

# LA CRIQUE



**Natural Makeup**

# Beauty in a single gesture with La Crique.



**La Crique** is the first natural makeup brand infused with skincare, Made in France, and inspired by the South of France.

The range includes 5 types of products, available in multiple shades to address 4 fundamental needs in makeup: long-lasting wear, even complexion, color, and radiance.

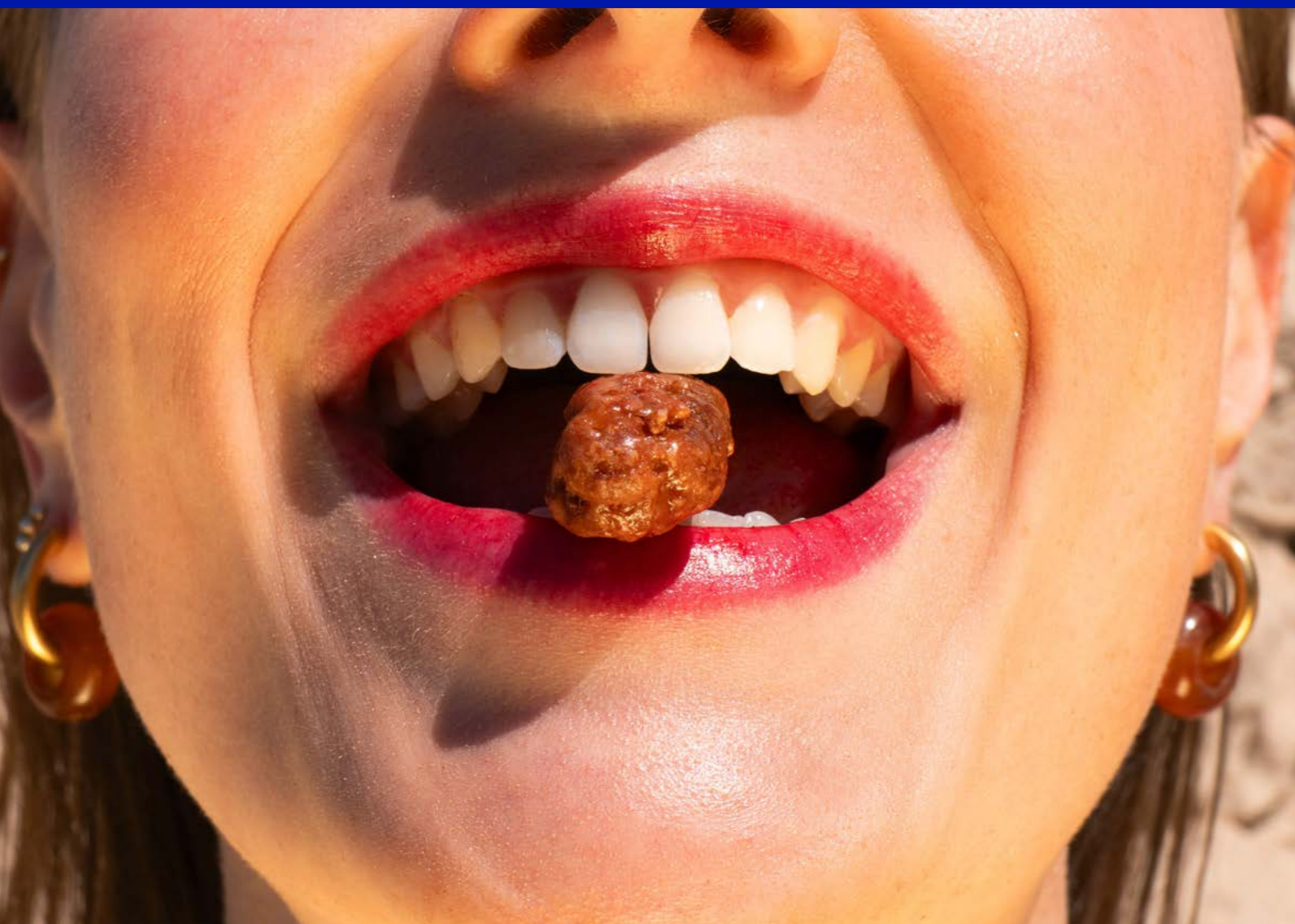
Say goodbye to lengthy routines with multiple products—embrace simplicity and versatility!

Our brand's key strength lies in the skincare benefits included in all-natural formulas:

- Hyaluronic acid in every formula
- Targeted active ingredients inspired by our beloved Provence.

Our products are modern and colorful, creating a strong visual impact in retail displays. And the best part? They're highly affordable for natural, skincare rich products, priced between \$26,90 and \$39,90.

*Already  
2 years  
since the  
launch.*



- ➔ 350 retail locations across Europe
- ➔ 4 key accounts: Printemps, Le Bon Marché and Lulli in France, Manufactum in Germany.
- ➔ New coworking space at La French Beauty
- ➔ Hybrid ranges combining skincare / makeup / lifestyle – French Pharma meets Concept Stores
- ➔ Very affordable pricing in the natural & clean segment.
- ➔ 60 press features since the launch.
- ➔ 2 hero products: Booster Serum Éclat Soleil & Tinted Serum.
- ➔ Strong local roots: Marseille.
- ➔ 3 innovations coming in January 2026.



**Clean and  
natural  
formulas  
that care for  
your skin.**



### Vegan & Natural origin

Our formulas are made primarily with natural ingredients (min 98%) and are vegan.

### Skincare-Infused

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 & 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 manufacturers, our products are elaborated in a French laboratory.

# Skincare at the heart of our makeup formulas.



## Hyaluronic Acid

Known for its moisturizing properties, is present in all the formulas of La Crique.

## Vitamin C

A major ingredient in skincare formulation that protects the skin against exterior aggressions and helps to enhance the radiance of the complexion.

## Prickly Pear

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.

## Biosaccharide gum-4

A natural active ingredient renowned for its antipollution properties.

## Apricot Kernel Oil

Known for its remarkable skin-enhancing qualities

In 2026, La Crique will introduce a new multi-benefit active ingredient: orange blossom water, for its soothing and radiance-boosting properties.

# Water Lip Stain

Enhance your lips with a veil of color thanks to our La Crique Water Lip Stain. This next-generation watercolor formula dresses your lips in a transfer-proof matte finish while delivering a refreshing sensation and a vibrant flush of color. The coverage is buildable – choose a fresh, natural look or a bolder, more intense result.

Key strengths:

- ➔ Ultra-sensorial, smooth, and comfortable texture
- ➔ Lightweight, transfer-proof matte finish with no heavy feel
- Buildable color
- ➔ 97% natural-origin ingredients
- ➔ Made in France
- ➔ New iconic La Crique fragrance with soft notes of Ylang Ylang, Vanilla, and Coconut Milk

	Water Lip Stain Shade 01 Honey Shake	CRQ21201	EAN 3701447305006	0.33 fl.oz.	\$35
	Water Lip Stain Shade 02 Rosé Jelly	CRQ21202	EAN 3701447304993	0.33 fl.oz.	\$35
	Water Lip Stain Shade 03 Guava Punch	CRQ21203	EAN 3701447304986	0.33 fl.oz.	\$35
	Water Lip Stain Shade 04 Raspberry Splash	CRQ21204	EAN 3701447304979	0.33 fl.oz.	\$35
	Water Lip Stain Shade 05 Ruby Crush	CRQ21205	EAN 3701447304962	0.33 fl.oz.	\$35
	Water Lip Stain Shade 06 Iced Coffee	CRQ21206	EAN 3701447304955	0.33 fl.oz.	\$35



86%\* satisfaction  
with the fresh  
sensation after  
application

88%\* satisfaction  
with the natural,  
buildable coverage of  
the water lip stain

\*Usage test on a panel of 61 testers

## Hyaluronic Acid

Hydrates.

## Orange Blossom Water

Soothes.

# pH Reactive Lip Balm Pencil

Enhance the natural color of your lips with La Crique's pH Reactive Lip Balm Pencil. Made with **99,6% natural-origin ingredients and vegan-friendly**, this innovative transparent balm reacts with your lips' natural pH to reveal a unique shade, ranging from soft pink to vibrant fuchsia. Enriched with **nourishing coconut oil, protective vitamin E, and antioxidant gamma-oryzanol**, it combines care and color in a convenient, on-the-go format. Its **creamy texture** glides on effortlessly, allowing for easy one-stroke application. For a natural look: just your lips, only better.

pH Reactive Lip Balm Pencil – 0.08 oz.  
EAN 3701447304948

\$35  
CRQ21301



→ Long lasting

→ Radiant Finish

**Coconut Oil**

Nourishes

**Vitamin E**

Protects

# Natural Volume Mascara

Give your lashes the volume they deserve while caring for them with La Crique's Natural Volume Mascara. This innovative mascara is made with 99% natural-origin ingredients and is vegan. It's infused with hyaluronic acid and castor oil – known for their hydrating and nourishing properties – to enhance your gaze with a natural, healthy look. The perfect everyday essential.

Key strengths:

- Tapered fiber brush: precision & volume
- Light and natural finish: your everyday go-to
- Dries quickly and doesn't smudge
- Easy to remove, even with lukewarm water
- Intense, universal black shade

Natural Volume Mascara-Black Shade – 0.30 fl.oz  
EAN 3701447304009

\$35  
CRQ70000



92%\* satisfaction on the natural look of lashes after application

90%\* satisfaction on mascara hold

\*Usage test on a panel of 84 testers

## Castor Oil

Strengthens and promotes lash growth.

## Hyaluronic Acid

Hydrates and protects.

# Liquid Eyeshadow & Highlighter

Reimagine your gaze with this cream-textured liquid eyeshadow and highlighter, made with **98% natural-origin ingredients and vegan-friendly**. Infused with **hyaluronic acid and calendula flower extract**, it hydrates and soothes while adding a luminous touch to your skin. Whether applied with fingers or a brush, the texture glides effortlessly, delivering an instant cooling sensation. **The fast-drying formula** ensures **long-lasting wear**, rivaling that of powder eyeshadows. Its finish is buildable – from sheer glow for a subtle radiance to bold shimmer for an eye-catching look. **Available in 6 shades** inspired by the radiant colors of summer – from “Crème Glacée” to “Summer Pistachio” – this liquid eyeshadow brings light wherever you want it.

	<b>Eyeshadow &amp; Highlighter</b> Teinte 01 Iced Cream	CRQ69201	EAN <b>3701447304610</b>	0.27 fl.oz.	<b>\$35</b>
	<b>Eyeshadow &amp; Highlighter</b> Teinte 02 Golden Honey	CRQ69202	EAN <b>3701447304603</b>	0.27 fl.oz.	<b>\$35</b>
	<b>Eyeshadow &amp; Highlighter</b> Teinte 03 Pink Sorbet	CRQ69203	EAN <b>3701447304597</b>	0.27 fl.oz.	<b>\$35</b>
	<b>Eyeshadow &amp; Highlighter</b> Teinte 04 Iced Macchiato	CRQ69204	EAN <b>3701447304580</b>	0.27 fl.oz.	<b>\$35</b>
	<b>Eyeshadow &amp; Highlighter</b> Teinte 05 Spicy Chocolate	CRQ69205	EAN <b>3701447304573</b>	0.27 fl.oz.	<b>\$35</b>
	<b>Eyeshadow &amp; Highlighter</b> Teinte 06 Summer Pistachio	CRQ69206	EAN <b>3701447304566</b>	0.27 fl.oz.	<b>\$35</b>



→ **Fresh Texture**

→ **Radiant Finish**

**Hyaluronic Acid**  
hydrates & protects

**Calendula Flower**  
nourishes & soothes

# The Sun-kissed Glow set. *Summer, all year long.*

This luminous duo, made up of **La Crique's bestselling colour products**, warms your complexion and naturally enhances your glow. Inside you'll find our star products: the **Glow Booster Serum**, a natural complexion highlighter enriched with hyaluronic acid and an anti-pollution active, and the **Lips & Cheeks Balm 03 Le Rouge**, a fresh, vitamin-packed touch of colour for your face. A sunny, iconic set that captures the spirit of La Crique: the South and its carefree lightness. Easy to take with you and wear – all year round.



**Radiant Glow Gift Set**  
EAN 3701447304535

**\$52**  
CRQ22007



# Sun-Kissed Glow Booster Serum

The Sun-Kissed Glow Booster Serum is an illuminating complexion serum. Enriched with **hyaluronic acid** and featuring an **anti-pollution active ingredient**, this **vegan** serum provides a natural sun-kissed complexion and protection against external aggression. Composed of **99% natural origin ingredients**, it **hydrates** and **enhances the radiance of the complexion**.

Although its shade may look slightly dark, it blends into all skin tones, imparting a very **natural sun-kissed effect**.

This serum is also suitable **for all skin types**. Achieve your summer glow all year round! This formula is presented in a recyclable glass bottle with a dropper.

Applications :

- ➔ Apply a few drops of the Sun-Kissed Glow Booster Serum to clean, dry skin in the morning, before your makeup routine.
- ➔ Use it alone or as a primer before makeup application
- ➔ You can also mix it with La Crique Skin Tint Serum and/or your usual day cream to add a subtle natural tan to your complexion.
- ➔ You can apply this serum to your neck and chest.



➔ **Natural sun-kissed effect**

➔ **Suitable for all skin types**

**Hyaluronic Acid**

Moisturizing

**Anti-pollution Active ingredients**

Protection

Sun-Kissed Glow  
Booster Serum

CRQ62106

EAN  
3701447303583

1 fl.oz. \$39,90

# Glow Booster Primer Serum

A moisturizing primer serum with a **light and comfortable texture** and a slight shimmer. A hybrid skincare product that prepares the skin for makeup and doubles as a moisturizing serum. This vegan formula contains **98% ingredients of natural origin**.

The **mineral shimmers** in the formula leave a luminous sheen on the skin, creating a natural healthy glow. Suitable **for all skin tones**.

The formula is encapsulated in a recyclable glass bottle with a pipette.

➔ Its application can be done with fingers or a brush, depending on personal preference. Just 2 to 3 drops are enough to cover the entire face.

➔ Upon application, it provides an immediate feeling of comfort. The skin is hydrated and the complexion appears even. The formula is quickly absorbed, allowing for the application of makeup or a moisturizer.



➔ **Natural**  
sun-kissed effect

➔ **Suitable for**  
all skin types

**Hyaluronic**  
**Acid**  
Moisturizing

**Prickly pear**  
**Extract**  
Protection

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Glow Booster Primer Serum CRQ62105 <sup>EAN</sup> 3701447302661 1 fl.oz. \$39,90


# Skin Tint Serum

Part skincare, part makeup, the **Skin Tint Serum** is a **lightly-covering moisturizing serum** with a **comfortable texture**. It evens out the complexion and gives it a luminous aspect for a healthy glow. This vegan formula contains 98% ingredients of natural origin.

This Tinted Serum comes in **5 shades**, designed to suit a wide range of skin tones. In 2025, a fifth shade – 00 Porcelain – was added **to meet the needs of very fair complexions** with cool, pink undertones.

- ➔ It can be applied with fingers or a brush, depending on personal preference. Just 2 to 3 drops are enough to cover the entire face.
- ➔ Upon application, it provides a feeling of hydration and comfort. Its smooth formula applies easily for a natural, radiant finish.

**NEW**

	<b>Skin Tint Serum Shade - 00 Porcelain</b>	CRQ62100	EAN 3701447304542	1 fl.oz.	\$39,90
	<b>Skin Tint Serum Shade - 01 Fair</b>	CRQ62101	EAN 3701447302708	1 fl.oz.	\$39,90
	<b>Skin Tint Serum Shade - 02 Light</b>	CRQ62102	EAN 3701447302692	1 fl.oz.	\$39,90
	<b>Skin Tint Serum Shade - 03 Medium</b>	CRQ62103	EAN 3701447302685	1 fl.oz.	\$39,90
	<b>Skin Tint Serum Shade - 04 deep</b>	CRQ62104	EAN 3701447302678	1 fl.oz.	\$39,90



- ➔ **Natural**  
**Sun-kissed effect**
- ➔ **Suitable for**  
**all skin types**

**Hyaluronic Acid**  
Moisturizing

**Prickly Pear**  
**Extract**  
Protection

# Moisturizing Lip & Cheek Balm

A colorful moisturizing balm with a comfortable texture and 2-in-1 use. Luminous and colorful, this balm brings a natural & healthy glow to the face. It can be applied on the lips - its glowy texture gives them a luminous finish - as well as on the cheeks - as a natural blush. This vegan formula contains between 98% and 99% ingredients of natural origin.

Available in 6 shades – there’s something for every preference. In 2025, La Crique launches Shade 06 Rose Coral – a warm, rosy tone that captures the spirit of summer and the South! The formula comes in a recyclable glass jar.

→ It can be applied with fingers or a brush, depending on personal preference. Once applied, the texture blends seamlessly into the skin, leaving a feeling of comfort and lightness. Coverage is light but can be built up with additional layers.

	Lip & Cheek Balm 01 Nude Beige	CRQ21101	EAN 3701447302654	0.17 oz.	\$26,90
	Lip & Cheek Balm 02 Rosewood	CRQ21102	EAN 3701447302647	0.17 oz.	\$26,90
	Lip & Cheek Balm 03 Just Red	CRQ21103	EAN 3701447302630	0.17 oz.	\$26,90
	Lip & Cheek Balm 04 Red Brown	CRQ21104	EAN 3701447302623	0.17 oz.	\$26,90
	Lip & Cheek Balm 05 Garnet	CRQ21105	EAN 3701447302616	0.17 oz.	\$26,90
	Lip & Cheek Balm 06 Pink Coral	CRQ21106	EAN 3701447304559	0.17 oz.	\$26,90

**NEW**



**NEW**  
PINK CORAL

→ Healthy Glow  
to the face

→ Glowy Texture

**Hyaluronic  
Acid**  
Moisturizing

**Vitamin C**  
Protective

# Merchandising Sales Support

5 display stands to maximize in-store visibility.

➔ Practical

- 3 identical, interchangeable bases
  - + 1 new base specific to powder products
  - + 1 new co-display base for mascara & liquid eyeshadows / highlighters
- Compact: 13.78 x 8.86 x 8.66 in

➔ High impact

Strong visual presence with premium headers in distinct colour codes.

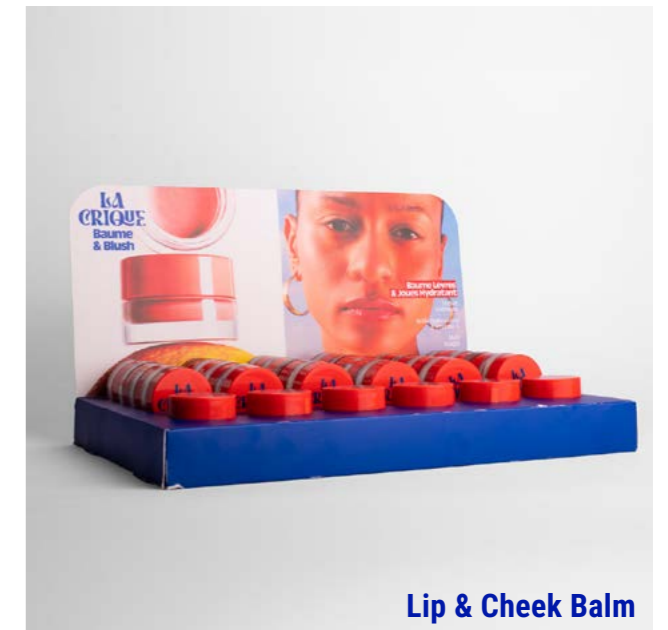
➔ Test & Convert:

A dedicated tester space at the front of the stand. Clear messaging on headers to drive conversion at shelf.

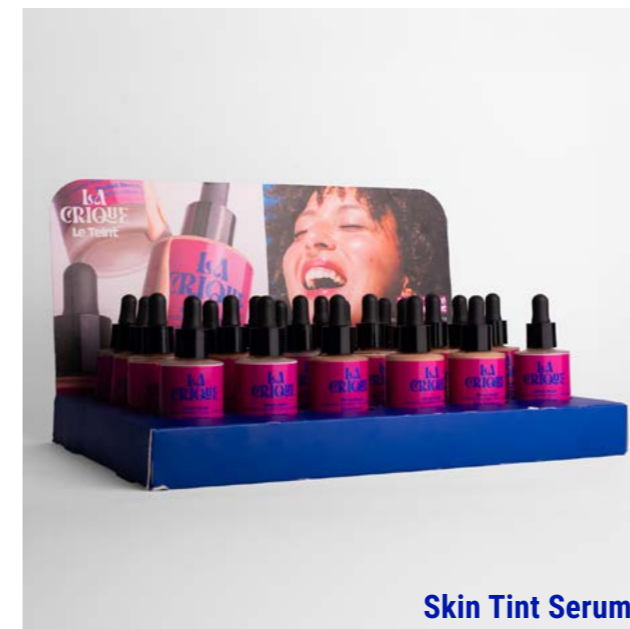
<b>Kraft Bags x25</b> 7.09 x 3.15 x 9.06 in	PLVCRQ17
<b>Water Lip Stain &amp; pHReactive Pencil</b> 13.78 x 8.86 x 8.66 in	PLVCRQ28
<b>Lips &amp; Cheeks Balms</b> 13.78 x 8.86 x 8.66 in	PLVCRQ22
<b>Tinted Hydrating Serums</b> 13.78 x 8.86 x 8.66 in	PLVCRQ23
<b>Primer &amp; Bronzer</b> 13.78 x 8.86 x 8.66 in	PLVCRQ24
<b>Liquid Eyeshadows &amp; Mascara</b> 13.78 x 8.86 x 8.66 in	PLVCRQ26



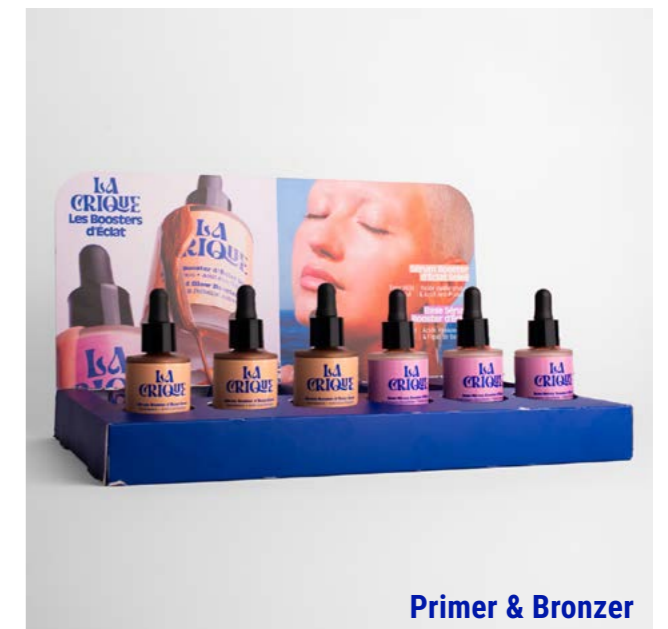
Kraft Bags



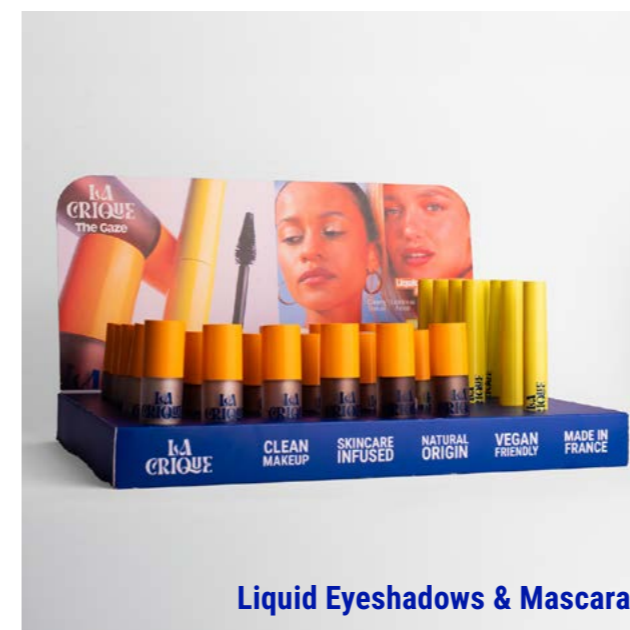
Lip & Cheek Balm



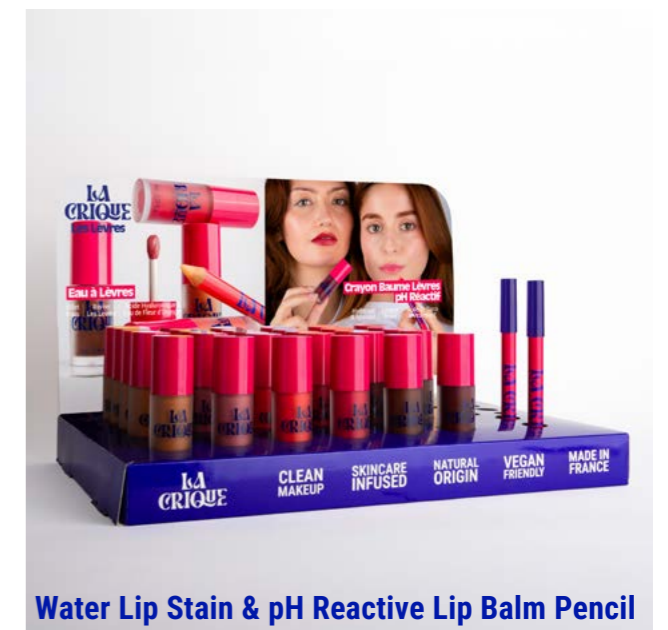
Skin Tint Serum



Primer & Bronzer



Liquid Eyeshadows & Mascara



Water Lip Stain & pH Reactive Lip Balm Pencil

# Merchandising Sales Support

Discover the 4 collection trays in a brand-new free-standing floor display – more premium and long-lasting than ever. Perfect for showcasing the full range without taking up too much space, while visually expressing the colours and DNA of La Crique.

62.99 x 17.91 x 15.27 in

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2025 - New Display Tower

EAN 3701447304801

PLVCRQ09\_PACK



LA  
CRIQUE



# LA CRIQUE

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Stewart Co.

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