



## **CLEAN BEAUTY BRAND, 27 ROSIERS, LAUNCHES IN U.S. WITH SKINCARE LINE AND DIETARY SUPPLEMENTS FEATURING PROPRIETARY INSIDE-OUT BLEND**

*New Paris-born beauty products are designed to work inside out so customers can both see and feel the benefits*

**NEW YORK, NY** – June 4, 2019 – [27 Rosiers](#), an innovative clean beauty brand dedicated to producing products that support health and beauty from the inside out, launches today, starting with the U.S. market. With its proprietary *Inside-Out Core Blend* formula and use of natural super ingredients, 27 Rosiers has created a line of skincare and dietary supplements which, when used together, work inside and out to enhance each product's impacts and intensify nature's benefits, increasing its overall effectiveness.

The brand was born out of a long lasting friendship and shared values. Kevin Le Roux and Stephanie Meeus were inspired to create 27 Rosiers while living together in Paris. With clean beauty and efficiency at the core, 27 Rosiers – named after Kevin and Stephanie's address in Paris – came to fruition not only with the goal of providing skincare solutions, but also offering consumers a holistic, inside-and-out approach to maintaining health and beauty.

"Both Kevin and I aspired to develop natural and clean products that offer visible results," said **Stephanie Meeus, Co-founder**. "We believe that health and beauty should be considered one because beauty, just like your general wellbeing, is conditioned by the way you feel internally. Working out, eating well, unwinding – all these things contribute to feeling and looking good." "27 Rosiers' main differentiator when compared to other brands in the clean beauty scene is that we focus on both skincare and beauty supplements," added **Kevin Le Roux, Co-founder**. "We chose to launch our line with both categories because consumers can't feel truly beautiful if they don't feel good on the inside."

The 27 Rosiers *Inside-Out Core Blend* features 100 percent natural ingredients, designed to be applied topically or ingested, to support healthy-looking skin and provide a combination of three essential skin benefits – moisturizing, energizing and optimizing glow.

### **Ingredients in *Inside-Out Core Blend*:**

**Ashwagandha** – Boosts cellular energy and dynamism, and restores skin vitality

**Calendula** – Boosts digestive and skin glow benefits and activates skin's inner glow

**Chamomile** – Known as nature's anti-inflammatory answer to modern skin problems; used as a soothing, purifying pollution fighter that neutralizes free radicals

**Aloe Vera** – Recognized as the most powerful natural healing plant that relieves, moisturizes and regenerates the skin

27 Rosiers skincare products and beauty supplements promote symbiosis and target all the factors known to effectively contribute to one's sense of inner and outer beauty. The skin solutions address both visible skin concerns (dehydrated skin, redness, dryness, etc.) and metabolic concerns (lack of sleep, bad digestion, stressed mood, etc.) which directly impact skin health, and can be aggravated by lifestyle or environmental conditions (i.e. pollution, stress, blue light and climate change, among others). All of these environmental issues have either a direct or indirect impact on our skin's health.



The new 27 Rosiers product line consists of **six (6)** hero products, including topicals and complementary beauty supplements, which the founders refer to as “skincare from within”:

### Topicals

**Fight Grime (\$39)** – A fresh anti-pollution and deep detox gentle cleansing gel that works for all skin types. Formulated with moringa to help limit particle adhesion and eliminate all traces of pollution on your skin.

**Here We Glow Again (\$65)** – A serum that deeply supports skin-barrier recovery. It also protects against digital and environmental skin-damaging elements for fresh skin and an instant glow effect. Formulated with tara spinoza which aides in skin regeneration and protection, this can be used as a serum or as a light daily cream given its moisturizing benefits and ultra fresh texture.

**Quench My Thirst (\$52)** – A gel cream moisturizer designed to work 24/7 that boasts a natural, glowing finish for skin that glows but doesn’t shine. Formulated with an award-winning orobanche rapum extract sourced in France, this moisturizer hydrates skin from within and reactivates cellular metabolism. It can be used as a moisture boost, or as a night mask.

**Ready Selfie Go (\$48)** – A quick, intense weekly mask that leaves your skin feeling rejuvenated with a silky smooth, natural glow finish. Formulated with spirulina for an added boost of antioxidative power, this mask reboots the skin in just 10 minutes.

### Dietary Supplements

**Gutta Move On (\$49)** – A natural supplement designed to purify and rebuild the body using a strong blend of probiotics that not only detoxes the gut to ensure overall health, but also decreases the toxins present in the body, thanks to chlorella, for a glowing, breakout-free complexion.

**Glow For Good (\$55)** – A natural supplement to achieve great, youthful looking skin by increasing collagen levels for more supple and vibrant skin. Formulated with a strong blend of probiotics to boost the immune system and energize cell structure, along with hyaluronic acid for intense hydration results and all-around radiance and energy, for a glowing complexion.

All 27 Rosiers products are free of any harmful chemicals known to cause health or environmental issues including mineral oil, parabens, phenoxyethanol, phthalates and sulfates, and are made with 100 percent active ingredients, sans additives, chemical flow agents and artificial flavors. The skincare products are made with ingredients that are 95 percent derived from natural sources, with the other 5 percent or less being non-toxic to avoid upsetting sensitive skin. All of the supplements are also made with pure and potent, gluten-free and non-irradiated ingredients. Overall, the products are 100 percent vegan and cruelty-free, and all ingredients used are sustainably sourced.

The full 27 Rosiers line is available in the U.S. starting exclusively at Credo stores nationwide and via their ecommerce, as well as at [www.27rosiers.com](http://www.27rosiers.com), before opening to other retailers.

For more information and assets, please access the media kit [here](#).

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### **About 27 Rosiers**

27 Rosiers is a clean and modern beauty brand dedicated to creating 100 percent safe skincare and dietary supplements that work to enhance health and beauty from both the inside and outside. The co-founders, Kevin Le Roux and Stephanie Meeus, were inspired to create the brand when they realized no other company was providing beauty products with a 360 approach that incorporates wellness. By activating various body mechanisms through sustainably sourced, non-toxic, vegan and cruelty-free ingredients, the 27 Rosiers line supports and contributes to all-around skin beauty. 27 Rosiers is first available in the U.S. exclusively at Credo stores nationwide and online, as well as at [www.27rosiers.com](http://www.27rosiers.com).