



# High performance sun care

Skin & ocean respect



Micro plastic Free

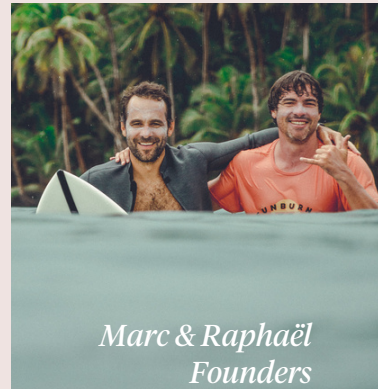
# Created by Surfers, chosen by Nature lovers

## A unique and authentic brand

SeventyOne Percent is a founder led French brand created by two surfer friends in 2010 between Hossegor and Biarritz.

To meet sun and ocean-lovers' expectations, the duo created a range of innovative sun protections that not only protect and take care of all skin types, but also respect their amazing playground : Nature.

SeventyOne Percent is all about the values and philosophy of the surfing lifestyle at the beach as in the city.



Marc & Raphaël  
Founders



## A committed brand

Seventy One percent because...

'Seventy' that's the percentage of water not only on the planet but also in our bodies

'one' that's how much of the brand's annual turnover is donated to the charity initiative '1% for the planet'

Made in France



# 3 platforms to best answer specific consumer needs

## Adventure Care **GO WILD**

The original platform of the brand offering products for surfers but also suitable for any outdoor sport; Highly concentrated formulas specifically developed for sport



### > **Launch 2023**

New generation Invisible Sun stick SPF 50: clean filters and eco conscious pack



### > **2024**

## Sun Protect **SUN KISSED**

Sun protection for the whole family providing efficacy, pleasure and ocean respect



Sun care stick SPF 30 & 50 the most eco conscious solution



New generation Kids Spray clean filters,



## Daily Care **FEEL GOOD**

Daily face and body care to feel the « summer effect » all year long Opportunity to grow further to reduce seasonality



Smoothing balm for after sun/night or dry skin



Superior Anti aging for daily use



# All year long brand proposition

## Sun Protection

For All

Sport



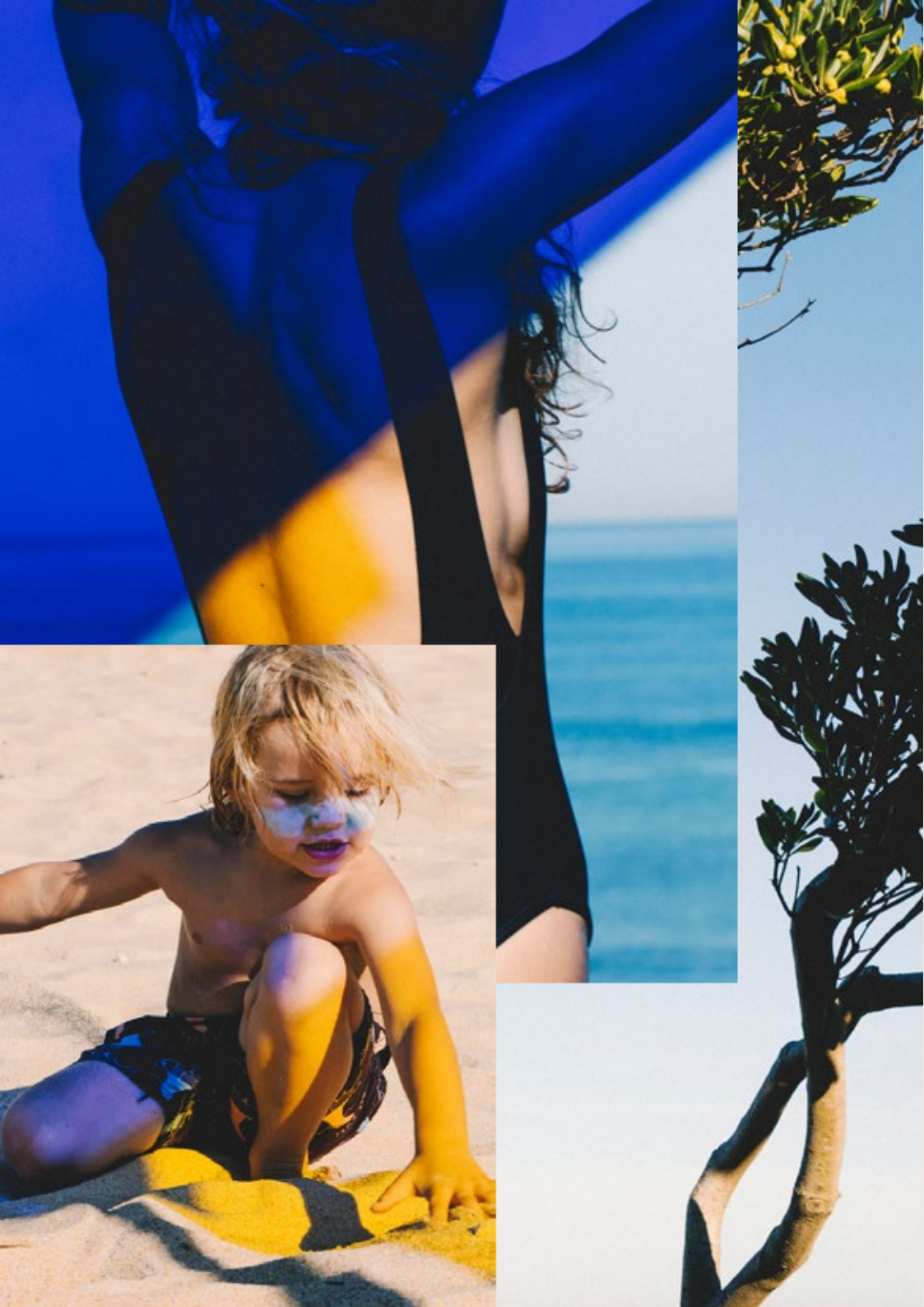
BEST SELLER



## Daily Care



# New product Launches 2024



# NEW IN 2024: TO OFFER UNIQUE BENEFITS



## **Deeptech Innovation Roka Smart UV, Long-Lasting Anti-Aging UVA Protection First on the market and exclusive to SeventyOne.**

- 80 to 90% of skin problems result from UV rays; aging, hyperpigmentation, cancer...
- UVA rays are the solar radiation that you don't feel - unlike UVB rays that cause sunburn. They are responsible for long-term effects on the skin.
- UVA represents 95% of solar rays and is present outdoors every day, regardless of the weather!

=> IT IS ESSENTIAL TO PROTECT YOURSELF EVERY DAY against UVA

- 2 hours : that's the optimal effectiveness duration of all UV products on the market.
- UVA protection should be reapplied every 2 hours... A bit complicated at the office or for Kids at school!

=> ROKA SMART UV INNOVATION effective all day long against UVA

**Smart molecule activated by UV radiation, released throughout the day to adapt to your UVA protection needs - for over 6 hours**



## **INNOVATION IN DAILY SKINCARE Objectivised ingredients that provide benefits for the skin as well as well-being**

• Why a Happiness-Boosting Ingredient?  
SeventyOne Percent is a brand of “joie de vivre”. We develop products that allow you to feel good in your skin.

• How does it work?  
The chosen ingredients have scientifically proven impact on your well-being through a boost of oxytocin, the happiness hormone, or Klotho, the protein of youth...

- Included in all daily care products



**Feel  
Better**



40 ml  
24.90 €

# Soothing Balm Ultra- Nourishing Face & Sensitive Areas

**100% Natural**

## GET SOME REST

The essential gesture that radically transforms the skin: massage the face with a thin layer of Feel Better for an ultimate sense of well-being and radiant skin upon awakening.

## AFTER SUN

Warrior wounds, overheated skin, tightness, or even worse: peeling! Feel Better instantly restores the comfort and suppleness that your skin needs.

## KEY INGREDIENTS

### Fermented Papaya:

Super-antioxidant (20 times higher than vitamin E), soothing and repairing, it boosts the skin's defenses and prevents accelerated aging.

### Klotho Green:

Activates the youth protein (Klotho), reduces redness, improves skin radiance, maintains firmness, and influences well-being.

### Beeswax + Candelilla Plant Wax

+ Organic Sunflower Seed Oil + Organic Cocoa Butter  
+ Organic Shea Butter + Organic Castor Oil + Beeswax



New!



# Feel BB Crème

40 ml  
29.90 €

# Intelligent BB Cream UVA & UVB Protection Long-Lasting

seventy-one

Hydrates, Protects, and Perfect

SPF/FPS 30



85% Natural

Light to medium

Use the Face BB Cream SPF30 Fluid as a makeup base or wear it alone for a naturally radiant and protected complexion. Give your skin the sun protection it needs while benefiting from the revolutionary anti-aging properties of our Face BB Cream SPF30 Fluid. Achieve a perfectly even and protected complexion throughout the day.

## KEY INGREDIENTS

### ROKA Smart UV PVB:

Photoadaptive UV Absorber that activates in response to UV rays for over 6 hours of UVA protection

### Kannabia Sense:

Boosts the production of oxytocin, the happiness hormone



### Hyaluronic Acids





# Feel Golden

50 ml  
34,90 €



# Serum Mist Milky Texture UVA Ageing Protection Patented Technology

Hydration Anti-Aging



90% Natural

Face and Décolleté

Hydration Boost: An innovative and modern beauty ritual for this anti-aging serum, enhancing radiance and well-being. What a glow! Feel Golden!

## KEY INGREDIENTS

**ROKA Smart UV PVB: Photoadaptive UV absorber activated by UV rays for over 6 hours of UVA protection**

**EPS Seaglow : Feel Good Booster**  
Improves skin vascularization and boosts radiance

**IBR Chill:**  
Reduces skin inflammation and combats the negative effects of stress. Reduces the appearance of wrinkles and improves skin elasticity

**Pearl Alga:**  
Marine Gem Actives that purify the skin, mattify it, brighten and even out the complexion. Tightens pores.





**New!**



Protège couleur & éclat, anti frisottis Soins Nourrissant sans rinçage Color Lock, Shine, Freeze Control Leave On Nourishing Care



98 % natural Cheveux Hair

**seventy – one**

**UV Defense**

Protective hair Oil Huile capillaire protectrice

**UV Defense**

50 ml  
24,90 €

# Protective Hair Oil Patented Technology

**seventy – one**

**Color & Shine  
Protection, Anti-Frizz  
Nourishing  
Leave-In Care**



**98% Natural**

**Hair**

**Long-lasting hair and Keratin protection Scientifically proven results on the long-lasting performance of colored hair.**

**KEY INGREDIENTS:**

**Roka Smart UV,**  
UVA Protection. Intelligent molecule, activated by sunlight, that adapts to your protection needs throughout the day.

**BLEND OF 4 ESSENTIAL ORGANIC OILS :**

ORGANIC JOJOBA, ORGANIC SWEET ALMOND, ORGANIC COCONUT OIL & ORGANIC ARGAN OIL



# Cool Kids Sun spray



100 ml  
29,90 €

## Very High Protection Invisible for Kids

SPF  
FPS **50+**



Very water resistant

80% Natural

Skin & Ocean Respect

Face and body

The first children's sun spray to be validated as E toxi Safe (impact on the environment scientifically measured and validated as minimal).

A selection of new-generation "clean" filters, ultra-effective UVA / UVB filters that also have a very low impact on marine biodiversity. Complies with the environmental laws of Hawaii and the Palau Islands.

### KEY INGREDIENTS :

#### Roka Smart UV:

UVA protection. An intelligent molecule, activated by the sun's rays, which adapts to your protection needs throughout the day.

#### Tego Filmstar One :

Water resistance booster based on renewable resources and rapidly biodegradable



seventy — one



# Answering market strategic opportunities for long term growth

## A large and growing market

The Suncare market is planned to accelerate its growth to a CAGR of 7.4%

>Linked to an awareness of the danger of the sun on the skin – for the holidays and everyday



However it is still a small part of the skin care market

	2020	2026
SKIN CARE	129bn	188bn
SHARE OF SUN CARE	6%	7,2%

Source: Statista 2022



## A growing eco conscious consumer base

Consumer understanding the impact of their choices on the environment

Gen X consumers' preference to shop sustainable brands increased by nearly 25% and their willingness to pay more for sustainable products increased by 42%.

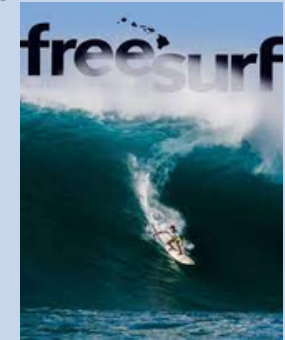
**In fact, consumers across all generations - from Baby Boomers to Gen Z - are now willing to spend more for sustainable products.**

Consumers Demand Sustainable Products And Shopping Formats (forbes.com)

## Surfing, the icon for healthy living

From a rebellious and carefree pursuit

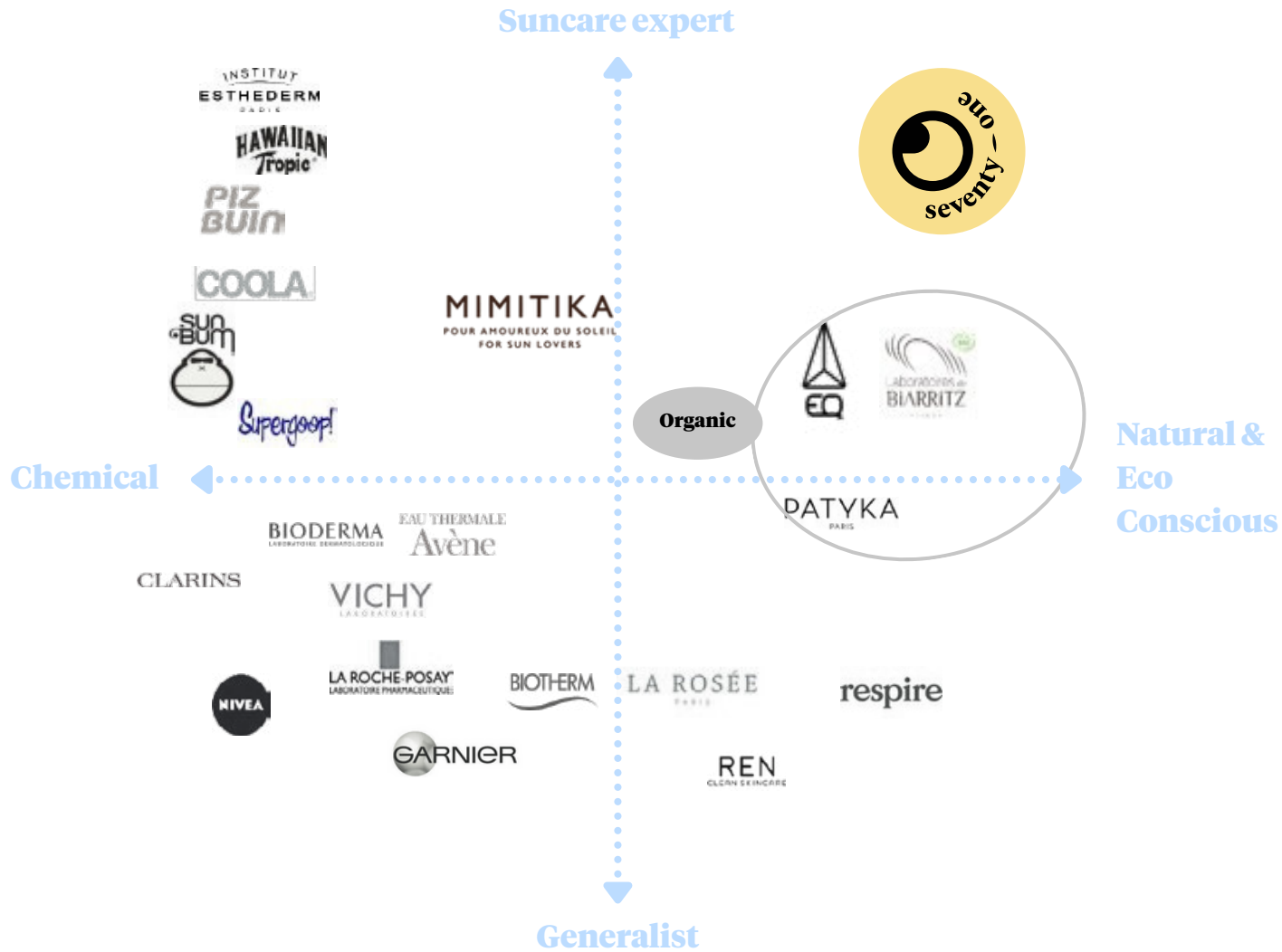
the surf mindset evolved from seeking personal freedom and connection with nature



### ... To healthy living

Representing a mindful and wellness-oriented lifestyle choice in the 21st century, the surf mindset evolved from seeking thrills to embracing surfing as an illustration for healthy living, promoting physical fitness, mental balance, and environmental awareness.

# SeventyOne Percent unique positioning



Market intelligence June 2023



SeventyOne Percent is born in the most technical part of skincare: suncare with a unique environmental engagement



SeventyOne Percent is the only Suncare expert brand that offer natural (80 to 100%) and eco conscious- range of products without the limitation of the Organic formulation



Only good to excellent on Yuka

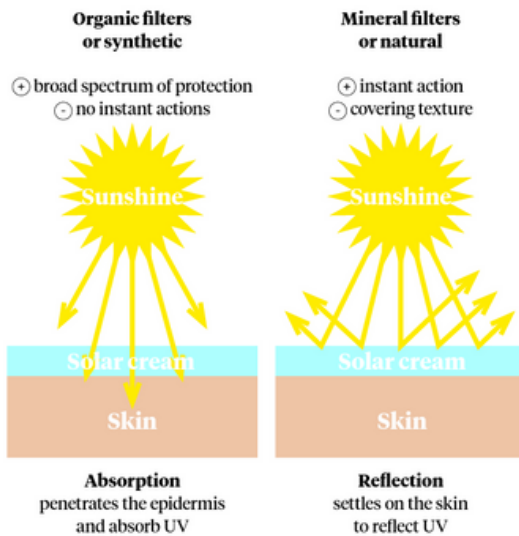
# A growing target of engaged consumers



# Helping consumers make their informed choice in a confusing market

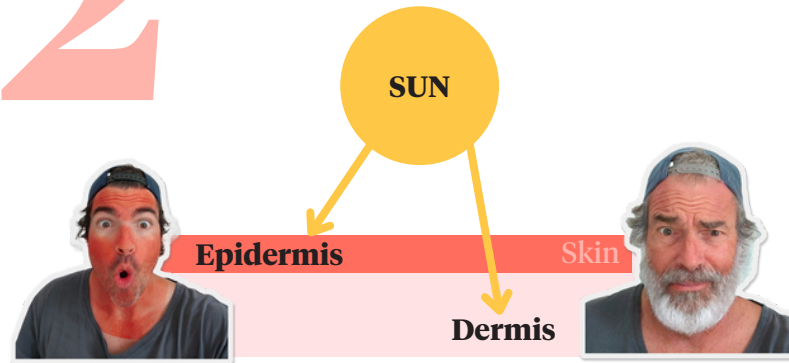
## 1 Mineral or Organic UV filters, what difference?

Not good or bad, just different!



Beware of misconceptions: Natural is not always what's best for the skin! Not that simple...

## 2 Sun protection, daily usage?



**UVB** B for BURNING = Immediate effect

A for AGEING + Hyperpigmentation = Long term effect **UVA**

80 to 90% of skin problems come from Sun exposure; Aging, Hyper Pigmentation, Cancer... 95% of the UV we receive are UVA - responsible for long term damage. This is the reason why we are moving toward an everyday SPF protection. However, the challenge is that SPF protection loses its efficacy over time- we are recommended to reapply every 2 hours.... **Challenging on a beach but even more in the city or for kids at school!**

## 3 What is the impact on environment?

**Formula Filters:**



Environmental laws banning some organic filters in Hawaii and Palau Island. No law yet in Europe but same Ocean! Filters proven to be harmful for the ocean life: oxybenzone and octinoxate. Octocrylene is also extremely controversial.

**Other ingredients:**

Nano particles; the small size can lead to bioaccumulation in organisms and ecosystem disruption. Silicones: not biodegradable - plastic type.

**Packaging**

Recycled plastic has the lowest carbon impact but 2 clear actions needed: reduce to the max and ease the recycling process: monomaterial packs, create demand for PCR.

SunLover Playbook launched in 2023 to help consumers and journalists better understand the sun care market



Link to a free download: [HERE](#)

# Generating rich and numerous PR coverage

## VOGUE

### Urban feel good SPF30 de Seventy One Percent

"Cette crème made in France à la composition irréprochable est devenue mon arme secrète contre les UVA et UVB, la pollution de Paris et la lumière bleue de mon écran d'ordinateur. Aux filtres solaires minéraux, cette marque née au bord de l'océan, a eu la bonne idée d'ajouter de l'acide hyaluronique et des prébiotiques pour blinder la peau face aux agressions tout en lui apportant une bonne dose d'hydratation. Et celle que l'on sait à quel point la quête d'une protection solaire quotidienne est compliquée, celle-ci apparaît tout simplement comme un must pour les citadines adeptes de la beauté clean."

Marie Bladt, rédactrice green et beauté de *Vogue France*  
 Disponible sur [nocibe.fr](http://nocibe.fr) au prix de 29,90 euros.



pour tous les bobos de l'été (cicatrices, coups de soleil, sécheresses localisées, lèvres gercées, zones agressées par le sel iodé), je ne jure que par ce baume multi usage Second Skin de SeventyOne Percent. Je n'ai jamais vu un produit aussi efficace : appliqué le soir il régénère ma peau brûlée par le soleil en seulement une nuit. À 99% naturel, c'est mon indispensable ultime de l'été."

Jeanne Ballion, stagiaire rédactrice beauté de *Vogue France*

### L'huile sèche Dry Sun Oil de Seventyone Percent

Particulièrement adaptée pour protéger toutes les zones du corps, cette huile sèche 3-en-1 (visage, corps et cheveux) notée 83/100 sur Yuka, puise ses bienfaits dans 3 actifs clés : 1) l'huile végétale de buriti, qui lutte à la fois contre les signes de vieillissement prématuré et prolonge le bronzage, 2) l'huile végétale de jojoba, aux propriétés hydratantes et assouplissantes, 3) des filtres organiques, pour une protection optimale.

### Le stick The Sunkissed de Seventyone Percent

Créée par les deux surfeurs Raphaël Vannier et Marc Levy entre les plages de Hossegor et de Biarritz, la marque française Seventyone Percent met un point d'honneur à formuler des crèmes solaires qui ne polluent pas l'océan et garanties sans la moindre trace de nanoparticules, de sulfate, de silicones ou de parabènes. Ce stick solaire tout particulièrement - au parfum irrésistible - est composé d'une base 100% naturelle comprenant 4 actifs : 1) de la cire de Carnaïba, 2) de l'huile végétale de ricin bio, 3) du beurre de karité bio et 4) de la cire de jojoba, de tournesol et de mimosa. Enfin, son packaging pop est issu de plastique recyclé à 100%.



## Les ÉCLAIREUSES

Avis à celles et ceux friands des textures huiles. Depuis votre plus tendre enfance, vous n'aimez pas les traces blanches de la crème solaire... Alors cap sur cette huile sèche signée Seventyone Percent. À la fois pour le corps et pour le visage, cette huile protectrice SPF30 UVA et UVB résiste à l'eau, nourrit et sublime la peau grâce aux huiles végétales bio de buriti et de jojoba. PS : Vous craquerez pour son doux parfum des îles au jasmin et à la fleur de tilaré !



## ELLE

Crème solaire en stick : le nouveau format de protection ultra-facile à dégrainer

15,90€ les 10 g

Son plus ? Sa formule composée de cire de Carnaïba, de jojoba, de tournesol et de mimosa ainsi que d'huile végétale de ricin bio et de beurre de karité tout en assurant un rendu non collant !



10 crèmes solaires respectueuses des mers et des océans

À l'occasion de la Journée mondiale de l'océan, le 8 juin, voici une sélection de crèmes solaires à la fois respectueuses de la peau et des fonds marins.

28,90€ les 100 ml

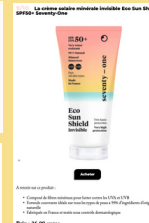
Une protection signée Seventy-One Percent qui protège à la fois les utilisateurs et l'environnement avec une formule bio riche en huile végétale de buriti, de tournesol et de jojoba sans parler des filtres minéraux. Idéale pour les surfeurs !



## COSMOPOLITAN

"Les 10 meilleures crèmes solaires visage SPF 50 pour une haute protection"

"Formule couvrante idéale sur tous les types de peau à 99% d'ingrédients d'origine naturelle"



## FASHION NETWORK

## Doctissimo

## LA DEPECHE

"Plus naturelle et écolo, la protection solaire s'expose dans des versions clean et innovantes"

Une alternative végane, en prime, et made in France, qui œuvre également pour la protection des océans."

Four répondre aux attentes de chacun, les marques sont nombreuses à avoir développé de nouvelles formules bannissant les ingrédients et filtres controversés, au maximum pour certains, totalement pour d'autres, misant le plus souvent sur des écrans minéraux - dioxyde de titane et oxyde de zinc réduits en poudre - considérés moins nocifs pour la peau. C'est le cas de la marque française de protection solaire naturelle SeventyOne Percent dont l'un des best sellers, l'Eco Sun Spray Invisible, est composé à 100% de filtres minéraux pour faire rempart aux UVA et UVB, que ce soit pour les adultes comme pour les enfants, enrichi d'huiles végétales de jojoba, de tournesol, et de buriti bio, pour apporter d'autres bienfaits à la peau. Une alternative végane, en prime, et made in France, qui œuvre également pour la protection des océans.

Il faut préciser que les filtres minéraux sont (presque) devenus la norme aujourd'hui, on fait en tout ou partie intrigué des gammes de produits de nombreuses marques. Et lorsque ce n'est pas le cas, les protections solaires sont aujourd'hui garanties sans filtre solaire organique octocrylène, un composé mis en cause par des chercheurs. Bioregona, Korres, La Bioéthique, ou encore Prina comptent parmi les acteurs qui proposent aujourd'hui des formules composées d'une liste d'ingrédients limitée, la plus naturelle et saine possible.

## GQ

5 crèmes solaires qui respectent les océans

### Eco Sun Shield Seventy One Percent

Dans la catégorie des marques françaises qui innove (et cartonnent), voici Seventy One Percent, entièrement pensée pour les surfeurs et leurs familles. Présente dans plus de 10 pays, la firme du Sud-Ouest s'impose aujourd'hui comme une représentante des cosmétiques éco-conscients et 100% naturels. Et pour preuve, leurs crèmes solaires sont à base de beurre de karité et d'huile de tournesol bio. Cocoricó !



## STYLIST

"LES SOLAIRES SONT-ILS DEVENUS COOL ?"

"Un produit 2-en-1 qui rend belle et protège, on adore !"





# Displays 2024: a range tailored to your needs

## 6 types of display

### Small boxes

#### Solar:

5 skus 630€ excl VAT

#### Sticks:

5 skus 537€ excl VAT

### Wood resources

#### Beauty Sun:

8 skus 846€ excl VAT

#### Daily:

6 skus 687€ excl VAT

#### Adventure:

10 skus 884€ excl VAT

### Tower

17 skus 1700€ excl VAT





Follow us!



**Feel  
the  
sun**



#seventyonepercent

[seventyone-percent.com](http://seventyone-percent.com)

# Key principles of high-performance skincare products:

## 1 Formulated for the demands of the outdoors

- Very high to high protection SPF50+ to SPF30
- Water and perspiration resistant
  - Does not sting the eyes
- Blend of only our own sunscreens: mineral-organic
  - Broad spectrum
- Portable packaging that's easy to carry and use

## 2 Beyond UVB

80-90% of skin problems are caused by exposure to the sun: ageing, hyperpigmentation, cancer, etc.  
UVA rays account for around 95% of the UV radiation we receive.  
However, most brands focus solely on UVB rays.

## 3 Limited impact on the environment

- Made in France.
- Minimum 80% natural;
- NEW GENERATION OF ORGANIC FILTERS
  - maximum efficiency, low environmental impact
- Choosing responsible packaging
  - Reduce: eliminate over-packaging and reduce the thickness of plastic
  - Recycling: choose single-material packs to make recycling easier
  - Reuse: use at least 50% recycled plastic



Micro plastic Free



Products

# Adventure care

## Go Wild



# Sun care

## Sun Kissed



# Daily care

## Feel Good



seventy — one



**70% of the Earth  
is water**

**70% of our body  
is water**

**1% for  
the planet**

**seventy — one 0**