



LA CRIQUE

Luminous & Natural Makeup,
Skincare Infused



Luminous and natural makeup, skincare infused

La Crique is a new-gen hybrid makeup brand that combines skincare and color, using simple and intuitive gestures. The brand's characteristics and colors are inspired by the South of France and Marseille.

This creative and colorful brand is the fruit of 2 years of research and innovation within the Panier des Sens Group.

The brand is an ambassador of vegan formulas that include a minimum of 98% ingredients of natural origin, and are infused with active skincare ingredients. The active ingredients are emblematic of Marseille area: vitamin C from citrus, calendula flower and prickly pear.

La Crique makeup is also all about light. Inspired by the mineral shades of a natural cove and the urban nuances of the city, the colors are solar and natural.

These formulas are wrapped in modern and pop packaging that mirror the street culture of Marseille.

In an effort to reduce waste, the products are packaged in recyclable glass containers with no outer packaging.

La Crique has made it its mission to promote the many faces of the South of France through a radiant and inclusive communication.

And a decidedly pop universe.



Naturally-sourced formulas infused with active ingredients

Natural origin & Vegan

Our formulas are made primarily with natural ingredients (min 98%). These formulas are also Certified Vegan.

Infused with skincare

Our products are infused with active ingredients known for their moisturizing and protective properties: hyaluronic acid, vitamin C, calendula flower extract and prickly pear.

Simple and universal

These colored formulas are easy and intuitive to apply, by hand or with a brush. The gestures are inspired by the universe of skincare.

Made in France

As part of our approach to support local productions, our products are elaborated in a French laboratory.

Naturalness & South of France at the heart of our formulation

The formulas are **vegan** and contain at least **98% ingredients of natural origin**. They also contain skincare active ingredients that are aimed to hydrate and protect the skin.

Hyaluronic Acid, known for its moisturizing properties, is present in all the formulas of La Crique.

Among these active ingredients, some of them are from the South of France: **Vitamin C** from citrus, **Prickly Pear** and **Calendula Flower**.

Vitamin C: a major ingredient in skincare formulation that protects the skin against exterior agressions and helps to enhance the radiance of the complexion. Vitamin C is known for being present in all citruses, an iconic feature of the South of France.

Prickly Pear: an iconic fruit in Marseille area, mostly found in the Calanques. It is known its restructuring and nourishing virtues.

Calendula Flower: a common flower in the South of France which is known for its soothing and antioxidant properties.

La Crique formulas are enriched with organic ingredients such as:

- Organic castor oil
- Organic carnauba wax
- Organic shea butter
- Organic Rose Damask flower water
- Organic sunflower oil

With the aim of making our formulas as clean as possible, some ingredients have been excluded from formulation such as silicones, plastic microbeads, and other controversial ingredients. Our formulation charter is strict and will be available on our website at launch.



LA CRIQUE

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