## IMMERSE YOURSELF IN A NEW MAKEUP EXPERIENCE

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



PLANT BASED MAKEUPOLOGY





## 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.

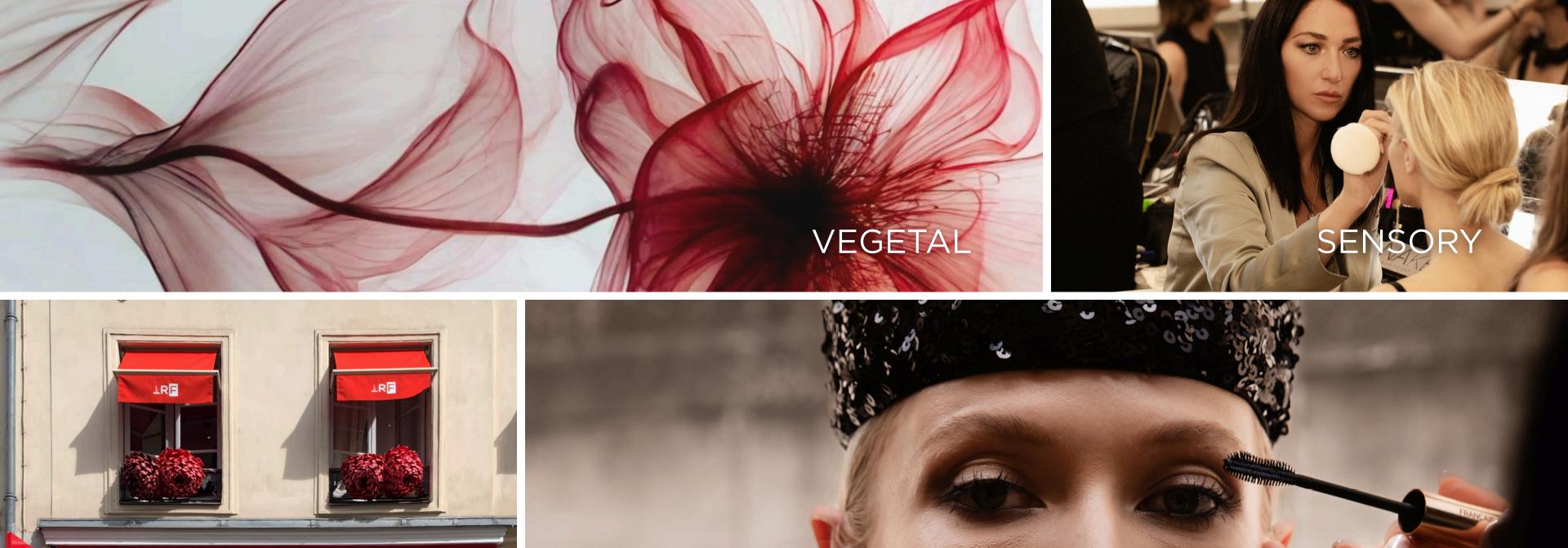
The Maison embodies the codes of French excellence.

- 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.







## PLANT-BASED IS THE FUTURE.

