

LA CRIQUE

Natural Makeup.

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.

**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.*



L'Acide Hyaluronique

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

La Vitamine C

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

La Figue de Barbarie

It is known its restructuring and nourishing virtues.

La Fleur de Calendula

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.

In 2025, La Crique will introduce a new multi-benefit active ingredient: apricot kernel oil, for its remarkable skin-enhancing qualities.

NEW



**LA
CRIQUE**

8ml • 0.27 fl.oz.

**LA
CRIQUE**

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 – 9 ml
EAN 3701447304009

CRQ70000

For pricing, please contact Sales Representative Michael Stewart at
416-882-9122, or Michael@stewartco.ca



NEW

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

For pricing, please contact Sales Representative Michael Stewart at 416-882-9122, or Michael@stewartco.ca

	Fard à paupières Liquide Teinte 01 Iced Cream	CRQ69201	EAN 3701447304610	8ml
	Fard à paupières Liquide Teinte 02 Golden Honey	CRQ69202	EAN 3701447304603	8ml
	Fard à paupières Liquide Teinte 03 Pink Sorbet	CRQ69203	EAN 3701447304597	8ml
	Fard à paupières Liquide Teinte 04 Iced Macchiato	CRQ69204	EAN 3701447304580	8ml
	Fard à paupières Liquide Teinte 05 Spicy Chocolate	CRQ69205	EAN 3701447304573	8ml
	Fard à paupières Liquide Teinte 06 Summer Pistachio	CRQ69206	EAN 3701447304566	8ml

NEW

→ 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

CRQ22007

For pricing, please contact Sales Representative Michael Stewart at
416-882-9122, or Michael@stewartco.ca

NEW

**LA
CRIQUE**

The Sun-Kissed Glow set.

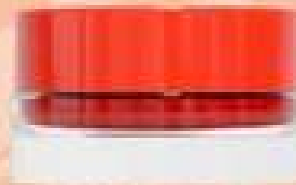
Le Coffret
Éclat Soleil

sérum booster d'éclat soleil



Sun-Kissed Glow Booster Sérum

Baume Lèvres & Joues



03. Le Rouge

Lip & Cheek Balm 03. Just Red

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.

Sun-Kissed Glow
Booster Serum

CRQ62106

EAN
3701447303583

30ml

For pricing, please contact Sales Representative Michael Stewart at 416-882-9122, or Michael@stewartco.ca



➔ Natural
sun-kissed effect

➔ Suitable for all
skin types

**Hyaluronic
Acid**

Moisturizing

**Anti-pollution
Active
ingredients**

Protection

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.

Glow Booster Primer Serum	CRQ62105	EAN 3701447302661	30ml
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➔ Natural
sun-kissed effect

➔ Suitable for
all skin types

**Hyaluronic
Acid**

Moisturizing

**Prickly pear
Extract**

Protection

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		Skin Tint Serum Shade - 00 Porcelain	CRQ62100	EAN 3701447304542	30ml
		Skin Tint Serum Shade - 01 Fair	CRQ62101	EAN 3701447302708	30ml
		Skin Tint Serum Shade - 02 Light	CRQ62102	EAN 3701447302692	30ml
		Skin Tint Serum Shade - 03 Medium	CRQ62103	EAN 3701447302685	30ml
		Skin Tint Serum Shade - 04 deep	CRQ62104	EAN 3701447302678	30ml

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➔ 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	5g
	Lip & Cheek Balm 02 Rosewood	CRQ21102	EAN 3701447302647	5g
	Lip & Cheek Balm 03 Just Red	CRQ21103	EAN 3701447302630	5g
	Lip & Cheek Balm 04 Red Brown	CRQ21104	EAN 3701447302623	5g
	Lip & Cheek Balm 05 Garnet	CRQ21105	EAN 3701447302616	5g
	Lip & Cheek Balm 06 Pink Coral	CRQ21106	EAN 3701447304559	5g

NEW

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NEW
PINK CORAL

→ Healthy Glow
to the face

→ Glowy Texture

**Hyaluronic
Acid**
Moisturizing

Vitamin C
Protective

Merchandising Sales Support

5 display stands to maximise in-store visibility.

➔ Practical

3 identical, interchangeable bases
+ 1 new base specific to powder products
+ 1 new co-display base for mascara &
liquid eyeshadows / highlightersf
Compact: 35 x 22.5 x 22 cm

➔ 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.

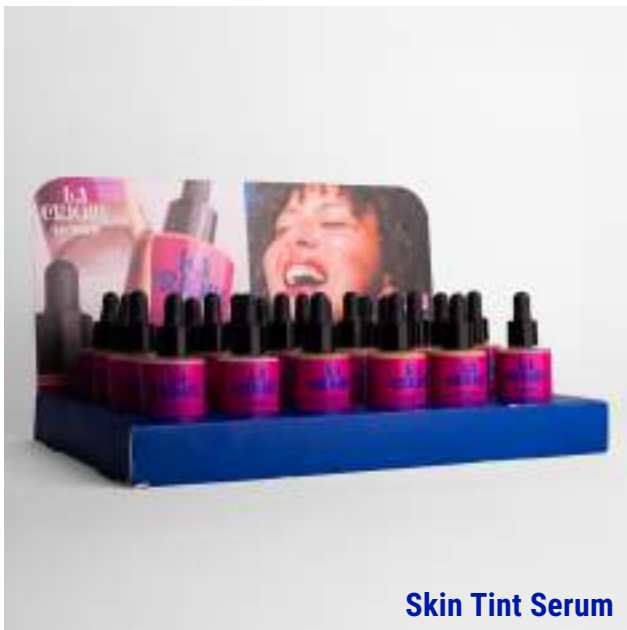
Kraft Bags x25 18x8x23cm	PLVCRQ17
Lips & Cheeks Balms 35 x 22.5 x 22 cm	PLVCRQ22
Tinted Hydrating Serums 35 x 22.5 x 22 cm	PLVCRQ23
Primer & Bronzer 35 x 22.5 x 22 cm	PLVCRQ24
Mattifying Skincare Powder SPF15 35 x 22.5 x 22 cm	PLVCRQ25
Liquid Eyeshadows & Mascara 35 x 22.5 x 22 cm	PLVCRQ26



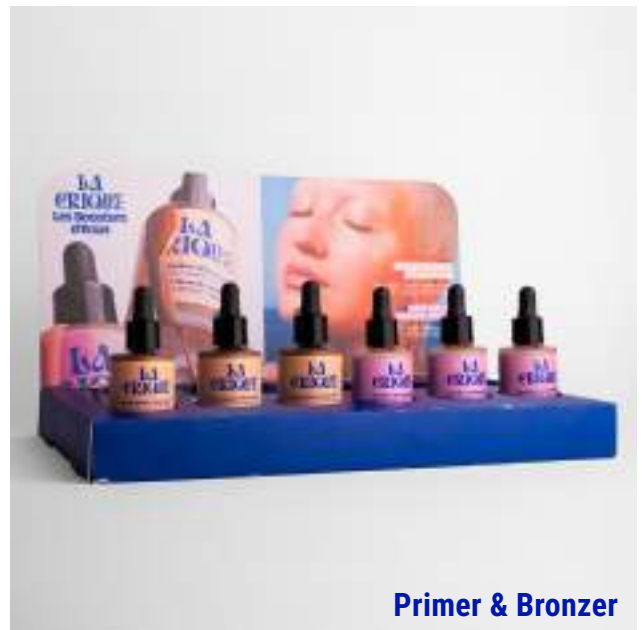
Kraft Bags



Lip & Cheek Balm



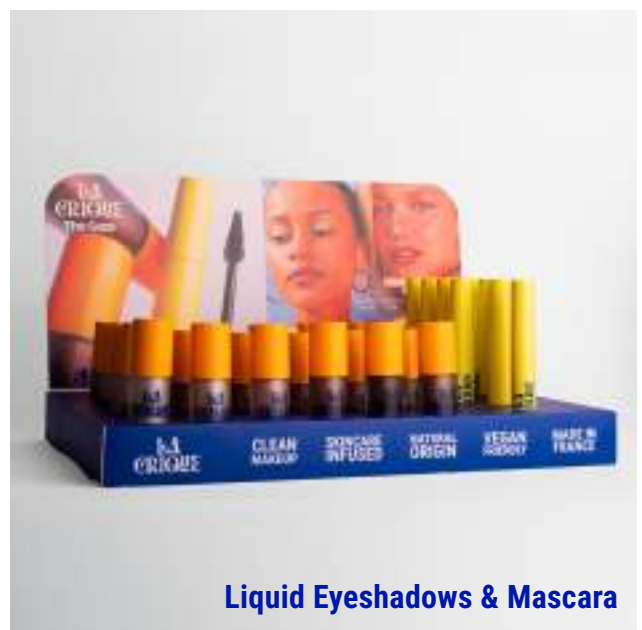
Skin Tint Serum



Primer & Bronzer



Mattifying Skincare Powder



Liquid Eyeshadows & Mascara

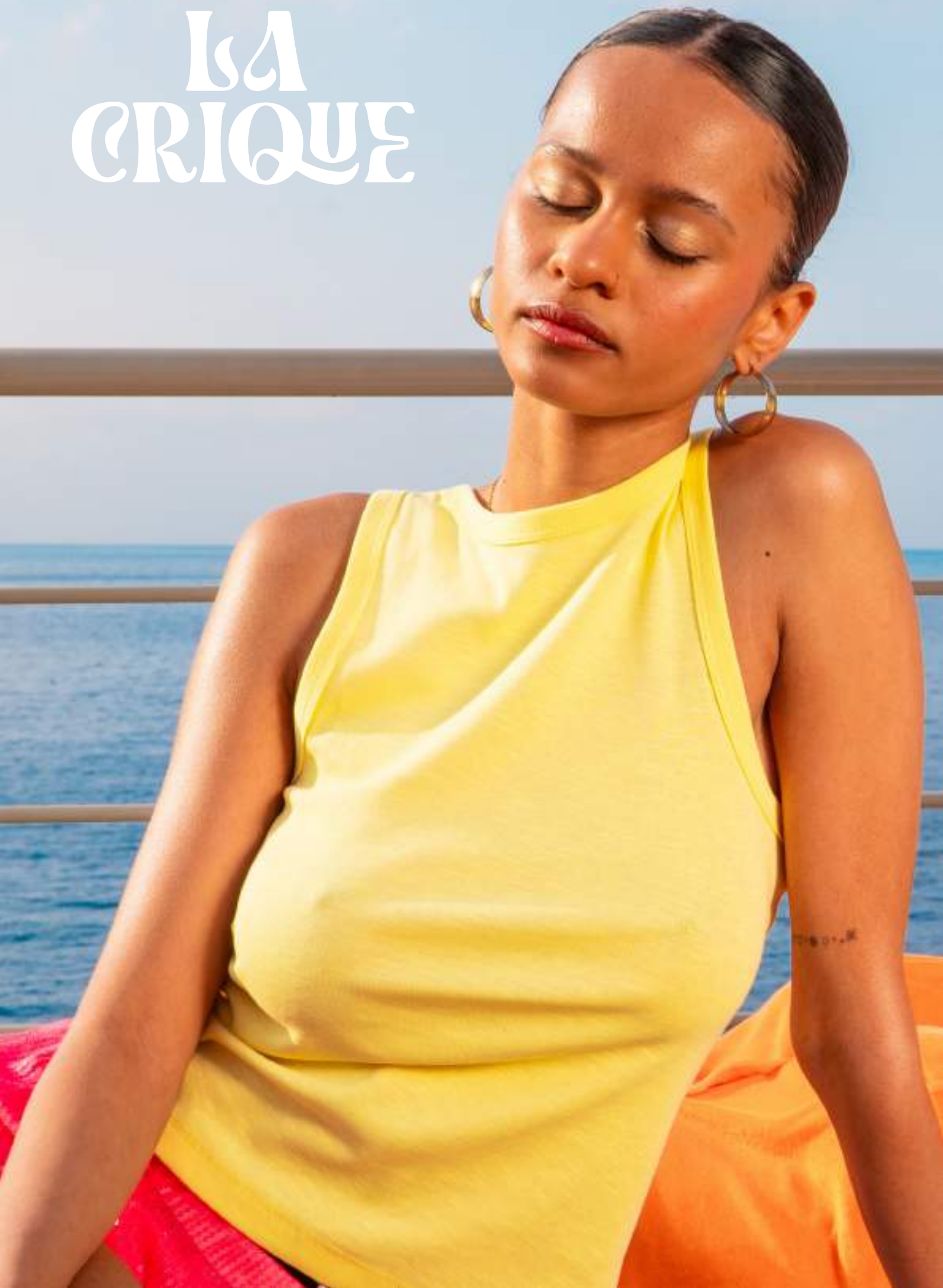
Merchandising *Sales Support*

Discover the 5 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.

160 x 45.5 x 38.8 cm



LA
CRIQUE



LA CRIQUE

For more product information, pricing and assistance with placing your order,
please contact Sales Representative Michael Stewart at
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