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NATURE

LA BEAUTÉ RESPONSABLE

CHO Nature is a French brand of uncompromising natural and organic cosmetics combining health, quality, efficiency, pleasure and elegance. CHO products offer you with each use a moment of relaxation and (re) comfort that will delight all your senses: sober and elegant packaging, captivating perfumes that you never tire of, silky textures, and pretty poems that will delight you.

The brand designs its products so that each beauty appointment is a real moment of pleasure for both the skin and the mind.

## The meaning of CHO Nature

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CHO Nature is pronounced C-H-O Nature and represents the four components present in all living things.



- (C) arbore, for the record.
- (H) ydrogen for the energy of oils and gestures.
- (O) xygene for breathing.
- (N) ature represents nitrogen, for protection.

The living had to be the symbol of the brand because it is its essence. The products are made with natural ingredients and designed for the pleasure of the senses, the beauty of the skin and the respect of health.



Natural, non-toxic and eco-conscious cosmetic.

Aromatherapy and noble vegetable oils for optimal effectiveness

Elegant, practical and technical packaging. A personal production made in Grasse.

NATURAL INNOVATION



CHO  
NATURE



## CHO Nature philosophy in figures

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22  
the maximum number of ingredients in the formula.

2  
the maximum number of preservatives used in our formulas.

67  
this is the average (%) of assets contained in our formulas.

8  
the number of perfect products: 100% active - 100% natural.

65  
this is the average (%) of ingredients from organic farming.

99,7  
the average (%) of ingredients of natural origin, only the preservatives are nature-identical.



## A MEANINGFUL FORMULATION: EFFECTIVE AND EFFICIENT

During the design process at CHO, the first step is to define its target: an eco-friendly cosmetic product can only be effective if it is well targeted. Next, the formulator chooses those organic ingredients of natural origin that contain the highest concentration of active ingredients. Raw materials are chosen on the basis of their geographical origin and manufacturing method.

In a meaningful formulation, each ingredient brings effectiveness and efficacy; it is not used to fill in a line or to densify the water in the formula itself. The knowledge of the raw materials, the know-how of the formulator and the correct orientation of the final product are guarantees of the efficacy of an organic cosmetic product. This is also the reason why we have chosen to master the entire value chain, from product definition to design, manufacture and distribution.



Yuzu is a citrus fruit of Chinese origin that is popular in Japan. We asked Raphaël Haurý, young and talented "nose" from Grasse to create this fresh and light eau de parfum.

A fragrance that reminds us of the freshness of citrus fruits. Top notes, those that you feel immediately: mandarin, bergamot, Litsea. The heart notes: peach, plum, cardamom. The base notes will follow you for long hours throughout the day and night: oak moss, musk.

## A FRESH AND LEMONY MEMORY OF SUMMER GARDENS



# THE POWER OF GREEN YUZU

## ANTI-AGING

Yuzu is known for its anti-ageing properties. It stimulates the production of collagen, which makes it an effective natural anti-ageing ingredient.

## MOISTURISING

Our skin needs hydration to maintain its balance and limit skin problems such as tightness, irritation and breakouts. Yuzu provides this hydration and restores the skin's barrier.

## ANTI-OXIDANT

Yuzu is a citrus fruit that is rich in Vitamin C, which makes it a powerful antioxidant. In addition, you will be protected from environmental factors such as UV rays and pollution. Your skin will look more luminous and youthful.

## RELAXING

Researchers have found that the citrus scent of yuzu can calm stress, decrease anxiety and reduce heart rate in just 10 minutes.



# LA BEAUTÉ RESPONSABLE



COSMETIC LINE FOR THE HOSPITALITY SECTOR



## Shampoo

Specially designed to repair and nourish the hair. For maximum effect, use it together with the conditioner of the CHO Nature line conditioner.

"Chevelere"



## Conditioner

Combined with the shampoo of the same line, the conditioner will provide total repair to the hair, leaving it soft, clean and silky.

"Une hémisphère dans une chevelure"



## Shower Gel

The gel of the CHO Nature, made with natural origin ingredients, it is designed for all skin types. Thanks to the yuzu in the formula, it will give your skin radiance and a state of relaxation and well-being.

*"Le bain"*



## Body Lotion

The ultimate skin care goes hand in hand with this body lotion. It nourishes and relaxes the skin thanks to its creamy texture and the powerful action of yuzu.

*"Parfum exotique"*



## Hand Wash

Moisturises, maintains the balance and prevents dry hands thanks to the properties of the yuzu in its formula.

*"Mains"*

The background of the slide is a light-colored, marbled pattern with grey and white veins, resembling natural stone or marble.

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