

POUR MOI SKINCARE IS COMMITTED TO FULL TRANSPARENCY
THE WORLD'S FIRST CLIMATE-SMART SKINCARE COMPANY LEAVES NOTHING TO HIDE

Los Angeles, CA (May 2018): Pour Moi, the world's first climate centric skincare line, is showcasing their complete dedication to full consumer transparency. The brand, led by founder Ulli Haslacher, recently visited the labs of manufacturer Strand Cosmetics Europe, where they filmed behind the scenes content to share with consumers.

“At Pour Moi, we are committed to bringing our consumers smart, effective products that revolutionize the way they think about and use their skincare,” explains Haslacher. “We are asking the customer to trust us and try something new, so it's only fair to provide her with complete transparency about our products: what's in them, how they're made and where they're coming from. We give our customers all of the answers so they can be confident that our line is safely made by experts in skin science and biochemistry and delivers on the promised results.”

Haslacher found the optimal strategic partner to bring her innovative vision to life in premium French skincare manufacturer Strand Cosmetics Europe. Established in 1926, Strand Cosmetics Europe provides the experience, capabilities and resources to expertly support Haslacher and deliver her top-notch products at reasonable pricing to consumers. Strand Cosmetics Europe is a best-in-class manufacturer at a European standard with a strict Regulatory Affairs team that delivers personalized service and ensures only authorized ingredients are used at safe concentration levels.

“The development of Pour Moi's climate-smart formulas was something very different from what we usually do. We had to test the sensibility of each raw material and active ingredient in varying levels of humidity and temperature before selecting it for a climate specific formula—a process I believe no other lab has ever done,” explains Emmanuelle Couval, Director of R&D at Strand Cosmetics Europe. “The result is a truly innovative line of premium skincare products. We are so proud to have been part of the process from concept to launch and beyond.”

Pour Moi fully lists all product ingredients on the brand website, where they also recommend skincare based on your current customized weather and climate conditions, a video of their production at Strand Cosmetics Europe and a blog, [Beauty Forecast](#), that delivers weekly commentary about climate and skincare led by Pour Moi's Beauty Director Molly Nover-Baker.

WHERE TO FIND POUR MOI: [PourMoiSkincare.com](#), [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. Pour Moi Skincare is 100% vegan, non-toxic, cruelty-free and Leaping Bunny certified.

ABOUT STRAND COSMETICS EUROPE

STRAND COSMETICS EUROPE designs, formulates and manufactures high-end skincare and makeup products in France. Their innovative and creative formulas are produced in four distinct, modern workshops in compliance with Good Manufacturing Practices (GMP) by committed personnel.

FOR MORE INFORMATION, PRODUCT IMAGES AND SAMPLES:

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