



ětat pur.

JUST WHAT YOUR SKIN NEEDS.



NAOS | AT THE HEART OF
ECOBIOLOGY PEOPLE DIVERSITY



70%

of the population
DOES NOT SUFFER
from any skin condition

World Health Organization, 2023

→ Yet the market is saturated
with products, ingredients,
and promises.

**MOST SKINS DO NOT NEED MORE.
THEY NEED BETTER.**

WE SAY NO TO OVERTREATMENT

Overusing **actives** the skin doesn't need
can disrupt its balance and lead to
concerns that could have been avoided.

From this conviction, Jean-Noël THOREL,
pharmacist and founder of NAOS*, brings
a **radical new vision with Etat Pur**:

- **Preserve the skin's balance every day.**
- **Act only when necessary.**

**JUST WHAT THE SKIN NEEDS.
NOTHING MORE, NOTHING LESS.**

*Founding company of BIODERMA, INSTITUT ESTHEDERM and ETAT PUR

PURE ACTIVES
[ONLY WHEN NEEDED]



WORKING WITH THE SKIN, NOT AGAINST IT.

Guided by ecobiology, Etat Pur sees skin as a living ecosystem. Our goal is to support the skin's natural mechanisms, not interfere with them.

[EMPOWERING SKIN EVERY DAY]

Through biomimetic skincare designed to preserve the skin's natural balance and ensure its long-term health.

[ACTING ONLY WHEN NEEDED]

With high-precision active ingredients designed to target imbalances at their source.



NAOS
ECOBIOLOGY

Backed by over **40 years of NAOS research**, Ecobiology leverages the skin's natural intelligence to **address the root causes of imbalance**, not just the visible signs.

2 COMPLEMENTARY RANGES

PURE SKINCARE

[DAILY ESSENTIALS]

100% biomimetic formulas
to preserve skin balance, lastingly.



PURE ACTIVES

[ONLY WHEN NEEDED]

High-precision pure molecules to target specific skin concerns.



100% PERSONALIZED SOLUTION

EACH SKIN IS UNIQUE.

Its needs vary with **age, gender, and prototype**. It also **constantly adapts throughout the year** to both internal and environmental variations.

That's why Etat Pur offers a fully personalized solution:

- from light to ultra-rich textures,
to suit every skin state.
- and a selection of pure molecules
to target 18 specific skin concerns.

**BECAUSE PERSONALIZED SKINCARE
IS NOT A TREND,
IT IS A SCIENTIFIC NECESSITY.**

THE FULL SOLUTION.

ZERO OVERTREATMENT.



CLEANSE

TARGET SKIN CONCERNS
[ONLY WHEN NEEDED]



With biomimetic **Pure Cleanser** that respect the skin's natural balance.

1 to 4 drops of **Pure Active** directly onto the area of concern. Nothing to mix. Maximum 2 Pure Actives on the same spot, at the same time.

MOISTURIZE



With a biomimetic **Pure Moisturizer** that match the skin's current needs.

PROTECT



Just before sun exposure with a travel-friendly **Pure Protector**.

+ QUICK BOOST

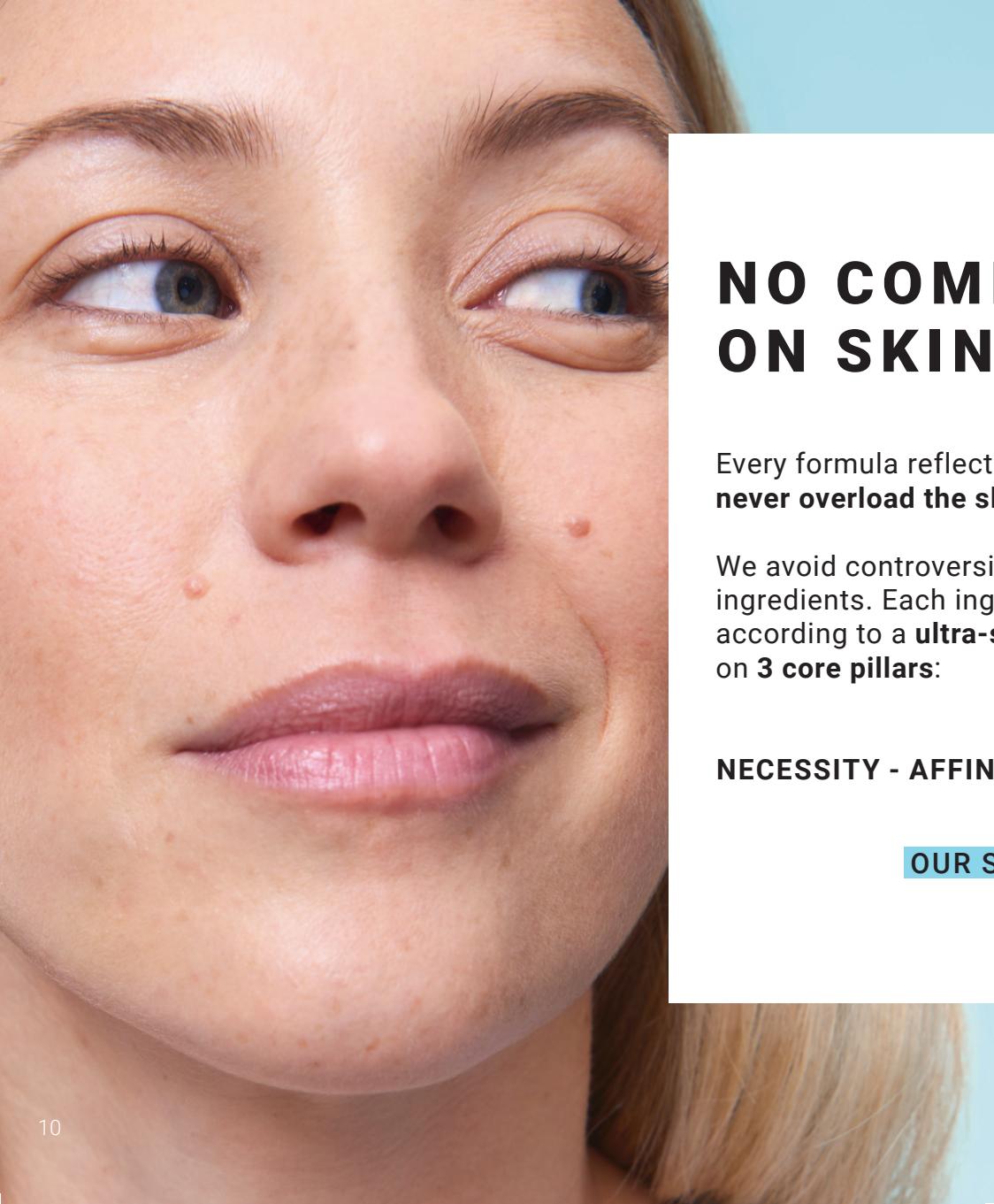
[WHEN YOU NEED IT]

Pure Actives can also be used outside the Etat Pur solution, as an **ultra-targeted skin booster**.



ICONIC PACKAGING

Precise dropper delivering the right dose directly where the skin needs.



NO COMPROMISES ON SKIN HEALTH.

Every formula reflects one clear principle:
never overload the skin.

We avoid controversial and unnecessary ingredients. Each ingredient is selected according to a **ultra-strict charter** founded on **3 core pillars**:

NECESSITY - AFFINITY - SAFETY

**OUR SCIENCE IS SELECTIVE,
NOT EXCESSIVE.**



<0.5%



AskNAOS

OF COSMETIC INGREDIENTS SELECTED

From over 30,000 ingredients used in cosmetics, we have carefully selected just 150 approved ingredients, meeting our strict standards for purity, safety, and efficacy.

FRAGRANCE-FREE

All our products are formulated without fragrance, to respect the skin at its purest.

DERMATOLOGICALLY TESTED

Every formula is tested under dermatological supervision on different skin types to ensure optimal skin tolerance.

MADE IN FRANCE

Our products are carefully developed and quality-controlled in Aix-en-Provence, France.

FULL TRANSPARENCY

AskNaos.com helps you explore our formulas and discover each ingredient's origin and function.

18 PURE SKINCARE



+98%
BIOMIMETIC
INGREDIENTS*

BIOMIMETIC

BIOMIMETIC INNOVATION

Formulas enriched with biomimetic ingredients identical or similar to skin components, ensuring optimal affinity, tolerance, and efficacy.



MICROBIOME RESPECT

Designed to **preserve the skin's microbiome diversity** and maintain physiological balance.



TEXTURE BAR

Variety of textures, from the lightest to the richest, allowing each skin state to **find its ideal level of hydration and nutrition**.

18 PURE ACTIVES



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SIGNS OF AGING

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PIMPLES & BLEMISHES

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DRYNESS & URBAN STRESS

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HYPERSENSITIVITY & REDNESS

p.29



LOSS OF RADIANCE & HYPERPIGMENTATION

p.30

×3
DIFFUSION
IMPROVEMENT*



PATENTED DIFFUSION TECHNOLOGY

Thanks to IN-SKIN™ patent, molecule diffusion is multiplied by 3, to act exactly where your skin needs it most.

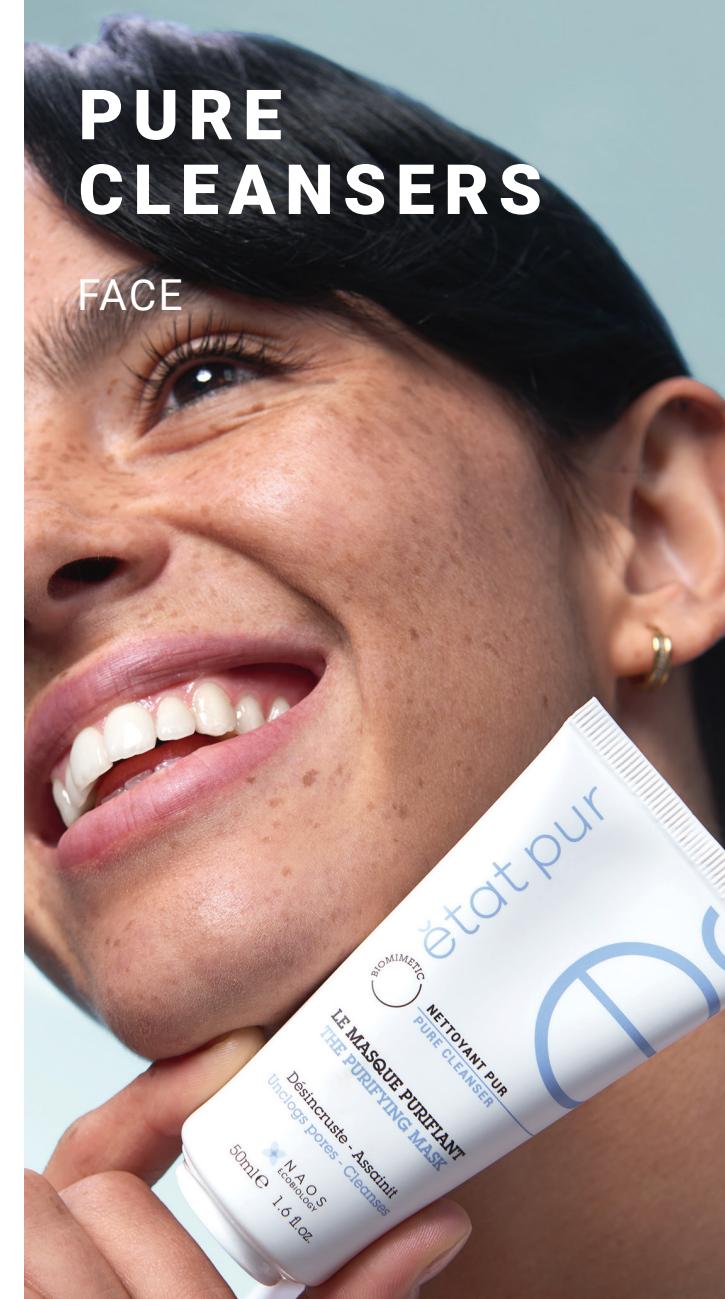


MONO-MOLECULE
Each Pure Active delivers one **highly purified molecule** to target one specific skin concern with optimal efficacy.



RIGHT DOSE
Molecules are selected and dosed at scientifically validated concentrations to ensure **maximum efficacy** with **high skin tolerance**.

*Ex vivo test on Franz cells - Comparison of the diffusion of an example molecule (caffeine) with and without in-skin.



PURE CLEANSERS

FACE

ALL SKIN TYPES

THE CLEANSING MILK



Unctuous & melting milk for a very gentle make-up removal.

[GLYCOLIPIDS & PHOSPHOLIPIDS, OMÉGA 6 & 9]

NORMAL SKIN

THE CLEANSING FOAM



Light & airy foam for gentle removal of daily impurities.

[AMINO ACID DERIVATIVE, ZINC]

COMBINATION TO OILY SKIN

THE CLEANSING GEL



Ultra-fresh gel to get rid of impurities & excess sebum.

[LIPOAMINOACID, AMINO ACID DERIVATIVE]

COMBINATION TO OILY SKIN

THE MICELLAR WATER



Cleanses, purifies & removes make-up in a single step.

[FRUCTO OLIGO-SACCHARIDES, ZINC]

ALL SKIN TYPES

THE EXFOLIATING GEL



Gel-to-oil-to-milk texture for a gentle exfoliation.

[SUGAR ESTERS, APRICOT KERNEL POWDER]

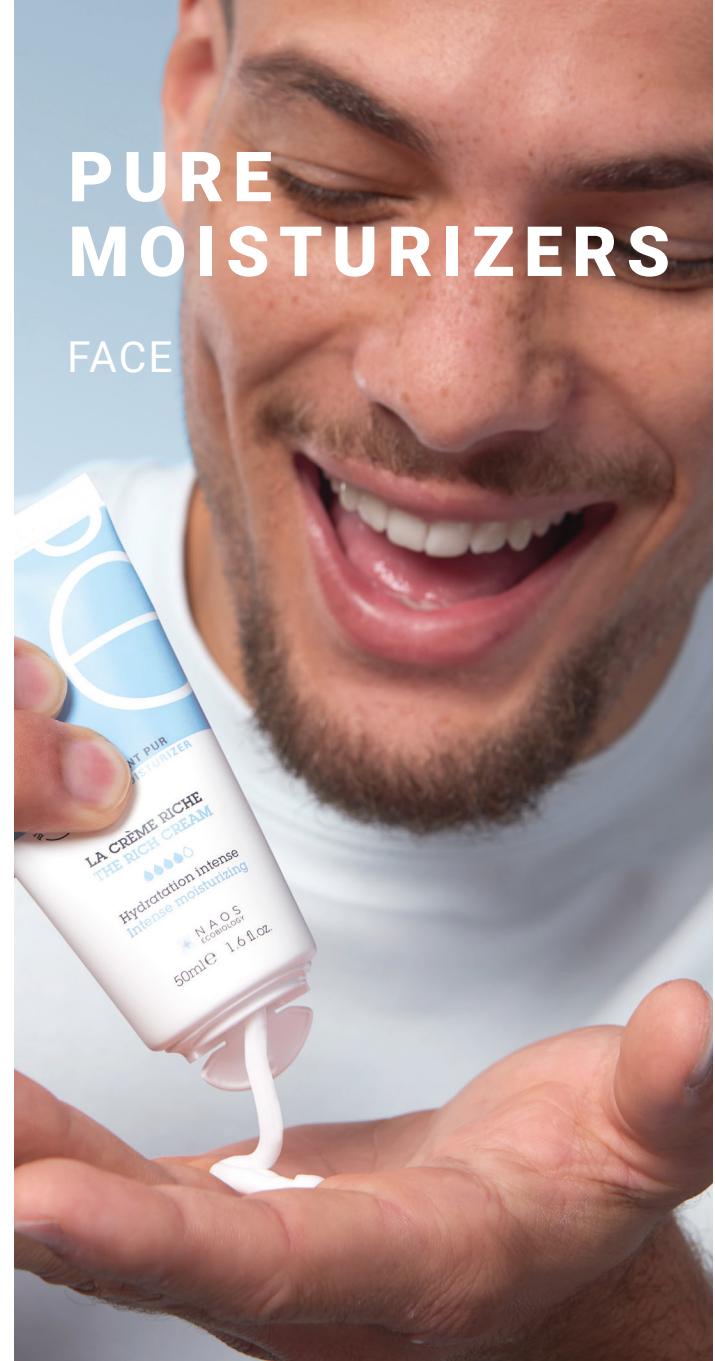
COMBINATION TO OILY SKIN

THE PURIFYING MASK



A 5-minute ritual for a perfectly matified & purified skin.

[LIPOAMINOACID, WHITE CLAY]



OILY SKIN

THE GEL CREAM



[GLYCERIN, MINERAL SALTS]

Ultra-light & fresh texture for a long-lasting hydration.

COMBINATION TO OILY SKIN

THE LIGHT CREAM



[XYLITOL, PREBIOTIC]

Airy & fresh texture for a long-lasting hydration.

NORMAL SKIN

THE MELTING CREAM



[GLYCERIN, GLYCOLIPIDS & PHOSPHOLIPIDS]

Melting & soft texture for a long-lasting hydration.

DRY SKIN

THE RICH CREAM



[PHOSPHOLIPIDS, OMEGAS 6 & 9]

Rich & onctuous texture for an intense hydration & nutrition.

DRY SKIN

THE BI-PHASE OIL



[SODIUM PCA, SQUALANE]

Oil-in-water texture for a long-lasting hydration and nutrition.

DRY TO VERY DRY SKIN

THE BALM



[PLANT ESTERS, OMEGAS 6 & 9]

Ultra-rich generous texture for an intense nutrition.

PURE MOISTURIZERS

FACE AND BODY



FACE

THE WATERY
ESSENCE



[SODIUM PCA, ARGININE,
SODIUM LACTATE]

Gel-like water texture which
instantly moisturizes
the skin.

EYES

THE EYE
CONTOUR CARE



[HYALURONIC ACID,
PLANT ESTERS]

Fresh & fluid texture for moisturized
eye contour & rested eyes.

HANDS

THE HAND
CREAM



[RICE BRAN OIL, OMEGAS 6 & 9]

An enveloping yet non-greasy
texture to nourish & bring comfort
to very dry hands.

BODY

THE MELTING
BODY MILK



[PHOSPHOLIPIDS, OMEGAS 6 & 9]

A rich, melting texture that provides
long-lasting moisture
& nourishment for the whole family.

PURE PROTECTORS

FACE



MODERATE UV INDEX

UV DROPS
SPF 30



[ZINC OXIDE]

Only 9 ingredients and 1 mineral screen, for high UVA-UVB protection with a sensorial finish.

HIGH UV INDEX

UV DROPS
SPF 50



[TITANIUM DIOXIDE, ZINC OXIDE]

Only 12 ingredients and 2 mineral screens for high UVA-UVB protection with a sensorial finish.

PURE ACTIVES DIFFICULT TANNING



DIFFICULT TANNING

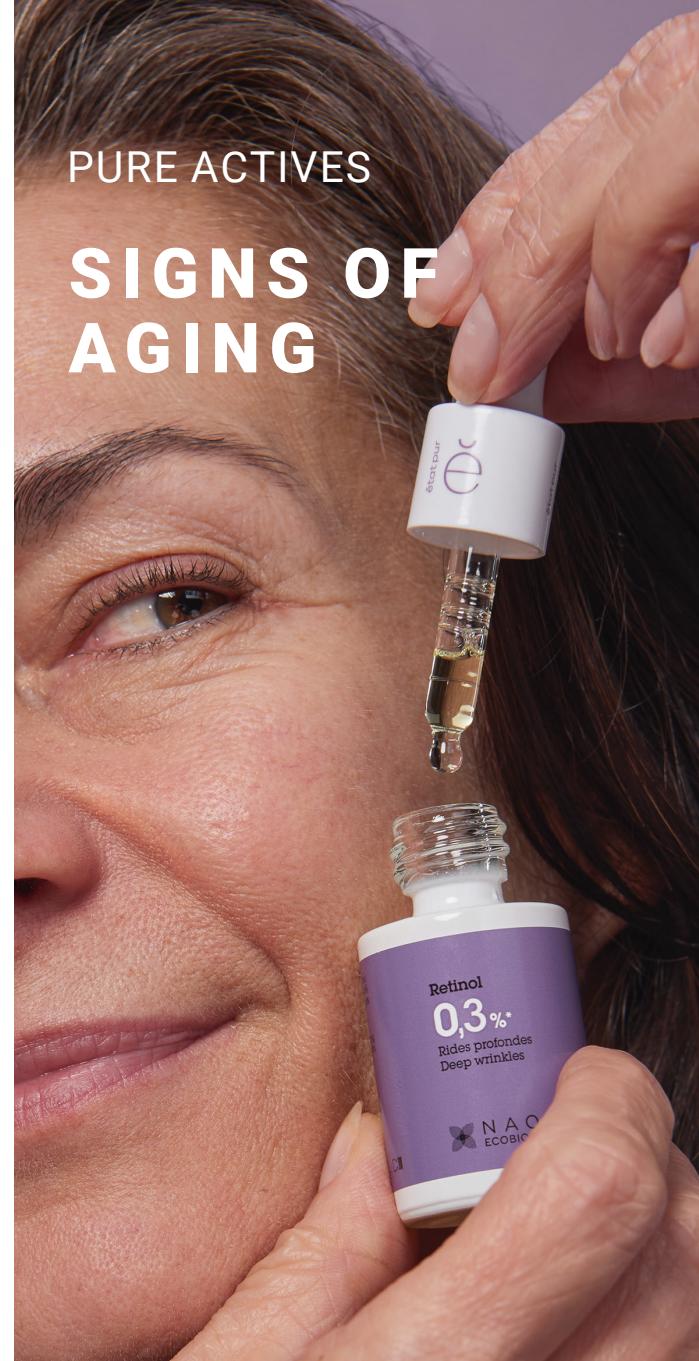
PEPTIDE-6
PRO-MELANIN
10PPM



[ACETYL HEXAPEPTIDE-1: 1mg/100g]
ORIGIN: SYNTHESIS

Helps to stimulate melanin production to strengthen the skin's natural defenses and optimize tanning. Prepares and accelerates tanning.

(Pai V et al., 2017).



PURE ACTIVES SIGNS OF AGING

DEEP WRINKLES

RETINOL
0.3%



[RETINOL: 300mg/100g]
ORIGIN: SYNTHESIS

Helps to boosts cellular activity and proliferation to strengthen skin structure and reduce the depth of wrinkles.

(Bellemère G et al., 2009).

DEEP WRINKLES [FACE + EYES]

BAKUCHIOL
0.5%



[BAKUCHIOL: 500mg/100g]
ORIGIN: PLANT

Retinol-like action on deep wrinkles and helps to reduce inflammatory mediators (PGE2) for optimal tolerance.

(Bluemke A., 2022).

WRINKLE FILLER

HYALURONIC ACID
1.5%



[HYDROLYZED HYALURONIC ACID + SODIUM HYALURONATE: 1500mg/100g]
ORIGIN: BIOTECHNOLOGY

Helps to replenish the skin's natural hyaluronic acid supply to fill in established wrinkles.

(Pavicic T et al., 2011).

EXPRESSION WRINKLES & LACK OF TONICITY

PEPTIDE-4 PRO-COLLAGEN 5PPM



[CAPROIC ACID & OLIGOPEPTIDE-1: 0.5mg/100g]
ORIGIN: SYNTHESIS

Helps to strengthen the dermo-epidermal junction by helping synthesis of its key components, such as collagen IV.

(Badenhorst T al., 2016).

LOSS OF FIRMNESS

RESVERATROL
2%



[RESVERATROL: 2000mg/100g]
ORIGIN: PLANT

Helps to protect collagen fibers from degradation and helps to stimulate their production. Collagen fibers become more abundant and of higher quality, resulting in firmer skin.

(Lephart ED., 2017).

AGE SPOTS

VITAMINE C
10%



[ASCORBIC ACID: 10000mg/100g]
ORIGIN: SYNTHESIS

Helps to limit melanin production by melanocytes and reduce oxidized melanin, minimizing the appearance of dark spots.

(De Dormael R et al., 2019).

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PURE ACTIVES

PIMPLES AND BLEMISHES

PIMPLES, BLACKHEADS

SALICYLIC ACID BHA
2%



[SALICYLIC ACID: 2000mg/100g]
ORIGIN: SYNTHESIS

Helps to remove dead cells accumulated on the skin's surface to visibly reduce the appearance of blemishes.

(Lodén et al., 1995).

ACNE PRONE-SKIN

PROPOLIS
750PPM



[PROPOLIS EXTRACT: 75mg/100g]
ORIGIN: PLANT

Thanks to its purifying properties, it acts on causes of blemishes: inflammation and poor sebum quality.

(Arung ET et al., 2022).

OILY SKIN, EXCESS SEBUM

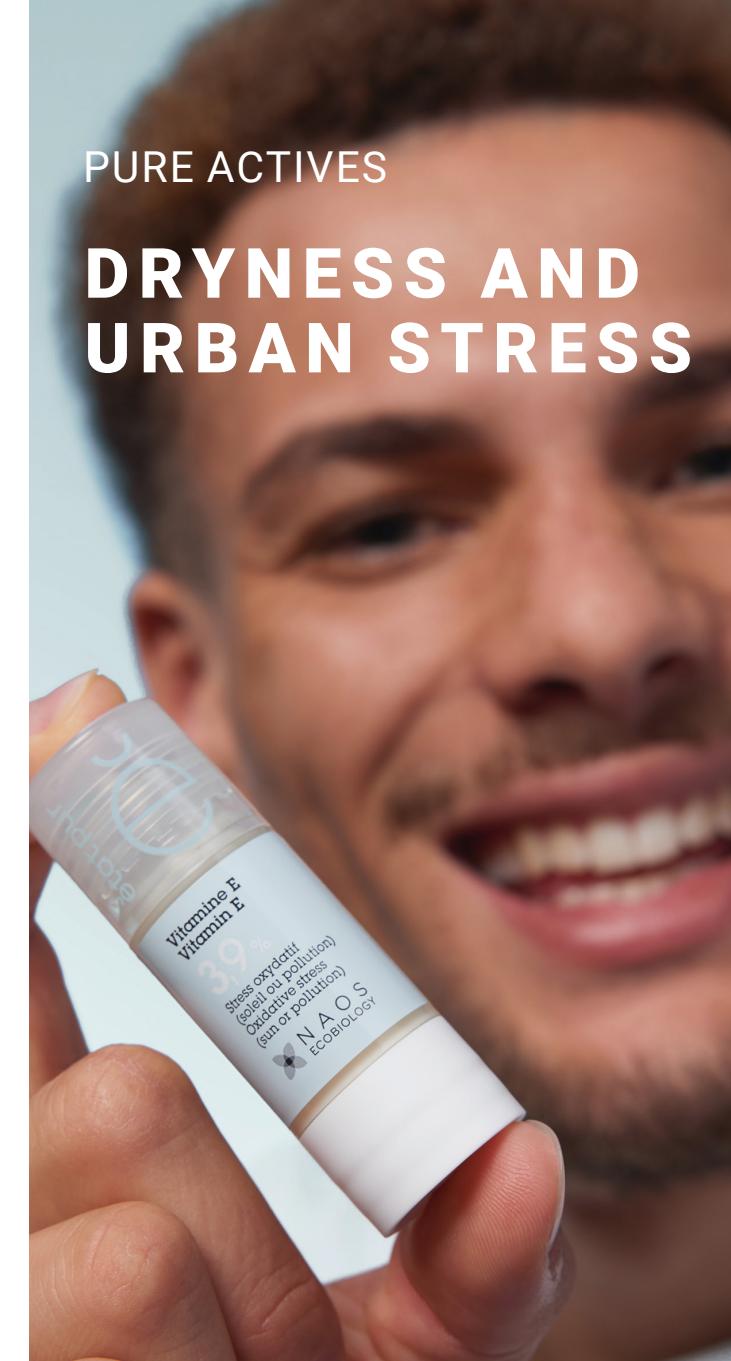
ZINC GLUCONATE
3%



[ZINC GLUCONATE: 3000mg/100g]
ORIGIN: BIOTECHNOLOGY

Acts on excess sebum to regulate and durably mattify shiny areas of the skin.

(Stamatiadis et al., 1988).



PURE ACTIVES
DRYNESS AND URBAN STRESS

VERY DRY SKIN

D-PANTHENOL
PROVITAMIN B5 5%



[PANTHENOL: 5000mg/100g]
ORIGIN: SYNTHESIS

Helps to strengthen the skin barrier by favorizing lipid production and supports regeneration of severely dry skin.

(Fritz Ebner et al., 2002).

SOOTHING, MOISTURIZING

ALOE VERA
0.5%



[ALOE BARBADENSIS
LEAF JUICE POWDER: 500mg/100g]
ORIGIN: PLANT

Concentrated 200 times, it soothes the skin while helping it maintain optimal moisture levels.

(Dal'Belo et al., 2006).

OXIDATIVE STRESS
(SUN OR POLLUTION)

VITAMIN E
3.9%



[TOCOPHEROL: 3900mg/100g]
ORIGIN: PLANT

As a powerful antioxidant, it strengthens the skin's natural defenses against stress and environmental aggressions (pollution, UV, lifestyle, cigarette smoke, etc.).

(Mayer P., 1993).

PURE ACTIVES

REDNESS AND HYPERSENSITIVITY



RAPID SOOTHING ACTION

ENOXOLONE
2%



[GLYCYRRHETINIC
ACID: 2000mg/100g]
ORIGIN: PLANT

Quickly soothes the skin and reduces redness and skin hypersensitivity, thereby improving its tolerance.

(Saeedi, M et al., 2003).

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PURE ACTIVES

LOSS OF RADIANCE AND HYPERPIGMENTATION

LOSS OF RADIANCE

CITRIC ACID AHA
20%



[CITRIC ACID + SODIUM CITRATE: 20000mg/100g]
ORIGIN: BIOTECHNOLOGY

Helps to tighten dilated pores and refines skin texture for a brighter and more luminous complexion.

(Ying, Tsung-Ho et al., 2013).

UNEVEN SKIN TEXTURE

GLYCOLIC ACID AHA
10%



[GLYCOLIC ACID: 10000mg/100g]
ORIGIN: SYNTHESIS

Helps to boost cell renewal and promotes the elimination of dead cells for radiant skin and a better skin quality.

(Narda, Mridvika et al., 2021).

PIGMENTATION SPOTS

GLABRIDIN
250PPM



[GLYCYRRHIZA GLabra (LICORICE) ROOT EXTRACT: 25mg/100g]
ORIGIN: PLANT

Minimizes hyperpigmented areas and reduce the intensity of dark spots.

(Yokota T et al., 1998).

UNEVEN SKIN TONE

NIACINAMIDE
5%



[NIACINAMIDE: 5000mg/100g]
ORIGIN: SYNTHESIS

Improve the complexion uniformity by reducing skin pigmentation, yellowing and redness.

(Bissett, D L et al., 2004).

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ECOBIOLOGY | PEOPLE DIVERSITY