

Leonor Greyl

PARIS

SOIN NATUREL DU CHEVEU

Healthy and Glamorous Hair using Natural Products



BUSINESS PRESENTATION

THE LEONOR GREYL BRAND



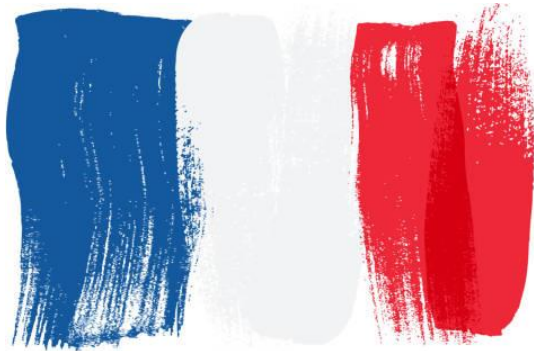
An independent **family** business founded in **1968**



Selective distribution in salons, spas, perfumeries and department stores



Present in **45 countries** (see attached map)



Products **Made in France** and formulated with the best **natural active ingredients**



A **Parisian institute**, leading the way in Glamorous natural hair care



Unique hair spa **treatment protocols** adopted by the world's greatest salons & spas

THE BRAND IN NUMBERS

A large, green, brushstroke-style '#1' symbol.

Leading department store brand

(Source: NPD Beauty Insider Report)



Best-selling brand in selective distribution in 2020
= SHAMPOING CRÈME MOELLE DE BAMBOU

(Source: NPD)

A large, green, stylized '60K' with a megaphone icon to its right and two stars, one above and one below.

Number of products
distributed per month

(Source: internal)

A FAMILY PASSION SINCE 1968



LEONOR & JEAN-MARIE GREYL,
FOUNDERS



CAROLINE GREYL BROOKS,
CEO



DAVID THOMAS BROOKS,
RESEARCH & DEVELOPMENT
DIRECTOR

- . **1961:** Leonor, passionate about hair care and beauty, meets Jean-Marie Greyl, an engineer and botany enthusiast.
- . **1968:** The Leonor Greyl Institute opens in Place de la Trinité in Paris and the brand's first product is launched: HUILE GERME DE BLÉ. The first Leonor Greyl treatment protocols are created.
- . **1977:** First sales of products to French hairdressers and later that year first sales to department stores. Head office set up in Paris' 10th arrondissement.
- . **1990:** the Institute moves to 15 rue Tronchet, near Paris' Opéra House.
- . **1994:** the founding couple's daughter Caroline Greyl joins the company to grow exports.
- . **2001:** Caroline Greyl becomes CEO of Leonor Greyl. Her husband David Thomas Brooks takes over Jean-Marie Greyl's position as Research & Development Director.
- . **2006:** first brand corner in a department store (Printemps Haussmann). The Leonor Greyl USA subsidiary is created in California.
- . **2009 :** Royal Mansour hair spa opens in Morocco.
- . **2012:** first partnership with the luxury five star hotels Cheval Blanc with the exclusive creation of their room amenities.
- . **2015:** first brand corner opens overseas (Sogo in Hong-Kong).
- . **2018:** first institute opens overseas (Hair Spa by Leonor Greyl in Hong Kong). The brand celebrates 50 years of "*Healthy, Glamorous Hair using Natural Products*".

A RESPONSIBLE AND COMMITTED BRAND

“The Maison has a strong focus on CSR (Corporate Social Responsibility) focus and is committed to three priority areas: formulas, packaging and the voluntary sector.”

Caroline Greyl



- **Natural formulas** made with plant-based active ingredients that are **sustainable and respect** people and the environment.

- **Recyclable, eco-friendly packaging**

- **Bottles are made from PET**, one of the five materials recycled by Eco Emballage.

- **Boxes are certified by the FSC** (Forest Stewardship Council), an environmental label whose aim is to ensure that wood and wood-based products are produced in a way that guarantees forests are sustainably managed.



- Supporting **The Sea Cleaners** in their efforts to **clean up plastic from the oceans** : <https://www.theseacleaners.org/>



- Supporting **Un Toit pour les Abeilles** in their efforts to **protect bees**



- Supporting **La Collecte du Coiffeur** in their work on **traceability** and waste **recycling**



- Supporting **Coiffeurs Justes** in their efforts to **recycle hair** and combat pollution

- Supporting **Toutes à l'École** in their efforts to **educate girls through the school system** : <https://www.toutes-a-l-ecole.org/en/>



- Supporting **Leaping Bunny** in their work **against animal testing** : <https://www.leapingbunny.org/>

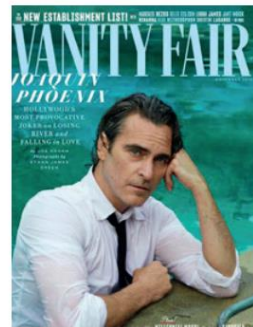
THE LEONOR GREYL RANGE



- A **range** of 45 hair care products designed for **all hair types**:
 - Beauty-Enhancing Oils
 - Specific Shampoos
 - Hydrating Masks and Conditioners
 - Deep-Cleansing Shampoo Treatments
 - Color-Enhancing Conditioners
 - Leave-In Treatments
 - Styling
- A **professional range** for salons
- A **range for men** with 8 products
- **Travel size** products and **accessories**

AN ICONIC HAIR CARE BRAND

Our gentle, effective hair care products have achieved iconic status, including our **HUILE DE LEONOR GREYL** (our cult product since the 1970s), our **CRÈME AUX FLEURS** (a pioneer of the low-poo trend) and our **SHAMPOING CRÈME MOELLE DE BAMBOU** (a must-have for anyone with dry hair and best seller in premium selective distribution). Well placed in the bathrooms of beauty journalists and influencers all over the world, our products have received **over 40 prestigious awards from beauty professionals and consumers**, making **Leonor Greyl the undisputed specialist in premium natural hair care**.



A PARISIAN SPECIALIST HAIR INSTITUTE

“You should care for your scalp as well as you care for your face.” Leonor Greyl



A genuine **Institute** managed by Leonor herself, this unique place offers **hair spa rituals** performed by a team of **passionate experts**, along with personalized hair **advice**. Located in the **heart of Paris** near the Opéra House, the Leonor Greyl Institute welcomes clients in a friendly atmosphere, where **customized hair spa treatment care** goes hand in hand with modern **styling** and **coloring**.

UNIQUE HAIR SPA PROTOCOLS



Leonor Greyl has created **customized hair spa protocols** for all hair types. It's a unique hair care concept.

- 60-minute **Signature Hair Spa Treatments** performed in cabin.
- 30-minute **Discovery Hair Spa Treatments** performed at the backwash or in cabin.



Made from a combination of oils and 100% natural freeze-dried plant extracts, the treatments involve a multi-step ritual:

- **In-depth diagnosis** of the hair using a camera,
- **Preparation** of the customized hair spa treatment in front of the client,
- **Application** and **massage**,
- **Steam hood** to get maximum benefit from the active ingredients,
- **Stimulation** of the scalp with mechanical massage.

PRESTIGIOUS PARTNERS: DEPARTMENT STORES



PRINTEMPS



RIVE GAUCHE

LA SAMARITAINE

*Galleries
Lafayette*

LE BHV / MARAIS

Harrods

ISETAN
The Japan Store



SOGO



SHINSEGAE

PRESTIGIOUS PARTNERS: DEPARTMENT STORES



PRINTEMPS HAUSSMANN (FRANCE)



SOGO (HONG KONG)



HARRODS (ENGLAND)



LA SAMARITAINE (FRANCE)

PRESTIGIOUS PARTNERS: PERFUMERIES STORES & E-RETAILERS


SEPHORA

Marionnaud
PARIS

NOÛBÉ
LA BEAUTÉ PARTAGÉE

Galleries
Lafayette

HAGEL-SHOP
SCHÖN FÜR MICH

NET-A-PORTER

FEELUNIQUE

place des
tendances.com

OH MY CREAM!


NICHE BEAUTY

lookfantastic®

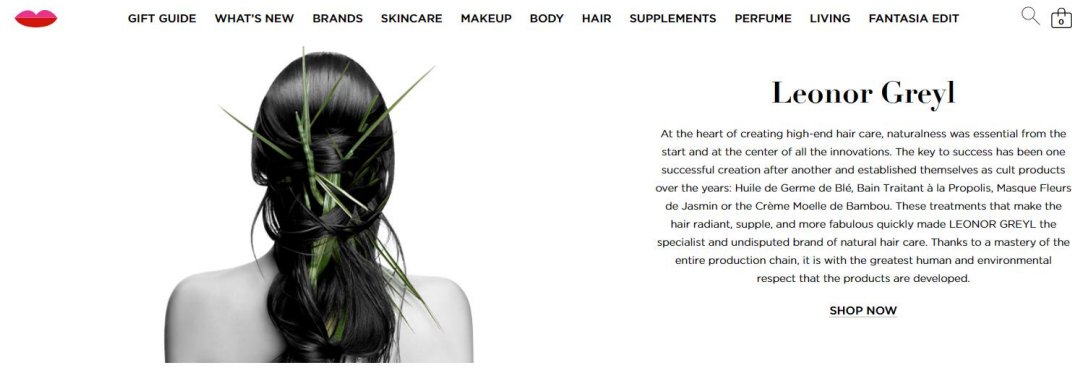
PRESTIGIOUS PARTNERS: PERFUMERIES STORES & E-RETAILERS



SEPHORA (CHAMPS ELYSEES, FRANCE)



NOCIBÉ WEBSITE (FRANCE)



NICHE BEAUTY FAVOURITES



NICHE BEAUTY WEBSITE (GERMANY)

PRESTIGIOUS PARTNERS: SPAS, SALONS, DUTY FREE



ROYAL MANSOUR
MARRAKECH



CHEVAL BLANC



ROYAL PALM
BEACHCOMBER LUXURY



NE

HÔTEL DU PALAIS
BIARRITZ

Brittany Ferries

 DREAM CRUISES

Hair Spa
by Leonor Greyl
Hong-Kong

And over **500 approved salons** in France and around the world

PRESTIGIOUS PARTNERS: SPAS, SALONS, DUTY FREE



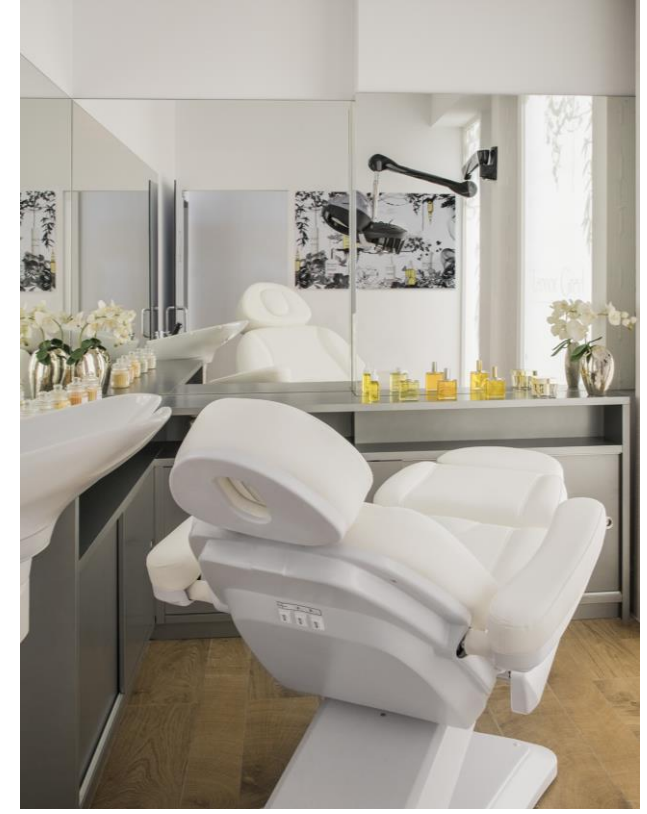
HAIR SPA BY LEONOR GREYL (HONG KONG)



ROYAL MANSOUR



DUTY FREE (CHINA)



EDUARDO SANCHEZ (SPAIN)

ONLINE & OFFLINE EDUCATION

Leonor Greyl ensures its **brand is well understood** and its **treatment protocols adhered to** by offering **personalized training** to all its partners **in person** at its Parisian Institute **or remotely** to make it easier for its partners and minimize its carbon footprint.



A training course at the Leonor Greyl Institute



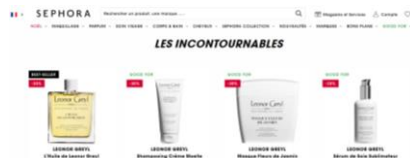
An e-learning course

A 360° MARKETING & COMMUNICATION STRATEGY

POINTS OF SALES : Merchandising, business guidelines and drivers for salons, retailers and our Institute.



ONLINE: Content factory, e-shop activities & guidelines for brand & partner social media (retailers, distributors).



PR/e-PR: brand coverage in print and digital press + strategy and activation of influencer network.



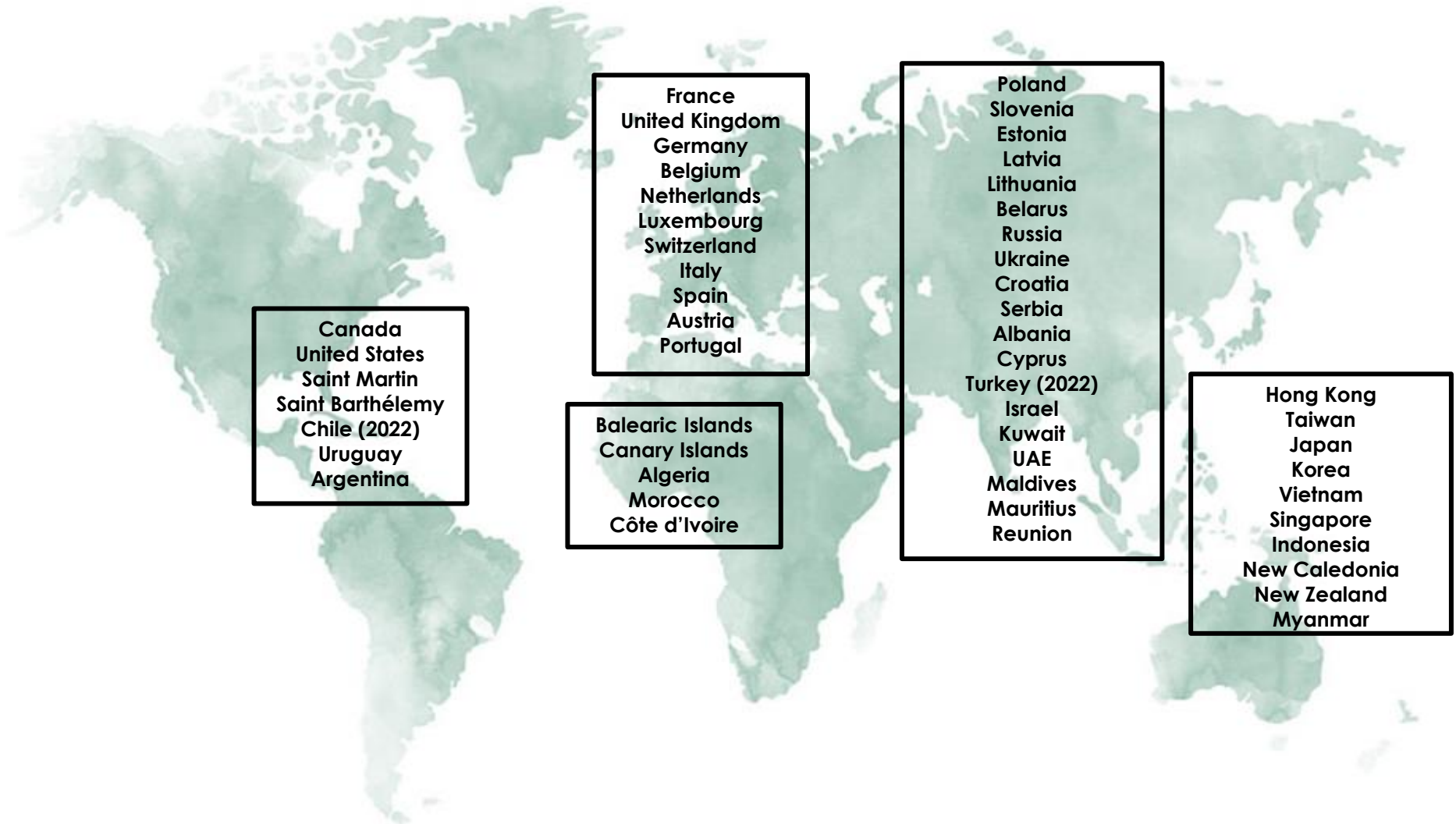
EVENTS: Backstage and red carpet partner at festivals, movie screenings and fashion shows.



EDUCATION: Training courses for salons and distributors at the Institute or via e-learning.



DISTRIBUTOR COUNTRIES





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