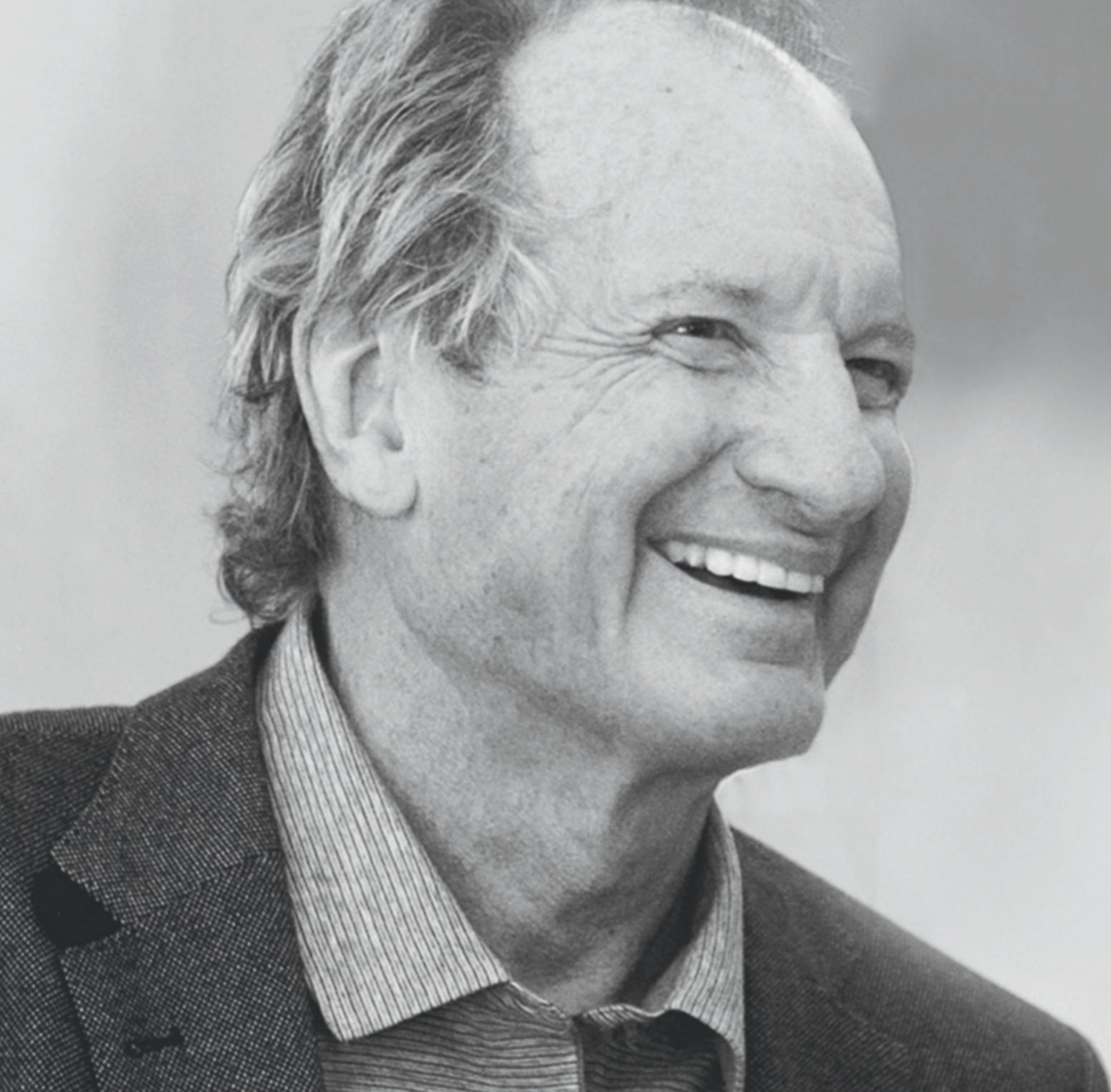




état pour



Etat Pur,
**a visionary
brand**



"I dreamt of doing things completely differently.
I dreamt of creating a brand that met the needs of anyone
and everyone, from richest to poorest, from youngest to eldest,
regardless of their skin type or colour,
regardless of their lifestyle, their needs and their desires.

**I wanted to create a brand that would be as pure as it could possibly
be, that worked, and that completely respected the skin - every skin."**

Jean-Noël Thorel,

Pharmacist and NAOS founder,
(Bioderma, Institut Esthederm and Etat Pur)



Behind the name

Etat Pur is born out of a paradox:

separating active ingredients from the daily skincare routine - while the beauty industry has been fed with escalating numbers of products and ingredients, false promises and all-in-one miracle solutions.

By following very strict formulation guidelines for ultra-safe skincare and by limiting overtreatment in delivering to the skin only what is needed, **we want to offer the perfect illustration of skincare “à l’état pur”**.

état pur

Skincare that your skin truly needs.

More informed choices about
what's good for your skin.

Nothing more,
because taking care of your skin
doesn't mean over-treating it.

Nothing more.

Nothing less.

Nothing less,
because the effectiveness is as important
as the safety of our formulas.

A disruptive approach

— separating Pure Actives from Pure Skincare

To avoid over-treating the skin, we started off with a simple yet revolutionary idea - we would **separate the active ingredients from everyday skincare products**.

A unique approach that allows you to care for your skin without treating it harshly, thus safeguarding its natural resources and therefore its **health**.

* "Objectifs Peau" online survey conducted in 2016.



Pure Skincare

Daily

Containing no active ingredients, they are designed to take good care of the skin every day. Without anything superfluous or harmful. They help restore the skin's biological balance over the long term.

Pure Actives

Only when needed

For targeted treatment of skin issues. Only when the skin needs it. Each active is selected based on the action sought. They offer a specific solution to a specific problem, and only one.





Pure Skincare

— your biomimetic daily routine

Our biomimetic Pure Skincare products contain no active ingredients, giving the skin just what it needs without over-treating it. They are specially designed to **get back to basics**: cleansing and moisturizing, day in, day out.

Because the skin is better at assimilating what most resembles it, our formulas have perfect affinity with the skin, thanks to our **biomimetic technology**.

Biomimetic ingredients are either the same as or very similar to the skin's natural components, resulting in **optimum tolerance and efficacy** for our products.

- BIOMIMETIC TECHNOLOGY
- PH neutral for the skin
- Tested on sensitive skin (except for Body products)
- Tested under dermatological supervision
- Made in France
- Vegan (except Eye Contour and Light Cream)

Only
when needed

Pure Actives

— a **targeted treatment**
of skin issues

The **Pure Actives range treats occasional, localised skin problems**. Each active is a specific solution to a specific problem.

The molecules in our Pure Actives are **selected and dosed** based on independent scientific literature to ensure that they are **fully effective** in treating the problem at hand, without being harsh to the skin.

Our **IN-SKIN™** patent ensures **targeted action** by delivering the active ingredient exactly where it needs to act.



PATENT



Tested under
dermatological
supervision



Made in
France



Vegan
(except
Propolis)



Fragrance-free

From **30.000** ingredients
available in conventional
skincare

To **150** ingredients
selected by Etat Pur



< 1%
ingredients
are used in
our formulas

What makes Etat Pur **unique**?

Choosing consciously each ingredient
for its **usefulness**, **purity** and **safety**

It's a **positive formulation**
approach. We focus on using only
the ingredients that are strictly
necessary to achieve the desired
benefits. No superfluous or
unuseful ingredients overloading
the skin.

Our extremely rigorous approach
goes **well beyond common practice**
in cosmetics - even organic
cosmetics. Our formulation
guidelines include only 150 (less
than 1%) of the 30.000 ingredients
generally used in cosmetics.

Selection of these ingredients
takes into account the very **latest**
international publications
and scientific research -
independent and trustworthy
sources - to ensure in-depth
knowledge and mastery of their
modes of action.

We select airless bottles, pump
bottles or tubes for maximum
protection against microbial
contamination, which in turn
helps **limit the number of**
preservatives used.

Cosmetic rating apps confirm that the quality of our products does not compromise on their
efficacy.



Acide hyaluronique
Hyaluronic acid

1,5%

Comblement rides,
hydratation
Wrinkle filler, hydration

NAOS
ECOBIOLOGY

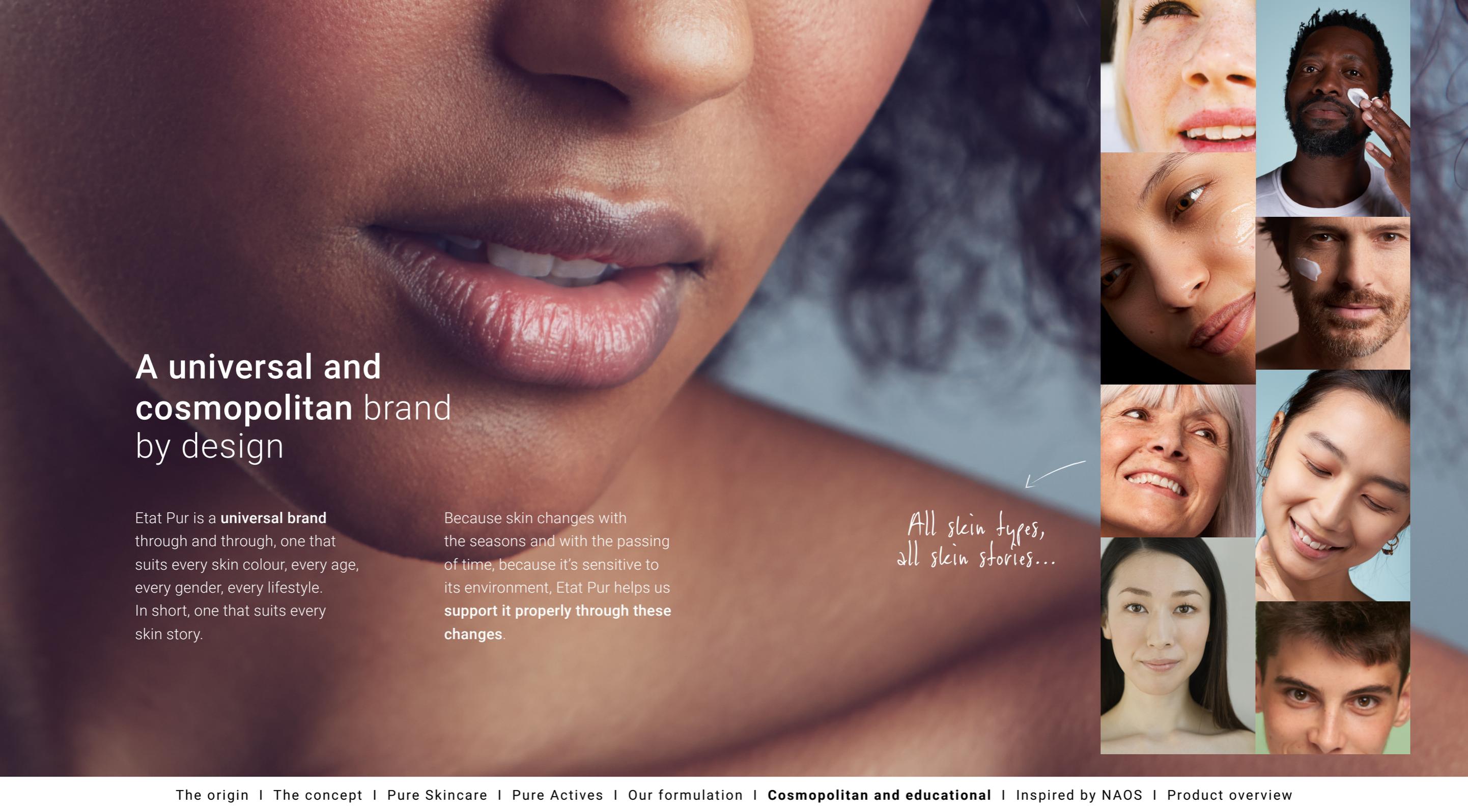
Peptide-4 pro-collagène
Peptide-4 pro-collagen

5 ppm

Rides d'expression
Expression wrinkles

NAOS
ECOBIOLOGY

No superfluous
or unuseful
ingredients
overloading the skin.

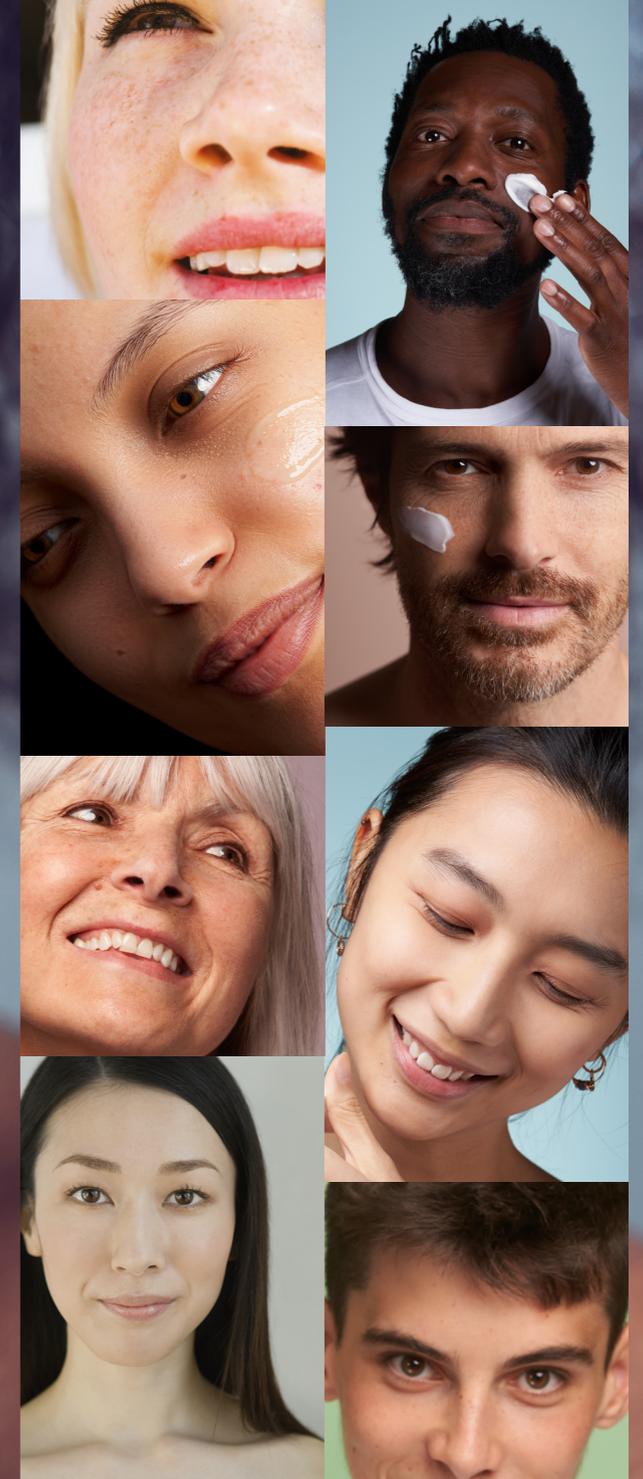


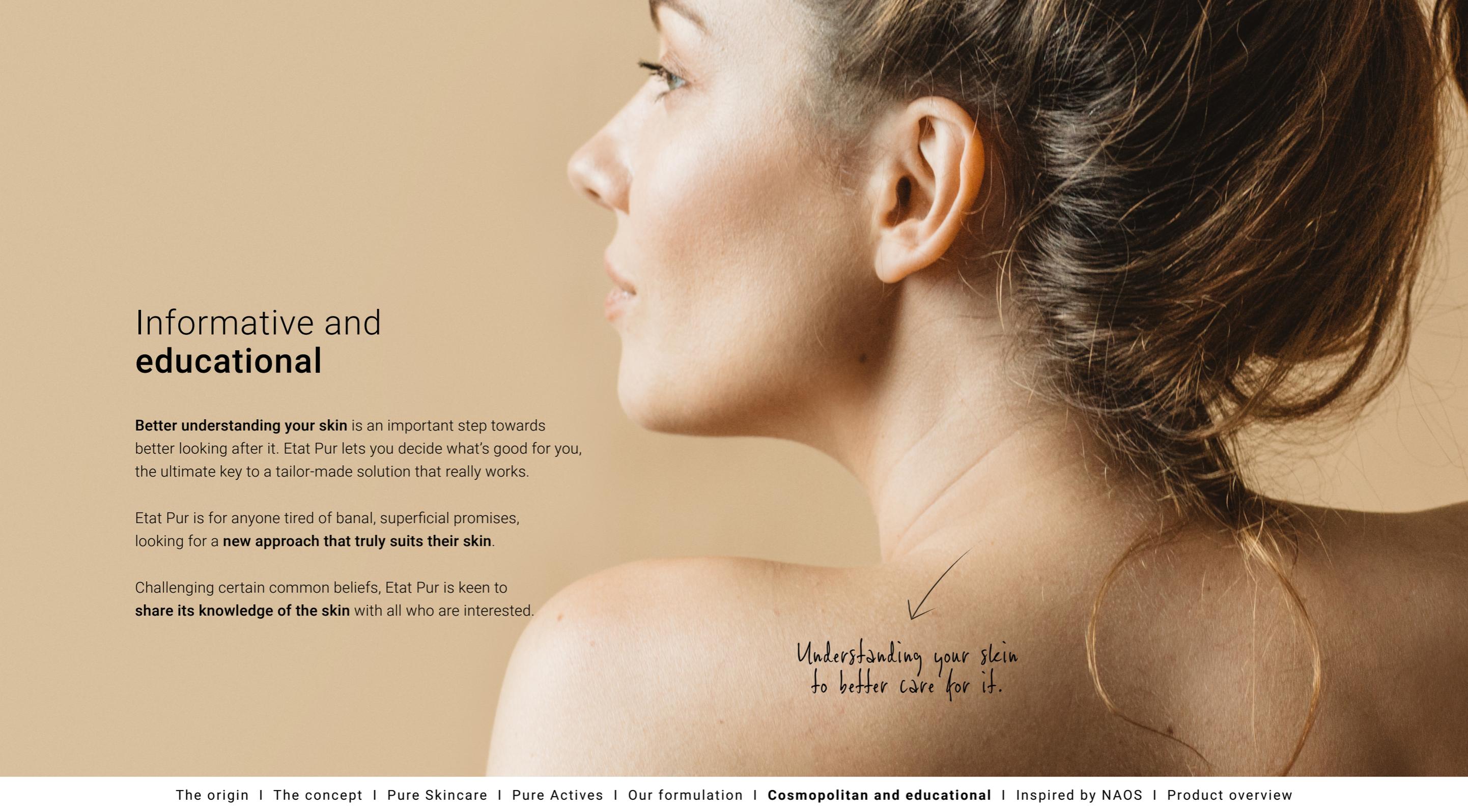
A universal and cosmopolitan brand by design

Etat Pur is a **universal brand** through and through, one that suits every skin colour, every age, every gender, every lifestyle. In short, one that suits every skin story.

Because skin changes with the seasons and with the passing of time, because it's sensitive to its environment, Etat Pur helps us **support it properly through these changes.**

*All skin types,
all skin stories...*





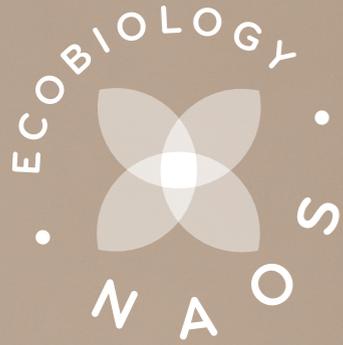
Informative and educational

Better understanding your skin is an important step towards better looking after it. Etat Pur lets you decide what's good for you, the ultimate key to a tailor-made solution that really works.

Etat Pur is for anyone tired of banal, superficial promises, looking for a **new approach that truly suits their skin**.

Challenging certain common beliefs, Etat Pur is keen to **share its knowledge of the skin** with all who are interested.

Understanding your skin
to better care for it.



Skin ecobiology

Consider skin
as an ecosystem

Be driven
by biomimetism

Interact with
natural mechanisms

Act on causes
& consequences

Etat Pur, the purest example of — NAOS ecobiological approach

Present in more than 100 countries,
NAOS is one of the **world's leading independent
skincare companies** and the name behind
the Bioderma and Institut Esthederm brands.

Etat Pur is the perfect illustration of the **ecobio-
logical approach** NAOS has been pursuing for
over 40 years to **safeguard the skin's ecosystem**
and strengthen its natural mechanisms.

Transparency — at heart

To help everyone understand what they need and thus make better choices, transparency is at the heart of everything NAOS does.

Ask.NAOS gives full details of the composition of all formulas. On Ask.NAOS.com you will find out all about the origin, nature and role of **all the components included in Etat Pur products**.

Inspired by life and driven by the heart, the **NAOS Shareholder Foundation's system** of governance allows its brands to make a contribution to society. It ensures that company activities are secured and helps to **fund non-profit projects**.

85% of the dividends arising from Etat Pur profits are paid into the NAOS Shareholder Foundation, whose purpose is to help realise human potential.

Decode our formulas

[Ask.NAOS.com](https://www.ask.naos.com)

That's Etat Pur for you _____ carefully selected products

Pure Skincare Take care of your skin on a daily basis

6 Pure cleansers



Purifying cleansing micellar water
Purifying cleansing gel
Cleansing milk gentle pH
Gentle cleansing foam
Melting exfoliating gel
Express purifying mask

2 Pure body moisturizers



Melting moisturizing body milk
Nourishing hand cream

8 Pure face moisturizers



Moisturizing watery essence
Mattifying gel
Moisturizing gel-cream
Light moisturizing cream
Melting moisturizing cream
Rich moisturizing cream
Ultra-rich moisturizing balm
Moisturizing eye contour fluid

3 Pure suncare protectors



Protective mineral fluid SPF 30
Protective mineral fluid SPF 50+
Protective body fluid SPF 50+

Pure Actives Treat specific skin issues

Signs of aging



Retinol 0,3% Deep wrinkles
Hyaluronic acid 1.5% Wrinkle filler, hydration
Peptide-4 pro-collagen 5ppm Expression wrinkles
Resveratrol 500ppm Skin aging
Vitamin C 10% Age spots

Pimples & blemishes



Salicylic acid 2% Pimples, blackheads
Propolis 750ppm Acne-prone skin
Zinc gluconate 3% Oily skin, excess of sebum

Dryness & urban stress



D-panthenol 5% Very dry skin
Aloe vera 0.5% Soothing, moisturizing
Vitamine E 3.9% Oxidative stress (sun or pollution)

Hypersensitivity & redness



Enoxalone 2% Rapid soothing action

Loss of radiance & hyperpigmentation

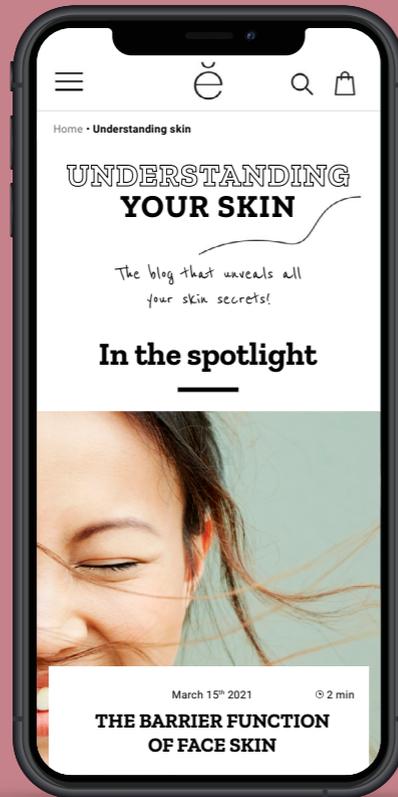


Glycolic acid 10% Uneven skin texture
Citric acid 20% Loss of radiance
Glabridin 250ppm Pigmentation spots
Niacinamide 5% Uneven skin tone

E-commerce



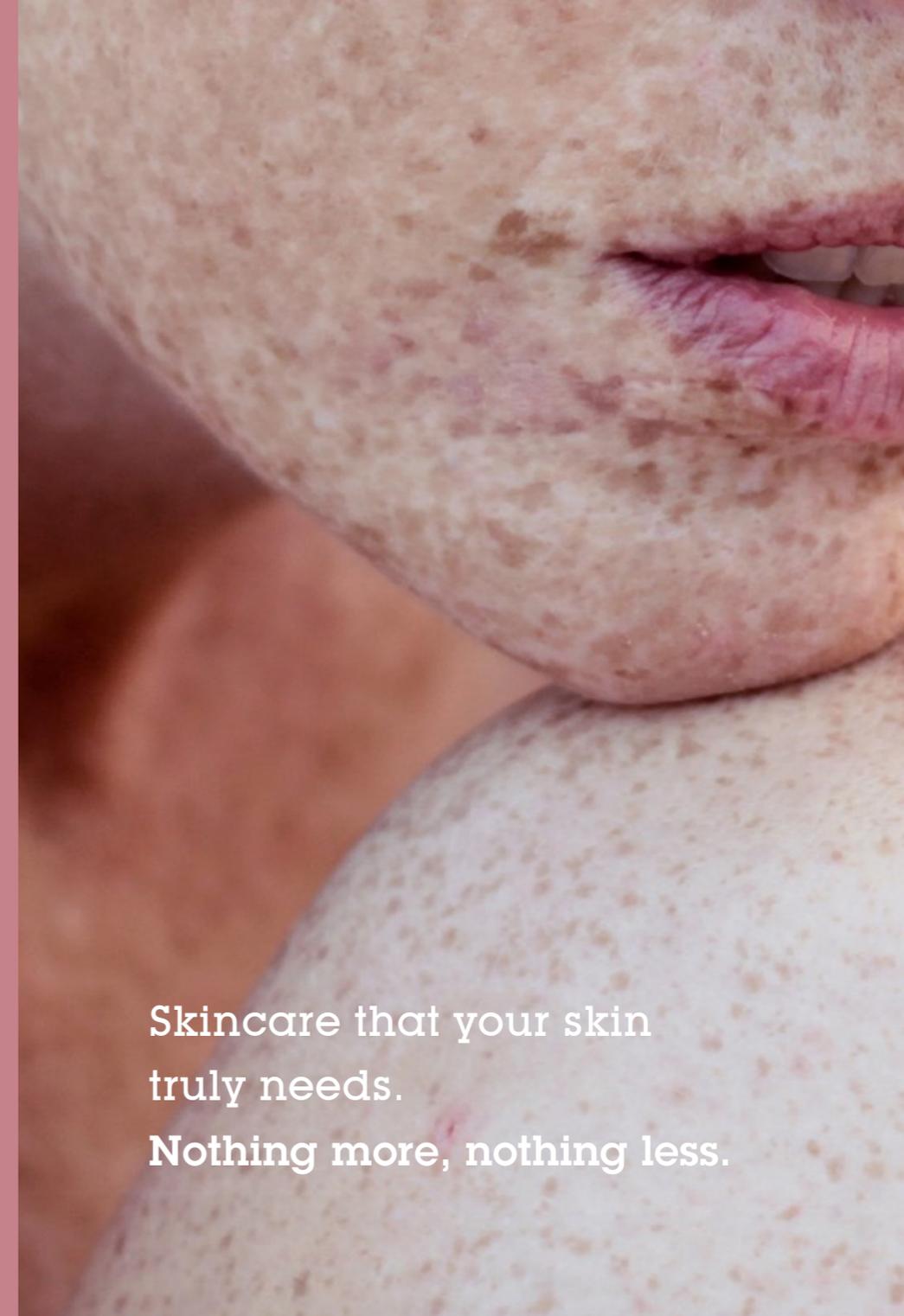
Conversational
online diagnosis



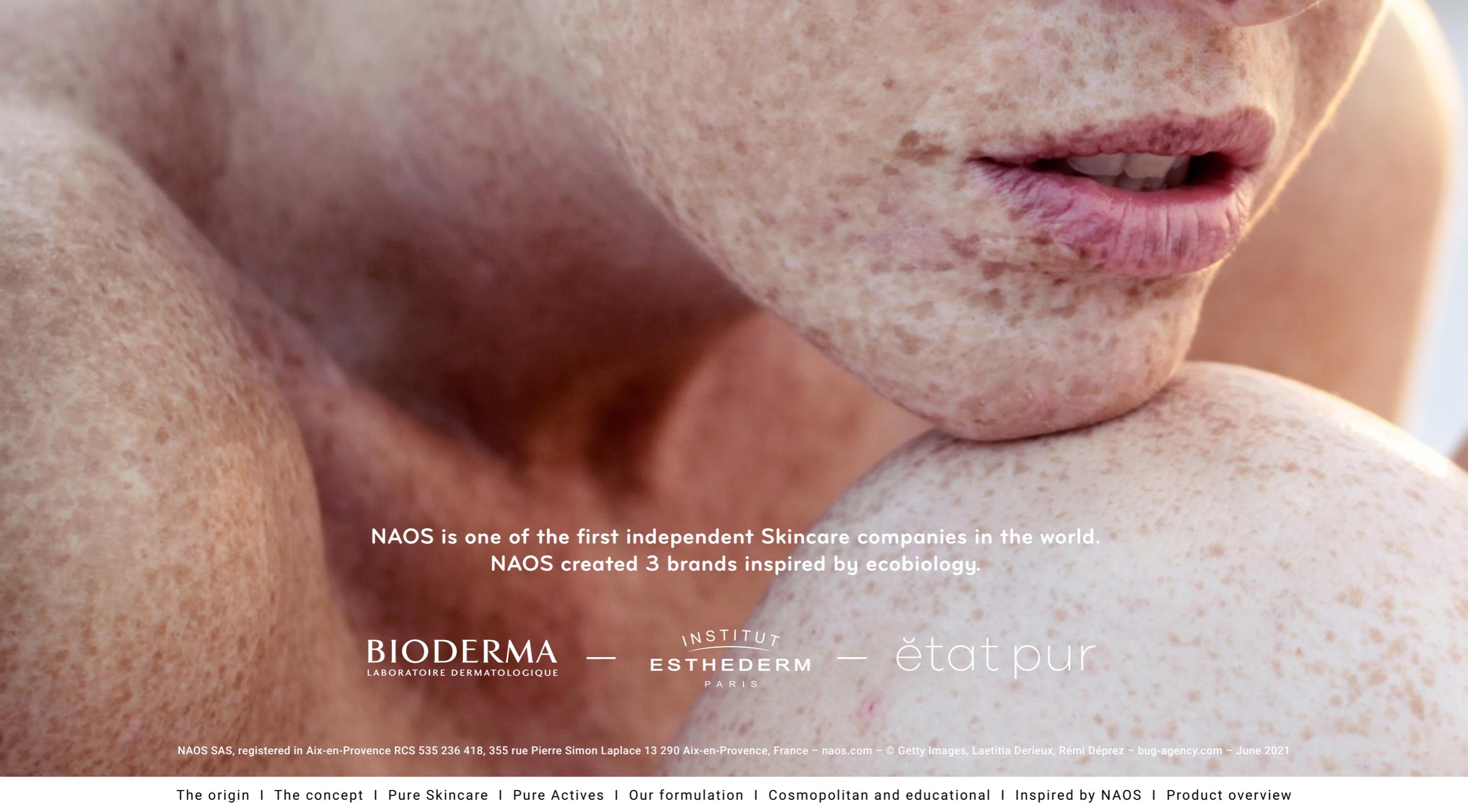
Skin-centric
blog



Join us on
Etat Pur website



Skincare that your skin
truly needs.
Nothing more, nothing less.



NAOS is one of the first independent Skincare companies in the world.
NAOS created 3 brands inspired by ecobiology.

BIODERMA
LABORATOIRE DERMATOLOGIQUE

—

INSTITUT
ESTHEDERM
PARIS

—

état pur

NAOS SAS, registered in Aix-en-Provence RCS 535 236 418, 355 rue Pierre Simon Laplace 13 290 Aix-en-Provence, France – naos.com – © Getty Images, Laetitia Derieux, Rémi Déprez – bug-agency.com – June 2021

The origin | The concept | Pure Skincare | Pure Actives | Our formulation | Cosmopolitan and educational | Inspired by NAOS | Product overview