

CATALOGUE

AUTUMN-WINTER 2021







2021: a year of innovation for Lamazuna!

Lamazuna now has **over 10 years of experience** in solid cosmetics and sustainable accessories! In 2021, we're developing our range, creating new innovations, and looking beyond the bathroom...

We've drawn on our experience to create a new range for the home, and are launching over 10 products that will meet everyday needs – without creating n w ones.

At Lamazuna, behind every innovation is commitment! In 2021, we're determined to keep doing be er as we build on what we've

done so far, with zero-waste products that are eco-designed with respect for others, animals and the Farth.

It goes without saying that your support is key to helping us meet our goals. So we'd like to thank you for believing in us and joining us on this adventure. Long may it continue

THE LAMAZUNA TEAM

WHAT LAMAZUNA IS ALL ABOUT!

Raising awareness and taking actions to reduce waste every

Welcome to Lamazuna! Leading the way in zero waste since 2010.

For over 10 years, Lamazuna has been dedicated to raising awareness and taking actions to reduce waste every day. By creating solid cosmetics and sustainable accessories for the home, we aim to help people live a greener life.

Our products offer zero-waste alternatives to everyday personal care items. They reflect our values and our no-compromise approach, which are also at the heart of our **three key missions**.

Our efforts have paid off – as you can see from our zero-waste figures!

Join us and help us to go even further, so that together we can create a zero-waste future!



OUR THREE KEY MISSIONS

 Help people learn about and switch to zero waste

Our products and all the information we put out help people to cut down on waste as much as possible.

Share brilliant ideas

We welcome all initiatives, which can be tested in-house. Flexible, adaptable and versatile, we're always open to new ideas – and we encourage them!

• Create meaningful experiences
We get involved in external events, to meet
and talk with others. We're open to the
world around us, so we can keep finding
new ideas.

BY JUNE 2021 OVER

78 MILLION ITEMS OF WASTE

HAD BEEN AVOIDED



348 947
Bottles of make-up remover

551 554 Jars of cream

584 639



57 138 Cleansing pads



393 839
Toothbrushes

Tubes of toothpaste

5 984 858

Tampons



726 863

Deodorant sticks Cans of sha

125 410

Cans of shaving foam



567

Bottles of cleanser



1876483

Bottles of shampoo

137

Bottles of conditioner

9 691 517

Cotton buds



OUR PRODUCTS











WHY CHOOSE US?

Solid, sustainable values

Our solid cosmetics and sustainable accessories are all eco-designed. This means that we think about the impact they'll have on the environment from the early development stages and throughout their life cycle. Not only are all our products designed to be zero waste; they're also vegan, made with naturally derived ingredients and materials, and crafted in France.

We've stayed true to our convictions since 2010 and constantly question the choices we make, to see if there are ways to do more and do better.





(Palmarosa deodorant)



WE'RE CONTINUING OUR EFFORTS IN 2021

Over 97% of our new products will be made in France. Whenever possible, production is based in - or moved to - France. Over two thirds of our products will be certified COSMOS Organic in 2021. Finally, we are committed to gradually reducing the price of our products, so that zero waste

If we had to describe our products in a few made in France, sustainable, durable and wallet and on the planet!

(Both cocoa butters: frangipani + iris & tonka bean; solid conditioner; solid deodorants: soft floral scent, soft marine scent, bergamot & geranium, sage, cedar & ravintsara; solid make-up remover; cold-processed soaps: Gentle, Relaxing,



FOR THE BATHROOM

With a little help from our solid cosmetics, the number of plastic bottles in your bathroom should go drastically down!







with the new disc shape for our solid shampoos, and we now have a complete range of 10!

Some are made with essential oils, others are free of essential oils, but all have been carefully formulated to meet the needs of different hair types. We have solutions for normal, dry and oily hair, but also for more specific needs, with shampoos for blonde & fair hair, white hair, colour-treated hair, and sensitive scalps.

You're sure to find one that's just right for your hair!



HAIR CARE

A range of 10 shampoos – so there's something for every hair

WITH ESSENTIAL OILS



Solid shampoo for oily hairWith rhassoul clayl

Absorbs sebum and purifies the scalp.



Solid shampoo for normal hairWith white and green clays

Oxygenates and purifies



Solid shampoo for dry hair

With organic plum oil

Nourishes and hydrates dry hair.

70 ml

70 ml

70 ml

WITHOUT ESSENTIAL OILS



Solid shampoo for oily hair

With green clay and spirulina

Gives strength and vitality to hair

70 ml



Solid shampoo for normal hair

With Abyssinian oil

Nourishes and adds shine.



Solid shampoo for dry hair

With virgin coconut oil

Deeply nourishes and purifies.

70 ml 70 ml

To complete your hair care routine, follow with a conditioner – and what better than our detangling** and nourishing conditioner? Certified COSMOS Organic, it has a beautiful citrus scent, and promises to leave hair soft, detangled, nourished and shiny!

**Contains ingredients that help to detangle the hair.



HAIR CARE

A range of 10 shampoos – so there's something for every hair type!



Shampoing SOLIDE CHARLES CHARL

Solid shampoo Colour-treated hair With cherry oil

Protects and revives hair colour.

70 ml



Solid shampoo White hair

With indigo powder

Prevents brassy tones and brightens.

70 ml



Detangles and deeply nourishes

70 ml



Revives radiance and brings out golden highlights.

Shampoing SOLIDE CONTROL OF THE PROPERTY OF TH

Solid shampoo Sensitive scalps

With peony powder

Soothes and protects sensitive scalps

70 ml 70 ml

FACE CARE

Keep your skin soft and smooth!



Solid facial cleanser Dry skin

Hibiscus scent

Cleanses and moisturises



Solid facial cleanser Normal skin

Exotic s ent

Purifies and protects



Solid facial cleanser Oily skin

Grapefruit scent

Regulates excess sebum and unclogs pores.

25 ml 25 ml 25 ml



Solid make-up remover

With jojoba and grapeseed oils

Antioxidant; soothes and softens the skin.

30 ml



Washable cleansing wipes

Microfib e

Microfibre is a soft, ultra-absorbent fabric.

10 x wipes refill set **8,5 x 8,5 x 4,2 cm** 10 x wipes + washing bag set **9,7 x 9,7 x 4,2 cm** 20 x wipes + washing bag set **9,7 x 9,7 x 4,2 cm** Natural skincare solutions! At Lamazuna, we have a range of products to cleanse, soften and soothe the skin. There's a solid make-up remover that won't leave a residue behind, three solid facial cleansers, and our legendary washable cleansing wipes, which can be reused over 300 times!

There's everything you need to create an effective, zero-waste skincare routine.









DENTAL CARE

No more zebra breath!





Replaceable-head toothbrush

5 colours available

A handle that you keep, made from 70% biobased material, and snap-on heads made from thermoplastic, which can be recycled. The handle is **GUARANTEED TO**

1,5 x 4,5 x 21,5 cm

Sold in units of 6 RRP: €5,90

RRPunwrapped:€3.20



ECO-AFFORDABLE TOOTHBRUSHES

We've already collected over 19,000 toothbrush heads at our offices in the Drôme region. Soon we'll be collecting all the toothbrush heads left with our retailers. Then we can use them all to fill up our TerraCycle Zero Waste Box, and give them a second life!

WE RECYCLE OUR USED TOOTHBRUSH HEADS WITH TERRACYCLE.



Toothbrush head

Extra soft

Gentle on sensitive gums, so they won't bleed when you brush!



Toothbrush head

So

To clean your teeth gently and effectively.



Toothbrush head

Medium

Perfect for those who like to brush their teeth more vigorously!

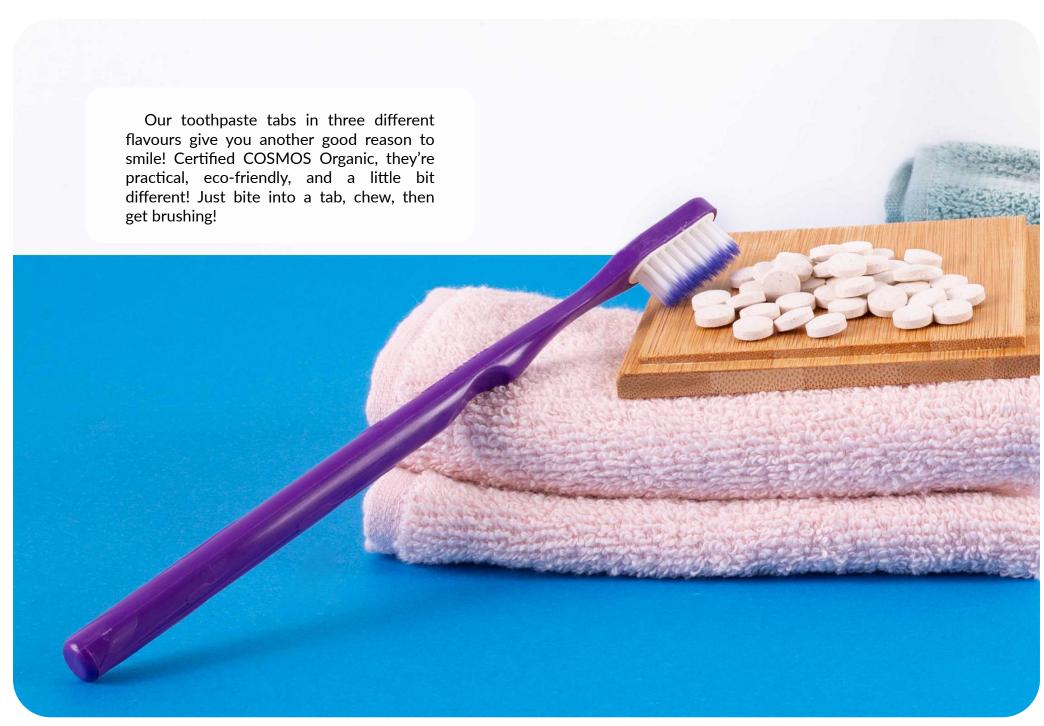
7 x 3 x 1.5 cm

7 x 3 x 1.5 cm

7 x 3 x 1.5 cm

Sold in units of 6

RRP: €7,90



DENTAL CARE

No more zebra breath!

COMING SOON!



Toothpaste tabsWith wild mint

Antibacterial and fights tooth decay. Contains fluoride.



Toothpaste tabs

With ginger & lemon

Antibacterial and anti-inflammatory. Fluoride-free.

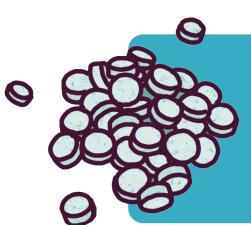


Toothpaste tabsWith nettle & mi t

Reduces gum bleeding. Fluoride-free.

120 tabs 120 pastilles

Sold in units of 10 RRP: €9.90





ORIGINAL, PRACTICAL, ECOLOGICAL!

No more toothpaste stains on your bathroom sink! With solid toothpastes, and especially toothpaste tabs, there's no waste and no hassle. Plus they're perfect if you're going on holiday, as you can just take the number you need!

PERSONAL CARE & BODY CARE

All-organic care for your skin!

Cold-processed soap

Gentle

Cleanses and softens the skin.



Cold-processed soap

Relaxing

Calming and relaxing properties.

100 g



Cold-processed soap

Invigoratin

Cleanses the skin and boosts blood flow.

100 g

Only available in winter; it will be back in October 2021!

100 g



Solid cocoa butter

Frangipani

Antioxidant and nourishing.



Solid cocoa butter

Iris & tonka bean

Good heat resistance, forms a fine film on the skin.



Solid shaving bar

Green tea and lemon scent

Nourishing and soothing.

55 mL

50 ml

50 ml

BIO STATE COSME

In this range, there's something for every part of the body! Our three cold-processed soaps cleanse and soothe, while our two solid cocoa butters nourish the skin. And they're all certified COSMOS Organic!



PERSONAL CARE & BODY CARE

There's a deodorant for everyone!



Solid deodorant

Palmarosa

Antibacterial and natural deodoriser.



Solid deodorant

Bergamot & geranium

Soothing and purifying..

30 mL



Solid deodorant

Sage, cedar & ravintsara

Antiseptic, antifungal and antibacterial.

30 mL

30 mL

WITHOUT ESSENTIAL OILS OR SODIUM BICARBONATE



Solid deodorant Sensitive skin

Soft marine s ent

Ultra-absorbent and deodorising. Bicarb-free.



Solid deodorant Sensitive skin

Soft fl al scent

Ultra-absorbent and deodorising. Bicarb-free.

30 mL

30 mL



PERSONAL CARE & BODY CARE

Make a lifetime commitment!



Menstrual cup

Available in two sizes

100% medical-grade platinum silicone.
Free of latex and phthalates.

4 x 11,5 x 12 cm



Natural scrub stone

100% French clays

To rid skin of impuritie and leave it soft and smooth.

MADE TO LAST

8.5 x 8.5 x 2.7 cm

A LIFETIME!



Natural nail file

Stone from the Pyrenees

Natural stone from the Pyrenees.

MADE TO LAST
A LIFETIME!

11 x 2,5 x 1,5 cm



Wooden Oriculi

5 pa erns

French beech wood and linseed oil.

MADE TO LAST
A LIFETIME!

1,8 x 10,5 x 1,8 cm



Biosourced Oriculi

5 colours

100% biobased plastic

LIFETIME GUARANTEE!

1,8 x 10,5 x 1,8 cm



LIFETIME GUARANTEE!

Biobased and made to last a lifetime!
All our accessories made from biobased materials come with a lifetime guarantee!
If, for some reason, your toothbrush handle, biosourced Oriculi, or Incredible Organiser should break, there's no need to panic! Send it back to us and we'll give it a new life – and send you a replacement for free!

SOLID PERFUMES

A greener approach to perfume!



20 mL 20 mL



REFILLABLE, PORTABLE, PRACTICAL!



With our solid perfumes, we've moved away from the world of personal care products and into the world of fragrances! Our challenge? To change consumer habits by offering a «green» perfume that's eco-friendly, a pleasure to use, and an affordable luxury!

One thing that makes these perfumes extra special is that they're held in a stainless steel tin that's made in France (one of the only ones on the market), so you can refill it over and over again. Thanks to this light, practical, eco-friendly packaging, there's absolutely zero waste!





STORAGE & TRANSPORT

Solutions to store products, travel with them, and tell them apart!



Mini pouch

Upcycled fabric

Upcycled fabric opaque polyester).

20 x 10 x 5cm

(cotton, polycotton or



Tie-up bag

Tie-up bag

Upcycled fabric (cotton, polycotton or opaque polyester).

11.5 x 11.5cm





Blue Incredible Organiser

Face care inner tray

Made with 100% recycled polylactic acid (PLA) from postindustrial waste.



Yellow Incredible Organiser

Body care inner tray

Made with 100% acid (PLA) from postindustrial waste.





Red Incredible Organiser

Hair care inner tray

Made with 100% recycled polylactic acid (PLA) from postindustrial waste.

11.6 x 9 x 7 cm

11.6 x 9 x 7 cm

STORAGE & TRANSPORT

Dazzling duos!



Incredible Organiser +

Solid Facial Cleanser bundle

Face care duo...



Incredible Organiser +

Relaxing Soap bundle

Body care duo..



Incredible Organiser +

Solid Shampoo bundle

Hair care duo.





SO MUCH MORE THAN A SOAP HOLDER!

Our Incredible Organiser is one of a kind! With its illustrated inner trays, you can use it to hold your solid products and tell them apart. It's incredible because it's shock-resistant and ecodesigned in France. We tried about 20 different versions before we finally found the right one! Our designer was inspired by developmental toys for children when she designed this object and worked on ways to make it stackable.

GIFTS FOR SOMEONE ELSE – OR A TREAT FOR YOURSELF!

More than just a gift – a zero-waste

OUR ZERO-WASTE GIFT SETS



ZERO WASTE ESSENTIALS

Solid shampoo for normal hair + wooden Oriculi + peppermint solid toothpaste + palmarosa solid deodorant



GREEN & RESPONSIBLE

Solid shaving bar + invigorating soap + wooden Oriculi + sage, cedar & ravintsara solid deodorant



AUTHENTIC SHAVING SET

Safety razor + refill set of 10 razor blades + solid shaving bar



Solid shampoo for normal hair + wooden Oriculi + solid deodorant - soft floral scent + iris & tonka bean solid cocoa butter



SMOOTH SKIN RITUAL

Galet exfoliant naturel + beurre de cacao rose + savon Soin Douceur



CELEBRATION

10 washable cleansing wipes + washing bag + iris & tonka bean cocoa butter + biosourced Oriculi + mini pouch



LOVELY LOCKS BUNDLE IN A BOX NORMAL HAIR

Solid shampoo for normal hair + detangling & nourishing conditioner + wooden comb



LOVELY LOCKS BUNDLE IN A BOX DRY HAIR

Solid shampoo for dry hair + detangling & nourishing + wooden comb



LIMITED EDITION

Orange, cinnamon, star anise

A purifying shampoo in our legendary «canelé» shape.

THREE ESSENTIALS NO MORE KNOTS!



DETANGLING

ESSENTIALS











OPT FOR THE LOVELY LOCKS BUNDLE IN A BOX with the solid shampoo with virgin coconut oil.

OPT FOR THE LOVELY LOCKS BUNDLE IN A BOX

with the solid shampoo with Abyssinian oil.



NORMAL HAIR?



FOR CLEAN AND SHINY HAIR



OUR DUOS

Small price, big impact!



Close Shave Duo

Solid shaving bar + iris & tonka bean solid cocoa butter



Divine Hair Duo

Solid shampoo for normal hair with Abyssinian oil + detangling & nourishing solid conditioner



Gentle Cleansing Duo

Solid facial cleanser for normal skin + 5 washable cleansing wipes + washing bag



Bare It All Duo

Solid make-up remover + 5 washable cleansing wipes + washing bag



Soft Skin Duo

Solid make-up remover + solid facial cleanser for normal skin



MERCHANDISING

Eco-design is our watchword!

Our displayers are perfectly in line with our values! Eco-designed, ethical and recyclable, they're made from cardboard or wood. There are different solutions available, so you can find one that works with your space and budget, and create a true «Lamazuna corner»!

There are also accessories (big glass jars, tongs, etc.) that make it easy to sell our products loose.

What's more, we provide sales support tools that can make all the difference!

- A5 posters that tell customers how to use the products and what they're made from.
- Fun, eye-catching bookmarks that also get a message across.

Our team is here to help you find the best merchandising solutions.

Our aim is to ensure you have all you need to put Lamazuna products in the spotlight!



FACTS, FIGURES & MORE!

Lamazuna? What's that?

Lamazuna has been leading the way in zero waste for over 10 years. Our mission is to find sustainable alternatives to all the disposable products you use in your bathroom - and your daily life!

Walle came up with the idea of using microfibre cleansing wipes instead of disposable cotton pads.

Next, she worked on the idea of using the Oriculi to replace disposable cotton buds, and went on to create her first solid cosmetics.

After five years of running the business on her own, her efforts were rewarded in 2015 when the COP 21 Climate Change Conference was held in Paris. Society became much more aware of the importance of environmental issues. Pollution became a problem that had to be addressed, and reducing waste became a real solution!

everything space After that. happened very fast. The team environmentally friendly may grew, and moved from the Paris seem like a dream, but we're

region to the Drôme region. The product range grew too. And, most importantly, waste was being reduced.

Now Lamazuna can boast:

- 70 employees
- 1,513 retailers in France In 2010, Laëtitia Van de (including overseas departments and territories)
 - A presence in 38 countries across the world
 - A range of 56 products
 - Over 78 million items of waste avoided since 2010, thanks to our products.

A BRAND WITH STRONG **VALUES AND CONVICTIONS**

Our values are reflected in both our products and our approach to daily life!

And Lamazuna has a vision...

THE ECO-SITE

Building a living and working that's absolutely



making it a reality!

Our eco-site will Lamazuna's head office, but above all an energy-plus building (we'll produce more energy than we use). We'll also be harvesting our own water and producing our own food, thanks to our permaculture garden. We wanted to show that this kind of environmentally friendly, groundbreaking project can be adapted to the requirements of everyone, regardless of their any type of company.

It should be completed in 2022!

OUR COMMITMENTS

Ever since the creation of Lamazuna (and before she could even start paying herself a salary), Laëtitia has been supporting tree-planting projects. This has been a way for Lamazuna to make a real, positive environmental impact. We continue to pursue this commitment by funding agroforestry projects, and also support culture through our sponsorship of the «Lux Scène

Nationale» in Valence – an art gallery, cinema and performing arts venue..

RAISING AWARENESS ABOUT **ZERO WASTE**

We believe very firmly in our values. We want to share them with others, teach people about zero waste, and make it something that's accessible to age, so that the planet becomes a priority for them! That's why we've developed two other brands: The Green Emporium, which is aimed at supermarkets, and Kisupu, aimed at teens and young adults.

THE GREEN **EMPORIUM**

POUR LA BEAUTÉ DU GESTE

KISUPU





WWW.LAMAZUNA.COM

FRENCH SOLID COSMETICS AND SUSTAINABLE ACCESSORIES FOR YOUR ZERO-WASTE LIFE