

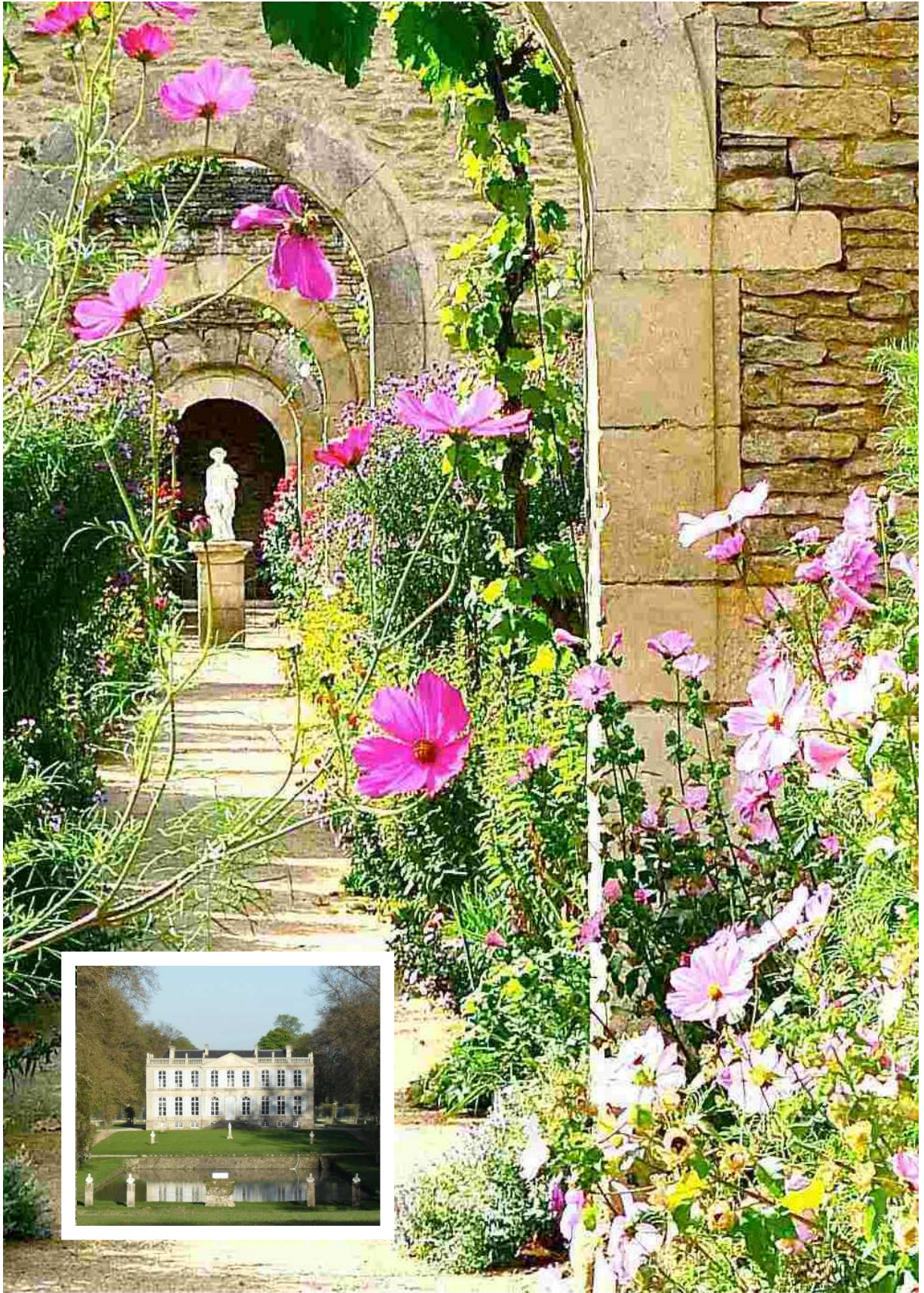


POMONE
Paris

Discover the Brand



When nature meets science



The COMPANY



Independent company

FLORENCE SELLIN
Founder & CEO

Chemical Engineer
Beauty branch Specialist

L'ORÉAL, world number 1
Belcorp, Latin American Leader

Native of Normandy, France



POMONE
Paris

The BRAND STORY

Presence of tannin in cider,
sign of plentiful polyphenols,
is noticed by the founder of the brand



*Polyphenols are highly appreciated in cosmetics
since they have a strong antioxidant power*

Normandy is a country,
North West of France,
where many apples are grown

Pomone is the Goddess of the botanical world
*She is usually represented carrying Apples
in her hands or in the folds of her dress*



*William Morris, English tapestry-
maker, 1883*



*Stained-glass window, Castle of Chapultepec,
Mexico, 18th century*



Castle of Canon 18th century

Mézidon Canon, Normandy, France
Calvados, Pays d’Auge country

Backcountry of **Deauville**

*The castle is classified as Historic Monument
and gardens are classified Remarkable Gardens*

Family roots

*The founder of the brand has family origins
in Mézidon Canon and is familiar of the city
and of the countryside*



Voltaire

famous French writer and philosopher, 18th century

*liked to have rest inside the
closed gardens for a feeling of
bucolic escape*

*Letters from Voltaire can be
seen inside the Castle*



Closed gardens & Pomone Goddess

A white marble statue of Pomone Goddess
is settled inside closed gardens surrounded
by high walls made with Caen white stone

*Fruits, flowers and plants bloom
in the closed gardens, as open air green-houses,
offering a conservatory of*

Biodiversity



POMONE
Paris



Du Paty

famous French sculptor 18th century
*Also created equestrian statue
of Place des Vosges, Paris*

Mézidon Canon

NORMANDY



POMONE
Paris



POMONE
Paris

The PRODUCTS

MUNIFICENCE line

MUNIFICENCE is a French common noun (the same in English), that dictionary defines by " great generosity ".

ANTI-AGING & REVITALIZATION PLURI-ACTIVES

virtues of the apple



POMONE Paris, MUNIFICENCE

Day & Night Cream ANTI-AGING PLURI-ACTIVES

A cream with a melting and comfortable texture. Targets intensively the signs of the time thanks to its accurate complex of efficient active ingredients. To apply to face and neck morning and evening. All skin types.



POMONE Paris MUNIFICENCE

Serum ANTI-AGING PLURI-ACTIVES

Serum as a fine emulsion filled with efficient anti-aging active ingredients. Targets intensively the signs of the time. To gently apply to face and neck morning and evening under the Day & Night Cream. All skin types.



POMONE Paris MUNIFICENCE

Eye Serum
ANTI-AGING PLURI-ACTIVES

A cream-gel with a fine and comfortable texture. Gives a targeted global answer to the signs of the time on the fragile area of the eye contour. Rich in active ingredients known for their efficiency. To sparingly apply around the eyes morning and evening. All skin types.



POMONE Paris, MUNIFICENCE

Cream Mask
ANTI-AGING PLURI-ACTIVES

Rich and smooth mask, filled with efficient anti-aging active ingredients, to use as often as necessary. Targets intensively the signs of the time. To apply generously to face and neck and leave on for 10 minutes. After removal of any excess with a cotton pad, to perfect by vaporizing the Spray Mist. All skin types.



POMONE Paris, MUNIFICENCE

Spray Mist
REVITALIZATION PLURI-ACTIVES

Refreshing and tonic mist without alcohol. Targets revitalization of the skin thanks to its judicious cocktail of active ingredients. To vaporize to cleaned face and neck morning and evening. Also applicable at any time of the day on make-up. All skin types.



The COSMETIC

ACTIVES



apple **POLYPHENOLS**
Powerfull antioxidants

apple **IsoQUERCETIN**
Activates sirtuins
Fights against glycation of proteins

apple **MALIC ACID**
Firming & Smoothing

apple **SEEDS OIL**
Moisturizing & Revitalizing

apple **VEGETAL WATER**
Energizing
Source of Oligo-elements & Mineral salts

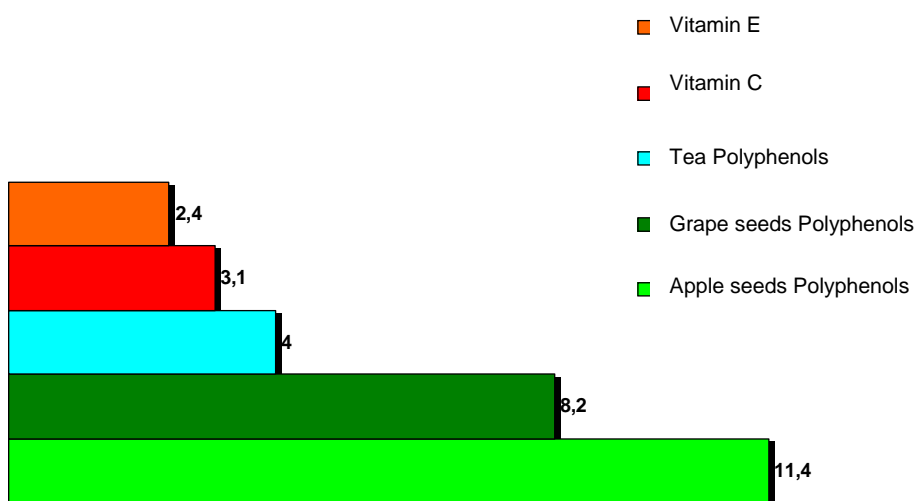
apple POLYPHENOLS

Powerfull antioxidants

Fight against production of free radicals aggravated by environment and sun and that constitute one of the major factors of aging of the skin because they degrade production of collagen and elastine.



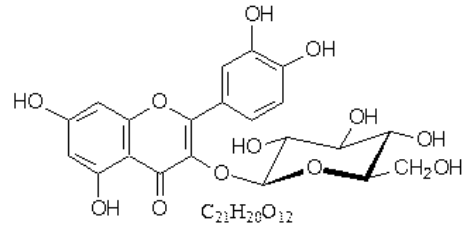
In absence of polyphenols, A-B molecule degrades in free radicals. Oxydative stress is responsible for an accelerated aging of cells.



Antioxidant power, ORAC unit (Trolox μmol equivalent/mg)

Val de Vire, 2005

apple Iso QUERCETIN

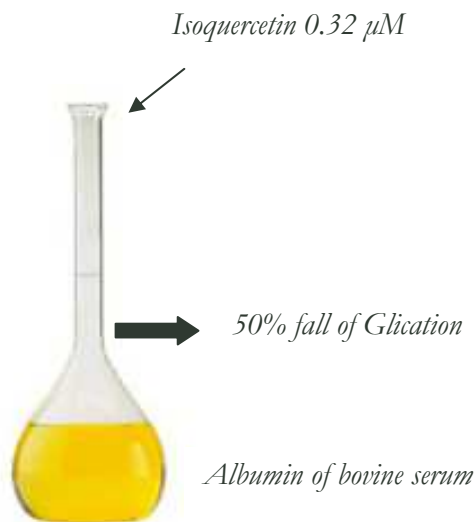


Activates sirtuins Fights against glycation of proteins

Sirtuins are enzymes called « proteins of longevity » because they defend DNA of cells and extend their life.

Glycation of proteins causes a stiffening of collagen, one of the major factors of premature aging of the skin.

*Interest of Isoquercetin for the fight against aging of the skin has been discovered after ::
The observation of premature aging of diabetic skin, due to Glycation of proteins that means reticulation of collagen in presence of glucose with formation of AGE (advanced glycation end product).
Isoquercetin inhibits very effectively Glycation of proteins, preventing the formation of AGE.*



In the caloric restriction, activation of sirtuins (silent information regulator proteins) is one of the mechanisms explaining why the caloric restriction increases life expectancy of cells.

Researchers were interested in other ways to activate sirtuins to increase cells longevity. Among various plant extracts, isoquercetin was detected as particularly effective.

Howitz K, Biomol Inc, Sainclair D, Nature, September 2003

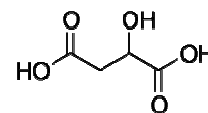
Sinclair DA, Guarente L. Unlocking the secrets of longevity genes. Scientific American, March 2006

Stegborn C, Institute of physiological chemistry, medicine university, university of Rbur-Bochum – Germany, 2008

apple MALIC ACID

Firming & Smoothing

This AHA, or alpha hydroxy acid, gently eliminates dead cells on the surface of the skin for a smoothing and firming effect and brightens skin tone.



AHA :

Reduce cohesion of dead cells and so facilitate their elimination on the surface of the skin.

Accelerate renewal of dead cells by young cells.

Stimulate synthesis of collagen and elastin responsible for tonic effect and elasticity of the skin.

Transform keratin of the skin into amino acids, essential factors of hydration and smoothness.

Hydrate from inside by sending to cells a message of increase of production of hyaluronic acid which has the power to retain water.

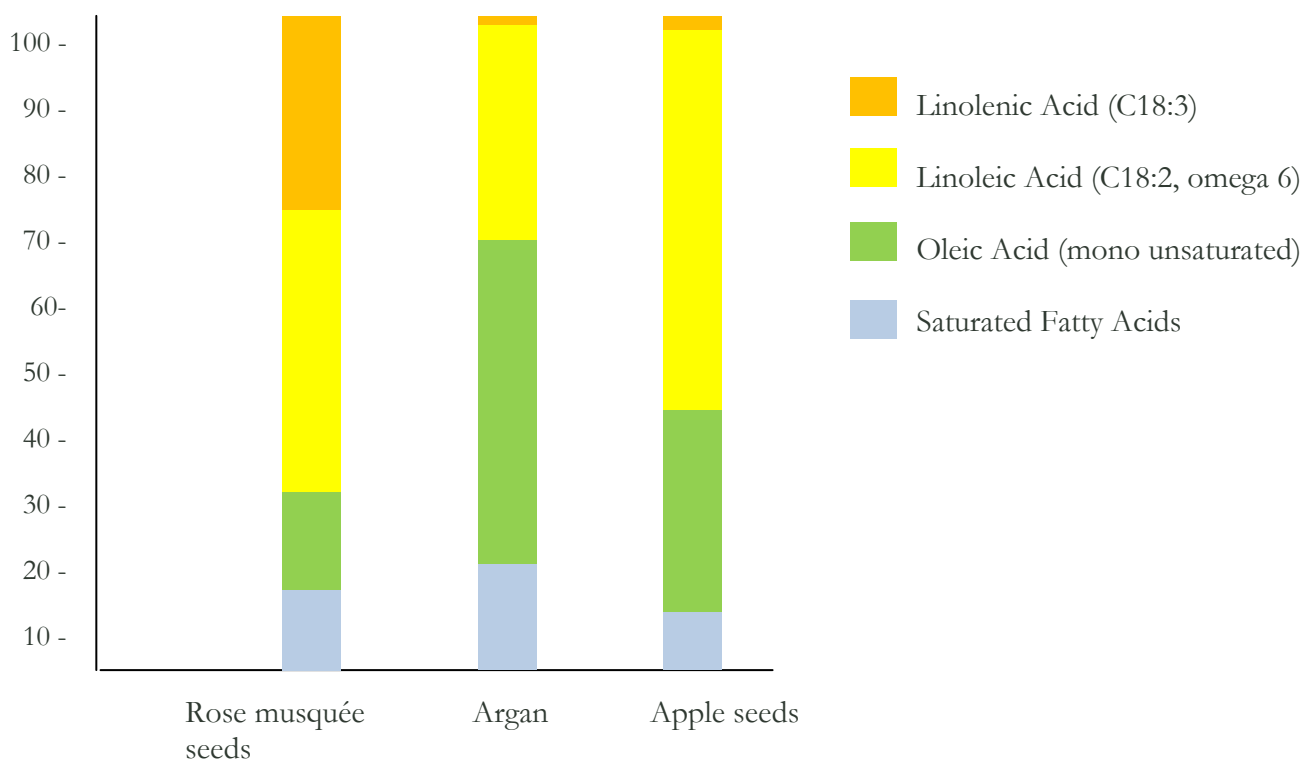
apple

SEEDS OIL

Moisturizing & Revitalizing

Rare oil since apple seeds represent a small part of the fruit compared to other fruits. Particularly rich in linoleic acid, major component of sebum, and in vitamin E. Protects against skin dryness, improves skin complexion, restores the intracellular matrix, is nourishing and revitalizes.

Fatty acids composition

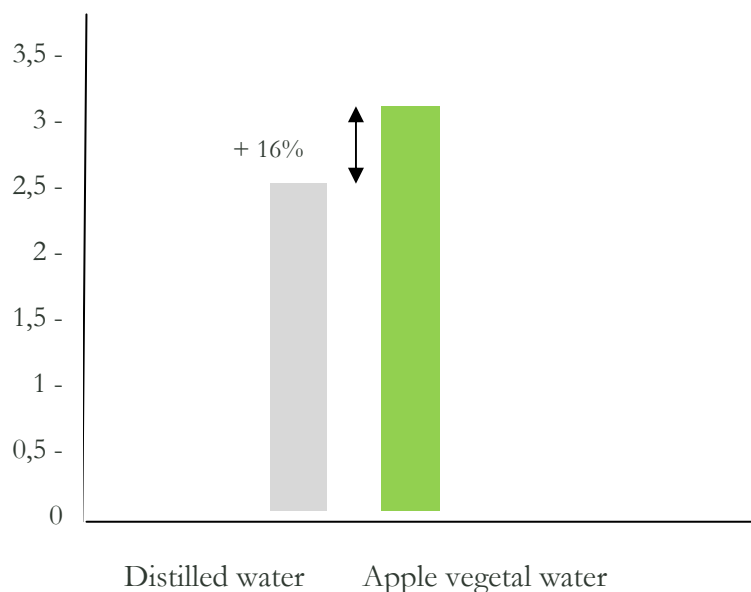


apple **VEGETAL WATER**

Energizing
Source of Oligo-elements & Mineral salts

Drawn from the ground by the roots of the apple and refined by the tree, leaves and fruits, apple vegetal water is an authentic water source of essential oils, oligo-elements and mineral salts. Biostimulating effect facilitates cellular proliferation of keratinocytes in the skin.

Proliferation of keratinocytes
(nb of cells x 10⁵)



Oligo-elements and mineral salts
sodium 1,4 mg/l
potassium 1,6 mg/l
magnesium 0,8 mg/l
calcium 31 mg/l

MEDIAS

Extracts from the best publications



MADE IN FRANCE

**POMONE : THE FRUIT
OF NORMANDY**

26/04/2013



Use the apple in all its states and combine high-tech cosme to with a Deauville specific romance, this is the strength of Pomone (the name of the goddess of fruits and gardens). In 2010, Florence Sellin, Chemical Engineer officiating in the cosmetic field for over 20 years, developed this short line of facial skincare, anti-aging and firming ultra targeted, thanks to state of the art active extracted from the apples of the region. Our shopping The Spray Mist, a tratment water full of boost actives. The morning to awaken the skin so walk in the orchard, during the day to refresh makeup or evening after make-up removal. (100 ml, 39 €). www.pomone-beaute.com



22 IDEAS TO ENJOY SUMMER

19 THE FLORAL NEO-WATER

06/07/2012

We knew rose water, orange tree water and cornflower water, here are two more unexpected versions : tiare water to be slid in ones vanity of beach babe, and a Mist with extracts of the apple for the followers of the countryside. Anti-aging, firmness and antioxidizing action : Munificence Spray Mist, Pomone, 100 ml, 39 €, www.pomone-beaute.com



01/2014



THESE "LOCA BEAUTISTA" MAKE THE BUZZ, WITH NATURAL AND ETHICAL BRANDS, THAT CONJUGATE INNOVATION AND ANCESTRAL CULTURES, BY UPDATING TRADITIONAL INGREDIENTS.

« I combine local resources and technology »

Florence Sellin

Her credo: the apple, the Norman queen

Her baby : Pomone

«While observing tannins - signs of plentiful polyphenols - at the bottom of a glass of cider I had the click. After 20 years as a Chemical Engineer in cosmeo at L'Oréal and at the international stage, I wanted to create a skincare line which allies authenticity and technicality without going to exploit an exotic resource around the world.

and with quercetin (which acts against the stiffening of collagen) I also wanted to give a more "glam" image than the camembert cheese to my native Pays d'Auge country ! The apple is filled with polyphenols with anti-aging virtues.

In Asia, it is already recognized. The Koreans, inventors of the BB Cream, also nickname it Apple Cream, for its plumping effect.

And here, the word pomade would come from the apple ... I provide myself directly from producers in Vire region, to keep tight and affordable prices. The most complex? Extract from the pips of the fruit its precious oil, rich in linoleic acid (major component of the sebum). I tied a partnership with a Norman spa. The name ? It stood out as an obvious fact, in echo to Pomone, the goddess of fruits, whose white marble statue stands in the closed gardens of the domain of Canon, the castle which made me dream, child

The apple has not yet revealed all its secrets. »

www.pomone-beaute.com





10/2011

POMONE, THE GODDESS OF BOTANICAL WORLD

Pomone goddess, whose white marble statue watches over the gardens of the Castle of Canon, inspired her founder, Florence Sellin, who created the first products around virtues of the apple.

Specialist in Beauty branch and Chemical Engineer, Florence Sellin integrated the most recent discoveries of science in a very sensual universe. The floral perfume, inspired by the gardens of the castle, has been created by a perfumer from Grasse.

Even packaging is inspired by the statue of the goddess. You will find, inside the different skincare products, the following actives : apple polyphenols, apple quercetin, malic acid, apple seeds oil, apple vegetal water. We advise you the Eye contour Serum. It is a light serum that targets the signs of the age, using the actives of the brand.



09/2010

BEYOND BEAUTY ANNOUNCES THE TRENDS

Homage to the apple, Pomone puts on authentic, natural skincare and integrating the latest novelties of the science, explains Florence Sellin, her founder.



12/2012



POMONE的總裁Florence Sellin



POMONE推出Munificence系列的產品，全天候照顧肌膚的不同需要。

POMONE 蘋果抗衰老

「一日一蘋果，醫生遠離我。」這句話，大家當然都耳熟能詳，而多吃蘋果有強身健體功效說亦毋庸置疑。而近年，亦有不少美容品牌亦採用蘋果作為美肌的成份，就如來自法國的POMONE，就萃取蘋果中各種天然元素，製成了一系列的具有抗衰老功效的美肌產品，令人時刻保持年輕的肌膚。

撰文 Chloe 攝影 Hang

品牌的由來

POMONE品牌的命名，是源自於諾曼第Pays d' Auge一個法國城堡中的女神像，此女神像座落於綠油油的花園之中，白色的神像在陽光的照射下，更見美麗，而這個地方亦是出產優質的蘋果而聞名，與其產品採用蘋果成份不謀而合，因此Florence Sellin便以此作為其品牌的名稱，並此將女神像的畫像印於產品包裝之上，展示出純淨無瑕之美。

POMONE的總裁Florence Sellin娓娓向筆者道出品牌的由來後，更指出了蘋果的強效美肌效能，「蘋果多酚可對抗環境污染，有抗自由基之效；蘋果樹黃素可保護DNA細胞，保持肌膚的彈性；蘋果酸有去角質的作用，令肌膚變得更光滑及亮麗；蘋果籽油則可改善肌膚的乾燥情況，令肌膚變得滋潤及回復健康。將這些成份融入在一起，更可發揮延緩衰老及促進肌膚再生的作用。」

拓展亞洲市場

正因蘋果之中具有相當多的美肌成份，因此POMONE亦採用了以上的這些元素，製成了名為Munificence系列的產品，當中包括活膚日晚面霜、眼部精華、爽膚露、活膚精華及活膚面膜的產品，全天候照顧肌膚的需要。其中活膚日晚面霜更是系列中的皇牌產品，「活膚日晚面霜富含有效抗衰老的活性肌膚元素，可抵禦因年齡增長而出現的老化徵象，而且適合任何膚質使用，能令肌膚回復青春。」

早前，就有名為「France 5」的電視台邀請Florence Sellin講解蘋果與護膚品的關係，可見蘋果的成份已越受到各界所認同。為了將這些有效的產品推廣給愛美的女性使用，因此拓展亞洲的市場是Florence Sellin的當前目標，「POMONE的產品已於巴黎一所名為『Petit-Para』的藥房出售，其由中國人所開設的，而此藥房更設有網站，可以讓中國的女士於網絡上購買我們的產品，至今反應不錯呢！」



POMONE的包裝採用簡約的設計，白色的紙盒配以女神像的圖案，盡顯純淨無瑕之美。

POMONE的總裁Florence Sellin指出蘋果具有強效美肌效能，能對抗衰老。

Television

Audiovisual



10/2012

FRANCE 5
C'est notre affaire



12/2012

KOTRA
Korea trade promotion agency

Celebrities



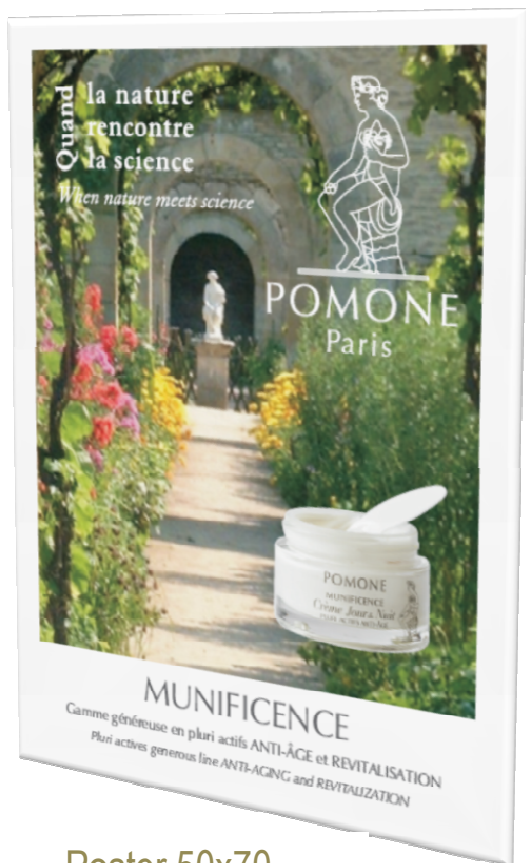
with Ms Li Jing,
Chinese media celebrity



HONG KONG, November 2012



PROMOTION of the BRAND



Poster 50x70
on metal feet
lacquered white



Display 23x23
on a wood base white painted



Translucent bag



Gift box



Brochure A5



Flyer A5



POMONE

Paris

www.pomone-beaute.com

Photo credit – Castle of Canon – 14270 Mézidon-Canon - France

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