

Concept presentation



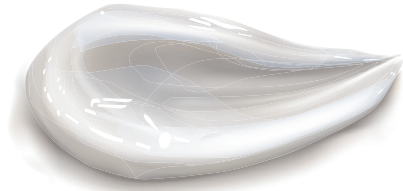
MADE IN FRANCE



MY.LI

GENEROUS & COMPLETE

MYLI · WE FOCUS ON THE PRODUCT



Far from the culture of buzz and mass marketing, above all, **we want to put the product back at the centre of attention.** We believe that by choosing this method, we will meet your expectations, even if it means more technical and financial constraints on our business.

High quality beauty care accessible to all

Without neglecting the packaging or the commercial approach, our main priority is the care taken in the design of our products, the choice of active ingredients contained in our formulas, in order to act effectively and harmoniously with your epidermis.

We strive to be transparent and sincere by highlighting the expertise and the quest for excellence that lies behind each of our references. We wish to reveal all the benefits of our

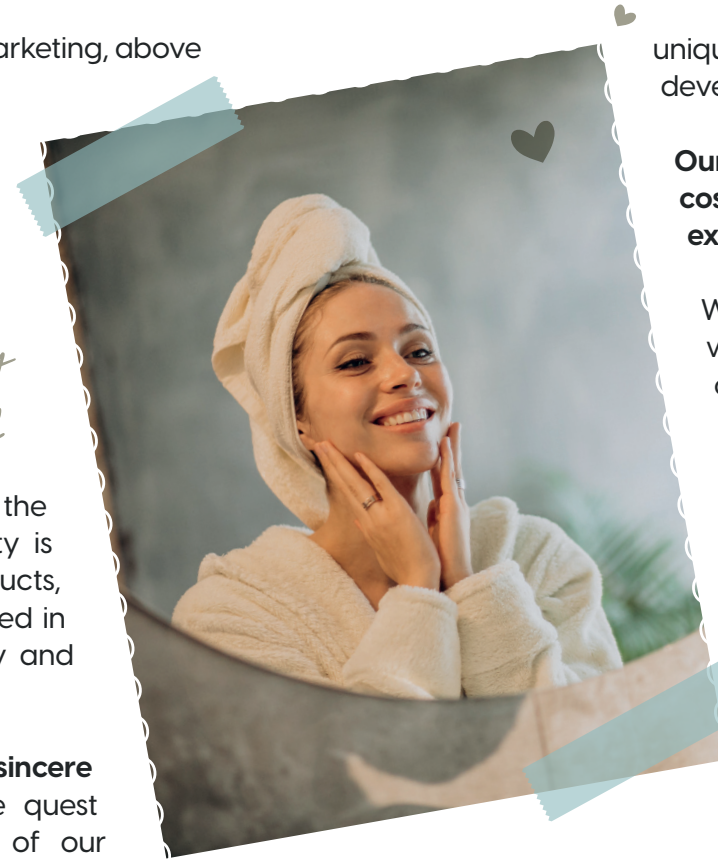
unique, powerful and innovative formulas, meticulously developed and mastered, for the benefit of your beauty.

Our product range is rich in high quality, well-designed cosmetic formulas containing active ingredients with exceptional properties.

We strive for excellence at the best possible price, while some companies choose to incorporate cheap components or incorporate high-end components in very small quantities to be able to play on costs and prices.

We aim to offer you superior formulas at the best value for money, whilst many brands choose to advertise at the expense of quality.

And while many prefer to focus on the simplicity of the compositions, we are strongly driven by the search for originality and innovation, Our fascination: *"the product above all!"*



CONCLUSION

In order to meet real efficiency, healthy products, natural formulas, good value for money, kindness, a mature and sincere speech, I decided to create MYLI Cosmétique *the first truly generous skincare brand!*

My experience around the world for more than 15 years has led me to think about creating exceptional products that meet the expectations of the women I have met during my travels.

Our formulas are based on natural ingredients such as shea butter, vegetable oils, plant extracts with recognized virtues; all generously supplemented with renowned anti-ageing active agents such as hyaluronic acid, collagen, vitamins and many others based on the latest research in terms of effectiveness for skin care.

The result is real; complete care that allows you to obtain a regenerated skin quickly and over time.

An authentic brand

for today's free and independent women, designed with the utmost care and with the sole objective of offering exceptional products at a controlled price.

19 months

of work and exchanges with my partner laboratory pharmacists, my advisors and my testers, helped me to develop formulas enriched with the best active ingredients for youth.

Our *production is 100% French* through an eco-responsible approach and dictated by respect and transparency.



See you soon in the world of Myli

MY.LI
GENEROUS & COMPLETE



HELLO !

*Here is the first batch of Myli
Cosmétique products! Below
you will find the description of
each of them, their benefits and
their main ingredients.*

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GENEROUS
& COMPLETE



ACTIVE
INGREDIENTS



ETHICAL
COMMITMENT



VEGAN
FRIENDLY



100%
MADE IN FRANCE

PRESENTATION

MYLI'S VALUES

Myli Cosmétique's priority is to **offer rich and effective products**. The brand was conceived as an **ethical and authentic brand of natural cosmetics** with a fascination for **transparency** in the composition of our range of products and in all aspects of our communication.



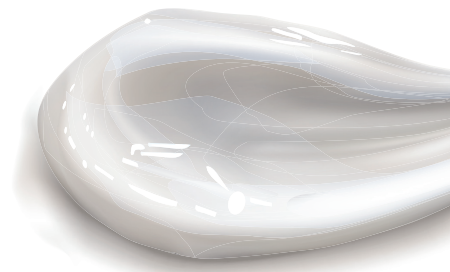
MYLI
GENEROUS & COMPLETE

OUR GOAL

To offer a range of **natural skin care with maximum effectiveness** in an eco-responsible way.

We have taken care to ensure that our formulas do not contain any ingredients that are harmful or undesirable to health or have too great an environmental impact.

We hope that our products will bring you complete satisfaction.



COMPETITIVE ADVANTAGES



Natural ingredients

Clean beauty

Proven active ingredients with proven effectiveness

 Made in France

Eco-responsible packaging

Exclusive formula developed with an R&D team and doctors of pharmacy

Complementary ingredients to optimise effectiveness

Very high concentration of active agents

Ethical commitment

Pleasant texture

Competitive prices

The product first!



Synthetic ingredients

Presence of controversial ingredients

Ineffectiveness of the product

Products outsourced abroad

Environmentally harmful packaging

Generic formulas

Only one real active present in the formula

Unpleasant and sticky textures

Prices too high for the quality

Marketing first



GLOBAL CARE FACE CREAM - DAY & NIGHT



THE BENEFITS:

- Intense hydration
- Provides a radiant, luminous and even complexion
- The skin is smoother, firmer and visibly healthy.
- Protects the skin

96%
INGREDIENTS D'ORIGINE NATURELLE

MAIN ACTIVE INGREDIENTS:

Hyaluronic acid 1.7% (2 molecular weights) - Kalpariane™ - Aloe Vera - Shea butter - Sunflower oil - Vegetable glycerin - Rose floral water - Kigelia Africana extract - Evening primrose oil - Vitamin E - Raykami™ - Horsetail

DIRECTIONS FOR USE:

In the morning and, if necessary, in the evening, after the serum, take a small amount of cream and apply it to the face, neck and neckline with circular movements from the inside to the outside and from the top to the bottom for a draining and decongesting action.

MULTI-REGENERATIVE FACE OIL COCKTAIL OF OILS AND CAVIAR EXTRACT



THE BENEFITS:

- A real cocktail of vitamins for the skin
- Protective, revitalizing and toning action
- Offers a more radiant and visibly smoother complexion
- Antioxidant

96%
INGREDIENTS D'ORIGINE NATURELLE

MAIN ACTIVE INGREDIENTS:

Sunflower oil - Sweet almond oil - Organic evening primrose oil - Borage oil - jojoba oil - Oily carrot macerate- Rose hip oil - Marine perhydro-squalane - Vitamin E - Caviar extract

DIRECTIONS FOR USE:

Take 2 to 3 drops. Warm the texture between your palms. Apply in the morning and evening after the serum. Vigorously smooth the middle part of the face outward with the palms of your hands.

ULTIMATE SERUM ANTI-AGING BOOSTER



THE BENEFITS:

- Visibly smoothes wrinkles and reduces stains
- Provides a radiant complexion
- Plumps the skin
- Guarantees cell regeneration and high hydration

97%
D'INGRÉDIENTS
D'ORIGINE NATURELLE

MAIN ACTIVE INGREDIENTS:

Hyaluronic acid 3.3% (3 molecular weights) - Organic lemon extract - Vegetable glycerin - Ginseng extract - Nalidone™ - Ambre Oceane™ - Organic Aloe Vera - Collagen - Organic green tea extract - Levulinic acid

DIRECTIONS FOR USE:

Apply to the previously cleansed face, morning and evening, by tapping on the entire face, neck and neckline. As an intensive treatment for one month or all year round.

BODY CREAM GLOBAL CARE



THE BENEFITS:

- Promotes cell renewal and softening of the epidermis
- Provides softness, firmness and hydration
- Nourishes the skin thoroughly
- Ideal for sensitive skin

99%
D'INGRÉDIENTS
D'ORIGINE NATURELLE

MAIN ACTIVE INGREDIENTS:

Coconut oil - Shea butter - Vegetable glycerin - Argan oil - Tiare flower extract - Horse chestnut extract - Aloe Vera - Hyaluronic acid - Kalpariane™

DIRECTIONS FOR USE:

Place a generous amount of cream in the palm of your hands and then gently massage your entire body until the cream penetrates. This massage will not only allow your skin to absorb the product but also activate blood circulation.

EXFOLIATING MASK (COMING SOON - EARLY 2023)



THE BENEFITS:

- Combination mask + scrub
- Reveals the radiance of the complexion
- Moisturizes the skin
- «Baby skin» effect



MAIN ACTIVE INGREDIENTS:

Witch hazel (Hamamelis) - Shea butter - Sunflower oil, Vegetable glycerin - Sweet almond oil - Argan oil - Mimosa bark oil - Allantoin - Jojoba extract - Kelp extract

DIRECTIONS FOR USE:

Once or twice a week, on a previously cleansed skin, apply in thin layers on the whole face, neck and neckline, leave on for 10 to 20 minutes. After the break, slightly moisten your fingers and make circular movements on the whole of your face, neck and neckline, No scrubbing required to avoid skin irritation. Rinse with lukewarm water.

BOTANICAL TONER SPRAY (COMING SOON - EARLY 2023)



ENRICHED WITH A
SOOTHING, PURIFYING
& REGENERATING
BOTANICAL COCKTAIL



MAIN ACTIVE INGREDIENTS:

Cornflower floral water - Chamomile floral water - Orange water - Vegetable glycerin - Calendula floral water - Aloe vera

DIRECTIONS FOR USE:

To prepare your skin for treatment, use the toner in the morning and evening after cleansing your skin and before applying your serum or face cream.

But... the main ingredients of our recipe are



Lovely users



Lots of generosity & passion



A hint of the absolute need to respect the environment



A great deal of experience

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MV.Li
GENEROUS & COMPLETE

Conscientious cosmetics for free
& independent women



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