



# PUR EDEN

NEW

## DOWN TO EARTH *ORGANIC DEODO- RANTS*

Pur Eden eaux de parfums and eaux de Cologne offer so much more than ordinary organic fragrances, helping us feel as well as smell good. Because their carefully selected essential oils pack a powerful olfactory punch, they can steer us through those day-to-day emotional up and downs. **And scent and emotion just happen to be the two driving forces behind the very first Pur Eden deodorants...** The obvious next step for the French brand that enjoys rewriting the rulebook and firmly intends to bring its stripped-back, 'woke' approach to every area of the beauty industry.

Pur Eden is again demonstrating its development expertise with formulations featuring 99% natural ingredients and a high concentration of organically farmed ones too. **Gentle on sensitive skin and providing 24 hour protection, the deodorants incorporate Scandinavian active ingredients chosen for their unique properties and ability to survive in hostile climates.** Available as a roll-on or spray (with no propellant of course, but with a special pump to provide the convenience of standard formats), there's something to suit everyone.

# LONG-LASTING EFFECTIVENESS

Thanks to Arctic bramble, this vitamin and polyphenol-rich deodorant meets the skin's essential needs whilst providing lasting antiperspirant action and controlling odour-causing bacteria. **Its natural formulation combines refreshing organic Rosewater, natural Alum stone to regulate but not block perspiration and a probiotic deodorant complex** to slow the spread of bacteria responsible for odours.

Also central to this deodorant, which has the stylish packaging it deserves, are soothing organic Aloe Vera and Cloudberry. **Those Nordic berries are very popular in Scandinavia, Siberia and Alaska for their high concentration in Vitamins C, A and E as well as antioxidants, and are invaluable here for detoxing and stimulating the epidermis.**

# SENSITIVE SKIN

Softly, softly is the promise behind this new deodorant specifically designed for sensitive skin. And its formulation brings together the softest ingredients, not least Nordic Cotton extract sourced from cotton grass flowers and stems. **With its incredible richness in sugars, polyphenols and minerals — which helps it withstand its hostile environment — it wraps the delicate underarms in a blanket of softness.**

Effective against perspiration and unwanted odours thanks to the addition of natural Alum stone, the formulation also includes a probiotic deodorant complex to slow the spread of odour-causing bacteria. **Like a cosmetic shield, this deodorant uses soothing organic Orange Blossom water and repairing organic Aloe Vera to protect against external damage.**



99%

naturally sourced  
ingredients

40%<sup>1</sup> to 74%<sup>2</sup>  
organically farmed  
ingredients

NEW

Pur Eden Long-Lasting Effectiveness  
Organic Deodorant  
50 ml roll-on, €6 | 100 ml spray, €6.50

NEW

Pur Eden Sensitive Skin  
Organic Deodorant  
50 ml roll-on, €6 | 100 ml spray, €6.50

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ingredients

40%<sup>1</sup> to 74%<sup>2</sup>  
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ingredients

1. Percentage in the Roll-On | 2. Percentage in the Spray



Visuals available on request or to download from [www.franckdrapeau.com](http://www.franckdrapeau.com), Journalist Area  
Press contacts: Ingrid, Cassandra, Constance, Marianne, Marie et Teddy - Bureau Franck Drapeau  
+33 (0)144 545409 | [beaute@franckdrapeau.com](mailto:beaute@franckdrapeau.com)

All **PUR EDEN** products  
are available in organic stores and from [Pureden.fr](http://Pureden.fr)