



LE ROUGE[®]
FRANÇAIS
PLANT BASED MAKEUPOLOGY

We are delighted to share this revolutionary adventure with you in order to contribute to changing the beauty routine of billions of women and above all to participate in tomorrow's regenerative economy.

What makes us unique

While 95% of **cosmetic colouring** is obtained from petroleum derivatives, recent natural alternatives remain ethically controversial, due to the conditions of their extraction.

LE ROUGE FRANÇAIS is bringing about a **worldwide revolution** by proposing, for the very first time, a **sustainable** solution that respects biodiversity and every woman's health : **plant-based colouring**, for flowers on skin that deliver exceptional biological properties.

We are the **first player in the luxury make-up market** to be certified **Organic** and **Vegan**. Our positioning is resolutely turned towards the respect of woman's health, the respect of our planet and the elegance à la Française.

Our processes and formulas are **patented** and free of controversial or allergenic ingredients, without titanium dioxide and mica. Our lipstick case is made of castor oil, in order to avoid plastic as much as possible, while offering a transparent, durable and elegant material.



[Click here to discover our presentation video](#)

Our performances



5 patents (formulas, packaging, process) and strong intellectual property in the competitive and oligopolistic cosmetics market (\$400 billion worldwide)



More than **250 points of sale** in Europe to come and a major development strategy in selective perfumery, hybrid pharmacy and department stores and a shop Paris, Place Vendôme



Renowned investors who trust us for a sure return on investment (Chantal Baudron, INSEAD, FBA Femmes Business Angels, the innovation unit of the L'Occitane Group)

Our eligibility to the **BPI** and our selection to the **Booster Business France** China



In an **exponential growth** phase, we are part of the DNVB (French panel) thanks to a **robust marketing-digital strategy**

About the Maison

LE ROUGE FRANÇAIS enhances women's beauty with pigments derived from **dye plants** that have incredible biological properties. These plant pigments gently adapt to each skin tone for a personalized result.

Vegan and **organic certified** products, with pure formulas free of controversial ingredients, developed in France, without compromising health : A new paradigm of natural cosmetics in line with today's consumers expectations where luxury becomes beautiful, elegant and organic.

A few words from our founder

"Pregnant, I wanted to continue wearing my red lipstick, which gives me strength and seduction every day. I then became interested in formulations and the conclusion was quickly clear...

I decided to start designing my own lipsticks with the purest ingredients available. Using plant-based pigments was an obvious choice, both for their colouring qualities and their incredible biological properties.

With Salem, my husband, we decided to create Le Rouge Français with the strength, poetry and benefits of dye plants at the heart of each formula."

Élodie CARPENTIER

Our certifications



COSMOS
ORGANIC



COSMOS
ORGANIC



MADE IN FRANCE
FABRIQUÉ
EN FRANCE