

IMMERSE YOURSELF IN A
NEW MAKEUP EXPERIENCE

STEP INTO THE VIBRANT LIFE
OF **PLANT-BASED COLOUR**

**LE ROUGE
FRANÇAIS**

PLANT BASED MAKEUPOLOGY





FLOWERS ON YOUR SKIN

A GLOBAL INNOVATION

The Premium makeup brand **LE ROUGE FRANÇAIS** has opened its first boutique in the heart of Le Marais in Paris, offering an exclusive **sensory experience** to enhance your visit.

The first worldwide brand to replace petrochemical colours with **pigments of plant origin**.

The Maison embodies the codes of French excellence.

- **100% French** production by EPV (Living Heritage Company) artisans
- **Certified organic** products
- The art of packaging with **exclusive creations**

LE ROUGE FRANÇAIS is a **visionary, innovative, and deeply committed** Makeup Maison. **A pioneer in plant-based colour** for makeup, the brand combines performance requirements, respect for health, and environmental responsibility. Its exclusive natural colouring technology is sustainable, biodegradable, supports biodiversity, and enhances the work of local producers.

From colour to care, LE ROUGE FRANÇAIS offers a new makeup experience, blending plant-based technology, artisanal know-how, and French elegance.

COLLABORATING WITH LA MAISON LE ROUGE FRANÇAIS MEANS CHOOSING A CONSCIOUS, INNOVATIVE, AND FUTURE-DRIVEN VISION OF BEAUTY.



VEGETAL



SENSORY



EXPERIENCES



PREMIUM

PLANT-BASED
IS THE FUTURE.

LE ROUGE
FRANÇAIS®
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