

# PÂTE GRISE

*Celebrating 70 years of flawless beauty*



**PAYOT**  
PARIS



## PÂTE GRISE has been saving our skin for 70 years!

It is unchanged and will never go out of style. Generation after generation of women treasure it.

Legendary “doctor” effectiveness and an iconic jar for a historic anti-blemish product that has been indispensable since it was created in 1947!

For an unforgettable anniversary celebration, PÂTE GRISE is donning a subtle, **limited-edition** décor designed by talented French illustrator and blogger Lauriane B. It is also lending its historic name and beauty secrets to a **new, complete PÂTE GRISE range**:

8 purifying anti-blemish products for flawless skin!



# THE DOCTOR NADIA PAYOT VISION

From 1920, Dr Nadia Payot, one of the first female doctors, observed women's skin and created not only skincare products but also beauty prescriptions. She developed natural and often avant-garde formulas based on her expertise as a doctor and inspired by herbal medicine, in order to meet every skin need.

Equipped with these 90 years of doctor expertise, PAYOT is capitalising on the effectiveness of PÂTE GRISE and the trust of several generations by creating **a new PÂTE GRISE anti-imperfections range**. Halfway between the medical world and cosmetics, PÂTE GRISE provides the **performance of a treatment** with the **sensoriality of a skincare product** to boot, boosting compliance.

## 1. A METICULOUS SELECTION OF HIGHLY EFFECTIVE ACTIVE INGREDIENTS

A **bold** combination of ingredients at **concentrated** doses.

### **Ichtyol**

The dermatological action of ichtyol was discovered by the German doctor Paul Gerson Unna in 1886. Obtained from oil shale, this active ingredient is rich in sulphur, which gives it antiseptic, antibacterial, and anti-inflammatory properties.

### **Zinc**

Used since ancient times in medicinal ointments for its healing properties, zinc is an essential trace element for the body. It regulates the sebum that causes shine, and its antibacterial power effectively fights skin imperfections.

### **Salicylic acid**

Extracted from the "Meadowsweet" plant and discovered by Swiss chemist Karl Löwig in 1835, this active ingredient is used in the synthesis of aspirin. It has powerful purifying and exfoliating properties, and its keratolytic action stimulates cell renewal.

### **AHA**

Renowned since 1970 by dermatologists for treating acne-prone skin,  $\alpha$ -hydroxy acids are carboxylic acids derived from fruit sugars or milk. The most commonly used AHA is glycolic acid due to its specific ability to be absorbed by the skin and its high effectiveness in refining skin texture and improving skin renewal.

### **Chilean mint**

Since it is rich in flavonoids, it protects against "bad" bacteria by stimulating the synthesis of beta-defensins (the defence system of the skin flora against micro-organisms). It is also a powerful antioxidant with sebum-regulating and anti-inflammatory powers.

## 2. SENSORIALITY TO BOOST COMPLIANCE

Beyond its effectiveness, PAYOT has created a range with affirmed sensoriality. All of the products in the range have the same fragrance with green, floral notes, combined with silky, melt-in textures.

Unlike most cosmeceutical products, the formulas are highly sensorial, which promotes repeated application, thus reinforcing their efficacy. Compliance has been proven for each product in the PÂTE GRISE range through clinical testing under dermatological control.

# PÂTE GRISE

THE HERITAGE OF DOCTOR EXPERTISE TO REVEAL COMPLETELY FLAWLESS SKIN

Blemish-prone combination to oily skin is thicker yet also more fragile and sensitive. It requires dedicated, made-to-measure products that treat deep down without ever being harsh. PAYOT provides an effective purifying range of products that remain gentle: an iron fist in a velvet glove!

## THE TREATMENT METHOD: THE MAGICAL EMERGENCY ANTI-BLEMISH TRIO SKIN WITH IMPERFECTIONS



**PÂTE GRISE**  
THE ORIGINAL  
Emergency anti-blemish care



**PÂTE GRISE**  
STICK COUVRANT  
Purifying concealer



NEW  
PACK

**PÂTE GRISE**  
SPÉCIALE 5  
Drying and purifying care

## DAILY CARE: 5 PURIFYING, MATTIFYING, AND UNCLOGGING PRODUCTS COMBINATION TO OILY SKIN

**PÂTE GRISE**  
EAU PURIFIANTE  
Perfecting two-phase lotion



NEW

**PÂTE GRISE**  
MASQUE CHARBON  
Ultra-absorbent mattifying care



NEW

**PÂTE GRISE**  
CRÈME MATIFIANTE VELOURS  
Moisturising mattifying care



**PÂTE GRISE**  
CRÈME PURIFIANTE  
Anti-imperfections purifying care



**PÂTE GRISE**  
EXPERT POINTS NOIRS  
Local blocked pores unclogging care



# PÂTE GRISE

THE ORIGINAL

15 ml jar  
Recommended  
retail price

22€

This purifying product with a reputation for efficacy works overnight to speed up the maturing process of small blemishes and make them disappear in record time.



## THE DOCTOR COMPOSITION

1. **Zinc** extract, with its sebum-regulating and antibacterial properties, cleanses and purifies imperfections.
2. **Shale extract (ichtyol)**, a powerful antibacterial agent, speeds the maturing process and helps to eliminate small blemishes.
3. **Talc** absorbs impurities and excess sebum.
4. **Sweet almond** extract calms and soothes areas with blemishes that can sometimes be painful.

## PRESCRIPTION

As soon as a blemish begins to appear, apply PÂTE GRISE locally in the evening. Leave it on all night and the blemish will mature, leaving behind clear skin: It's magic!

## RESULT

Small blemishes disappear, skin is left clean and clear.

## ITS ICONIC JAR

Designed in the 1930s, its art deco jar with shaped curves has become timeless without ageing a day. Today, it is the PAYOT signature.

For the 70th anniversary of PÂTE GRISE, illustrator and blogger Lauriane B. joined forces with PAYOT to redesign this bestselling cult product. She presents a colourful, delicate, and graphic limited-edition creation featuring almond leaves, which echo the product's sweet almond extract.

Newsflash! For a limited time, the lid will come in an elegant almond green for a more delicate finish.



Lauriane B.  
Youmayloveit.com

15 ml tube  
Recommended  
retail price  
**21€**



# SPÉCIALE 5

## DRYING AND PURIFYING CARE

This is the indisputable ally of Pâte Grise. It dries and purifies small blemishes while you sleep. For more precision, it comes in a nozzle tube in the new PÂTE GRISE range.

### THE DOCTOR COMPOSITION

1. **Zinc** extract, with its sebum-regulating and antibacterial properties, cleanses and purifies imperfections.
2. **Salicylic acid** refines and smoothes skin texture.
3. **Sulphur** offers antiseptic action.
4. **Tea tree essential oil** purifies and dries out small blemishes.

### PRESCRIPTION

In the evening, after thoroughly cleansing the skin, apply locally to blemishes that have been matured with Pâte Grise.

### RESULT

The skin is free of impurities, its freshness and radiance are restored.

# STICK COUVRANT

## PURIFYING CONCEALER

This tinted stick provides precise coverage for small blemishes during the day.

### THE DOCTOR COMPOSITION

1. **Zinc** extract, with its sebum-regulating and antibacterial properties, cleanses and purifies imperfections.
2. **Shale extract (ichtyol)**, a powerful antibacterial agent, eliminates small blemishes.
3. Naturally astringent **witch hazel** extract dries out imperfections.
4. **Natural pigments (iron oxide)** conceal and purify imperfections.

### PRESCRIPTION

Apply directly to blemishes as often as needed. The pigments blend seamlessly with the skin and discreetly conceal blemishes.

### RESULT

It neutralises, purifies, and cleanses imperfections deep down. The complexion is smooth throughout the day, with no visible imperfections.

1.6g stick  
Recommended  
retail price  
**17.5€**



# EAU PURIFIANTE

## PERFECTING TWO-PHASE LOTION

As the inheritor of the Pâte Grise formulation secrets, EAU PURIFIANTE PÂTE GRISE is specially designed for combination to oily skin. Its two-phase formula combines the benefits of a purifying lotion with mattifying powders, for completely flawless skin

NEW



### THE DOCTOR COMPOSITION

1. **Zinc** extract in powder form, with its sebum-regulating and antibacterial properties, cleanses and purifies imperfections.
2. **Salicylic acid** in powder form refines and smoothes skin texture.
3. **Chilean mint** extract regulates seborrhoea and prevents the appearance of imperfections by boosting the natural defence system of the skin flora.

### NON-COMEDOGENIC FORMULA

### PRESCRIPTION

Apply using a cotton pad to the entire face and neck, morning and evening. Do not rinse. Avoid the eye contour. Shake well before use.

### RESULT

The skin is free of impurities, its freshness and radiance are restored. Free of irregularities, even bare, the skin is perfect.

**95%** OF WOMEN ARE SATISFIED\*

REFINES  
SKIN  
TEXTURE  
**100%\***

SHINE  
CONTROLLED  
**95%\***

IMPROVES  
SKIN  
QUALITY  
**100%\***

200 ml bottle  
Recommended  
retail price

**24€**

*\*Test under dermatological control, conducted on 20 volunteers for 28 days.*

# MASQUE CHARBON

## ULTRA-ABSORBENT MATTIFYING CARE

A true adversary serving combination to oily skin, this multi-action, black-coloured product purifies gently, detoxifying the skin and controlling shine.

### THE DOCTOR COMPOSITION

1. **Zinc** extract, with its sebum-regulating and antibacterial properties, cleanses and purifies imperfections.
2. **Chilean mint** extract regulates seborrhoea and prevents the appearance of imperfections by boosting the natural defence system of the skin flora.
3. Natural extract of **charcoal** from Japanese oak, with its absorbent properties, rids the skin of dirt, purifies, and detoxifies the skin deep-down while unclogging pores.
4. **Extract of kaolin**, the softest of clays, gently absorbs excess sebum for a mattifying action.

### NON-COMEDOGENIC FORMULA

### PRESCRIPTION

Apply once or twice a week in a thick layer to the face and neck.  
Leave to work for 10 minutes, then rinse.

### RESULT

The skin is clarified, its radiance and freshness are restored. Imperfections are erased and their appearance is limited.

**100%** OF WOMEN ARE SATISFIED\*

HEALTHIER  
SKIN

**100%\***

LIMITS  
EXCESS  
SEBUM

**95%\***

IMPROVES  
SKIN  
QUALITY

**100%\***

*\*Test under dermatological control, conducted on 21 volunteers for 28 days.*



# CRÈME MATIFIANTE VELOURS

## MOISTURISING MATTIFYING CARE

The fresh, light daily gel-cream that provides 24 H hydration while regulating excess sebum to control shine in combination to oily skin for 8 H.

### THE DOCTOR COMPOSITION

1. **Zinc** extract, with its sebum-regulating and antibacterial properties, cleanses and purifies imperfections.
2. **Chilean mint** extract regulates seborrhoea and prevents the appearance of imperfections by boosting the natural defence system of the skin flora.
3. **Rose fruit** extract with astringent action regulates the skin's keratinisation process and reduces the unsightly appearance of dilated pores while smoothing and refining skin texture.
4. **Mattifying powders** absorb surface lipids to significantly reduce shine.
5. **Rosehip oil**, which is rich in essential fatty acids, hydrates and regenerates skin with no greasy finish.

### NON-COMEDOGENIC FORMULA

### PRESCRIPTION

Apply all over a perfectly cleansed face and neck, in the morning and evening.

### RESULT

Day after day, skin is mattified, the complexion becomes clearer, and skin regains its radiance.



50 ml tube  
Recommended  
retail price

32€

# CRÈME PURIFIANTE

## ANTI-IMPERFECTIONS PURIFYING CARE

A light, non-greasy cream with a highly effective formula that purifies and limits excess sebum to visibly reduce blemishes in combination to oily skin.

### THE DOCTOR COMPOSITION

1. **Zinc** extract, with its sebum-regulating and antibacterial properties, cleanses and purifies imperfections.
2. **Chilean mint** extract regulates seborrhoea and prevents the appearance of imperfections by boosting the natural defence system of the skin flora.
3. **Rose fruit** extract with astringent action regulates the skin's keratinisation process and reduces the unsightly appearance of dilated pores while smoothing and refining the skin texture.
4. **AHAs:**
  - **Glycolic acid** dosed at 2% delivers a deep-down peeling action to clear clogged pores.
  - **AHA ester** dosed at 7% micro-exfoliates the skin surface to smooth skin relief and help eliminate imperfections.

### NON-COMEDOGENIC FORMULA

### PRESCRIPTION

Apply all over a perfectly cleansed face and neck, in the morning and evening. Avoid all contact with the eyes. During sun exposure, combine with suitable sun protection.

### RESULT

Skin is clear, purified, rid of all imperfections and with no residual traces. The complexion is fresh and radiant.

# EXPERT POINTS NOIRS

## BLOCKED PORES UNCLOGGING CARE

Consult an expert! This non-greasy fluid gel has a triple-action formula that acts locally to purify, unclog, and tighten pores, helping to eliminate blackheads and blocked pores.

### THE DOCTOR COMPOSITION

1. **Zinc** extract, with its sebum-regulating and antibacterial properties, cleanses and purifies imperfections.
2. **Chilean mint** extract regulates seborrhoea and prevents the appearance of imperfections by boosting the natural defence system of the skin flora.
3. **Rose fruit** extract with astringent action regulates the skin's keratinisation process and reduces the unsightly appearance of dilated pores while smoothing and refining the skin texture.
4. **Glycolic acid** dosed at 3% delivers a deep-down peeling action to clear clogged pores.

### NON-COMEDOGENIC FORMULA

### PRESCRIPTION

Apply morning and evening locally or all over a make-up free, cleansed, and toned face before skincare cream. Avoid all contact with the eyes. During sun exposure, combine with suitable sun protection.

### RESULT

Pores are unclogged and purified and imperfections are visibly reduced. The skin is instantly mattified.



50 ml tube  
Recommended  
retail price  
**32€**



30 ml tube  
Recommended  
retail price  
**26€**

# PÂTE GRISE

## THE MAGICAL EMERGENCY ANTI-BLEMISH TRIO

ALL SKIN TYPES

<b>PÂTE GRISE</b> – THE ORIGINAL – EMERGENCY ANTI-BLEMISH CARE	15 ml jar	<b>22€</b>
<b>PÂTE GRISE</b> – STICK COUVRANT – PURIFYING CONCEALER	1.6 g stick	<b>17.50€</b>
<b>PÂTE GRISE</b> – SPÉCIALE 5 – DRYING AND PURIFYING CARE	15 ml tube	<b>21€</b>

## DAILY PURITY COMPLEMENTARY CARE

COMBINATION TO OILY SKIN

<b>NEW</b>	<b>PÂTE GRISE</b> – EAU PURIFIANTE – PERFECTING TWO-PHASE LOTION	200 ml bottle	<b>24€</b>
<b>NEW</b>	<b>PÂTE GRISE</b> – MASQUE CHARBON – ULTRA-ABSORBENT MATTIFYING CARE	50 ml tube	<b>25€</b>
	<b>PÂTE GRISE</b> – CRÈME MATIFIANTE VELOURS – MOISTURISING MATTIFYING CARE	50 ml tube	<b>32€</b>
	<b>PÂTE GRISE</b> – CRÈME PURIFIANTE – ANTI-IMPERFECTIONS PURIFYING CARE	50 ml tube	<b>32€</b>
	<b>PÂTE GRISE</b> – EXPERT POINTS NOIRS – BLOCKED PORES UNCLOGGING CARE	30 ml tube	<b>26€</b>

*On sale in March 2017 at brand distributors, BEAUTY SUCCESS and PASSION BEAUTÉ beauty salons and shops, spas, and department stores.  
List of retail locations at [www.payot.com](http://www.payot.com)*



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