



Madagas'Care

COSMÉTIQUES

Press Kit

A true cosmetic,
naturally generous, and generously natural...

For a women looking for a sensory experience while taking care of themselves. Madagas'Care Cosmétiques extract its ingredients from the Malagasy biodiversity to create its products, and brings a sense of Well-Being and Escapism, with a deep respect for Nature and Tradition.



Table of Contents

- 1..... Our Values
- 2..... Inspiration
- 3..... Our Founder
- 4..... History and Origin
- 5..... Our Product Range
- 6..... Eye Contour Product plant-based extracts from Madagascar
- 7..... Nourishing Body Milk plant-based extracts from Madagascar
- 8..... Exfoliating Shower Gel with Gotu Kola extracts from Madagascar
- 9..... Day Facial Care plant-based extracts from Madagascar
- 10..... Dry Oil plant-based extracts from Madagascar
- 11..... Our Discovery Set
- 12..... Natural Treasures for Skincare
- 13..... Our Commitment
- 14..... Our Eco-Responsible Approach
- 15..... Contact Us

Madagas'Care
COSMÉTIQUES



Our Values

Well-being

Our original and effective formulas are created with care and respect for the body and the environment.

Sensory Experience

Our products awaken each one of our five senses.

Tradition

Our inspiration comes from age-old rituals and beauty secrets of the Malagasy women.

Nature

We adopt an eco-responsible approach to limit our carbon footprint on the environment.





Inspiration

Tradition

Our inspiration comes from age-old rituals and beauty secrets from the Malagasy women. Our formulas are created with more than 96% of natural ingredients, and with care and respect for the body and the environment. Highly concentrated in natural resources, our products are paraben-free, phenoxyethanol-free, mineral oil-free, artificial colourants-free, and silicone-free.

Our brand is inspired by the plants and cultural heritage which we promote with our products. Part of our revenue is redistributed in Madagascar's economy : fair trade, donations to local associations... Our brand is a member of the association "Sous Le Même Ciel", which contributes to financing associative projects for the preservation of the environment.



Nature

Our products are made with high-quality raw materials: 100% natural, our ingredients are carefully selected amongst small family plantations. 10 to 16% of them come from organic farming.

Every single plant used to make our products comes from Madagascar's most renowned natural areas. They are collected and transformed with infinite care, so their properties remain intact.





Our Founder

Sandrine Lecoïnte

Originally from Madagascar,
Sandrine loves and cares for the island.
She is passionate about cosmetics and nature.

*"By founding Madagas'Care, I wanted to redefine
natural cosmetics with an authentic product range,
which is beneficial for us women, for this island and
for the planet!"*





History and Origin

Foundation

Madagas'Care Cosmétiques is based on the Malagasy biodiversity. Our brand wishes to convey the richness and mix of Madagascar's people and their unique customs, as well as Madagascar's diverse flora.

Madagas'Care Cosmétiques

Our brand is a reflection of Sandrine, its founder: originating from a marriage between two cultures, French and Malagasy, with a strong African artistic culture, it holds a deep respect for tradition and nature.

Our Wish

Madagas'Care Cosmétiques products transport you on a sensorial journey evoking our discoveries and encounters.



Madagas'Care
COSMÉTIQUES



Our Product Range

A product range respecting all types of skin

A complete skin-care range awakening the senses,
our face and body products are naturally generous,
and generously natural.

*Available in full size,
or in travel size in our discovery set.*





Eye Contour product based on plant extracts from Madagascar

Rice Bran, Kukui, and Bredes Mafane

Soothing and Hydrating

Restore brightness to the skin and
preserve the youth in your eyes.

15 ml Container

Type of skin: all skin types

Frequency of use: for daily use, generally in the
morning and/or at night



Madagas'Care
COSMÉTIQUES



Nourishing Body Milk based on plant extracts from Madagascar

Vanilla Fragrance

Kukui, Gotu Kola, and Bredes Mafane

Hydrating and Nourishing

Soft and cocooning.

200ml Container

Type of skin: all skin types

Frequency of use: as much as needed

24 euros including VAT



Madagas'Care
COSMÉTIQUES



Exfoliating Shower Gel with Gotu Kola extracts from Madagascar

Coconut Fragrance

Aloe vera and Gotu kola

Exfoliating, Regenerating, and Energising

Invigorating and soft

200ml Container

Type of skin: all skin types

Frequency of use: for daily use,
and as much as needed



Madagas'Care
COSMÉTIQUES



Day Facial Care based on plant extracts from Madagascar

Green Tea Fragrance

Gotu Kola and Bredes Mafane

Hydrating and Unifying for anti-age care

Concentrate of Madagascar's beauty secrets

50ml Container

Type of skin: combination and dry skin

Frequency of use: for daily use, preferably
in the morning





Dry Oil based on plant extracts from Madagascar

Ylang-Ylang Fragrance

Tamanu, Kukui, and Jojoba

Nourish, Protect, and Moisturise

Multi-purpose product : for Body and Hair

100ml Container

Type of skin: all skin types

Frequency of use: as much as needed



Madagas'Care
COSMÉTIQUES



Our Discovery Set

4 travel-sized products, for anywhere and everywhere:

A discovery of our products and of Madagascar through the artistic eye of Geneviève MAROT. She is a graphist reporter who uses the packaging as sketching material. The packaging can be reused as unique and exclusive frameworks.

A beautiful set to use as a gift or to treat yourself, in a limited 1000 piece edition!





Natural treasures for Skincare

Our product range is simple, rich in active plant ingredients with incredible properties, effective on all skin types, even the most sensitive ones.

With Madagas'Care Cosmétiques's products, the skin is durably hydrated, soothed and comfortable all-day long.

Our product range has rich and soft textures, with transporting and dream-like fragrances.





Our Commitment

Nature is generous: let's be generous in return

5% of Madagas'Care Cosmétiques' revenues are redistributed to support the associations Sous Le Même Ciel, which finances educational and environmental projects, and Alamanga, in support of Madagascar's reforestation.





Our Eco-Responsible Approach

Our product range is developed, formulated, and conditioned by our laboratory in France, an expert with multiple certifications (ISO 9001, ISO 13485, BPF and ECOCERT).

Guaranteed by the experts to be 100% Made in France, with a minimal use of preservatives, only the ones authorised by the ECOCERT frame of reference.

Our eco-responsible approach to limit our carbon footprint on the environment:

Recyclable and/or reusable packaging

- Ecological paper, chlorine-free, vegetable-based inks, solvent-free adhesive
 - No plastic overwrapping
 - Printer companies with PEFC and Imprim'vert labels

Carrier partners offering a neutral carbon-emission logistic

Shipping with recycled wrapping

- In accordance with the rules, our products are not tested on animals.



Contacts

The Founder

Sandrine LECOINTE

+33 6 27 30 65 60

sandrine@madagas-care.com

To download

Download all our press materials here:

www.madagas-care.com/espace-presse/

Madagas'Care

Find Madagas'Care's products, and many beauty, skincare, and eco-responsible tips on:

www.madagas-care.com

 [@madagas.care.cosmetiques](https://www.facebook.com/madagas.care.cosmetiques)

 [@madagascarecosmetiques](https://www.instagram.com/madagascarecosmetiques)