

An aerial photograph of a beach. The top half shows a wide, sandy beach with some tracks. The bottom half shows the ocean with a line of white foam from a wave washing onto the shore. The water is a vibrant turquoise color.

THALGO
LA BEAUTÉ MARINE

Marine Shot Masks - W31-2020

LAUNCH PRESENTATION

30/04/2021

MARINE SHOT MASKS

1st masks combining an active sheet support with algae fibres and marine concentrates, to apply following the professional THALGO method, for an express skin beautifying effect.

[3 masks = HYDRATING - ANTI-FATIGUE - LIFTING]



- LEAVE ON FOR 10 MINUTES
- 8HR VISIBLE EFFICACY

MARINE SHOT MASKS

Material not seen before in retail!

SHEET FABRIC

=

PLANT CELLULOSE

From eucalyptus wood from sustainably managed forests. Obtained through green chemistry. 100% biodegradable, recognised by the Oeko-Tex Standard 100 label.

ALGAE FIBRES

=

ALGINATES

Fibres unique to algae (do not exist on land). Give algae, strength and suppleness facing currents. 100% natural.

MARINE CONCENTRATES

=

THALGO LOTIONS

3 aqueous solutions rich in marine extracts (dose equivalent to creams) for a bespoke result: Hydration, Energy, Anti-ageing

Did you know?

OEKO-TEX STANDARD 100 LABEL

=

.International system which certifies the non-toxicity of textiles on the human ecological level
.Certificate issued by an independent organization, for a period of one year, after technical expertise and control tests.

Did you know?

PHARMACY HAS USED ALGINATE DRESSINGS FOR 30 YEARS

=

Known for their occlusive power facilitating skin regeneration



Reminder on Alginates

IN ALGAE

POLYSACCHARIDES

FOUND IN BROWN ALGAE WALLS

**PROVIDE STRENGTH AND SUPPLENESS
TO ALGAE FACING CURRENTS**

IN SKINCARE

MARINE INGREDIENTS

MAINLY USED BY BEAUTICIANS

BOOSTS ACTIVE INGREDIENT ABSORPTION



THALGO innovation

ACTIVE SHEET FABRIC WITH ALGAE FIBRES

Plant cellulose + alginates

1

PREPARATION

Brown algae harvest > washing > grinding to isolate alginates



2

EXTRACTION & PURIFICATION

Processing into soluble alginates



3

CALIBRATION

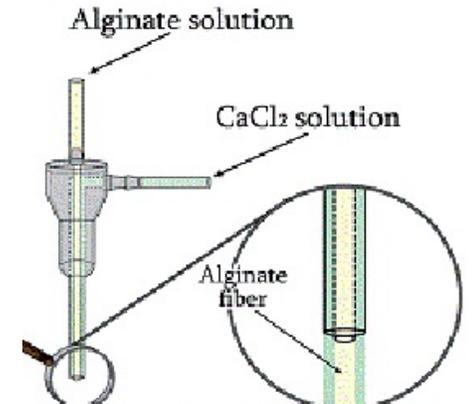
Mixing the alginate solution with a solution of calcium salt to obtain alginate fibres



4

FABRIC INTEGRATION

Dispersing the alginate fibre powder in the fabric material under pressure through very fine nozzles



THALGO innovation

ACTIVE SHEET FABRIC WITH ALGAE FIBRES

Mask material naturally active

**+21% HYDRATION
VS FABRIC MASK OF
COMPETITORS* ON ITS
OWN**

SKIN HYDRATION

ALGINATES
HYDROPHILIC & HYGROSCOPIC

REHYDRATION +++

- Hydrating alginate polysaccharides provision

PLUMPED UP SKIN

SKIN SMOOTHING

FILM-FORMING POWER
DURING AND AFTER APPLICATION

MICRO-RELIEF SMOOTHING

- Alginate, with a high molecular size, settles on the skin's surface

SMOOTH TO THE TOUCH

+ OCCLUSIVE POWER = SKIN ABSORPTION BOOSTING EFFECT

Visual identity - guidelines

TRIGGER IMPULSE BUYING

Flashy colours
Fresh, modern

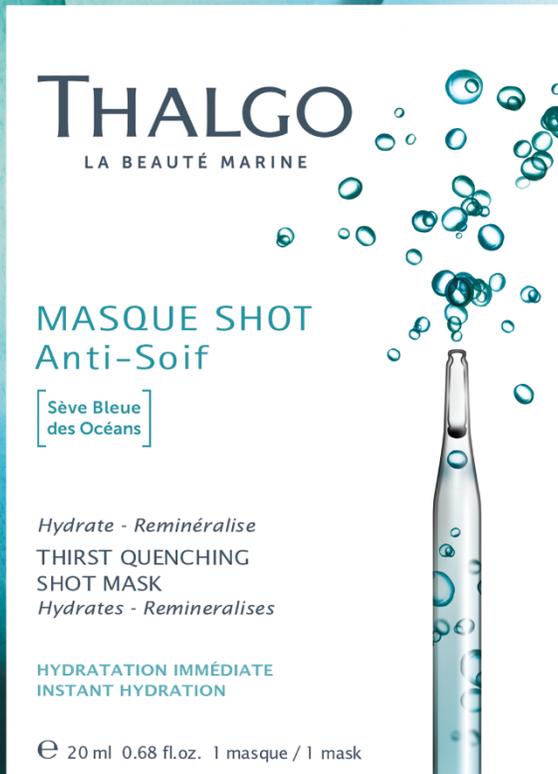
More modern semantics
High-impact, both direct and clear

CONVEY OUR BRAND DNA

Algae as part of decorative element
Bright, translucent

“Highly Concentrated product” positioning
On-pack pipette
Bracket marks to isolate the active ingredients

Visual identity



THALGO
LA BEAUTÉ MARINE

MASQUE SHOT
Anti-Soif

[Sève Bleue
des Océans]

Hydrate - Reminéralise
THIRST QUENCHING
SHOT MASK
Hydrates - Remineralises

HYDRATATION IMMÉDIATE
INSTANT HYDRATION

€ 20 ml 0.68 fl.oz. 1 masque / 1 mask

The packaging features a white background with a blue and white abstract background. A clear shot mask is shown vertically on the right, with blue bubbles rising from it. The text is in a clean, sans-serif font.



THALGO
LA BEAUTÉ MARINE

MASQUE SHOT
Booster d'Énergie

[Spiruline
Magnésium]

Lisse - Énergise
ENERGY BOOSTER
SHOT MASK
Smoothes - Energises

1^{ÈRES} RIDES & ÉCLAT
FIRST WRINKLES & RADIANCE

€ 20 ml 0.68 fl.oz. 1 masque / 1 mask

The packaging features a white background with a green and yellow abstract background. A clear shot mask is shown vertically on the right, with green bubbles rising from it. The text is in a clean, sans-serif font.



THALGO
LA BEAUTÉ MARINE

MASQUE SHOT
Lift Flash

[Complexe
Silicium Marin]

Effet tenseur - Comble
FLASH LIFT
SHOT MASK
Tightening effect - Fills

RIDES & FERMETÉ
WRINKLES & FIRMNESS

€ 20 ml 0.68 fl.oz. 1 masque / 1 mask

The packaging features a white background with a green abstract background. A clear shot mask is shown vertically on the right, with green bubbles rising from it. The text is in a clean, sans-serif font.

Product Offer

New

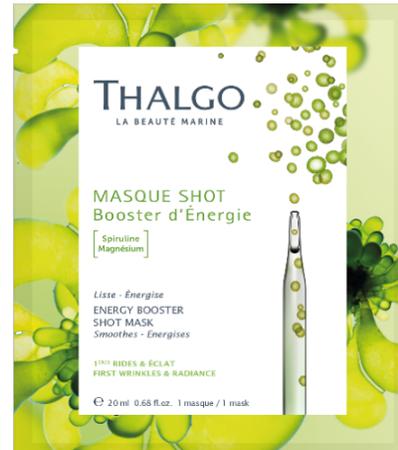


THIRST QUENCHING SHOT MASK with Sève Bleue des Océans

Marine shot mask
that hydrates et plumps up the skin.
Leave on for 10 minutes.

Hydrates - Remineralizes

New



ENERGY BOOSTER SHOT MASK with Spirulina and Marine Magnesium

Marine shot mask
that smooths and refreshes the skin.
Leave on for 10 minutes

Smoothes - Energises

New



FLASH LIFT SHOT MASK with Marine Silicium Complex

Marine shot mask
that lifts and fills in wrinkles.
Leave on for 10 minutes.

Tightening effect – Fills wrinkles

Beauty routine :

.In regular use, 1-2 times per week.

.In « flash » use, before a party or after a too little sleep, after a face scrub...

Apply the sheet-mask on previously cleansed skin and next apply your daily skin care products

THIRST-QUENCHING SHOT MASK

Hydrates - Remineralizes

97.4%
natural ingredients



VT19024

“Thirsty” skin, your skin feels tight?

Say stop with this Thirst-Quenching Shot Mask that hydrates and plumps up the skin.

Leave-on time: 10 minutes flat

REMINERALISING HYDRATION

Ocean Blue Extract, rich in silicium, manganese, zinc

Moisturising efficacy:

Reduces trans-epidermal water loss

Remineralising efficacy:

Strengthens skin's overall resilience



PLUMPING

Hyaluronic acid
with average molecular weight

Capable of retaining up to 1000 times its weight in, this polysaccharide will intensely hydrate the epidermis and plump up the skin

TEXTURE

100% biodegradable active sheet fabric with algae fibres
Plant cellulose mask enriched in alginates and marine concentrate.
Pre-cut face mask shape, super-fresh second skin, ready for use



PERFUME

A scent of tea intertwined with fresh flowers
Top: Bergamot - Heart: Jasmine & Notes of tea - Base: Sandalwood

- Skin is hydrated & plumped up
- Skin is fresh until the evening

Proven efficacy



SELF-ASSESSMENT*

In 10 minutes flat:

- **100%: Hydrated skin & quenched skin**
 - **100%: Plumped-up skin**
 - **100%: Skin seems replenished**
- Until the evening:
 - **100%: Skin remains supple**
 - **91%: Skin remains fresh**

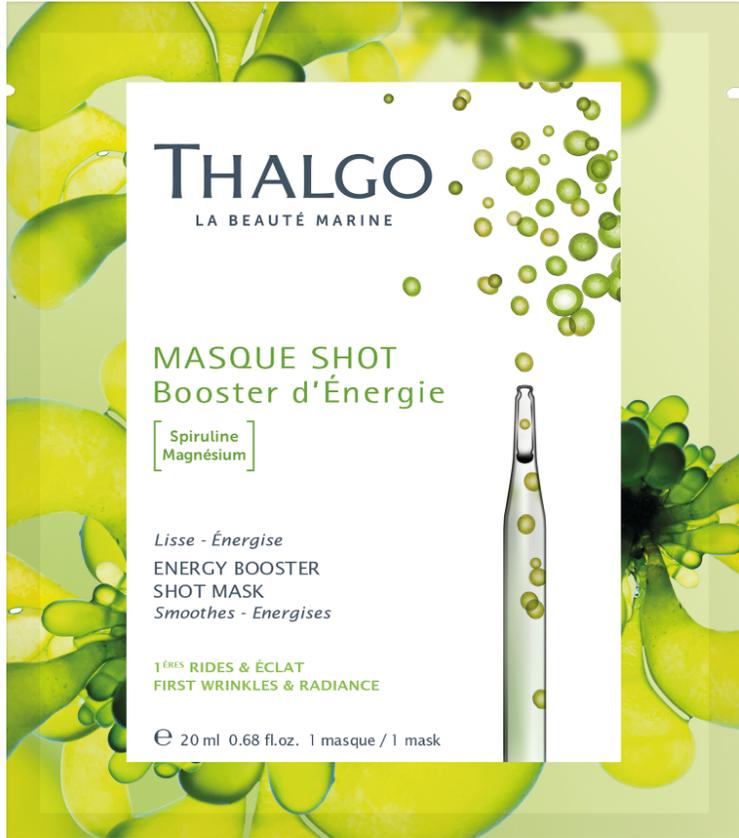
* Clinical study under dermatological supervision, conducted on 22 volunteers with dehydrated skin (women, aged 20-40, all skin types), having used the mask once. Self-assessment of the product immediately after use and 8 hours after use (% of volunteers who agree and mostly agree with the claim).

97.4%
natural ingredients



ENERGY BOOSTER SHOT MASK

Smooths - Energises



VT19025

Was the night short and your skin looks dull?

Peps up sleepy skin with this Energy Booster Shot Mask which smooths and refreshes the skin.
Leave-on time: 10 minutes flat

**SMOOTHING 1ST WRINKLES
RESTORES SKIN GLOW**
Spirulina boosted with marine magnesium

Energising efficacy:
stimulates ATP synthesis
Antioxidant efficacy:
prevents oxidative stress which accelerates ageing



SMOOTHING +++
Hyaluronic acid
with high molecular weight

Highly film-forming, it effectively smooths the skin's surface, contributes to minimising the appearance of 1st wrinkles and improves complexion radiance

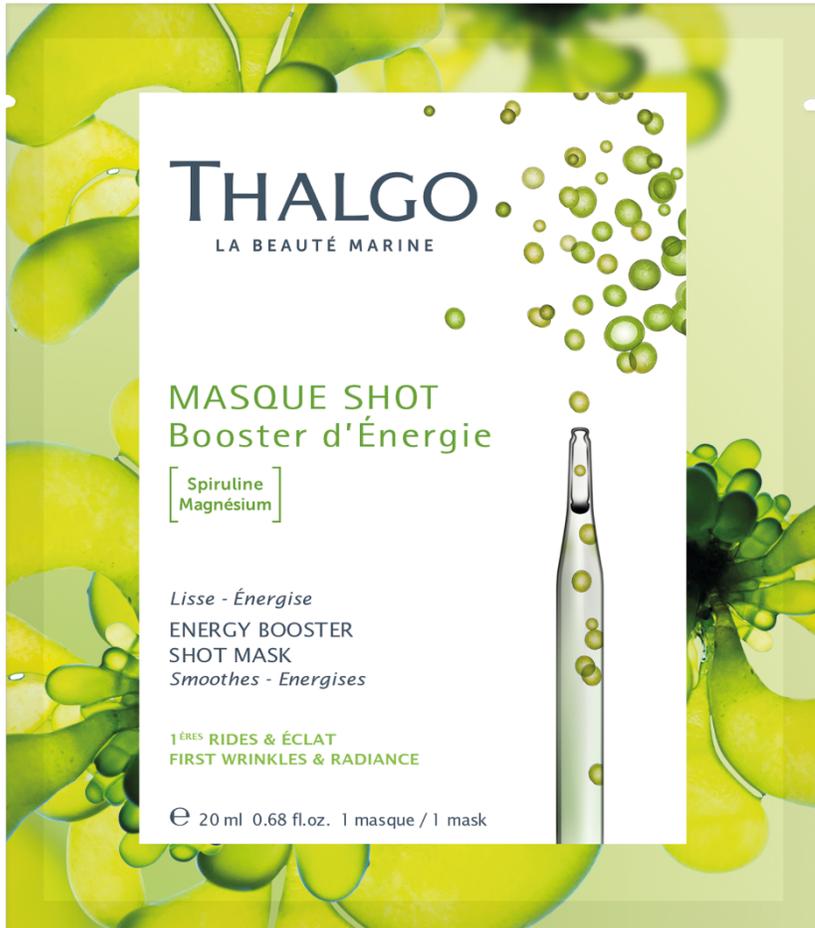
TEXTURE
100% biodegradable active fabric with algae fibres
Plant cellulose sheet-mask enriched in alginates and marine concentrate. Pre-cut face mask shape, super-fresh second skin, ready for use

PERFUME
An energising marine scent
Top: Marine algae - Heart: Green tea - Base: Spirulina



- Features are smoothed and the complexion glows
- Smoothed and refreshed skin until the evening

Proven efficacy



SELF-ASSESSMENT*

In 10 minutes flat:

- **100%: Features seem smoothed**
 - **100%: Glowing complexion**
 - **100%: Skin regains its energy**

Until the evening:

- **100%: Skin seems smoothed**
- **100%: Skin seems refreshed**

* Clinical study under dermatological supervision, conducted on 22 volunteers with dehydrated skin (women, aged 20-40, all skin types), having used the mask once. Self-assessment of the product during and immediately after use, 8 hours after use (% of volunteers who agree and mostly agree with the claim).

96.6%
natural ingredients



FLASH LIFT SHOT MASK

Tightening effect – Fills wrinkles

Need a lifting effect in record time?
Choose this Flash Lift Shot Mask that lifts and fills in wrinkles.
Leave-on time: 10 minutes flat



VT19025

LIFT WRINKLES

Marine silicium complex (silicium grafted onto hyaluronic acid)

Anti-wrinkle efficacy: Stimulates collagen synthesis
Firming efficacy: Strengthens the skin's support mattress



INSTANT TIGHTENING EFFECT

Red Algae
Sugar

Highly film-forming "second skin" that provides an immediately perceptible tightening effect to improve the overall appearance of the face

TEXTURE

100% biodegradable active fabric with algae fibres
Plant cellulose sheet-mask enriched in alginates and marine concentrate. Pre-cut face mask shape, super-fresh second skin, ready for use



PERFUME

A feminine scent of fresh, powdery flowers.
Top: Jasmine & Plant sap - Heart: White roses - Base: Musk notes

- Features lifted, wrinkles filled in, instant "younger-looking" effect
- Wrinkles less visible until the evening

Proven efficacy



SELF-ASSESSMENT*

In 10 minutes flat:

- **100%: Features as if “lifted”**
- **100%: Skin seems more toned & firm**
- **96%: Makes skin “younger-looking”**

Until the evening:

- **100%: Skin stays more elastic**
- **96%: Wrinkles appear less visible**

* Clinical study under dermatological supervision, conducted on 22 volunteers with dehydrated skin (women, aged 20-40, all skin types), having used the mask once. Self-assessment of the product during and immediately after use, 8 hours after use (% of volunteers who agree and mostly agree with the claim).

Our professional application method



TUTORIAL DEVELOPMENT FOR EACH MASK

- Pro method to carry out before the 10-minute to maximise the mask's efficacy
- 3 steps
 - Emblematic THALGO preparation step = ÉVEIL A LA MER
 - Step specific to each mask
 - Emblematic THALGO closing step = RÉVEIL A LA MER
- Watch by scanning the QR code on the back of each sachet



THIRST QUENCHING SHOT MASK

Professional application method



Add link with Tutorial video on FTP

PREPARATION STEP



1

ÉVEIL À LA MER

Benefit:

Time to relax to calm the mind and breathing. Inspired by the sea, this manoeuvre relaxes the face and enables **the mask to be completely smoothed.**

ACTIVE STEP



2

SPECIFIC MANOEUVRE

STIMULATING CIRCLES

Benefit:

Active step enabling the skin's **cells to be stimulated** and boost absorption of the hydrating marine concentrate.

CLOSING STEP



3

RÉVEIL À LA MER

Benefit:

Wake-up phase enabling the **skin to sweep away the last signs of tension** instantly enhance the skin's beauty.

ENERGY BOOSTER SHOT MASK

Professional application method



Add link with Tutorial video on FTP

PREPARATION STEP



1

ÉVEIL À LA MER

Benefit:

Time to relax to calm the mind and breathing. Inspired by the sea, this manoeuvre relaxes the face and enables **the mask to be completely smoothed.**

ACTIVE STEP



2

SPECIFIC MANOEUVRE

ENERGISING TAPPING

Benefit:

Active step enabling the skin metabolism to be activated, relax features and **erase signs of fatigue.**

CLOSING STEP



3

RÉVEIL À LA MER

Benefit:

Wake-up phase enabling the **skin to sweep away the last signs of tension** instantly enhance the skin's beauty.

FLASH LIFT SHOT MASK

Professional application method



Add link with Tutorial video on FTP

PREPARATION STEP



1

ÉVEIL À LA MER

Benefit:

Time to relax to calm the mind and breathing. Inspired by the sea, this manoeuvre relaxes the face and enables **the mask to be completely smoothed.**

ACTIVE STEP



2

SPECIFIC MANOEUVRE

LIFTING PRESSURE

Benefit:

Active step enabling areas of tension to be smoothed and **volumes repositioned upwards.**

CLOSING STEP



3

RÉVEIL À LA MER

Benefit:

Wake-up phase enabling the **skin to sweep away the last signs of tension** instantly enhance the skin's beauty.

THALGO
LA BEAUTE MARINE

Let the sea
empower
your beauty
