

Nathalie Lamandé, the creator, spent ten years with a major luxury cosmetic group as Head of Marketing Development for Cosmetic Products.

She launched and developed numerous cosmetics projects.

She lived and breathed this fantastic world and learned a lot from it.

Her experience and expertise, coupled with the possibility of working in full partnership with a French manufacturing facility, naturally led her to envisage creating a new concept and brand, concentrating all the benefits of natural, effective ingredients, with textures and aromas playing a sensuous role.

This is the heart of the Condensé PARIS concept.

The brand aims to:

- Offer the most natural skincare range possible using high concentrations of innovative and effective 100% natural ingredients in numerous combinations within each formula, to produce a range of quite specific effects on the skin.
- Offer products free of parabens, phenoxyethanol, colourings, alcohol, etc.
- Guarantee very effective but also sensuous skincare products with deep-level penetration, leaving the skin deliciously soft and perfumed and prompting a desire to re-use them.

This combination of special features is the secret of Condensé and of its consumer success.

Growing public awareness about respecting nature, and a turning towards ecology and sustainable development reflect values which Condensé could be said to defend without necessarily being part of a specific trend.

Condensé PARIS is above all a brand advocating quality and authenticity in its consumer approach.

The packs are simple and unfussy as what matters to the skin is what is in the formula.

The product's active content, comprising active ingredients extracted from plants, flowers or fruits, represents up to 13% of the formula in addition to the natural action of certain essential oils.

It is really this concentration of active ingredients which reinforces the effectiveness of each product.

The brand has also deliberately chosen to favour natural ingredients and to avoid the use of parabens, mineral oils derived from the petrochemical industry or colourings, but without going for organic labelling in order to retain choice in terms of ingredients and textures. The object is to create effective products containing natural ingredients and offering a sensuous experience.

Identifying skin type is also part of the initial customer approach.

Condensé PARIS has developed a programme of customized skincare, suitable for every type of skin and covering the full range of commonest skin types.

The same broad principles govern the way the skin works in every case. Any variations relate to skin pigmentation or thickness depending on geographical location.

The Condensé PARIS clarifying programme was tested on Asian skins and the results are quite significant.

The oily skin treatment, often required for Asian skins, is also remarkably effective at purifying and detoxifying the skin and revealing the luminosity of the complexion.

The combining of these very effective natural ingredients and silky or creamy textures with naturally sourced perfumes offering delicious scents is enough to demonstrate the uniqueness of the Condensé PARIS range.

In stressing the sensuous experience of using its products plus their natural credentials, Condensé PARIS is breaking new ground with quality products, presented in airless packs and sealed tubes to avoid any external bacterial contamination and to guarantee the purity of our formulae.

More sophisticated than organic brands, Condensé PARIS is a cutting-edge brand which proclaims the sensuousness and efficacy of its products coupled with what is natural for the skin.

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