of origin of the Founder. The click was the observation of tannin in cider, sign of plentiful polyphenols in apples.

The Founder, specialist of beauty branch and chemical engineer, provided to **POMONE Paris** her know how and her expertise developed with leading cosmetic brands on international stage.

**POMONE Paris** cosmetics echo the beauty of POMONE, the Goddess of the botanical world.



# Our COMPANY

## *Indie Brand*

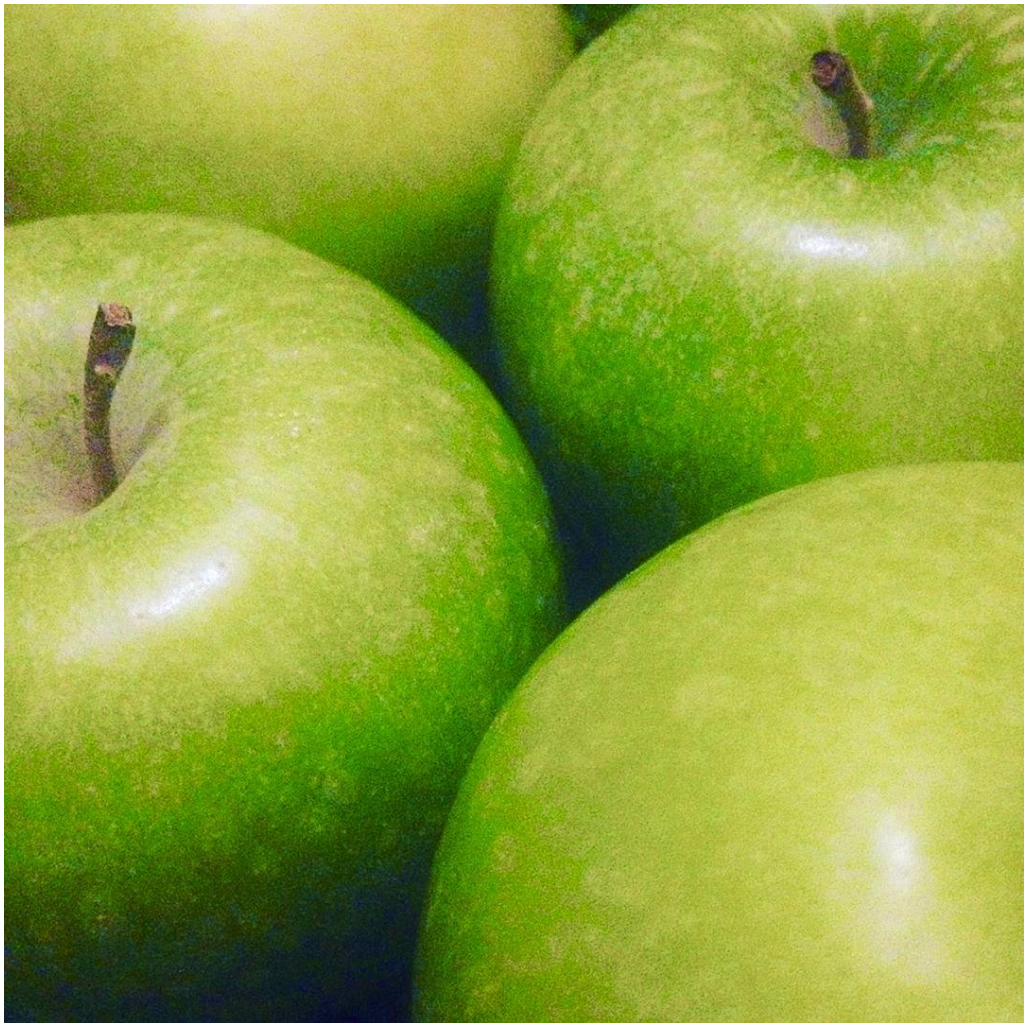
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POMONE is a French independent family  
cosmetic company founded  
by FLORENCE SELLIN, who is also its CEO.

POMONE also benefits from the Parisian Artisan label  
in recognition of its cosmetic expertise.



POMONE  
Paris





# Our BRAND

## *Pomocosmetology & Clean Beauty*

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**POMONE Paris** brand finds its origin in the observation,  
by the Creator, of tannin in cider, sign of plentiful  
**POLYPHENOLS** in the apple.

Polyphenols have a strong antioxidant power  
highly appreciated in cosmetics

The Founder decided to launch a cosmetic brand  
based on the virtues of the apple in phase with the  
**Clean Beauty** and thus invents the **pomocosmetology**.

Specialist of beauty branch and chemical engineer,  
the Creator has developed a unique expertise in  
**botanical high technology of the apple.**

The brand advocates an  
**Our ETHICAL and RESPONSIBLE BEAUTY.**

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Our formulas are natural, vegan and exclude  
any controversial ingredient.  
Local and organic ingredients are preferred.

Respect for environment is part of product design.



Our brand promotes the **MADE IN FRANCE.**

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Our products are carefully manufactured in France in selected workshops. Each manufacturing step is controlled according the standards of the brand to provide an optimal quality.



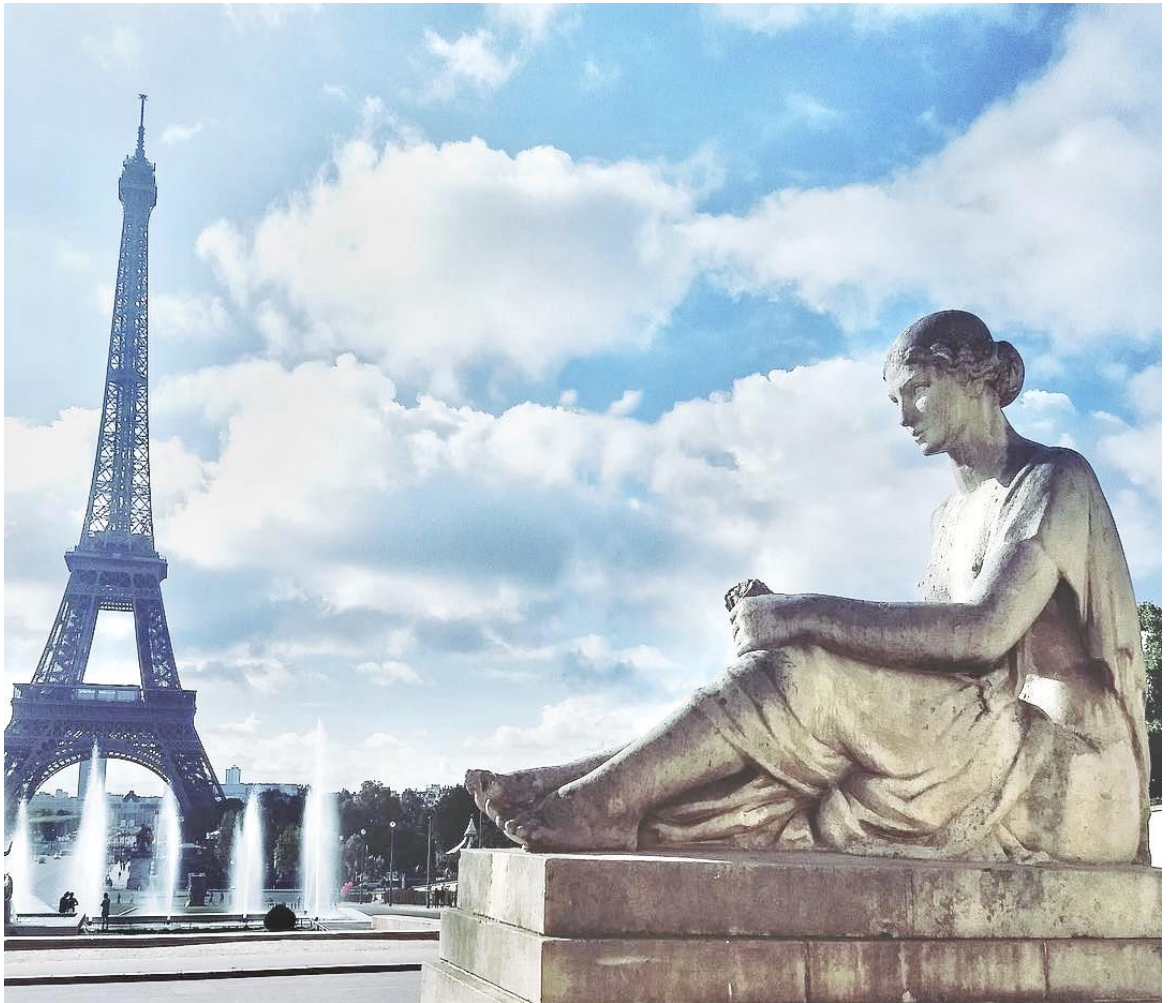
The beauty of **PARIS** inspires  
the elegant designs and decors of our brand.

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Our brand pays tribute to the beauty  
of **POMONE**, the **GODDESS** of  
**THE BOTANICAL WORLD.**

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Our brand is deeply attached to **NORMANDY**/ France  
where the apple is so prevalent

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The **POMADE** takes its name from an apple-based preparation used in the past to accelerate healing of war wounds

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Julien Le Paulmier, doctor of King Henri III and Norman, published the first treaty of cider and apple in 1589.

An apple a day keeps the doctor away.



# Our PRODUCTS

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**POMONE Paris** offers **premium cosmetic products**, natural and vegan, based on the botanical high technology of apple and in phase with the **Clean Beauty**.

The products are manufactured in France with the greatest of care.

**Apple contains treasures of cosmetic efficiency.**

**POMONE Paris** products are especially pleasant to use with their **highly sophisticated textures** that melt on the skin. Their **signature fragrance**, created by a perfumer from Grasse, evokes the scent emanating from the cider apple harvest in autumn in Normandy.





POMONE  
Paris

MUNIFICENCE  
*Sérums Yeux*  
PLURI-ACTIFS ANTI-ÂGE

*Eye Serum*  
ANTI-AGING PLURI-ACTIVES



e 15 ml 0.5 fl oz

# DAY & NIGHT CREAM

ANTI-AGING PLURI-ACTIVES

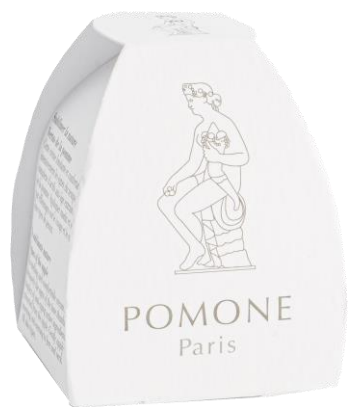
Melting and comfortable cream. Targets intensively the signs of the time thanks to its complex of active ingredients extracted from the apple. Formulated to restore elasticity and radiance of a younger skin.

All skin types.

MUNIFICENCE line



Apple polyphenols fight against oxidative stress responsible for an accelerated aging of the skin. Apple isoquercetin activates sirtuins, proteins of longevity, fights against loss of elasticity and density of the skin protecting elastin and fighting against glycation and collagen stiffening. Apple seed oil moisturizes and revitalizes.



MADE IN FRANCE



Glass jar and dome box, 15 ml

Glass jar 50 ml

# SERUM

## ANTI-AGING PLURI-ACTIVES

Fine emulsion filled with a rich and powerful cocktail of active ingredients extracted from the apple. Formulated to stimulate and awaken vitality of the skin and to restore elasticity and radiance of a younger skin.

All skin types.

MUNIFICENCE line



Apple isoquercetin activates sirtuins, proteins of longevity, fights against loss of elasticity and density of the skin protecting elastin and fighting against glycation and collagen stiffening. Apple polyphenols fight against oxidative stress responsible for an accelerated aging of the skin. Apple vegetal water invigorates the skin and infuses oligo-elements and mineral salts. Apple seedoil moisturizes and revitalizes.



MADE IN FRANCE



Pump glass bottle 30 ml

# EYE SERUM

ANTI-AGING PLURI-ACTIVES

A cream-gel with a fine and comfortable texture. Gives a targeted global answer to the signs of the time and signs of fatigue of the fragile area of the eye contour.

Rich in powerful active ingredients extracted from the apple. Specifically formulated to avoid any eyelids swelling.

All skin types.

MUNIFICENCE line



Apple isoquercetin activates sirtuins, proteins of longevity, fights against loss of elasticity and density of the skin protecting elastin and fighting against glycation and collagen stiffening. Apple polyphenols fight against oxidative stress responsible for an accelerated aging of the skin. Apple seed oil moisturizes and revitalizes.



MADE IN FRANCE



Glass jar 15 ml

# CREAM MASK

ANTI-AGING PLURI-ACTIVES

Rich and smooth mask, filled with active ingredients extracted from the apple. Leaves a pumpled, smooth and replenished skin and a luminous complexion.

All skin types.

MUNIFICENCE line



Apple polyphenols fight against oxidative stress responsible for an accelerated aging of the skin. Apple isoquercetin activates sirtuins, proteins of longevity, fights against loss of elasticity and density of the skin protecting elastin and fighting against glycation and collagen stiffening. Apple seed oil moisturizes and revitalizes. Apple vegetal water invigorates the skin and infuses oligo-elements and mineral salts.





MADE IN FRANCE



Glass jar 50 ml

# SPRAY MIST

REVITALIZATION PLURI-ACTIVES

A mist filled with revitalizing actives extracted from the apple with a fresh and delicate scent.

Invigorates, refreshes and tonifies the skin at any time of the day. Sets make-up.

Perfects cleansing and make-up removal.

All skin types.

MUNIFICENCE line



Apple vegetal water invigorates the skin and infuses oligo-elements and mineral salts. Apple polyphenols fight against oxidative stress responsible for an accelerated aging of the skin.



MADE IN FRANCE



Spray glass bottle 100 ml

# FOAMING CREAM CLEANSER MAKE-UP REMOVER

face & eyes

PLURI-ACTIVES

Cream rich in actives extracted from the apple with a fresh and delicate scent. Transforms into a dense and smooth foam for removal of make-up, including waterproof formulas, impurities and any trace of pollution. Leaves a smooth and silky skin with an extreme sensation of purity and comfort.

All skin types

CHOYÉE line



The apple micro powder softly exfoliates and texturises the foam for a sensory experience, is. It is also a source of apple polyphenols, powerful antioxidants. The apple amino acid derivative provides an effective cleansing and make-up removal with a dense, ultra-soft foaming texture. Apple vegetal water invigorates the skin and infuses oligo-elements and mineral salts.



MADE IN FRANCE



Airless bottle 150 ml

# Our BEAUTY BOXES

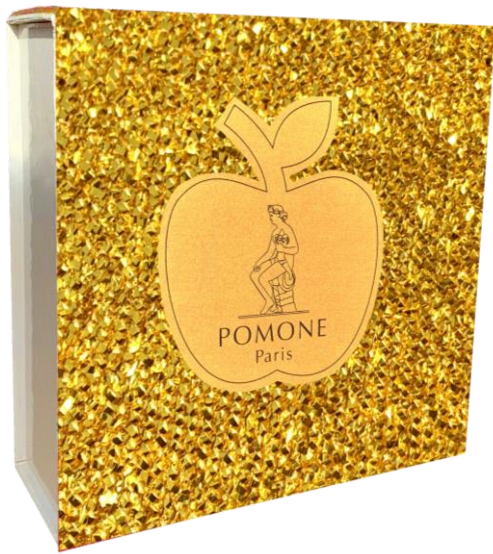
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POMONE Paris proposes elegant beauty boxes.



**Classical edition**

## LIMITED EDITIONS



Christmas



Spring Summer

Depending on seasons or key dates

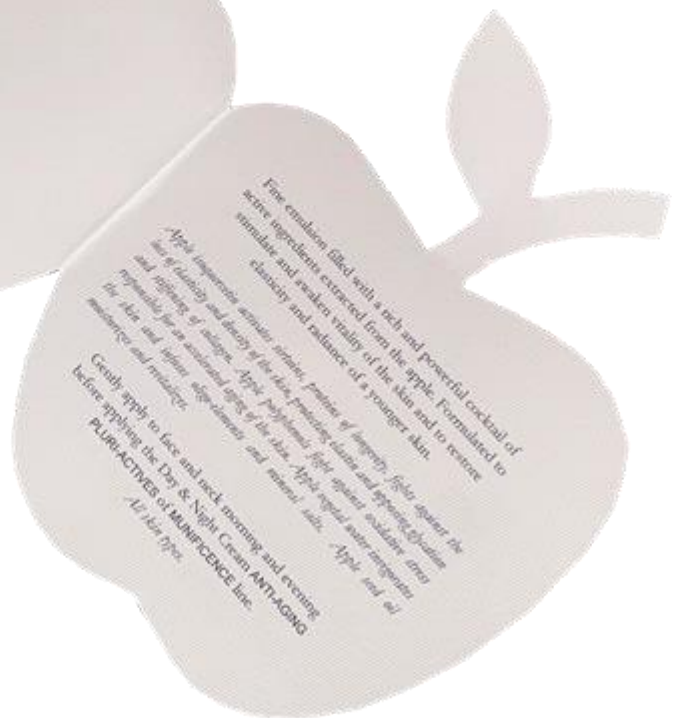
## Our DELUXE SAMPLES







Pump glass bottle, 30 ml



Fine emulsion filled with a rich and powerful cocktail of active ingredients extracted from the apple. Formulated to stimulate and awaken vitality of the skin and to restore elasticity and radiance of a younger skin.

*Apple* improves texture, restores, fortifies, firmness of integrity, fights against the loss of elasticity and density of the skin, promotes elasticity and improves hydration and resistance of collagen. *Apple polyphenols* fight against oxidative stress responsible for an accelerated aging of the skin. *Apple* speeds up skin regeneration in the skin and offers suppleness and natural radiance. *Apple* and oil maintenance and moisture.

Gently apply to face and neck morning and evening before applying the Day & Night Cream **ANTI-AGING PLURACTIVE** or **MUNIFICENCE** line.

All skin types.

# Our APPLE ACTIVES

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Apple actives offer treasures of cosmetic efficiency.  
Apple polyphenols, apple isoquercetin, rare apple seed oil ...  
contain particularly powerful molecules  
for **high quality skincare.**



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The antioxidant power of apple polyphenols is 40% higher than that of grape polyphenols and 3 times higher than that of tea polyphenols.

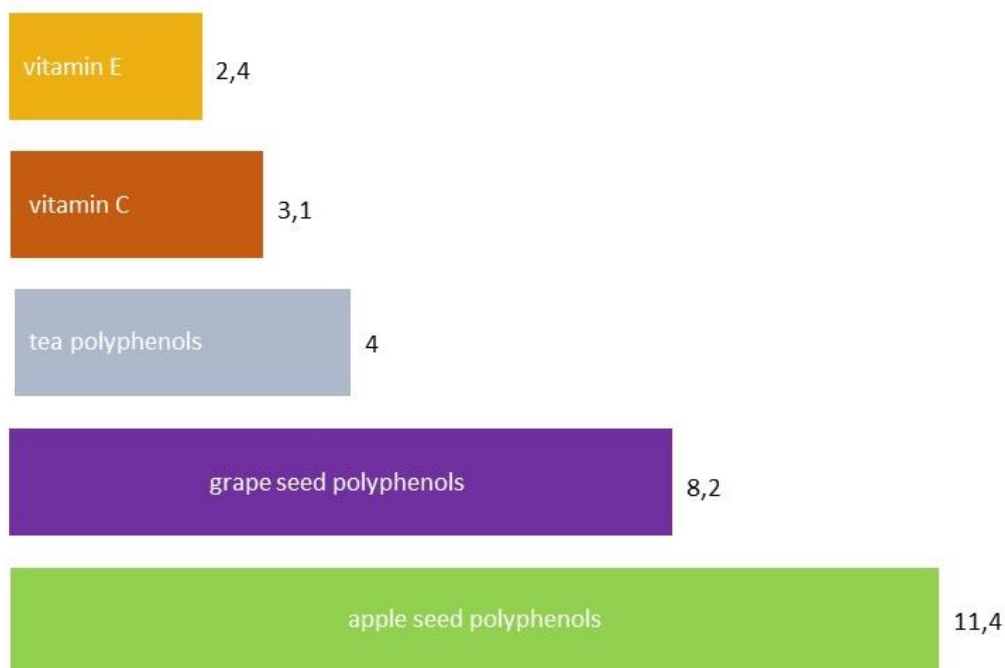
# Apple POLYYPHENOLS

## Powerful antioxidants

Polyphenols fight against production of free radicals aggravated by environment and sun.

Free radicals constitute one of the major factors of aging of the skin because they degrade production of collagen and elastine - structural proteins for firmness and elasticity of the skin.

The antioxidant power of apple polyphenols far exceeds that of other plants such as grapes or tea. The reference anti-oxidants vitamins E and C are also well below apple polyphenols.



Antioxidant power, ORAC unit (Trolox  $\mu\text{mol}$  equivalent / mg)

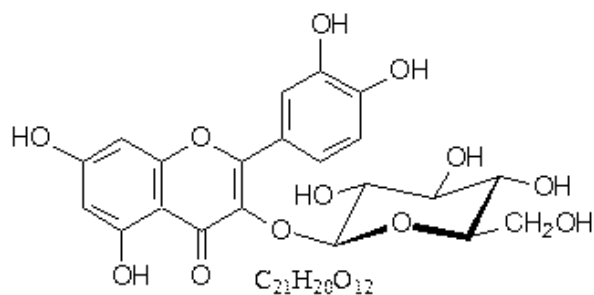
## Apple IsoQUERCETIN

Protects elastin & collagene  
Activates sirtuins  
Powerful antioxidant

Apple IsoQuercetin, protecting elastin, fights against the loss of elasticity of the skin. It also protects collagene by fighting against proteins glycation and formation of AGEs (advanced glycation end products) which cause stiffening of collagen, a major factor of premature aging of the skin. Apple IsoQuercetin is also known for its ability to active sirtuins called « proteins of longevity » because they extend cells life. It is also a particularly powerful oxidative stress reliever.

*The interest of IsoQuercetin for the fight against aging of the skin, has been discovered after the observation of premature aging of diabetic skin, due to glycation of proteins that means reticulation of collagen in presence of glucose with formation of AGEs.*

*Among various plant extracts tested regarding sirtuins activation, isoquercetin was detected as particularly effective.*



## Apple SEED OIL

Moisturizing & Revitalizing  
*Reinforces the hydrolipid film*  
Powerful antioxidant  
*Rare & Precious*

Apple seed oil protects against skin dryness, brightens the complexion, nourishes and revitalises.

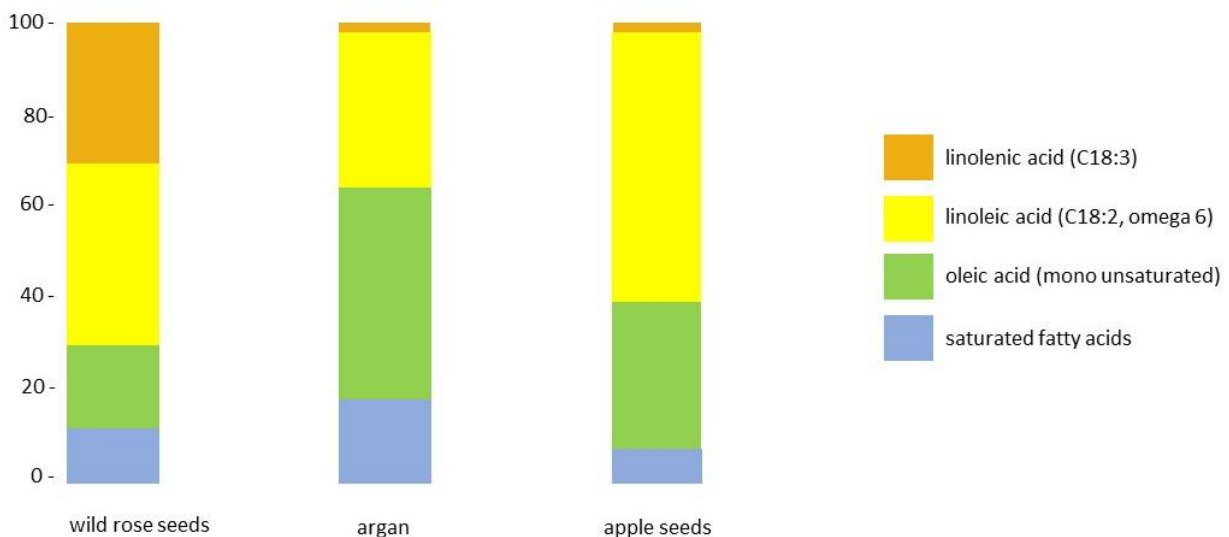
Apple seed oil reinforces the hydrolipid film since it is particularly rich in linoleic acid, the major component of sebum.

Its vitamin E content also makes it a powerful antioxidant.

Apple seed oil is a precious oil because of its composition and rarity since 1 liter of oil extracted from the seeds correspond to 1 ton of apples.

Apple seed oil is also exclusively reserved to a cosmetic use as it is not edible.

**Fatty acids composition**



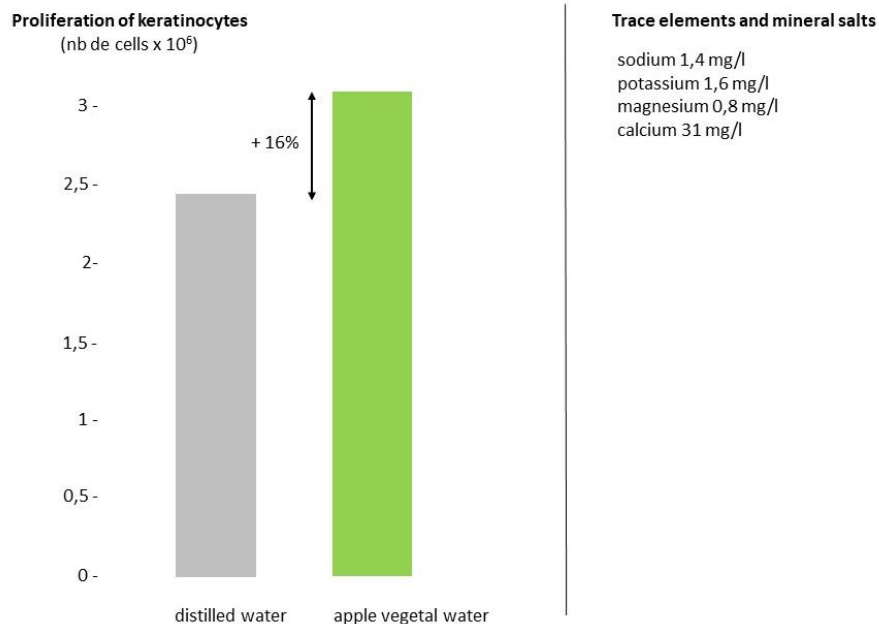
# Apple VEGETAL WATER

*Invigorates*  
*Infuses trace elements and mineral salts*

Apple vegetable water corresponds to the constitution water of the apple drawn from the earth by the roots of the apple tree and transformed by the tree, the leaves and the fruits. This refined and authentic water, rich in the nutrients of the apple, is a source of trace elements, essential oils and mineral salts.

Apple vegetal water has a biostimulant effect promoting the cellular proliferation of keratinocytes in the epidermis for an energizing effect.

In addition, apple vegetal water boosts the efficiency of the active ingredients in cosmetic formulas.



Apple vegetal water is extracted from fresh apples by flash distillation. The co-products, dehydrated fruits and apple juice, are collected for agri-food use.

## Apple MICRO POWDER

*Exfoliates ultra-gently*  
*Texturizes*  
*Rich in antioxidant polyphenols*

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Apple micro powder provides an ultra-gentle exfoliation without irritating the skin.

The apple micro powder texturizes formulas and reinforces their sensoriality.

It is also rich in apple polyphenols, which are powerful antioxidants.

The apple micro powder is obtained by crushing and sieving dried apple pomace, a residue from agrifood processes.





## Apple AMINO ACID DERIVATIVE

*Efficient and gentle cleansing and make-up removal  
Dense and comfortable foam*

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The apple amino acid derivative is a mild foaming agent obtained by combining apple juice amino acids with a lipid molecule.

The lipoaminated structure gives a dense and creamy foam that captures and eliminates make-up, including waterproof formulas, impurities and all traces of pollution.

The foam has no de-lipidising effect and respects the skin barrier and the fragility of the eyes.

It leaves the skin soft and with no tight sensation after rinsing.









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