



New Brand V4

SHISEIDO  
GINZA TOKYO

For the attention of  
Lindsay Azpitarte and Romain Garegra

PARIS, 21 JANUARY 2019

ALCHIMIE  
PARIS

## PROMISE

Ulè offers urbanites a vital cocoon that will help nurture the links between body, senses, personality, and mind. It also balances and revives/reinvigorates the subtle eco-system of the skin.



*Forest beauty for beautiful people!*



**It expresses the beauty of the vertical.**

Holding firm in its ancestral roots, an ascending thrust carries it skywards.

*"I, who would flourish, it is within me that the tree grows", Rainer Maria Rilke*

The sugi, or cedar, is famous in Japan because it is perfectly straight, like the giant sequoias of California.



## ∴ The Japanese forest

Often synonymous with the Hokkaido forest, which nurtures a **gentle and protective lifestyle**, and fosters a respectful attitude.

To live here is to live in harmony, working and learning to protect and not to exploit. It's the inspiration for minimalist products, for a **simple philosophy** (Fupunomori), and the delicacy of the forest life (Naruq).

## ∴ The Amazon Forest

The Amazon forest - a **pristine and mostly unexplored botanical reservoir** (Natura Brasil). The bio-diversity it maintains is incomparable to other green spaces (Natura Brasil). Here we find a rare ingredient (Rahua), with a limited harvest intended to preserve its existence.

## ∴ The ethical forest

**The protected forest**, a home for communities that are intimately acquainted with its resources and its riches.

The brand is collaborating with these **artisans-savants** (Rahua), carriers of ancestral knowledge. It is forming bonds with local manufacturers (Forest People, Natura Amazonia) to acquire ingredients that have been collected and treated according to the traditional laws, which are passed down from generation to generation.

**A guarantee of authenticity, and a pledge to respect nature and humanity.**

## ∴ Forest = Natural

When not defined in geographical terms, **the forest is the symbol of the natural**, of the raw. It represents the ingredient that is not industrially processed, which is safe and respectful towards the consumer.

## ∴ 'Clean' attitude

Emphasizing an essential **ingredient**, an immediate sensory pleasure, **simple formulas** (Clean Reserve, Forest People). **A strong commitment to sustainability.** Products that encourage well-being, balance.

## ∴ Multi-talented

The multi-talented world of plant life, a living subject: **herbal intelligence.** Developing a delicate science that strives for assimilation, **domesticating nature with respect.** The forest is a collaborator, not just a source.

# NATURA BRASIL

## COMMITMENT:

the urge to participate in the building of a better world through shared **wellness**, and through a continued commitment to sustainable development.

**Preserving the forest:** ethically trading with the communities of the Amazon and the Atlantic Forest.

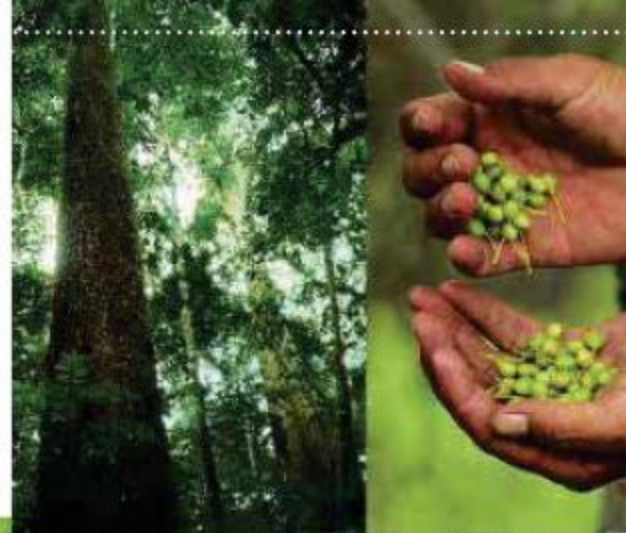
**Protecting the climate:** 100% carbon-neutral products.  
Reducing waste: recycled plastic, green plastic (made from sugar cane).

**Education** for all.

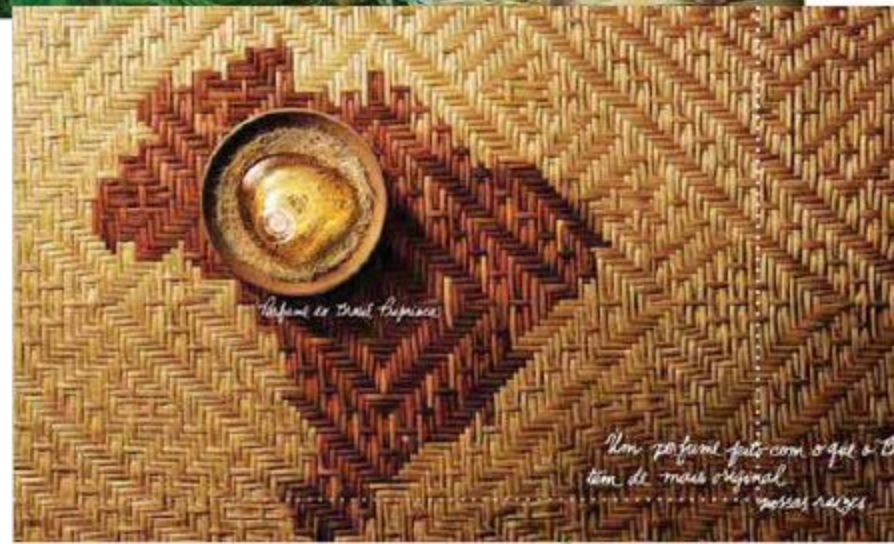
**Against animal testing.**

**For stronger, more powerful women** - beauty should be free from all stereotypes. Celebrating women of all ages. A liberated beauty.

**100% organic alcohol.**



LES EMBALLAGES DE NATURA BRASIL  
UN PAS DE PLUS POUR LA PLANÈTE



# CLEAN RESERVE

## CLAIM:

*Our name is our promise*

## CONCEPT:

### The 'clean' world

Our mission is to create simple, luxury products for your well-being. After cutting out complexity and excess, the 'clean' is all that remains.

**CLEAN** = the combination of well-being and simplicity at the core of feeling 'clean'.

**Reserve** = the restraint and refinement of the perfumer and their ingredients.

**Clean Reserve** = a new way to bring perfume to life, with pure and sustainable ingredients, as part of an original, artisanal approach.

