

**B A S I C**

**E S S E N T I E L**



# SIMPLY TAKE CARE OF YOURSELF

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**95%**  
INGREDIENTS  
OF NATURAL  
ORIGIN

Basic Essentiel products have been created using the logic of **simplicity** and **naturalness**. We have lodged no technical patents, and use only simple **natural products**. They have no synthetic fragrances, and are provided by a local SME in the South of France.

**MORE THAN A BRAND**, it is a way of life, that takes the time to appreciate the simple moments in life. A walk in the woods, a family meal, a day at the sea.

**BASIC ESSENTIEL** is also **eco-friendly**. We don't just take care of you, but also about our environment.



# OUR COMMITMENTS

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Our products will contain a minimum of **95% NATURAL INGREDIENTS**.

Our products will contain **NO MATERIAL OF ANIMAL ORIGIN**.

To offer **PRODUCTS WITHOUT SYNTHETIC PERFUMES OR COLOURING**.

WE ARE COMMITTED TO TAKE CARE OF YOU WITH PASSION,  
BASED ON A REAL RESPECT FOR NATURE AND THE WONDERFUL  
PRODUCTS THAT IT OFFERS.





# WHY HAS BASIC ESSENTIEL NO CERTIFICATION? \_\_\_\_\_

Basic Essentiel prides itself on the simplicity and naturalness of its products.

Today many certifications exist, however we did not wish to become involved with these. This is to be able to work freely with local suppliers, who do not have the right structure to acquire these types of certifications, which are expensive and cumbersome to implement.

# OUR ESSENTIAL OILS

*Basic Essentiel takes the goodness and perfumes from complex essential oils, drawing on the vital forces in these plants.*



**Pepper  
Mint**

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Peppermint, or *Mentha x piperita*, is a perennial herb that grows like an aromatic leafy carpet. The serrated leaves, give off a powerful menthol fragrance when rubbed. Peppermint has been one of the most widely used herbal medicines for a very long time. Dried peppermint leaves have been found in the Egyptian pyramids; proof of its very ancient use.

PROPERTIES:

Purifying, invigorating, refreshing.

ORIGIN: India



**Atlas  
Cedar**

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Monumental and majestic, the Atlas cedar, *Cedrus Atlantica* can grow to a height of 40 meters. Before all its properties were understood, it was recognized to be one of the most majestic trees in the world. Known as a real strength symbol for its rot-proof which has given it the status of immortal tree, the Atlas Cedar has a life expectancy of more than 2000 years.

We use wood from the timber mills in the Moroccan High Atlas for the production of our essential oils. These timber mills, specialist furniture manufacturers, supply the chips taken from tree trunks which are used to create the essential oils, by distillation and which allow eco-production.

PROPERTIES:

Astringent, curative, regenerative & tonic.

ORIGIN: Morocco



**Lavandin  
Grosso**

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The lavandin grosso, *Lavendula angustifolia*, is a hybrid of fine lavender and aspic lavender. Cultivated since the last century, it is now grown much more often than lavender because its flowers produce more essential oil. Truly emblematic of Provence, where the strong summer heat promotes its rising essence and produces the fragrance which is so characteristic of the Provençal region.

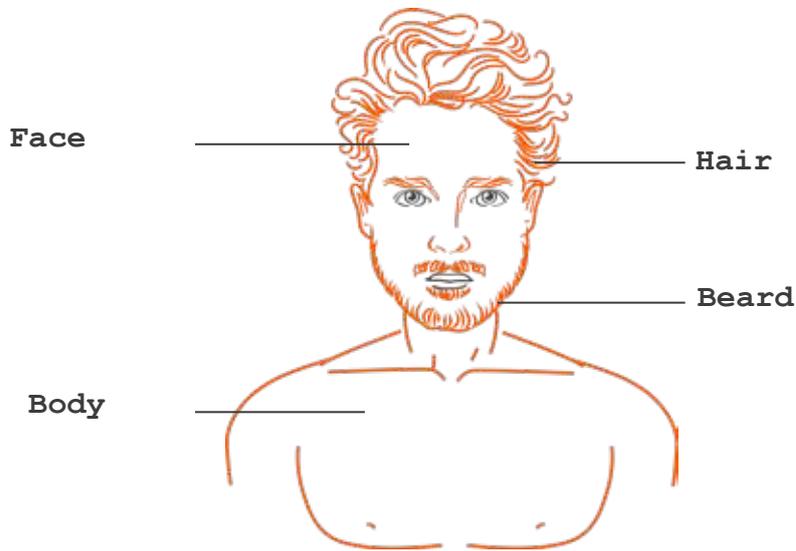
PROPERTIES:

Soothing, relaxing, regenerative and healing.

ORIGIN: France - Provence

# ALL-IN-ONE SHOWER GEL

95%  
INGREDIENTS  
OF NATURAL  
ORIGIN



## ENERGIZING

Enriched with vegetable glycerin which has moisturizing properties.

Contains magnesium salt with energizing properties (Magnolidone).

Energizing and subtly fragrant.

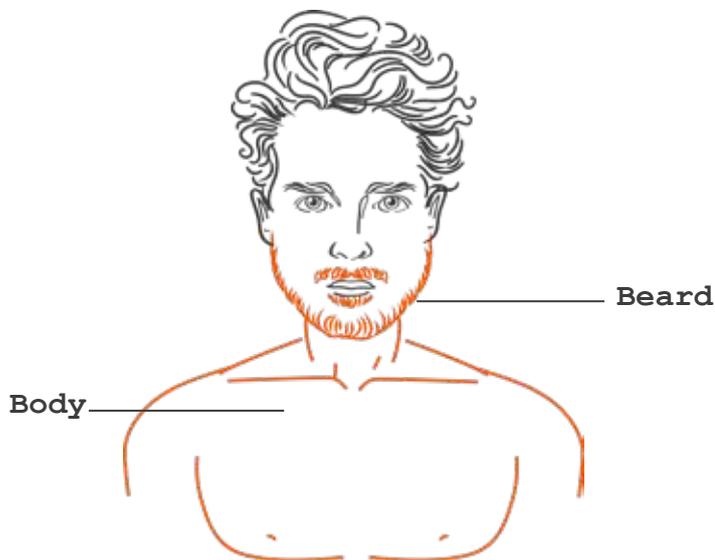
To be used on face, body and hair.

Its light and lubricating texture cleans softly.



# SHAVING GEL

95%  
INGREDIENTS  
OF NATURAL  
ORIGIN



## MOISTURIZING

Enriched with Aloe Vera, which is known for its moisturizing and softening properties.

Enriched with vegetable glycerin which has moisturizing properties.

Its unctuous and lubricating texture allows body shaving during showering.

Soothes your skin and protects it from razor burn.

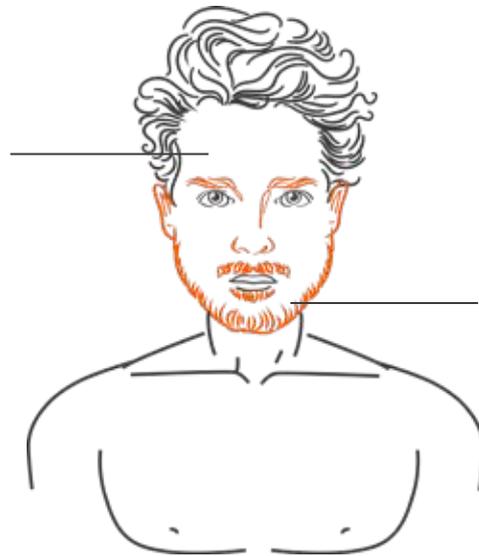
Translucent, giving a closer shave.





# FACE & BEARD CARE

Face



Beard

## SOOTHING

Enriched with Aloe Vera, sweet Almond oil and Vegetable Glycerin, which are recognized for their many properties.

Contains extract of Buckwheat, an active restorative thanks to its antioxidant, nourishing and soothing properties.

It provides a pleasant sensation of softness.

Its consistency is not sticky and is absorbed quickly.

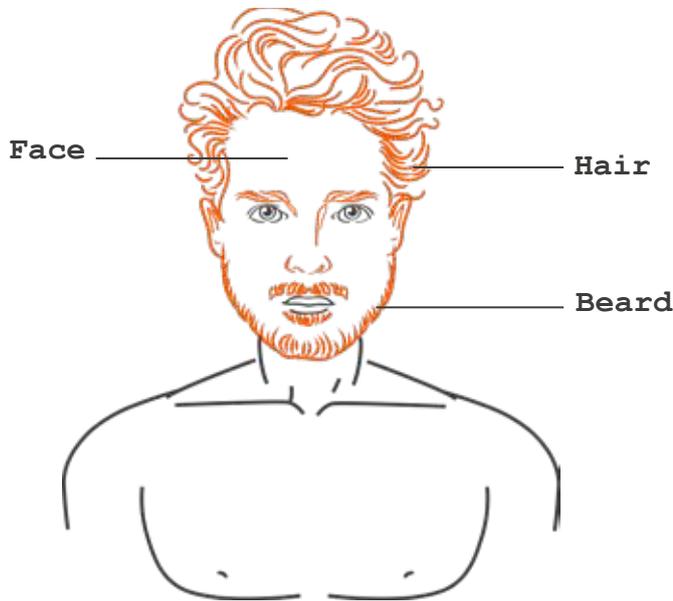
Soothing and moisturizing, it is also an excellent after-shave.



# MULTI-USE

# OIL

**95%**  
INGREDIENTS  
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ORIGIN



# NOURISHING



This multi-use oil is an ally in your daily care.

Enriched with sweet almond oil with nourishing properties.

Enriched with sunflower oil with softening properties.

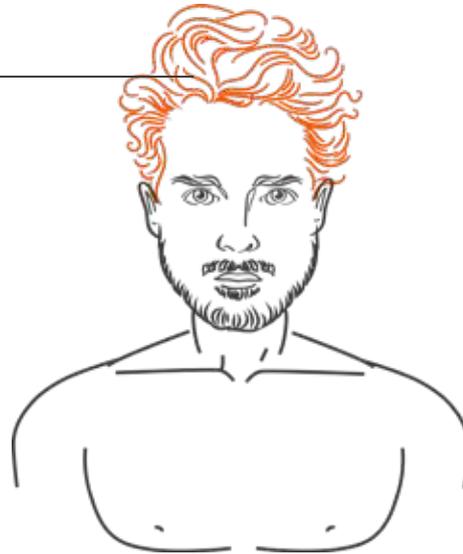
It nourishes your skin, hair and beard.

Use as a serum, it enriches your skin care and will sublimate your skin, your beard and your hair.

**99%**  
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# BEACH EFFECT STYLING SPRAY

Hair



## STYLING

Sculpts your hair for an assured beach effect.

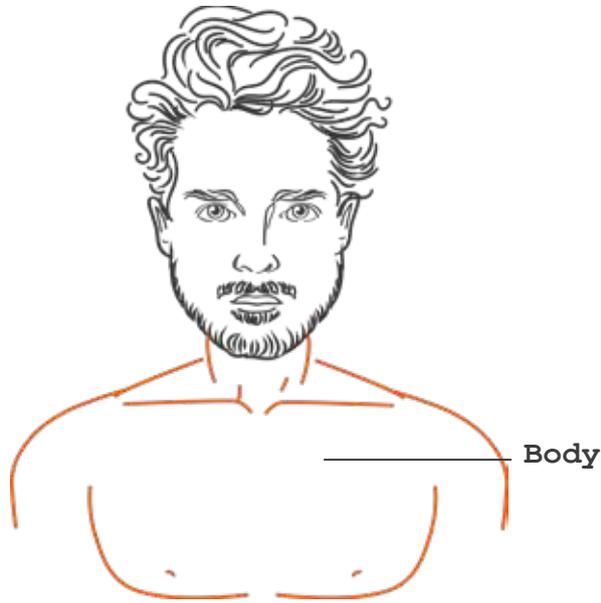
Contains rhassoul and sea water enriched with minerals.

Provides a pleasant sensation of softness.



# EXFOLIATING PUMICE STONE POWDER SOAP

98%  
INGREDIENTS  
OF NATURAL  
ORIGIN



## EXFOLIATING



Thanks to its pumice stone particles, it exfoliates to get rid of dead cells accumulated at the skin's surface and leave a pleasant feeling of softness.

Contains organic argan oil that cleans and respects the skin.

It has a fresh, invigorating fragrance.

B A S I C

E S S E N T I E L

NATURALLY

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**BASIC ESSENTIEL IS A BRAND FROM ARTHES GROUP**  
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