

ODACITÉ

Odacité formulates clean skin care inspired by pure elements and holistic ideals.



After receiving a breast cancer diagnosis that served as a wake-up call, Paris-born Odacité founder Valerie Grandury realized she had to reprioritize her life. She quit her job, returned to school to become a health and wellness coach and started on a path to remove toxins from her body and environment. Challenged to find high-performing, luxurious, clean beauty products, she ended up making her own with unique botanicals and minerals, applying holistic principles. Thus, the idea for Odacité, a clean, green skincare line was born. Odacité is a French play on the word audacity, marrying the best of two worlds: luxurious French skin care and green California living. Odacité's products are vegan, cruelty-free, certified organic and made in sunny Los Angeles. Popular with consumers and professionals alike, they make a great addition to your clean beauty offerings.

❶ Crystal Contour Gua Sha

Inspired by traditional Chinese medicine, the Crystal Contour massages, smoothes and firms the skin while reducing the appearance of fine lines, wrinkles and under-eye bags. **Suggested Retail Price:** \$45

❷ BI+C Pimples

A concentrated formula designed especially for problem, acne-prone skin,

this potent twice-a-day serum freshens and cleanses while reducing the appearance of blemishes. **SRP:** \$36

❸ Ba+S Eye Contour with Rollerball

Natural oils and vitamins A, E and F make up this antiaging formula delivered through a stainless steel roller applicator that provides an instant cooling effect. **SRP:** \$48

❹ Blue Aura Cleansing Water

Rich in vitamins, antioxidants and minerals, this refreshing, toning micellar water rids the skin of pollution, impurities and makeup to reveal a clean, vibrant complexion in one sweep. **SRP:** \$39

❺ All-Embracing Serum

A lightweight blend of watermelon seed oil, hibiscus flowers and oatmeal create a fresh, glowing complexion while amethyst crystal provides a calming, positive effect. **SRP:** \$98 ■

GET CONNECTED!

odacite.com @odacite