

® **theorganics**

designed in  
**LONDON**



certified organic personal care  
**MADE IN EU**



smart companies design all dimensions.



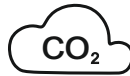
sustainable development



ecosystem quality



water footprint



carbon footprint

skin is the largest organ of the body

THE MINIMAL ROUTINE  
products that you really need

Honest sustainable  
efficient formulas  
Multifunction unisex  
daily products  
designed as a  
system



PLANT BASED



ALL SKIN TYPES



CERTIFIED



VEGAN



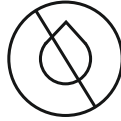
REFILL SYSTEM



CRUELTY FREE



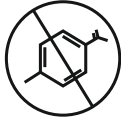
NO FRAGRANCE



NO ESSENTIAL OIL



NO COLORANT



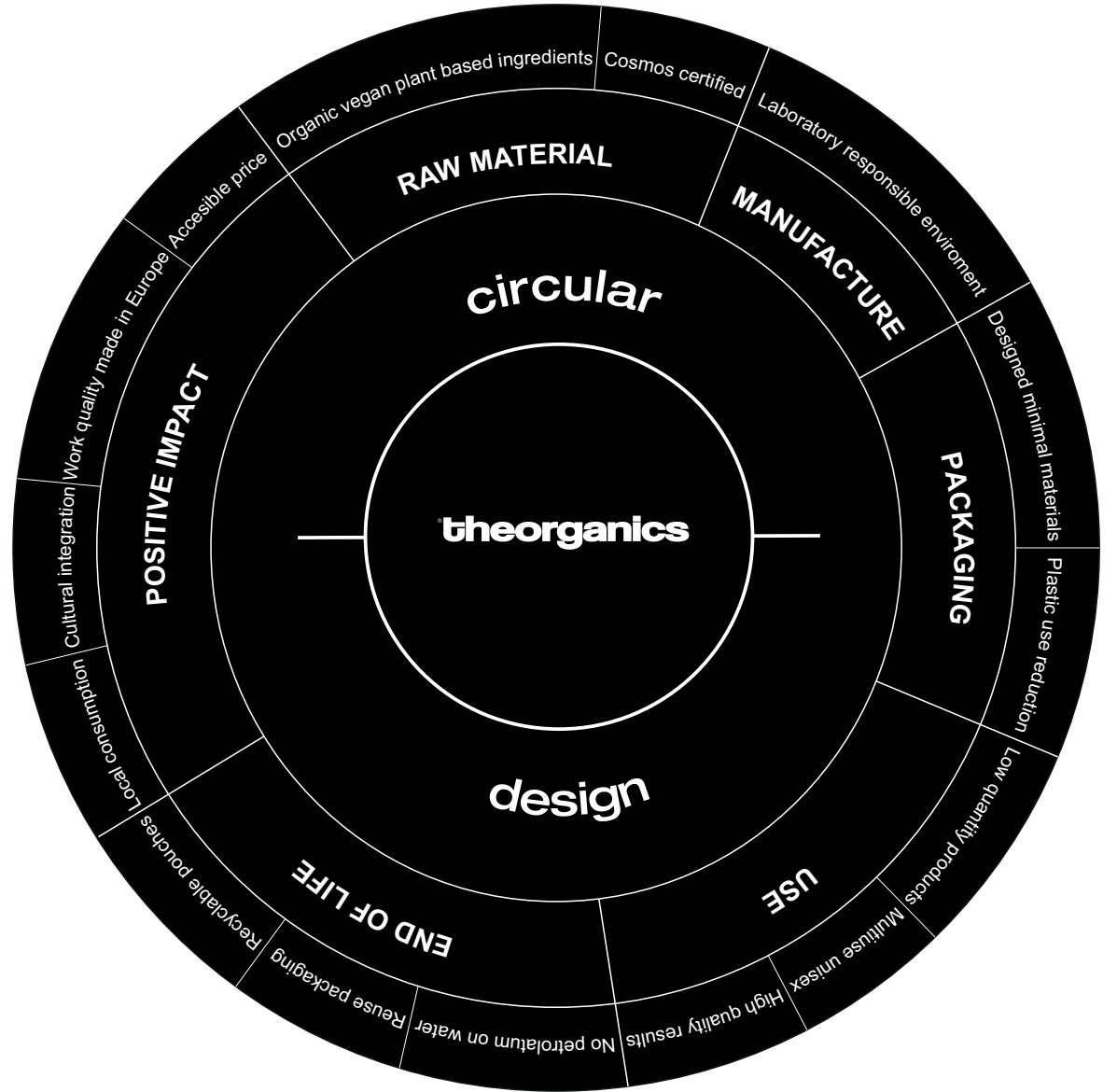
NO PARABEN



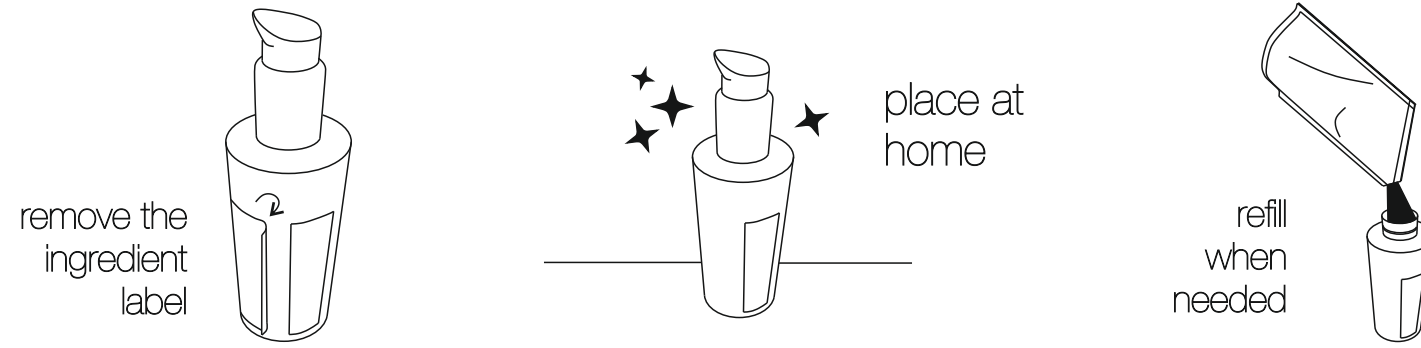
NO SILICONE



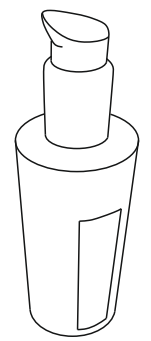
NO MINERAL OIL



good things come in smart package.



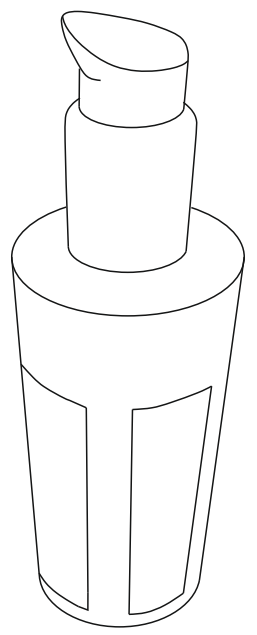
we put together our packaging thinking how to reduce waste , reduce raw materials using more sustainable options and get high quality aesthetic durable product



**sealed bottle**  
we use bottles, not jars, avoiding contact of the product with hands bacteria improving conservation

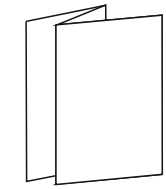
**label**

Clear design ingredients, peel off to match aesthetically the toilet on reuse Recycled paper



**biophotonic glass**

Regular glass, colored or transparent doesn't conserve ingredients properly. Biophotonic glass has natural ability to block light, it protects precious contents from perishing in sunlight, increasing their shelf life and effectiveness. By extending the shelf life of products reduces use of resources and waste. Less additives are needed to extend shelf life. Glass is a natural product with protective qualities. Glass bottles can be recycled endless times. Glass bottles are perfect for re-use at home to store a large range of products.

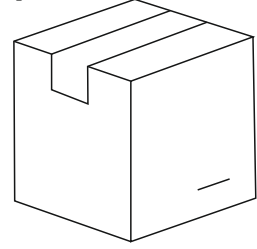


**brochures and boxes**

We don't print brochures, business cards, invoices and we don't use individual product boxes

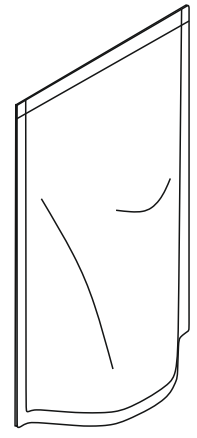
Box and filling kraft material keep chemical treatments to a minimum No printed boxes minimizing ink use Size box adapting to save material Glue tape of paper minimizing plastic

**shipping packs**



**our refill pouches**

part of refill system/ 60% less plastic/ paper biodegradable pouches , no plastic spout



**plastic spout pouches**



material non recyclable

**plastic bottles**



single use plastic cant be recycled more than once

# smart labels care about content.

Fancy packaging and clever wording on the labels can make you believe the product is something that it actually isn't.

The term “**natural**” is not regulated. As long as a few ingredients that are listed are plant based, the cosmetic can be labelled as natural.

Most consumers who spend the extra money to buy organic skin care products feel they are getting higher quality.

This is not always the case.

Take time and research the products you are interested in buying.

***Make sure their ingredient lists support their marketing.***

### ***List of Ingredients***

They are listed in descending order, starting with the largest amount in the product (usually water).

If a product touts a particular ingredient but it is listed near the end of the list, then not much of that ingredient is present. Pay attention and if you don't recognize the name and search for it.

### ***Manufacturer symbols***

If the product is really organic and had been certified as such then it would also carry a recognised symbol from one of the certification organizations.



***we designed our label so its easy to read with big fonts, graphic following % of ingredients, name by International Nomenclature Cosmetic Ingredient, the name consumers regularly know and function on why was chosen for the formula***

- | INGREDIENTS%   | PLANT BASED/ORGANIC - Function |
|--|--------------------------------|
| ● <b>COCONUT</b> /Cleanser<br>Coco Glucoside                 |                                |
| ● <b>COCONUT</b> /Cleanser<br>Decyl glucoside                |                                |
| ● <b>ALOE VERA</b> /Gloss<br>Aloe barbadensis                |                                |
| ● <b>VEGETABLE</b> /Nourishing<br>Glycerol                   |                                |
| ● <b>JOJOBA</b> /Astringent<br>Simmondsia Chinensis Seed Oil |                                |
| ● <b>GRAPE S</b> /Hydrates<br>Vitis vinifera seed oil        |                                |
| ● <b>ROSEMARY</b> /Antioxidant<br>Rosemarinus officinalis    |                                |
| ● <b>NETTLE</b> /Astringen<br>Urtica dioca extract           |                                |
| ● <b>BERRIES</b> /Preservative<br>Potassium sorbate          |                                |
| ● <b>SALT</b> /Preservative<br>Sodium benzoate               |                                |
| ● <b>GINGKO</b> /Preservative<br>Gingko biloba               |                                |
| ● <b>VEGETAL</b> /Thickener<br>XhantanGum                    |                                |
| ● <b>VEGETAL</b> /Preservative<br>Isoamyl sorbate            |                                |
| ● <b>VEGETAL</b> /Preservative<br>Sodium Phytate             |                                |
| ● <b>VEGETAL</b> /Preservative<br>Tocopherol                 |                                |





**theorganics**

*hemp oil  
candelilla wax  
raspberry oil  
sunflower oil  
chamomilla  
oat*



*BALM MULTIPLE EMULSIFYING  
FACE & BODY*

smart routines don't need many products.

# skin spa

double cleanse & exfoliate

hydrate

protect

	balm	cleanser	serum	suncream
<p><b>aging</b> The effectiveness of antiage formulas have no guarantee and often depends on how often you use them. These added ingredients are intended to improve skin tone, texture and moisture. Why you want to combat wrinkles anyway?</p>	<p><b>raspberries</b> and <b>cannabis</b> antioxidant and anti-inflammatory properties</p>	<p><b>Green tea</b> extract contain compounds with antioxidant and anti-inflammatory properties. <b>AHA</b> softer, smoother skin, decreased blemishes, firming and skin lightening</p>	<p><b>centella asiatic</b> stimulate new cell growth, build collagen, and improve circulation <b>grape seed</b> polyphenols <b>apple extract</b> antioxidant <b>green tea extract</b> antioxidant, antinflammatory <b>bakuchiol</b> help repair sun-damaged skin <b>vitamin C</b> is a potent antioxidant, that protects the skin from free radicals *unstable oxygen molecules that break down skin cells* protect skin from sun damage</p>	<p>Sun exposure is the No. 1 reason for signs of deterioration in the skin, including uneven pigmentation. <b>green tea extract</b> antinflammatory and antioxidants for the skin, protecting it from UV light exposure, and improving tone, brightness, photo-protection and firmness</p>
<p><b>acne</b> Our ingredients are Noncomedogenic, antibacterial, not likely to cause pore blockages and breakouts. Formulas with very light consistency and high absorption, non greasy, no irritant.</p>	<p><b>noncomedogenic oils</b> don't clog pores. This allows skin to breathe, remain hydrated, and keeps it free from breakouts.</p>	<p><b>aloe vera</b> boosting the blood flow in your skin and killing off harmful bacteria <b>birch plant</b> as gentle astringents <b>AHA</b> helps scar, pigmentation, skin dryness, can help loosen and remove the clogs. Continued use may also prevent future clogs from forming reduce the size of enlarged pores soothe inflamed skin acne-prone areas, including your backside and chest</p>	<p><b>vitamin c</b> It can help neutralize inflammation and prevent breakouts, brighten dark spots left behind when pimples heal <b>bakuchiol</b> stimulates the skin's own collagen production reduces wrinkles and improves skin elasticity (effective anti-aging agent), neutralizes free radicals that damage cells, reduces hyperpigmentation, for example dark pigment spots</p>	<p><b>mineral</b> sunscreens better tolerated by people with sensitive skin like with acne, non-greasy non comedogenic formula. <b>green tea</b> is especially rich in epigallocatechin gallate (EGCG), a polyphenol can improve acne and oily skin anti-inflammatory and antimicrobial properties, EGCG lowers lipid levels making it effective at reducing sebum (oil) excretions in the skin</p>
<p><b>antipollution</b> The exposure to air pollutants is associated to detrimental effects on human skin, such as premature aging, pigment spot formation. Studies have shown many organic ingredients have antioxidant properties that protect against damage.</p>	<p><b>double cleanse</b> your first step is to remove pollutants and dirt from your skin through proper cleansing. double cleanse makes you sure that you removed all the surface impurities and have thoroughly cleaned your skin in a gentle way avoiding redness and irritation or dry out your skin AHA exfoliate on a regular basis can help to deep clean your pores and remove the dirt, oil and dead skin avoiding dull, drab appearance on face and body</p>	<p><b>vitamin C</b> is a powerful antioxidant, protecting your skin from the negative effects of air-pollution shown to improve skin barrier function, to reduce dark spots and to counteract the skin oxidative stress in women living in high pollution urban area. Antioxidants bind to free radicals before they can wreak havoc on skin cells. Regularly moisturizing with a light and hydrating formula strengthens the skin barrier to minimize the potential for air pollutants to penetrate skin cells and cause oxidative stress</p>	<p><b>sunscreen</b> Some pollutants are actually activated by UV light before they exert their detrimental effects. A mineral sunscreen SPF 30 or greater provides a physical barrier to both UV rays and pollutants. This barrier prevents air pollution and UV rays from getting through to our skin and our powerful blend of various antioxidants that protect and restore your skin</p>	

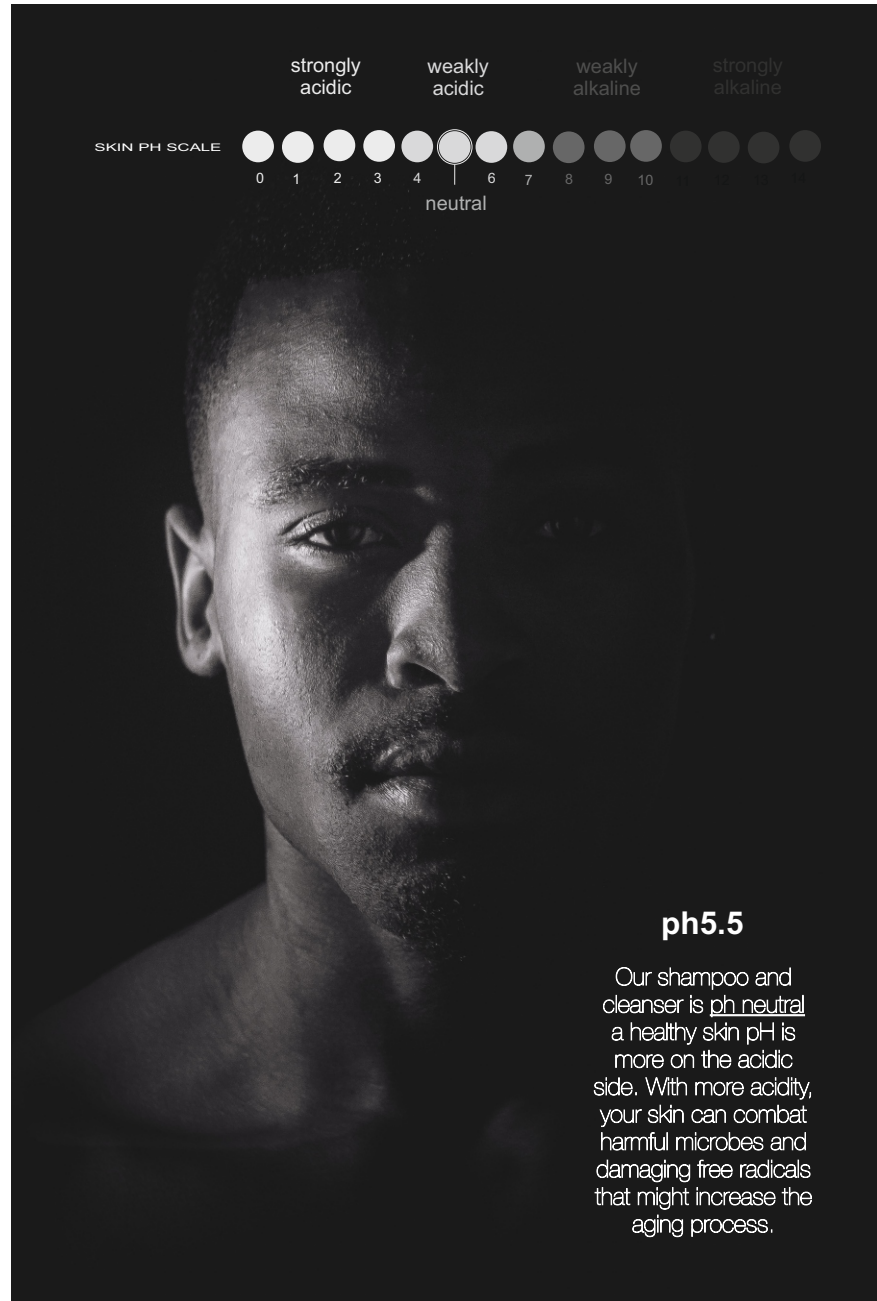
products.



**AHA** Antibacterial exfoliating gentle cleanser for all skin types help peel away the surface of your skin sloughing off dull and rough skin and promotes cellular renewal  
**fruit acid** Face reduces redness, removes oil  
**birch** helps control prone skin  
**rosemary** Body cleans deeply the layers of epidermis for everyday shower, leaves brushed skin sensation  
**green tea**  
**hemp oil**

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- INGREDIENTS%**
- **ALOE VERA**/Gloss  
Aloe barbadensis
  - **COCONUT** /Cleanser  
Decyl glucoside
  - **LEMON**/Exfoliate  
Citric acid
  - **GRAPES** /Exfoliate  
Tartaric acid
  - **APPLE** /Exfoliate  
Malic acid
  - **VEGETAL**/Preservative  
Potassium sorbate
  - **VEGETAL**/Preservative  
Sodium benzoate
  - **BIRCH**/Antimicrobial  
Betula alba leaf extract
  - **GREEN TEA**/Antimicrobial  
Camelia sinesis extract
  - **VEGETAL**/Thickener  
XhantanGum
  - **VEGETAL**/Preservative  
Sodium Phytate
  - **HEMP OIL** /Nourish  
Cannabis sativa oil
  - **VEGETAL**/Preservative  
Tocopherol
- PLANT BASED/ORGANIC** - Function



ph5.5

Our shampoo and cleanser is ph neutral a healthy skin pH is more on the acidic side. With more acidity, your skin can combat harmful microbes and damaging free radicals that might increase the aging process.

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Fresh ingredients carefully selected  
 Neutral infusion helps stimulate head for a healthy hair, giving a spectacular shine, wonderful supple and maintain the natural protective function of the scalp that is stressed by daily styling, environmental influences and special application as dying or perming

**aloe vera**  
**jojoba**  
**grapes**  
**rosemary**  
**nettle**  
**gingko**

- INGREDIENTS%**
- **COCONUT** /Cleanser  
Coco Glucoside
  - **COCONUT** /Cleanser  
Decyl glucoside
  - **ALOE VERA**/Gloss  
Aloe barbadensis
  - **VEGETABLE** /Nourishing  
Glycerol
  - **JOJOBA** /Astringent  
Simmondsia Chinensis Seed Oil
  - **GRAPES** /Hydrates  
Vitis vinifera seed oil
  - **ROSEMARY** /Antioxidant  
Rosemarinus officialis
  - **NETTLE** /Astringen  
Urtica dioca extract
  - **BERRIES** /Preservative  
Potassium sorvate
  - **SALT** /Preservative  
Sodium benzoate
  - **GINGKO** /Preservative  
Gingko biloba
  - **VEGETAL** /Thickener  
XhantanGum
  - **VEGETAL** /Preservative  
Isoamyl sorbate
  - **VEGETAL** /Preservative  
Sodium Phytate
  - **VEGETAL** /Preservative  
Tocopherol
- PLANT BASED/ORGANIC** - Function





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**hemp oil** Multiuse  
**candellila wax** emulsifying gel-balm  
**raspberry oil** with rich  
**safflower oil** nourishing ingredients and  
**chamomilla** non comedogenic  
**oat** oils with high levels of  
 essential fatty acids,  
 particularly omega 3 and  
 omega 6 which help to  
 promote the skin's health  
 and appearance.

step 1  
doble cleanse



make up  
remover



nourishing  
mask



dry body  
skin



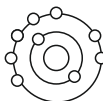
dry hair tips



massage



dry lips



antioxidant



antipollution

- INGREDIENTS% PLANT BASED/ORGANIC - Function
- **CANNABIS/Gloss**  
Cannabis sativa seed oil
  - **CANDELLILA/Cleanser**  
Euphorbia Cerifera Wax
  - **RASPBERRY/Exfoliate**  
Raspberry seed oil
  - **SAFFLOWER/Exfoliate**  
Carthamus tinctorius
  - **APPLE/Emulsifier**  
Malic acid
  - **VEGETAL/Preservative**  
Benzyl alcohol
  - **CHAMOMILA/Preservative**  
Matricaria chamomilla
  - **O A T /Antimicrobial**  
Avena sativa extract
  - **VEGETAL/Preservative**  
Dehydroacetic acid
  - **VEGETAL/Preservative**  
Tocopherol



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with components to care and  
 reconstruct that gives volume  
 and shine contributes  
 immediate nourishment for  
 cuticles, lengths and ends,  
 helping to improve strength  
 with repeated use strengthening  
 herbal infusion of seaweed,  
 amla, and cotton, it leaves  
 hair soft and beautifully  
 conditioned from root to tip.

**shea butter**  
**coconut**  
**olive**  
**grapes**  
**amla**  
**cotton**  
**seaweed**  
**apple cider**  
**vinegar**

- INGREDIENTS% PLANT BASED/ORGANIC - Function
- **RICE/Strengthen**  
Oryza sativa Water
  - **SHEA BUTTER/Repair**  
Butyrospermum paki butter
  - **COCONUT/Nourishing**  
Cocos nucifera oil
  - **OLIVE/Volume**  
Olea europea L oil
  - **GRAPES/Shine**  
Vitis vinifera seed oil
  - **ALOE VERA/Gloss**  
Aloe barbadensis
  - **SOY BEAN/Hydrate**  
Glycerol
  - **AMLA/Thickening**  
Phyllanthus emblica
  - **COTTON/Conditioner**  
Gossypium herbaceum
  - **SEAWEED/Restore**  
Chlorophyta extract
  - **APPLE/Smooth**  
Malus pumila mill vinegar
  - **VEGETAL/Preservative**  
Dehydroacetic acid
  - **VEGETAL/Preservative**  
Benzyl alcohol
  - **VEGETAL/Thickener**  
XhantanGum
  - **VEGETAL/Preservative**  
Sodium phytate
  - **VEGETAL/Preservative**  
Tocopherol

apply on humid  
hair after shampoo

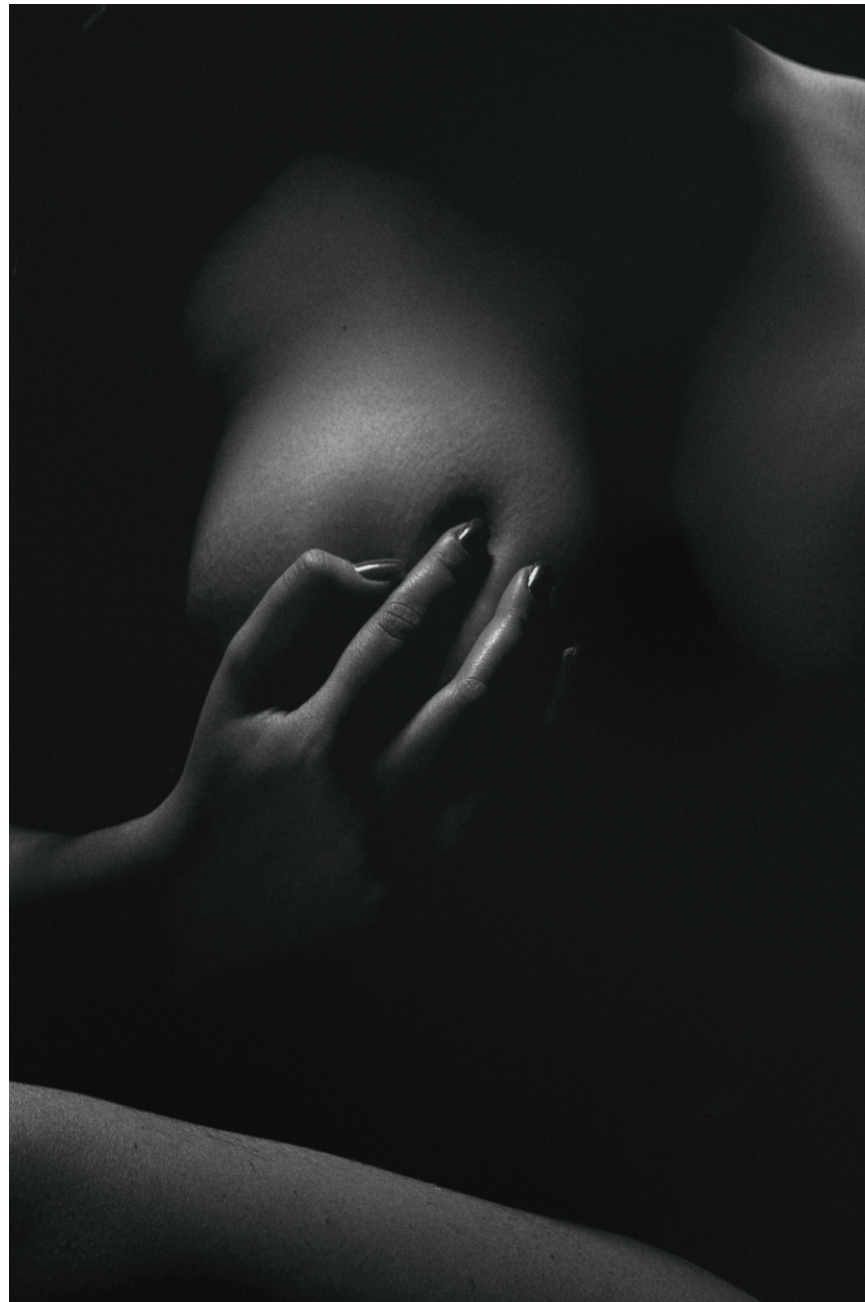


brush  
hair before  
rinsing  
don't rinse off  
completely



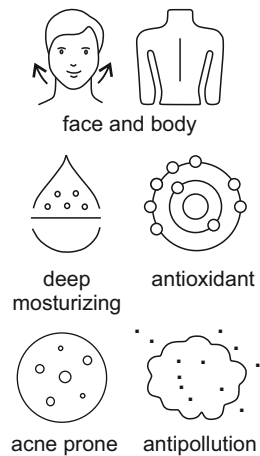
**vitamin c** ultra hydrating bomb gel  
**backuchiol** helps restore skin  
**centella asiatica** elasticity with  
**apple** high concentration  
**green tea** antioxidant ingredients  
**grape seed** moisturizing  
 face and body on high  
 absorption

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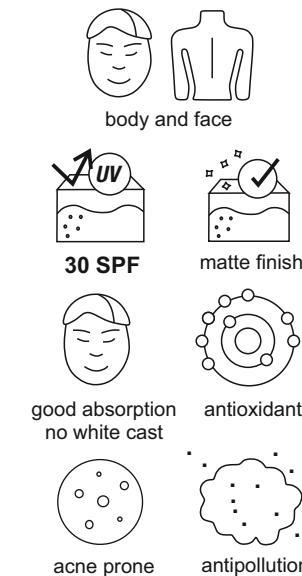


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UVA UVB **aloe vera**  
 body and face mineral **green tea**  
 hydrating, lightweight and **carrot**  
 silky, non-comedogenic,  
 non greasy  
 easy to apply sunscreen  
 with antioxidants, offers  
 immediate protection,  
 can be applied with  
 makeup and other skin-  
 care products



- INGREDIENTS% ● **WITCH HAZEL /Strengthen**  
Hamamelis virginiana water
- **ALOE VERA/Gloss**  
Aloe barbadensis
- **VEGETABLE/Nourishing**  
Glycerol
- **GOTU KOLA/Volume**  
Centella Asiatica Extract
- **APPLE /Shine**  
Pyrus malus fruit extract
- **VITAMIN C/Hydrates**  
Ascorbyl glucoside
- **GREEN TEA/Antioxidant**  
Camellia sinesis leaf extract
- **BAKUCHIOL 1%/Conditioner**  
Psoralea corylifolia
- **VEGETAL /Thickener**  
XhantanGum
- **VEGETAL /Preservative**  
Sodium phytate
- **GRAPES /Smooth**  
Vitis vinifera seed oil
- **VEGETAL /Preservative**  
Sodium benzoate
- **VEGETAL /Preservative**  
Potassium sorbate
- **VEGETAL /Preservative**  
Tocopherol
- PLANT BASED/ORGANIC - Function



- INGREDIENTS% ● **COCONUT/Emollient**  
Isoamyl cocoate
- **MINERAL/Sun block**  
Titanium dioxide
- **VEGETABLE OIL/Stabilizers**  
Stearic acid
- **MINERAL/Sun block**  
Zinc oxide
- **COCONUT/Emollient**  
Caprylic capric
- **ALOE VERA/Hydrates**  
Aloe barbadelis leaf juice
- **GREEN TEA/Antioxidant**  
Camellia sinesis leaf extract
- **CARROT/Sun protection**  
Daucus carota L extract
- **VEGETAL /Preservative**  
Benzyl alcohol
- **VEGETAL /Preservative**  
Dehydroacetic acid
- PLANT BASED/ORGANIC - Function

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A whitening fresh antibacterial toothpaste free of fluoride, artificial flavors, sweeteners, synthetic foaming agents parabens, microbeads, sulfates, dyes leaving clean feeling

- coconut**
- pink himalaya salt**
- pomegranate**
- cranberry**
- green tea**
- pepermint**



- INGREDIENTS%
- **MINERAL/Abrasive**  
Calcium carbonate
  - **VEGETAL ALCOHOL/Taste**  
Xylitol
  - **COCONUT/Antibacterial**  
Coco nucifera L
  - **SALT/Whitening**  
Sodium carbonate
  - **POMEGRANATE/Antimicrobial**  
Punica granatum extract
  - **HIMALAYA PINK SALT/Antibacterial**  
Himalayan pink salt
  - **CRANBERRY/Antibacterial**  
VacciniumOycoccus extract
  - **GREEN TEA/Antibacterial**  
Camelia sinesis Extract
  - **PEPERMINT/Smell/Taste**  
Menthol
  - **VEGETAL/Thickener**  
Xhantan gum
  - **SALT/Preservative**  
Potassium sorvate
  - **LEMON/Preservative**  
Citric acid
- PLANT BASED/ORGANIC - Function



save water  
shower together

\*you don't need to use toothpaste, but if you still choose to..



**“Your skin is a reflection of your overall health“.**

SOURCE  
\*Mayo Clinic  
\*Cleveland Clinic

***WATER***

Water is an easy way to give your skin a healthy glow, especially if you're prone to dry skin. You'll get some water from food. Watermelon, cucumbers, and celery all have high water content.

***PLANT BASED OMEGA 3***

Flatseed oil , chia seed, walnuts, soy food

***ANTIOXIDANT VITAMIN RICH FOOD***

Lycopene, vitamin C and E  
Tomatoes, citrus, kiwi, strawberries broccoli almonds, sunflower seeds

***POLYPHENOLS***

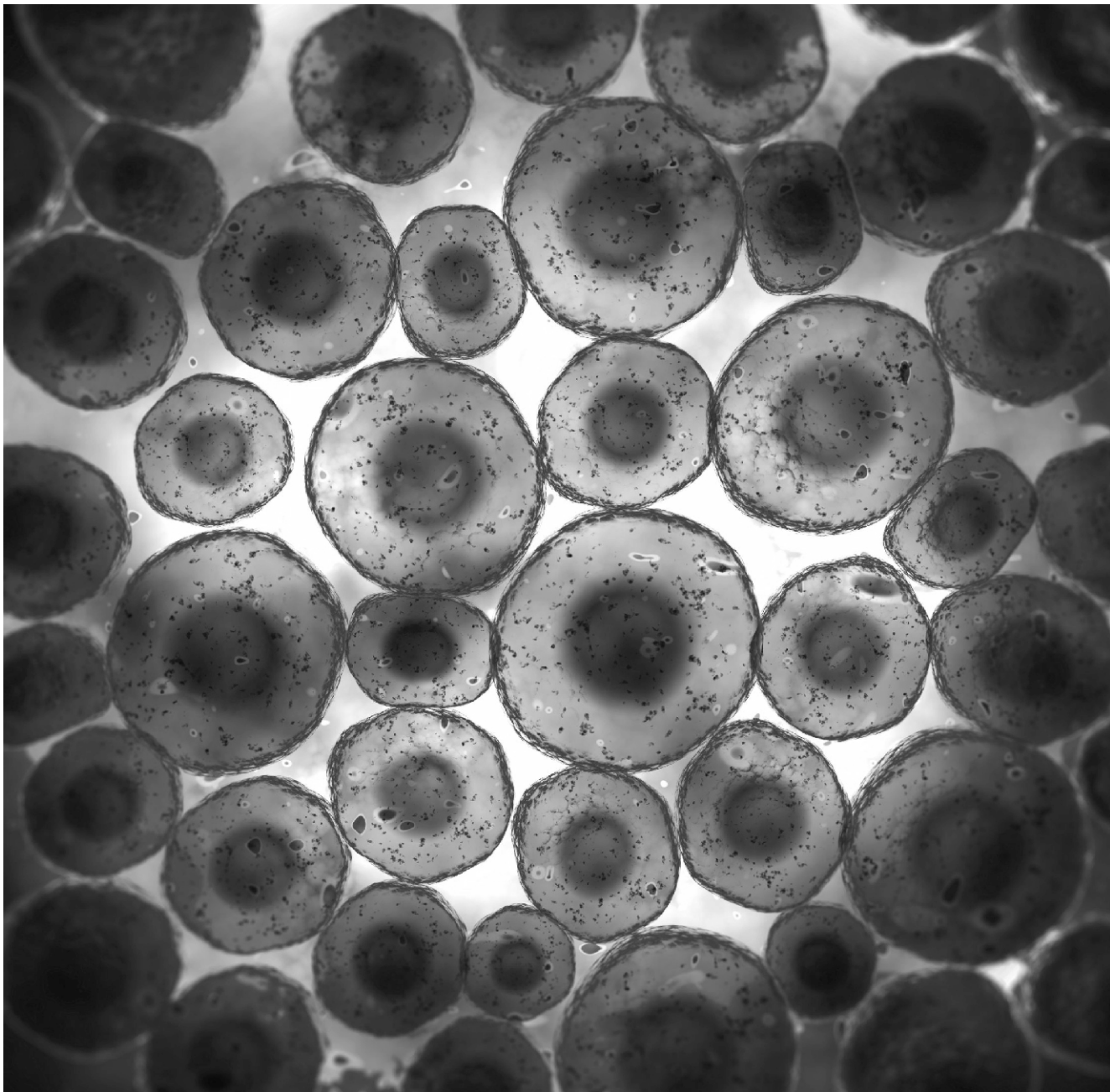
Grapes, tea and coffee, dark chocolate

***AVOID***

Some foods seem to be associated with skin damage. Eating too many processed or refined sugars and foods with high glycemic index, dairy, carbohydrates, and unhealthy fats can actually cause skin inflammation, irritation, and breakouts and encourage the aging process of your skin.

***CHECK THE DOCTOR***

Many issues related with skin could be an expression of a health problem like unregulated hormones. Check your doctor and dermatologist.



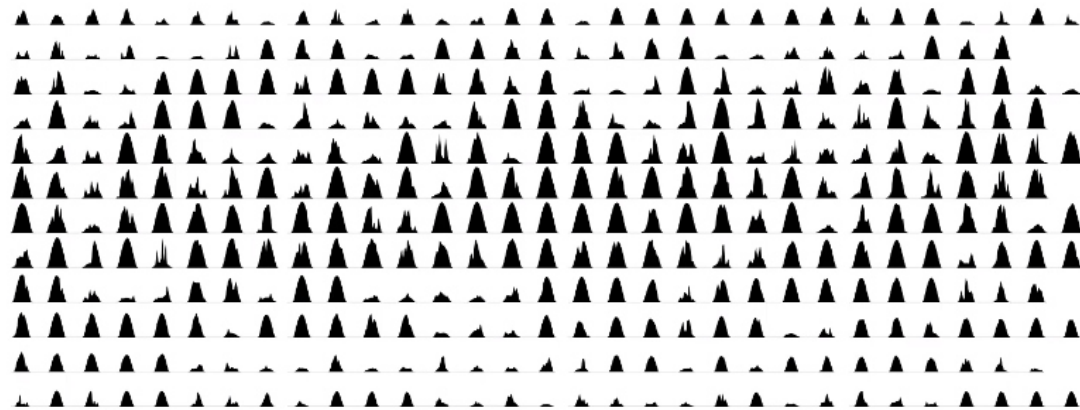
demographic growth  
water contaminated  
climate change CO emission  
resources exploitations  
pollution industry  
no proper conditions labor  
social inequality  
health problems  
animal abuse  
toxic waste  
high price alternatives  
misinformation  
monopolized products



*don't buy what you don't need*

**know the issue.**





**SMART HUMAN  
THANK YOU**

**take care.**

