



L'ORGANIO®

N A T U R A L S K I N C A R E

BRAND BOOK
2024



L'ORGANIQ

marula oil
facial serum

L'ORGANIQ

for healthy, revitalised skin

dry skin, sensitive skin
30ml e

hyaluronic acid
triple fruit serum

L'ORGANIQ

for smooth and radiant skin

all skin types
30ml e

BEAUTIFUL SKIN
SHOULDN'T COST THE
EARTH



Our ETHOS

Our mission is a belief and promise that natural skincare should be accessible, affordable, sustainable and available to everyone.

Be clean. Be kind. Be beautiful.



The BRAND

Launched in October 2019 by its Founder and creator, Emma Chevrel, L'ORGANIQ is a multi-award winning British independent natural skincare brand.

With the motto 'Be clean. Be kind. Be beautiful' and our philosophy that 'Beautiful skin shouldn't cost the earth' summarising the brand in its entirety, L'ORGANIQ is a diverse range of vegan, cruelty free and sustainably packaged premium skincare for face, body, teen and men's care.

Suitable for all skin types, L'ORGANIQ champions diversity and sustainability; a circular brand.

In October 2021, BISOUS by L'ORGANIQ teen skin range was launched. Advocating good skin health and education early, BISOUS has been lovingly curated to give teens a starter range of natural skincare essentials to help rebalance hormonal skin, encourage good skin health and promote an effective skincare routine; 'getting it right from the start'. BISOUS compliments L'ORGANIQ's diverse skincare range from teen to adult.



Our FOUNDER

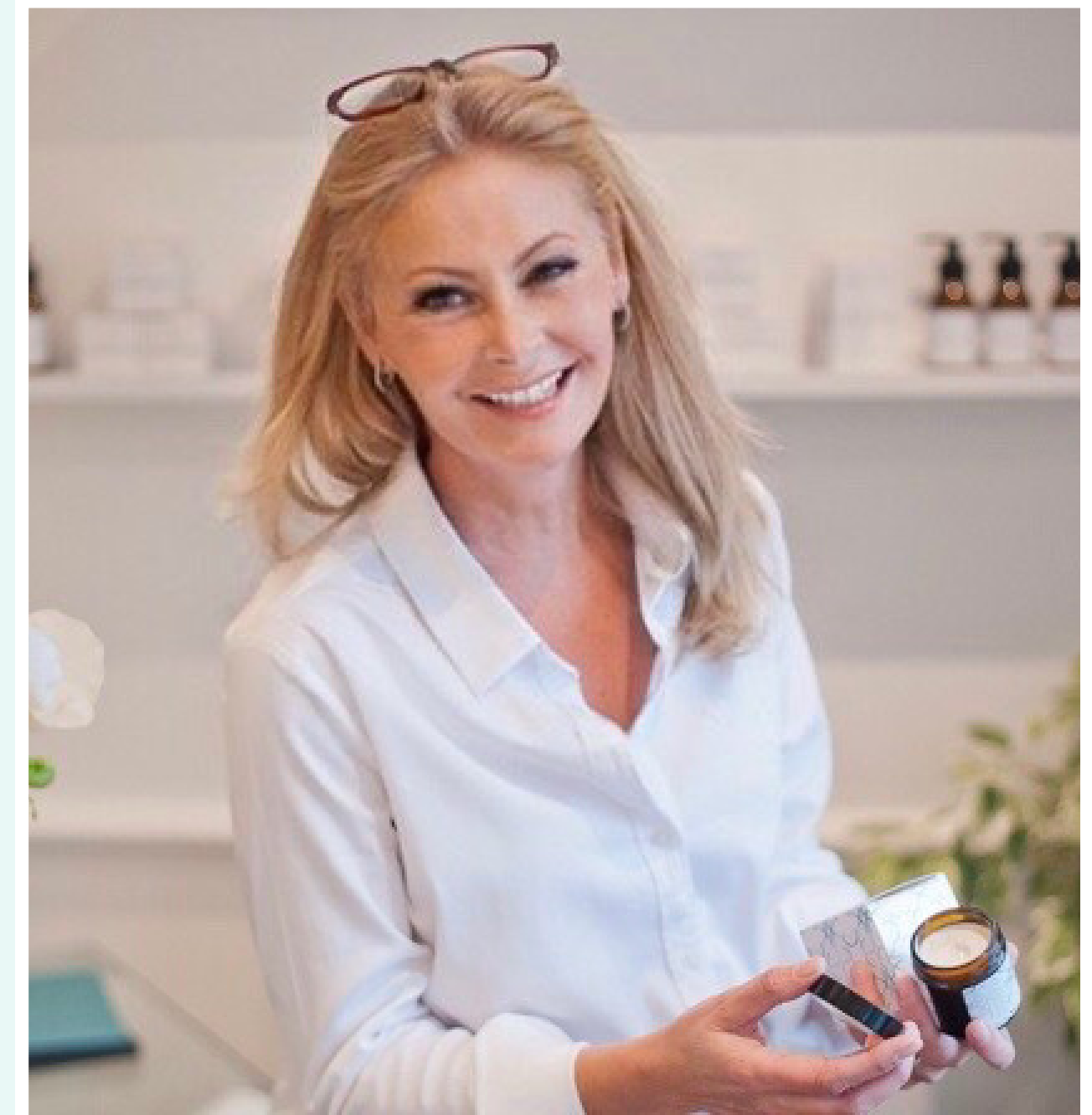
As an avid consumer of all things beauty, I had always taken my skincare routine for granted until I was diagnosed with an aggressive Breast Cancer fifteen years ago.

My experience at the time and subsequent treatment led me to reevaluate my skincare choices and embark on a remarkable journey of self-discovery, resilience, and empowerment.

Having undergone extensive treatment, I longed for a skincare solution that could restore my ravaged skin and confidence, which became the inspiration behind L'ORGANIQ. I set out to create a brand that offers inclusive, premium natural skincare; accessible and affordable to everyone, where sustainability is a fundamental pillar of the brand. Fostering a community built on trust and shared values, together with our conscious-minded customers, we aim to provide an effective, clean, enriching and skin-enhancing beauty range that uplifts and celebrates everyones unique beauty.

Beautiful skin shouldn't cost the earth.

emma x



Female FOUNDED

L'ORGANIQ is proud to be a female founded British brand and member of Buy Women Built; a trailblazing community of female founded businesses and brands.

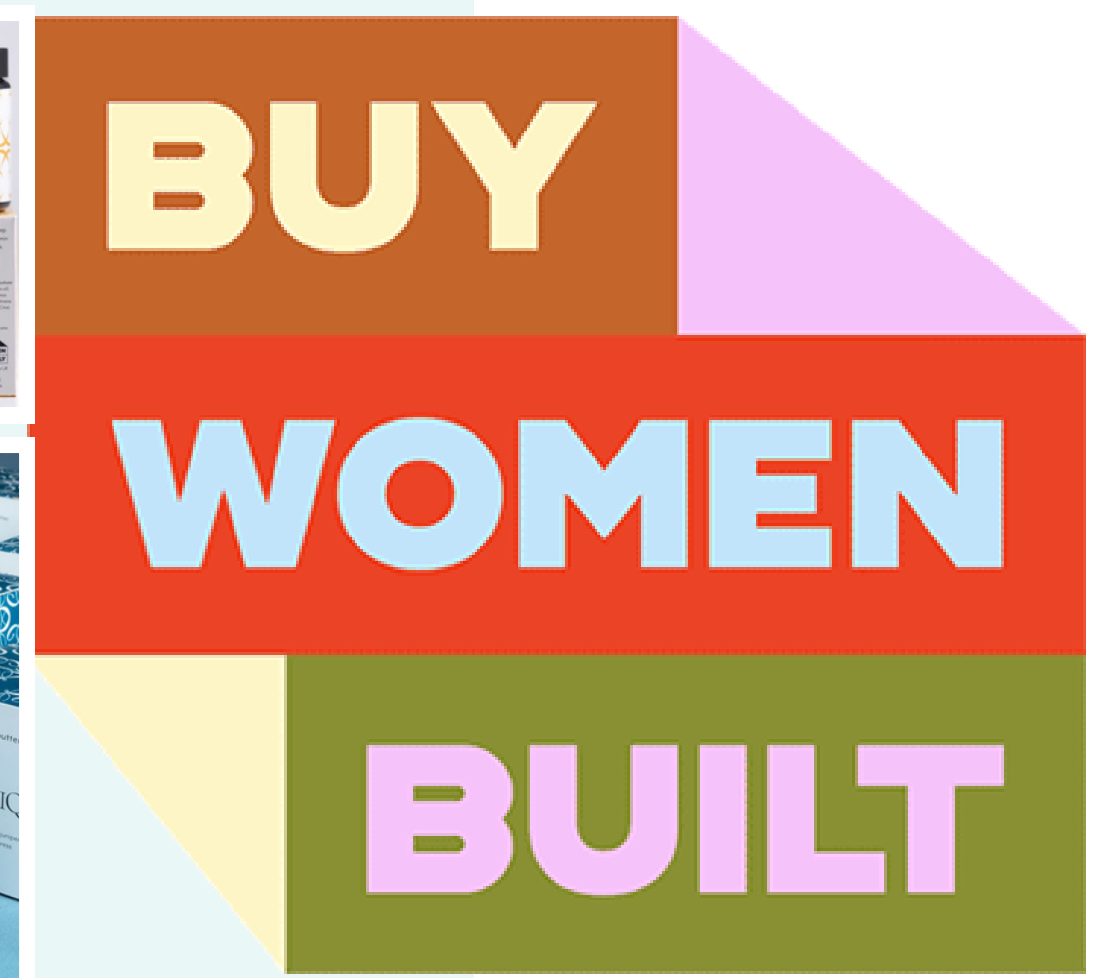
Buy Women Built is a movement to mobilise consumers to buy from female-founded businesses by showcasing who they are and why buying from them is our quickest path to a stronger, fairer economy.

It's an incredibly simple idea.

Not everyone can invest in or mentor female founders, but everyone can buy from them.

By shining a light on women-built brands, Buy Women Built's movement brings choice to consumers who want to empower and support women, while inspiring future female entrepreneurs that can do it too.

Our product packaging proudly bears the Buy Women Built kitemark.



The RANGE



Facial SKINCARE

Our award-winning signature facial care range has been consciously curated for all skin types.

Incorporating core daily skincare essentials from cleansers to moisturisers, serums to masks.





detoxifying body scrub



L'ORGANIQ®

a blend of lemon, grapefruit, juniper,
lemongrass, sage and cypress

for all skin types
180ml e

Body CARE

Our body care collection is available in our detoxifying natural scent blend of lemon, lemongrass, grapefruit, juniper and sage.



Men's CARE

An uncomplicated collection of pre and post shave grooming essentials, including our award-winning shave balm to body wash.



BISOUS
BY L'ORGANIQ[®]
clear & balance cleanser
be bold. be happy. be you.
100ml e

BISOUS
BY L'ORGANIQ[®]
clear & bright face wash
be bold. be happy. be you.
100ml e

BISOUS

BY L'ORGANIQ®



Teen SKINCARE

Encouraging self-care and sustainability, BISOUS by L'ORGANIQ unisex daily essentials champion good skin health for teenagers.


L'ORGANIQ



Our

INGREDIENTS

We rely solely upon the powerful properties of nature alone, encompassing the anti-ageing, anti-inflammatory and anti-bacterial benefits of consciously selected organic and natural ingredients to create effective results and a clean, skin-enhancing beauty brand.

Our products are vegan and cruelty free. Formulated from antioxidant packed vitamins, fruit extracts and minerals, we never use parabens, fillers, additives, sulphates or synthetic fragrance; our scent blends are infused using only natural essential oils.

All essential oils and botanical products are from reputable supply sources whose products do not directly contribute to deforestation or negligent destruction of non-sustainable resources.

Where Palm Oil is an ingredient used within a product, it is both organic and sustainably certified and originates from an RSPO member list farm.

We work with a SEDEX and Made in Britain accredited manufacturer whose facility is GMP certified ensuring our products are all compliant with UK and EU Regulation (EC) No. 1223/2009.



Sustainability

COMMITMENT

As a certified Carbon Neutral Business, L'ORGANIQ is committed to being a responsible brand to both its customers and, crucially, the environment. Our goal as a circular business is to become net positive and by continuing to use only UK-based suppliers from manufacture, production, packaging and printing, minimising our carbon footprint and alleviating shipping and supply issues.

Our product manufacturing partner is actively committed to minimising environmental impact and supports our circular economy targets by using recycled materials, ensuring our ingredient supply chain has responsible social and environmental practices in place to minimise negative environmental impact and improve biodiversity.

Our secondary packaging and labels are printed with soy-based ink on either FSC and PEFC (Programme for the Endorsement of Forest Certification Schemes) certified paper, which means for every tree used, another is planted and our postage bags are 'OK Compost!' certified and 100% biodegradable.

In our commitment to off-setting waste, our products are made from glass, with the exception of shower products packaged in rPET recycled plastics for safety.



Our AWARDS

We are exceptionally proud to have won several prestigious industry recognised beauty awards from Beauty Shortlist Awards, Top Santé Magazine Body Awards and Free From Skincare Awards, across all our product ranges.



Media COVERAGE

Superdrug 

Health & Wellbeing

NATURAL HEALTH

BRITISH VOGUE

GO

TOP Santé

BEST FACE MASK

1 Organic Green Tea Clay Mask (€23, l'organiq.com)
"This is my favourite of all the products I tested. It's rich with a very natural feel, it's easy to apply and remove, and immediately feels as if it's good for you. I will buy this product again when this one runs out." - Victoria, 36

2 Daily recommended Tropic Comfort Food Deep Hydration Mask (€25, tropicofcare.com)
"The yoghurt like texture is wonderfully cooling and my thirsty skin drinks it up - it's hydrating without leaving me oily. Use it overnight for optimal skin recovery." - Victoria, 36

3 Daily recommended Germaine de Capuccini Timeappart Radiance C+ Glow Force Mask (£74.55 for one, germaine-de-capuccini.co.uk)
"This sheet mask is generously coated with serum. The scent is refreshing and energising, and it leaves my skin feeling soft and looking brighter. I feel as though I'm having a luxury facial treatment." - Victoria B, 53

4 Daily recommended Rose & Caramel Purify Ultra Cleanse Mask Stick (£12.99, roseandcaramel.co.uk)



PURE BEAUTY

MAKING YOU THE BEAUTY EXPERT

TATTLER

30 TOP Santé
HEALTH & BEAUTY

EASY WAYS TO EASE ANXIETY
Simple mindfulness for a calm Christmas

BOOST YOUR MENTAL WELLNESS
19 pages of self-care tips

5 RECIPES FOR A SHARPER BRAIN!

TIME TO SHINE!
Festive beauty for glowing skin now

MELINDA MESSENGER
'I love interpreting people's dreams'
The TV presenter turned psychologist on the importance of wellbeing

YOUR HEALTHY CHRISTMAS

- Simple low-carb snack swaps
- Indulgent non-alcoholic drinks
- The ultimate wellness gift guide

FEEL CALM IN MINUTES
Super-simple yoga for instant relaxation



Eastern Daily Press

FACE TIME

TATTLER

Carrie on Downing Street inside the Court of the Queen of 1810

Second son Syndrome
Harry Andrew and the race for a cure

The one that got away
Cherly Davy's new life

The First Lady issue
Dissab with Hilary, take flight with Lynn Heather

FIRST LADY



ECO HEROES
These sustainable brands are here to make your eco-lifestyle effortless

- 1 L'ORGANIQ** - Sustainable beauty with organic ingredients.
- 2 ALARA** - Organic, natural and ethically sourced products.
- 3 BAMBURDEL** - Natural and sustainable beauty products.
- 4 URALIK** - Natural and sustainable beauty products.
- 5 PLANTER** - Natural and sustainable beauty products.



YOUR CHRISTMAS STARTS HERE

THE Superdrug EDIT

OMG! IT'S JACKIE ADEDEJI
'Big boobs, self love & great vibes'

6 TIPS TO SURVIVE A MIDLIFE XMAS BREAK-UP
(No stalking included)

Party party party!
Perfect looks for every occasion

PLUS! Flip over for your free 44-page GIFT GUIDE

FREE



VOGUE

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THE NEW
ECO BEAUTY

RACE, BIAS & THE BBC
MIA WALSH-PETTY TALKS

SHAYK IT OFF
SHIVA ON THE SCIENCE OF SLEEPING OVER

SPRING FASHION ISSUE

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COUNTRY & TOWN HOUSE

BOBBY & CO

BOURNEMOUTH
• EST 1915 •



L'ORGANIQ[®]

S K I N C A R E

B O D Y C A R E





L'ORGANIQ[®]

N A T U R A L S K I N C A R E

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