

-Bernard Cassiere products are composed of natural ingredients

-Plant extracts are rich in antioxidants and contain natural healing properties

-Les Jardin Sothys (Sothys Gardens)











A professional skincare company that has been at the forefront of cosmeceutical innovation for over 70 years and continues to trail blaze the industry with an impressive list of trademark innovations to its name.

Our values

★ Products developed with 3 principles

★ Sensorial comfort
 ★ Efficiency
 ★ Results

★ Professional expertise for beauty salons and spas only*
 ★ Permanent evolution of the range with extensive market survey
 ★ At least two major launches and two major promotions a year

★ Strong ethical values – a socially responsible company

 ★ Precursor in the field of <u>fair trade</u> for professional cosmetics
 ★ Fair trade is the principle of buying some actives from the region they originate at the right price

\star Environmental protection



★The company has been awarded ISO 14001 in 2010 regarding its policies of environment protection AIRTRADE

FROM RESEARCH TO DELIVERY



- ISO (INTERNATIONAL ORGANIZATION FOR STANDARDIZATION) 9001 certification: guarantees the quality of our services, products and marketing
- Continuous research of high quality products
- Most advanced production equipment
- The company has been awarded ISO 14001 in 2010 regarding its policies of environment protection

Cruelty "FREE" and free of: Parabens, Mineral oil, Lanolin, Palates, Formaldehyde, GMO, Plastic balls, Palm oil







...beauty industry leaders with an impressive list of trademark innovation

• The <u>key difference</u> is that the products are formulated in such a way that the molecular structure of the main active ingredients is not compromised by other actives within the formulations

Bernard Cassiere's Global presence

 \star a trend precursor proposing playful & delicious cares, recognised by the professional and public French press and industry

 \star in 50+ countries worldwide, from Finland to South Africa, from Canada to Japan, extensive throughout Europe and Asia

★ in **350** Beauty salons and spas in France alone

Bernard Cassiere Partnerships in France & around the world...

Some leader beauty salons in France « les thermes de Contrex »







Thermal Centre Belle époque, located in the East of France



Some leader beauty salons in France MMV (Mer Montagne Vacances)

Holidays resort on the sea side... Cannes



Some leader beauty salons in France MMV (Mer Montagne Vacances)

Holidays resort in the Alpes.... 7 hotels in the ski stations



Some leader beauty salons in France St Just Castle – near Paris



First exclusive BC Palace - BC monobrand



PARTNERSHIP



最著名的水疗中心,酒店及全球专业美容院 都在使用BERNARD CASSIERE

PARTNERSHIP



Les Thermes de Spa, Belgium.

Cipriani Hôtel, Venice Italy



Dragon Lake Princess Hotel, Guangzhou, China

Tikida Golf Palace, Agadir, Marocco



BERNARD CASSIERE —— 合作伙伴关系



Cares at home - EXAMPLE

Seasons

	Summer / spring		Winter / autumn		
Skin types	*			<u> </u>	
Oily skin	mattifying serum + Purity GEL	Purity Gel		Purity gel	Purity Fluid
	Mattifying Purity MASK = once a week				
Combination skin, toward oily	High Hydration Sorbet	Honey fluid		Cocoa cream	Honey fluid
	Clay mask = once to twice a week			COCOA mousse MASK = once to twice a week	
Combination skin,	High Hydration cream	Cocoa Cream		High Hydration cream + serum	Honey Cream
toward dry	High Hydration MASK = once to twice a week			Honey MASK = twice a week	
	Bilberry CC	cream	High Hydration Aqua Sleep	High Hydration CREAM	Bilberry m CREAM
Dry skin, sensitive skin	Bilberry MASK = twice a week				

THE PREPARERS

CLEANSERS:

- Biphasic waterproof make up remover
- Miceller Water
- Milk(makeup remover) & tonic lotion for all skin types
- Milk(makeup remover) & refreshing lotion for Oily Skin
- Milk(makeup remover) & gentle lotion for Dry & Sensitive Skins

LES

MAKE-UP REMOVERS

Eau micellait démaquillant Cleansing micellar wate Toutes pasus, méne sensible Al uto yous her arrutes it?

- Daily Cleanser for all skin types (retail only)*
- Lemon/mint mousse
- ♦ Purity makeup removing oil** "dbl UP"
- Radiance Superfruits Cleanser "dbl UP"
- DEEP CLEANSERS:
- Micro-peeling* / Cocoa peeling
- Deep Pore Cleanser* / Bilberry peeling



CHOCOLATE ANTI-STRESS CARE

Fights stress Protect from pollution

Cream (Cocoa extracts, Cocoa butter, Shea butter, prickly pear and vanilla extracts)

Tinted Cream (Cocoa extracts, Cocoa butter, polysaccharides)

Cocoa beans peeling (Cocoa extracts Cocoa butter, Sweet almond oil, Enzymatic complex)

Mousse mask (Cocoa extracts Cocoa butter,Enzymatic complex(softening),Kaolin (absorbing and matte effect)

Recommended for all skin types





BILBERRY DELICATE SKIN CARE

- Softens and calms the skin
- Treats the sensitive and reactive skin types
- Reduces obvious redness

 (Organic bilberry of Corrèze, Boreal blackberry extract, Passion-flower extract)

BILBERRY MOUSSE - For sensitive and dry skin

BILBERRY OVERNIGHT-CREAM MASK (Modelling mask for Professional) – can be massaged in and/or left like traditional mask

BILBERRY PEELING - Gentle enzymatic complex, Organic bilberry of Corrèze extract, Boreal blackberry extract, White tea extract

SOS MASK – PROFESSIONAL – Rubberizing, pack of 10

BILBERRY ULTRA-SOOTHING CONCENTRATE - calms down feeling of discomfort

BILBERRY COLOR CONTROL SOS SOLUTION- conceals redness upon application







COMBINATION TO OILY SKIN

Tested Under Dermatological Control and 100% Non-Comedogenic!

Extract of Java Tea - regulating sebum production Extract of Chilean Wild Mint- Limiting breakouts/pimples. Lemon Essential Oil - It helps heal imperfections/refines the pores.

Purity cleansing mousse Gently Cleanses Combination to Oily Skins

Purity Blur perfecting concentrate Inflexible With Dilated Pores ! (Enantia Chlorantha Extract, Oleanolic Acid, Mattifying Powders)

Purity S.O.S. anti-imperfection lotion *To Dry and Prevent « Break-Outs » ! (*Salicylic Acid)

Purity mattifying gel A Fresh Texture Which Mattify and Refines Oily Skins (Moisturizing Agents)

Purity mattifying fluid A Smart Product Which Mattify and Moisturizes Combination Skins (Moisturizing Agents, Mattifying Powders)

Purity mattifying serum The Secret Weapon Against Shine ! (Mattifying Powders, Moisturizing Agents)

Purity clarifying mask 2 in 1 : Peeling and Purifying Mask (White Clay Complex, Antibacterial Agents BHA and AHA Complex)

Purity tinted cream A Real Skin Care Product Which Hides Imperfections and Even The Complexion (Organic Shea Butter, Mattifying Powders)







BAMBOO ALOE HYDRATING CARE

• Bamboo & Aloe Vera : Double Hydrating action and hydrolipid prevention of water loss.

•Hyaluronic acid : boosting radiance

HIGH HYDRATION ANTI-THIRST MASK thirst quenching fresh and soft mask! Leave on for 10 minutes then rinse. Can be stored in the fridge to maximize the freshness sensation. (veg.squalane&Shea butter)

AQUASLEEP HIGH HYDRATION acts as a regenerative cocoon while you sleep. Generously apply in the evening on a perfectly cleansed skin. Leave on the excess or make it penetrate by circular motions. <u>(jojoba oil)</u>

HIGH HYDRATION SORBET CREAM designed to satisfy the thirst of the combination to oily skins suffering from dehydration and to restore a dewy complexion aspect.

⇒ HIGH HYDRATION CREAM designed to satisfy the thirst of the dry to combination skins suffering from dehydration and to restore a dewy complexion aspect.

*Organic and issued from fair trade / **Sodium hyaluronate.

BOOSTERS Bamboo Tears and Aloe Pearls, Skin Essence

l'alternative beauté





HONEY OXYGENATING CARE

Reduces free radicals

Stimulates oxygen consumption

•*For devitalized, dull skin or skin with melanin spots or superficial scarring

BERNARD CASSERE PARTS ISC

-Oxygenating cream

Acacia honey (gel phase)Propolis extract, Shea nut butter (for part from a fair trade issue)

-Royal Jelly fluid

Royal jelly, Acacia honey, Propolis extract, Pollen extracts

- Oxygenating mask

Shea nut butter (from a fair trade issue), Acacia honey, Propolis extract, Royal jelly

- Retail -> new formulation available (10-12 min mask)



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Pomegranate and Superfruits Care

*Suitable to fight the first signs of aging

*Reduce the appearance of expression lines

*Perfect as a first anti aging product



water intake + nutrition

Cleanser - Pomegranate extracts, A complex of AHA superfruits (Cassis – Bilberry) Pineapple extracts **Gentle enzymatic peeling*

For all skin types, best for skin with signs of aging

Fluid - Aloe-vera extracted from a fair trade issue, Hyaluronic acid, Pomegranate extracts, A complex of AHA superfruits (Cassis - Bilberry)

For skin with visible signs of aging or young oily skin

Cream - Organic shea nut butter extracted from a fair trade issue, Pomegranate extracts, Retinol, A complex of AHA superfruits (Cassis - Bilberry)

For skin with visible signs of aging, not for sensitive/reactive





Time Interceptor

Loss of Radiance

Dehydration

Skin discomfort or irregularities Loss of Firmness and Tonicity

Rich Cream (Argan tree leaves, Anogeissus leiocarpus bark, Iris, Proteins and peptides complex, Argan oil) for dry skin

Light Cream (Argan tree leaves, Anogeissus leiocarpus bark, Iris, Proteins and peptides complex, Argan oil) **for oily to combo. Skin**

Serum (Argan tree leaves, Anogeissus leiocarpus bark, Proteins and peptides complex, Argan oil, Oat extract) **for all skin**

Mask (Argan tree leaves, Anogeissus leiocarpus bark, Oat extract) for all skin

ARGAN WRINKLE FILLER Instantly hides fine lines, use daily to help to fight

against the signs of aging thanks to anti-aging ingredients *touch powders

FOUNDATIONS "4 shades" use daily to help to fight against the signs of aging

thanks to anti-aging ingredients *touch powders

NECK & DECOLETTE FIRMING SERUM +++ Pro size too HAND CREAM +++

EYE CONTOUR GEL-CREAM











THE DIAMOND GLOBAL ANTI-AGEING LINE

Highly-developed like a jewel, this line was enriched with diamond powder and white pearl extract* to improve the quality and radiance of your skin...



THE DIAMOND GLOBAL ANTI-AGEING CREAM

Quadruple action: 1/ Hydration 2/ Lipofilling-like/Smoothing 3/ Anti-glycation / Firmness 4/ Anti-dark spots



THE DIAMOND REJUVENATIVE SERUM

To regenerate, pamper and soften To repair and bring hydration To boost the reparation mechanisms of the skin For a better complexion



THE DIAMOND EYE CONTOUR CREAM

To smooth out and minimize the eye wrinkles For a cosmetic-lifting of the upper eyelid To erase dark circles For a more dynamic face expression

* Excepting the Diamond rejuvenative

INTENSE BRIGHTENING KIWI CARE

Dull skin
Hyperpigmentation areas
Mature skin

Lotion (Mulberry+Grape Complex, kiwi+Sophora Complex, AHA, Prickly Pear)

Serum (Vitamin C Derivative, Mulberry+Grape Complex, Kiwi+Sophora Complex)

Cream (Vitamin C Derivative, Mulberry+Grape Complex, Kiwi+Sophora Complex, Shea Butter and Avocado oil)

Night cream (Waterlily extract, Mulberry+Grape Complex, Kiwi+Sophora Complex, Silicium derivative) Evening product can be recommended independently

{ Daily Sun Protection important} Ultimate Protection SPF 50 ***AWARD WINNING 2015*** national







THE NEW EYE CONTOUR CONCEPT

The CORNFLOWER used in the eye contour novelties (*Centaurea cyanus flower*) has been cultivated in the Sothys's Auriac Gardens, in Corrèze - France.

The flowers are **ECOCERT certified.**

Cornflower tensing and reviving eye care

After being harvested, the flowers are dryed. Then the cornflower as cosmetic ingredient is directly extracted from the flowers by the Fundamental Research department of SOREDEC laboratory.

- A tensing effect to smooth out the eye contour
- To restore the eye contour firmness
- To optimize the skin's tonus
- To improve the eye contour aspect
- To minimize wrinkles appearance

Cornflower eye contour radiance care [Dark circle diminisher]

- Erase the visible signs of sleep deprivation thanks to its cocktail of ingredients Hide the appearance o dark circles (= a colored product)
- Decongest the eye area
- Dark circles due to stress, tiredness, aging...

Anti-fatigue [SOS Regard] patches



SKIN CARE FROM THE EARTH - TRIBAL

Natural ingredients from around the world used as beauty secrets from ancestral recipes

Natural textures and fragrances from regions of origin

Ethical commitment to sustainable development and environmentally friendly conduct > Fair Trade ingredients



Polynesian Nourishing Ampoule & Serum (Coco Oil, Tamanu Oil, Vanilla Oil) For dry and very dry skin

South American Protective Cream (Brazilian chestnut oil, cupuacu butter, chayote melon, mate)

For dehydrated and sensitive skin

Australian Soothing Cream (Macadamia nut oil, Hibiscus flower milk, blue cypress essential oil)

For sensitive and combination skin

African Detoxifying Mask (Moringa seed extract, Harpagophytum, Ghassoul) For combination, oily, dull and stressed skin cleansing properties

THE PROFESSIONAL TREATMENT

DURATION : 50-60 minutes

Thanks to the professional products size, the beautician can do their treatments according to this

frame :	
Don't leave you alone, they are for your t	Ar client e paying ime INCLUDE CONSULTATION OF THE SKIN
♦ Cleansing	 Clean face, neck and décolleté with the B.C. Milk and lotion adapted to the skin type.
♦ Deep cleansing	-Use the Micro peeling (3ml) and/or the Deep pore cleanser (2ml) You can proceed to vaporization with the deep pore cleanser. If needed, extract the comedons.
	♦ DEEP CARE
♦ To balance	 Apply the contents 3/4^{er} of the B.C. ampoule adapted to the skin needs with light effleurages.
♦ Relaxation	- Proceed to a relaxing modelage during 10/12 minutes with the Cream adapted to the skin needs (6ml) mixed with a few drops of Sesame oil (2ml).
♦ To smooth and	- Apply a medium layer of the Mask adapted to the skin needs (10ml)
	leave on for 12 minutes. Then rinse with wet sponges.
♦ To soften	- Apply the remaining 1/4 ^{er} of the ampoule with light effleurages.
	♦ PROTECTION
<i>◇ Moisturize</i>	 Apply the Cream adapted to the skin needs (2ml) to reinforce the skin protection. Option: you can apply the Cocoa, Hemp Bamboo or Peppermint Tinted cream (2ml) according to the skin type.

BODY CARE

AWAKEN THE SENSES

PREPARATION/PEELING

- Honey and Sugar peeling (Nourishing and Emollient)
- Salted Caramel butter Peeling (Nourishing and Emollient)
- Pina Colada Peeling (Nourishing and Emollient)
- Black Soap

HYDRATION

- > Pina Colada milk (Nourishing, hydrating)
- Ginger & Mango massage butter (Softening, Hydrating)
- Tahitian Monoi Body Balm (hydrating, glow)
- > Nutmeg & star anise depilatory milk (anti-bacterial, calming)
- Argan Rose Body milk

SLIMMING

- Ideal Silhoutte Chili remodelling gel
- Target zones SUPER SERUM
- Ideal Silhoutte NIGHT
- Draining gel









AUX EPICE



INSTITUTE

TREATMENTS

NUTRI-PROTECTIVE COCOA CARE

I.T. Treatment

⇒Anti pollution and anti stress chocolate treatment

Flash Facial – 45 minutes Brings radiance, softness, relaxation and comfort The Chocolate Fondue is edible





BILBERRY DELICATE SKIN CARE

I.T. Treatment

Bilberry Calming Treatment Mask- for professional

Treats sensitive, reactive skin and/or fragile capillaries

Immediately calms and softens sensitivity and irritation

A new **S.O.S** facial treatment for delicate skin :

-Cleansing with <u>the Cleansing micellar water*</u> -Skin exfoliation with the Bilberry gentle peeling -Targeted treatment with ¹/₂ Fragile capillaries skin ampoule -Modelling with Bilberry caress modelling cream** + Sesame oil

-Bilberry peel-off mask

-Complete treatment with 1/2 Fragile capillaries skin ampoule

-End of treatment with the Bilberry soothing mousse









COMBINATION TO OILY SKIN

THE SUPER-CLEANSER PROFESSIONAL TREATMENT



... A SUPER-CLEANSER TREATMENT!

- Eye and lip make-up removal with the Biphasic Waterproof Make-Up Remover
- Face cleansing with the Purity Cleansing Mousse and the Oily Skin Lotion.
- Exfoliation with the Micro-Peeling *new formula* and/or the Deep Pore Cleanser
- Vapozone with Infusion Bags and specific movements (Jacquet pinching) on dry skin
- Blackhead extraction and locally high frequency if available
- Local application of the S.O.S Imperfections Lotion
- Effleurages with the Purifying Ampoule
- Purity Clarifying Mask
- End of treatment with the Mattifying Balancing Serum +
 Mattifying Moisturizer Fluid OR Purity Mattifying Gel OR Tinted Creation
- Local mattifying touch with the BLUR Perfecting Concentrate

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BAMBOO ALOE HYDRATING CARE

I.T. Treatment

Bamboo Hydrating Institute Treatment

To hydrate the skin and prevent further dehydration Leaves the skin smooth, supple, firm and radiant



HONEY OXYGENATING CARE

I.T. Treatment

Honey Oxygenating Institute Treatment

Devitalized, dull and tired complexion Gives radiance to the skin Suitable for all skin types







AHA & SUPERFRUITS microdermabrasion care I.T. Treatment

Smoothes appearance of fine lines and wrinkles

Tones and gives radiance

Prepares the skin before starting a course of treatment







Bernard Cassière Solution

GLOBAL ANTI-AGE TREATMENT

TIME INTERCEPTOR⁺ [Density-Volume]

l'alternative beauté

BERNA

Eye Contour care I.T. Treatment

- Reduces the appearance of dark circles and puffy eyes
- Decongestive effect
- Treats and prevents the eye contour's skin from aging

Frequency:

- •Prevention: once a month
- •Treatment: once a week
- Course of treatment: 5 sessions
- Duration: 30 minutes.

Can be integrated to a face care or used separately.



Specifics

ERNAR

CASSIERE

INTENSE BRIGHTENING KIWI CARE

Dull skin
Hyperpigmentation areas
Mature skin

















REMINDERS & GENERALITIES THE MELANIN

GENERALITIES ABOUT SKIN PIGMENTATION

« NORMAL » CONDITION:

The **KERATONICYTES** maturate by migration from the basal layer to the stratum corneum of the skin.

During this process, it catches MELANOSOMES, basically small sacks containing colored proteins named MELANIN. These proteins are produced by the *melanocytes* and cover the nucleus of the *keratinocytes*, giving them this dark color that, in normal conditions, is naturally erased at the surface of the skin during the cell renewal.

Keratinocytes maturation way



B E R N A R D C A S S I E R E P A R I S

YUZU PERFECT GLOW CARE DARK SPOTS / SKIN RADIANCE

THE GLOBAL OFFER

IN CABINE



2020

AT HOME

YUZU



RNARD

CASSIERE

Yuzu minute glow cleansing gel 50ml Yuzu daily glow new skin lotion 200ml Yuzu correcting serum for skin radiance 30ml Yuzu new skin smoothing cream 50ml Yuzu high protectionfluid SPF50 50ml

	B E R N A R D CASSIERE SOINS PEAU		E E R N A R D CASSIERE	B E R N A CASSIE
U PARFAITE YUZU PERFECT V CARE	YUZU PERFECT GLOW CARE	BERNARD	SOINS PEAU PARFAITE AU YUZU YUZU PERFECT GLOW CARE	SOINS PEAU PA AU YUZU YUZU PERFE GLOW CAR
ninute lumière Yuzu nute glow sing gel 1.69 FL.02	Lotion révélatrice d'éclat au Yuzu Yuzu daily glow new skin lotion	CASSIERE SOINS PEAU PARFAITE AU YUZU YUZU PERFECT	Criterie révélatrice lesante au Yuzu Yuzu new skin smoothing cream	Fluide haute protectio au Yuzu Yuzu high protection SPF50
	200 ml ↔ 6.76 FL.02	GLO PERFECT GLOW CARE Serum concentre anti-tache au Yuzu Yuzu correcting serum for skin radiance 30 ml ← 1.01 FL.02	50 ml e 1.69 FL.02	50 ml @ 1.69 F



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Blood Orange

[Blood orange extract, rich in vitamin C]

Need to charge your batteries?

- High content in vitamins, sugars and minerals.
- Especially high content in vitamin C \rightarrow anti-oxydative properties: the vitamin C is a free-radicals scavenger, allowing vitamin C to help fighting against external agressions (stress, pollution etc...) \rightarrow **DETOX**
 - High content in citric acid: keratolytic properties \rightarrow CELL RENEWING IMPROVMENT, BETTER COMPLEXION



Tangerine

[Tangerine essential oil]

Skin tonic

FOR PROFESSIONAL USE ONLY



Body Treatments

Perfect legs Draining Treatment

Ideal Silhoutte Slimming Treatment

Oriental Treatments (Detoxifying/Anti-aging)

***** ISLANDS RELAXING TREATMENT



New Technical Pack*

Home maintenance	Professional treatment or customized facial	Institute Treatment
Milk/Lotion, Deep pore cleanser and/or Micro peel	Milk/Lotion, Deep pore cleanser and/or Micro peel	Milk/Lotion, Deep pore cleanser and/or Micro peel OR deep cleanser available in some institute packages
	Steam and Extraction by a professional	Steam and Extraction by a professional
Mask(cream/gel/peel-off)	Mask(cream/gel/peel-off)	Mask(Only available for professional use.)
	Massage(relaxing, penetrating and/or anti- aging techniques)	Massage(relaxing, penetrating and/or anti- aging techniques)
Serum(available with each line), moisturizers	Ampoule(highly concentrated serum only available for professional), moisturizers	Highly concentrated products and/or ampoules and/or moisturizers only available in the institute packaging

SKIN ANALYSIS



SKIN TYPE	SKIN CONDITION	
	DEHYDRATED	
NORMAL	REACTIVE	
DRY	AGING	
OILY	HYPERPIGMENTATION	
COMBINATION	ACNE	
SENSITIVE	FRAGILE CAPILLARIES	
	ROSACEA	