



**EOLYS** beauté

Dénicheur et créateur de pépites beauté





# EOLYSbeauté

the *brand* behind

the *brands*

in the French market



25 years of  
expertise



A team of 25  
passionate employees



Company with a  
mission driven  
statuts

Entreprise



Certifiée

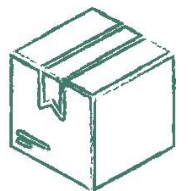
B Corp  
certification



Member of FEBEA  
federation



Shipment within  
48h



Integrated logistic  
platform

# OUR HISTORIC TIMELINE

New Shareholders :  
Francois & Eglantine LAUDE



2010

Launch of new brands into new  
distribution channels

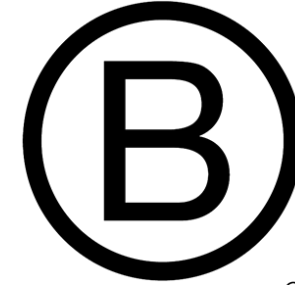


2020

Change to a  
mission driven status



B corp certification



2022

1998



Creation of the company  
fully dedicated to  
beauty salons supplies

2017



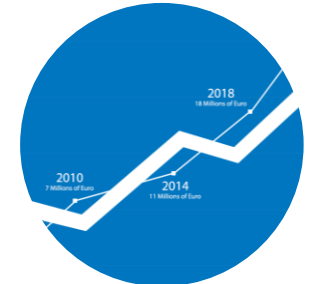
New Logistic warehouse.  
400 pallets capacity

2020



Strategy of diversification :  
launch of our own brand :  
« Minimaliste »

2024



Strong growth  
acceleration



# OUR BRAND PORTFOLIO

A mix between foreign and french brands

A mix of our own brands and those represented on behalf of other companies

Focus on selective, clean, highly effective products on all beauty segments : skincare, fragrance, make up, food supplements



# MORE THAN 2000 RETAILERS SUPPLIED EVERY YEAR

DEPT STORES



E RETAILERS



PHARMACIES



BEAUTY SALONS / SPA



CONCEPT STORES



ORGANIC STORES



PERFUMERIES



Myorigines

Mon Corner **b**

**atida**

newpharma 

**amazon**



**elSie**  
SANTÉ



INSTITUT  
DE  
**BEAUTÉ**



**gOLIMOI**

OH MY CREAM!

ecocentric

**MA  
DEMOIS  
elleBIO**



Marionnaud  
PARIS

**NOCIBÉ**

Passion  Beauté  
PARFUMERIE - INSTITUT

**PRINTEMPS**

**SAMARITAINE**  
PARIS PONT-NEUF

*Galeries  
Lafayette*



# OUR AREAS OF EXPERTISE



## POWERFUL COMMERCIAL STRATEGY

- In house sales force
- B to B media plan
- Sales cycles / CRM
- Marketing automation
- Exhibition fairs
- Taylor made actions plan on VIP accounts



## IN HOUSE LOGISTIC PLATFORM

- 20.000 orders shipped every year
- Local production for coffrets
- Average delivery time : 48 hours
- ...



## STRONG SELL OUT APPROACH

- Development of local point of sale material
- Training facilities
- Trade marketing plan
- PR / Social media
- Sales tools box
- VIP events



## 360-DEGREE DIGITAL STRATEGY

- 10 self managed e-boutiques
- Social media
- E-mailing / newsletters
- Amazon vendor & seller central
- Market places
- Google ad words campaigns
- ...

# EXAMPLES OF TRADE MARKETING TOOLS

## IN HOUSE DEVELOPMENT



WINDOW  
DECORATION KIT

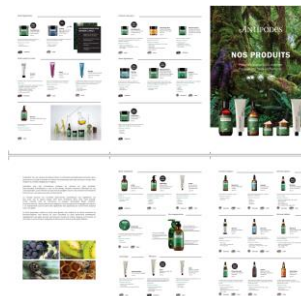
COUNTER DISPLAY



E-LEARNING



SALES TIPS



STAND ALONE COUNTERS



GIFT VOUCHERS



BEAUTY ANIMATIONS

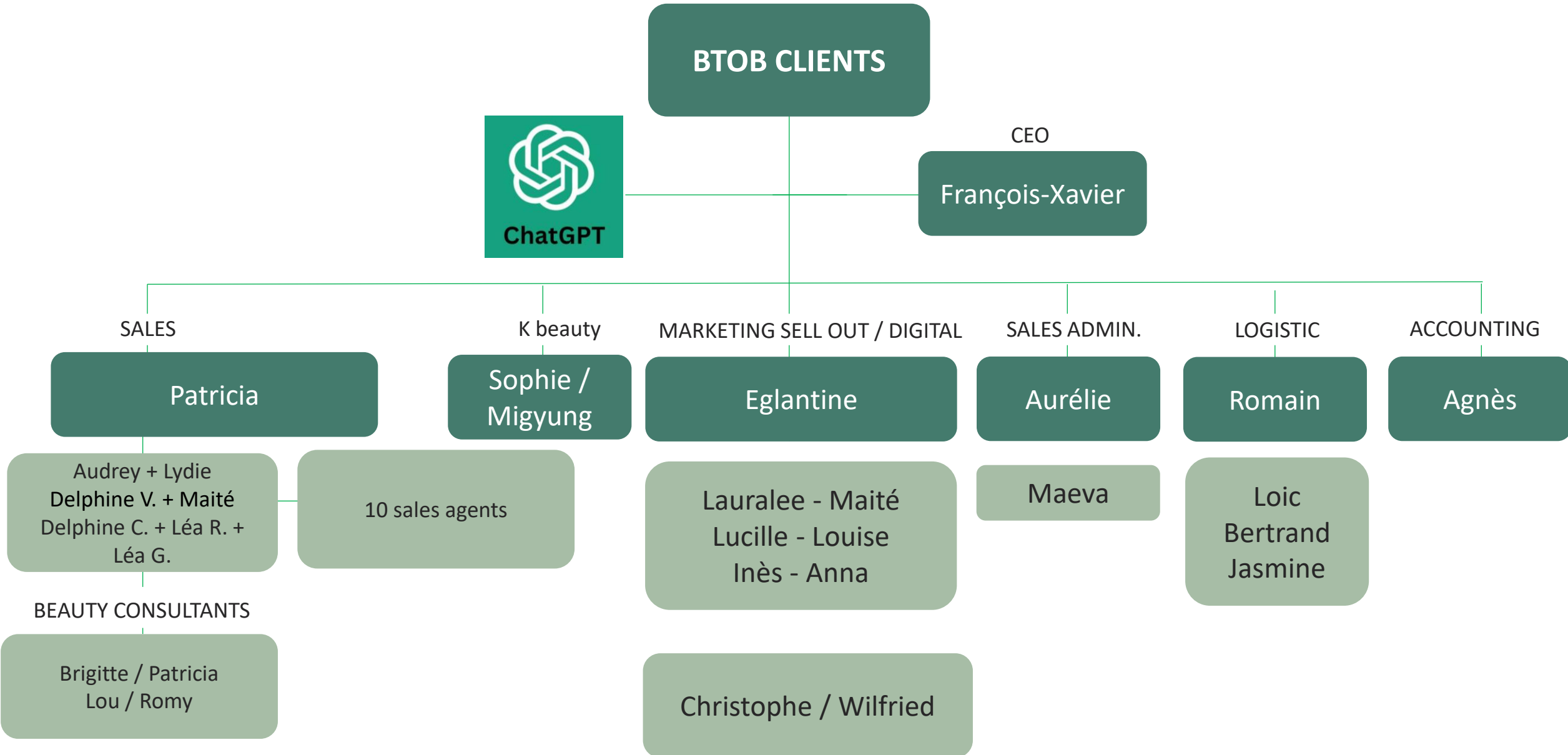


B TO C LOYALTY  
PROGRAM





# AN ORGANIZATIONAL CHART FOCUSED ON CUSTOMER SERVICE





# CONTACT US

More information on our corporate website :

<https://www.eolys-beaute.com/>

EOLYS beauté

105 av Jean Jaures  
69600 OULLINS – France

+33 4 37 64 47 57

[contact@eolys-beaute.com](mailto:contact@eolys-beaute.com)

