

**POUR MOI SKINCARE NAMED A BEAUTY DISRUPTOR BY MINTEL**  
**THE INDUSTRY INNOVATOR ATTENDS COSMOPROF NORTH AMERICA**

**LAS VEGAS, July 25, 2018** /PRNewswire/ -- Pour Moi Skincare, recently tapped a Beauty Disruptor by Mintel, is making its presence known at this year's Cosmoprof North America—the premier beauty industry event in the United States. After a highly selective vetting process last year, Mintel, the world's leading market intelligence agency, announced Pour Moi is one of five brands that are changing the beauty and personal care industry by taking risks and meeting consumer needs in a new way.

As the world's first climate centric skincare line, Pour Moi was named a desirable brand as consumers move towards more personalized skincare routines. Mintel cited the brand's game-changing climate-based technology, easy routine customization and product safety as key assets: "As consumers gravitate towards customization with products that fit more closely to their lifestyles, Pour Moi elevates personalization by looking at environmental changes and stressors that consumers are increasingly concerned about," explains Sharon Kwek, Senior Innovation and Insights Analyst, Beauty & Personal Care at Mintel.

Mintel also referenced the brand's ability to keep things simple and direct with clear names and clean packaging while shining a spotlight on eco-concerns, a growing topic for beauty consumers. Furthermore, they appreciated that Pour Moi took a unique approach in targeting consumers by climate, as opposed to traditional brands that target by age group, skin tone or skin "issue."

Now, the brand is thrilled to sit amongst other leading beauty and personal care brands at Cosmoprof. At a pre-event in Los Angeles, Cosmoprof announced Pour Moi as a featured trend-directional brand, highlighting Geo Moisturization as a trend to watch while applauding the brand's unique attributes and global appeal.

"Conventional skincare made a mistake. Until Pour Moi, no other brand has ever taken climate into account as the main component in choosing your skincare regimen," explains Pour Moi Founder Ulli Haslacher. "We are thrilled to grow our awareness even more at such a celebrated industry event like Cosmoprof, especially on the heels of a glowing endorsement from a respected company such as Mintel.

Founded in 2017, Pour Moi continues to be the world's first and leading climate-smart skincare company. In an effort to show complete consumer transparency while further educating consumers, Pour Moi fully lists all product ingredients on the brand website and recommends products based on each consumer's current customized weather and climate conditions. Additionally, the brand has its own blog, [Beauty Forecast](#), which delivers weekly commentary about climate and skincare led by Pour Moi's Beauty Director Molly Nover-Baker.

**WHERE TO FIND POUR MOI:** [www.pourmoiskincare.com](http://www.pourmoiskincare.com), [www.neimanmarcus.com](http://www.neimanmarcus.com)

#### **ABOUT POUR MOI SKINCARE**

With scientific research validating that skin function changes in individual climates, each Pour Moi product delivers results with formulations that counteract the climate effect on skin's moisture balance and barrier functions in a particular climate. For more information, visit [www.pourmoiskincare.com](http://www.pourmoiskincare.com). Pour Moi Skincare is 100% vegan, non-toxic, cruelty-free and Leaping Bunny certified.

#### **ABOUT MINTEL**

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