

66°
30



THE IDEA

66°30 : ORGANIC CARE FROM ANOTHER ANGLE...

66° 30 is the angle of inclination of the Earth and the origin of the seasons. This symbolic contrast between the force of the universe and the fragility of its equilibrium is reflected in the life of today's urban man.

Created for today's man, driven by similar forces of strength and vulnerability, confident in the future, yet also aware of the fragile equilibrium of his environment and his skin... 66°30 is a new line of organic skincare dedicated to him.



STICK TO THE STRICT MAXIMUM

cosmetic products, very easy to use and specifically tailored to the essential needs of the skin of the modern man:

Nourish Moisturize Protect Regenerate Soothe



THE ESSENTIAL

purify nourish moisturize

THE ESSENTIALS OF THE PURITY LINE:

1. Three complementary products developed to purify the hair, the face and the body:
 - Face Scrub & Mask 3-in-1
 - Hair & Body Dermo-protector Shower Gel
 - Ultra-gentle Daily Face Cleanser
2. All three products are PH neutral for the skin, with no irritating or allergenic ingredients (contains no ammonium lauryl sulfate and no allergens), providing a unique biocompatibility with the skin and hair.
3. A combination of active ingredients from plant extracts created using the latest breakthroughs in green technologies...



protect regenerate soothe

THE ESSENTIALS OF THE CARE LINE:

1. Five multifunctional facial care products with a unique concentration of active ingredients (76 to 88%) and of ingredients from organic farming (61 to 80%).
2. A combination of benefits from more than 20 plants from protected French and European biotopes (Provence, Alps, Brittany..).
3. All products feature the **Urban Shield®**, an exclusive patented synergistic complex of 7 plant extracts.
4. The effectiveness has been consistently proven by scientific tests made by independent laboratories.
5. Airless bottles ensure optimal storage with minimal preservatives. A protective shutter prevents the products from drying between applications...

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THE CARE LINE

DAY CYCLE

6-in1 Ultra-moisturizing** Face Fluid

This ultra-moisturizing, protecting and soothing fluid improves skin softness, firmness and maintains natural radiance throughout the day. Ideal for use in the morning, after shaving.

Key points:

- Contains **Urban Shield ®**, an exclusive complex for maximum daily protection.
- **Turkish fig extract** combined with **sodium hyaluronate** moisturizes** and softens the skin while preventing « imperceptible water loss » over time.
- **Arctic berries and Finnish blueberry seed oil** immediately soothe razor burn.
- Contains no alcohol.

Key figures:

- **81%** of active ingredients (four to five times as much as in regular products).
- **99.4%** of the total ingredients are of natural origins.
- **74.9%** of the total ingredients are from organic farming.

Some of the 19 plant extracts present in the composition of the Day Cycle:

Alaria Esculenta harvested in the Bréhat Archipelago in France, Montpellier Rockrose from the South of France, arctic Berries and Bilberry seed oil from Finland, Crambe maritime from Brittany, Extract of sweet Calabrian oranges, « Butterfly tree » and Thyme grown in Switzerland, Turkish Fig extract, organic glycerine, Baobab grain pulp from Burkina Faso, « Saw palmetto » extract, Candeia extract from Brazil, Shea butter (Burkin Faso), Jojoba virgin oil...





Main actions:

1. Protects
2. Ultra-moisturizes**
3. Reduces shine
4. Smoothes
5. Firms
6. Soothes razor burn

1.75 Fl. oz « airless » Bottle

airtight closing for improved conservation
Suggested retail price 39 € all taxes included

0.52 Fl. oz « airless » Travel Bottle

Suggested retail price 19 € all taxes included

** of outer layers of the skin



THE CARE LINE

NIGHT CYCLE Face Regenerating Anti-aging Complex

This ultra-nourishing moisturizing** cream, protects the youthful look of the skin by an intense repairing, regenerating and revitalizing action. Helps to fight against early signs of aging. Can be used anytime but best if used during the night-time cell regeneration process.

Key points:

- Contains **Urban Shield ®**, an exclusive complex for maximum daily protection.
- **Crest marine (seaweed)** harvested in the Bréhat Archipelago in France increases ceramide III and IV synthesis; helps regulate desquamation and keratogenesis. Improves cellular breathing and renewal.
- **Extract of peas** grown in France stimulates the synthesis of collagens I and V and improves natural skin suppleness.
- **Low molecular weight sodium hyaluronate** reduces wrinkles.
- Contains no alcohol.

Key figures:

- **82.4%** of active ingredients (four to five times as much as in regular products).
- **99.4%** of the total ingredients are of natural origin.
- **70.4%** of the total ingredients are from organic farming.

Some of the 19 plant extracts present in the composition of the Night Cycle:

Pea extract grown in France, Alaria Esculenta harvested in the Bréhat Archipelago in France, Montpellier Rockrose from the South of France, Crambe maritime and Crest-marine from Brittany, Extract of sweet Calabrian oranges, « Butterfly tree » and Thyme grown in Switzerland, Turkish Fig extract, organic glycerine, Candeia extract from Brazil, Shea butter (Burkin Faso), « Rice silk », Aloe vera and Jojoba Virgin oil..





Main actions:

1. Fights wrinkles
2. Moisturizes**
3. Nourishes
4. Regenerates
5. Tones
6. Repairs

11

1.75 Fl. oz « airless » Bottle

airtight closing for improved conservation
Suggested retail price 48 € all taxes included

0.52 Fl. oz « airless » Travel Bottle

Suggested retail price 24 € all taxes included

** of outer layers of the skin



THE CARE LINE

RADIANCE CYCLE Natural Glow Face Serum

This Moisturizing** serum protects and reduces oiliness and shine while progressively enhancing the skin with a natural radiance and touch of color. Ideal for use during periods of stress and fatigue. Contains no carotene or DHA.

Key points:

- Contains **Urban Shield ®** (patent pending), an exclusive complex for maximum daily protection.
- **Extract of sweet Calabrian oranges** provides skin with a cocktail of vitamins, energy and dynamism
- **Turkish fig extract** moisturizes** and softens the skin while preventing imperceptible water loss
- The exceptional self-tanning properties of **erythrolucose** give the skin a natural glow, which increases progressively with each application.
- Contains no alcohol.

Key figures:

- **88.3%** of active ingredients (four to five times as much as in regular products).
- **99.6%** of the total ingredients are of natural origins.
- **80.0%** of the total ingredients are from organic farming.

Some of the 12 plant extracts present in the composition of the Radiance Cycle:

Alaria Esculenta harvested in the Bréhat Archipelago in France, Montpellier Rockrose from the South of France, **Crambe maritime from Brittany**, Extract of sweet Calabrian oranges, « Butterfly tree » and Thyme grown in Switzerland, Turkish Fig extract, organic glycerine, **Candeia extract from Brazil**, « Rice silk » and Jojoba virgin oil..





Main actions:

1. Protects
2. Moisturizes**
3. Reduces shine
4. Smoothes
5. Promotes a healthy glow

13

1.05 Fl. oz « airless » Bottle

airtight closing for improved conservation
Suggested retail price 39 € all taxes included

0.52 Fl. oz « airless » Travel Bottle

Suggested retail price 19 € all taxes included

** of outer layers of the skin



THE CARE LINE

CYCLE EXTREME Essential Face Balm

This unique ultra-moisturizing** face balm, provides a complete and intensive treatment that protects and repairs skin during periods of physical, psychological and climatic stress. Ideal for all sports and activities.

Key points:

- Contains **Urban Shield ®** (patent pending), an exclusive complex for maximum daily protection.
- **Seaweed (Crest-marine)** harvested in the Bréhat Archipelago in France increases ceramide III and IV synthesis; helps regulate desquamation and keratogenesis. Improves cellular breathing and renewal.
- **Argan oil** (Morocco), **Shea butter** (Burkina Faso) and **Spent wax** (Germany) provide their unique soothing powers.
- **Low molecular weight sodium hyaluronate** in high concentration (0.3%) reduces wrinkles.
- Contains no alcohol.

Key figures:

- **76.6%** of active ingredients (four to five times as much as in regular products).
- **99.5%** of the total ingredients are of natural origin.
- **61.3%** of the total ingredients are from organic farming.

Some of the 22 plant extracts present in the composition of the Extreme Cycle:

Alaria Esculenta harvested in the Bréhat Archipelago in France, Montpellier Rockrose from the South of France, *Aster maritime*, *Crambe maritime* and *Crest-marine* from Brittany, *Argan oil* from Morocco, *Shea butter* (Burkin Faso), *Spent grain wax*, Extract of sweet Calabrian oranges, « Butterfly tree » and Thyme grown in Switzerland, *Bilberry seed oil* from Finland, Turkish Fig extract, organic glycerine, *Candeia extract* from Brazil, *Aloe vera*, Sesame and *Jojoba seed oil* ...





Main actions:

1. Protects
2. Ultra-moisturizes**
3. Repairs
4. Regenerates
5. Tones
6. Soothes

15

1.05 Fl. oz « airless » Bottle

airtight closing for improved conservation
Suggested retail price 57 € all taxes included

0.52 Fl. oz « airless » Travel Bottle

Suggested retail price 29 € all taxes included

** of outer layers of the skin



THE CARE LINE

PRECISION CYCLE 3-in-1 Eye Fluid

This exceptional Fluid helps to prevent and repair wrinkles, dark circles and sagging skin. Ideal for use each morning or as a mask at night.

Key points:

- **Contains Urban Shield ®** (patent pending), an exclusive complex for maximum daily protection.
- **Processed hibiscus seeds** soothe muscular tensions around the eyes.
- **Amino acids** increase the natural production of collagen and fights against wrinkles.
- **Red deep-sea algae** (*Cartilagineum gelidium*) improves blood circulation and increases skin firmness and suppleness, fighting against dark shadows under the eyes.
- **Buckwheat wax** grown in Brittany prevents skin from sagging by inhibiting the natural lipogenesis process.
- **Elderflower water** grown in the South of France, famous for its soothing action, gives comfort and softness.
- Contains no alcohol.

Key figures:

- **82.6%** of active ingredients (four to five times as much as in regular products).
- **99.4%** of the total ingredients are of natural origins.
- **71.8%** of the total ingredients are from organic farming.

Some of the 15 plant extracts present in the composition of the Precision Cycle:

Elderflowers grown in the South of France, Buckwheat wax grown in Brittany, Alaria Esculenta harvested in the Bréhat Archipelago in France, Montpellier Rockrose from the South of France, *Crambe maritime* from Brittany, Extract of sweet Calabrian oranges, « Butterfly tree » and Thyme grown in Switzerland, *deep sea cartilagineum Gelidium*, *Hibiscus grains*, Turkish Fig extract, organic glycerine, *Baobab grain pulp* from Burkina Faso...





Mains actions:

1. Fight wrinkles
2. Reduces dark under-eye rings
3. Reduces skin sagging
4. Smoothes
5. Relaxes

0.52 Fl. oz « airless » Bottle

Suggested retail price 38 € all taxes included



THE PURITY LINE

FACE SCRUB & MASK 3-in-1

This multifunctional scrub-mask purifies the skin and removes daily accumulated impurities. The skin is purified and able to breathe. As a result, it regenerates faster, helping it to regain all of its natural glow.

A multi-purpose product, which can be used in three different ways:

- **Scrub + Mask** (recommended): once a week to deeply purify the skin
- **Scrub only**: once a week, especially when time is limited.
- **Mask only**: once a week, especially effective for sensitive skin or simply whenever you want to enjoy the soothing and relaxing benefits of a clay mask.

Main points:

- The combination of **apricot kernel, rice, shea and rhyolite** efficiently exfoliate dead cells.
- **The fruit peptides** increase the exfoliating and purifying process by their enzymatic action on the intercellular cement.
- **Kaolin (white clay)** acts as a mask, which soothes and deeply purifies the skin by liberating the pores.
- **Cranberry and tomato seed oil** provide valuable antioxidants and nourishing agents (Omega 3 and 6), which help to fight against aging.
- Does not contain essential oils
- Allergen-free
- Perfume-free
- No coloring agents
- Alcohol-free





NEW

Main actions:

1. Scrubs
2. Exfoliates
3. Astringent
4. Soothes

19

Tube 3.52 Fl. oz

Recommended retail price 32 € all taxes included



THE PURITY LINE

HAIR & BODY SHOWER GEL

Dermo-regulator

Created from the latest green technologies, this natural plant-based hair & body shower gel is allergen-free and PH balanced for the scalp and skin. It brings balance, shine and softness while gently regulating the daily production of natural sebum.

Product characteristics:

- **100% vegetable agents**, pH-neutral for the skin and hair, gently cleanse while maintaining hydrolipidic balance of the skin. Especially adapted to sensitive skin types.
- **Nettle** (known for its exceptional anti-dandruff, astringent and anti-radical properties), stimulates the microcirculation of the scalp.
- **Sage**, with its antioxidant and anti-inflammatory properties, rebalances the production of sebum and normalizes oily hair.
- **Raspberry vegetal water**, which is rich in vitamins and minerals, restores and revitalizes the epidermis of the skin for an immediate "invigorating" effect.
- Does not contain ammonium lauryl sulfate.
- Does not contain essential oils.
- Allergen-free.
- Alcohol-free.





NEW

Mains actions:

1. Balances
2. Regulates
3. Soothes
4. Ultra-rinsable

Bottle 8.82 Fl. oz

Recommended retail price 21 € all taxes included

Bottle 3.52 Fl. oz

Recommended retail price 11 € all taxes included



THE PURITY LINE

DAILY FACE CLEANSER

Ultra-gentle

This daily cleanser purifies and moisturizes the skin while regulating sebum production. Ultra-gentle and allergen-free, it can be used daily, especially in the evening, to remove impurities accumulated throughout the day.

Key points:

- **100% vegetable cleaning agents**, pH-neutral for the skin, gently cleanse while maintaining hydrolipidic balance of the skin. Especially suited for sensitive skin types.
- **Raspberry vegetal water**, which is rich in vitamins and minerals, restores and revitalizes the epidermis of the skin for an immediate "invigorating" effect.
- **Aloe vera**, a proven anti-inflammatory and regenerating agent, moisturizes and soothes the skin.
- **Hop** rebalances sebum production and tightens dilated pores.
- Does not contain ammonium lauryl sulfate.
- Does not contain essential oils.
- Allergen-free.
- Alcohol-free.





NEW

Mains actions:

1. Regulates
2. Balances
3. Fights fatigue
4. Moisturizes**

23

«Foamer» dispenser 4.41 Fl. oz

Recommended retail price 21 € all taxes included

«Foamer» dispenser 1.76 Fl. oz

Recommended retail price 10 € all taxes included

** of outer layers of the skin



OUR CLAIMS

Urban Shield®: the heart of our exclusive formulas

Our own synergetic complex, the patented Urban Shield®, is present in all five products of the Care Line. The Urban Shield® is a veritable barricade against the aggressions of our modern lifestyles (sunlight, ozone, pollution, air conditioning, stress, etc).

It provides maximum and unique skin protection throughout the day by providing the resources necessary to strengthen and prevent many types of daily damage.

Main ingredients of the Urban Shield®:

- **Turkish fig extract** moisturizes** and softens the skin while preventing "imperceptible water loss", a source of premature aging of the skin.
- **"Butterfly tree"** and **thyme** grown in Switzerland protect skin from ozone pollution
- Extract of **sweet Calabrian oranges** provides skin with a cocktail of vitamins, energy and dynamism
- **Montpellier Rockrose** from the South of France releases relaxing and soothing beta-endorphins
- **Alaria Escullenta** (seaweed) harvested in the Brehat Archipelago in France, provides the skin with "good food" (Omega 3, 6 and 9, lipoamides and sterols).
- **Crambe maritima** (seaweed) harvested on the coasts of Brittany, soothes the skin from the harmful effects of UVA and UVB...

High performance formulations without concessions

The effectiveness of the 66°30 line has been consistently proven by scientific tests made by independent laboratories and are available on our web site www.66-30.com:

- Tests on Urban Shield®
- Wrinkle depth reduction tests on the Night Cycle and on the Precision Cycle
- Tests on all five products of the Care range.



OUR ENGAGEMENTS

66°30: a brand engaged

Like the man it is created to support, 66°30 is committed to living out its values in the following areas:

- **Ecological:** (Cosmèbio® certification by Ecocert) drawing on recent advances in green chemistry (green technology), promoting organic farming, local production and biodiversity;
- **Economic:** practicing fair trade and buying locally when possible, by promoting direct and lasting partnership with small independent producers;
- **Social:** supporting initiatives against exclusion and promoting eco-innovative urban action. (Project «Urban Organic Awards»)

Concrete engagements

- Product packaging has been minimized
- Printed on 100% recycled paper from sustainable harvested forests (PEFC)
- Printed using vegetable-based inks.
- Printed by an "Imprim'vert" certified company...



ORIGINS



Didier Arthaud, an urban, optimistic and engaged man

A graduate of EM Lyon and Pace University in New York City, Didier Arthaud has held senior positions in French and international sales management and marketing groups.

Along with this intense work, Didier Arthaud leads many battles against the challenges of our modern societies (illness, poor housing, precarious living situations...) by creating, in the early 90's, an organization to provide food and shelter to some of our poorest neighbors.

Passionate about ecology and convinced of the urgent need to change and to promote new models of economic development which better respect both human beings and the planet, he decided in 2007 to participate in building this new economy by launching a new line of sustainable, organic skin care products for men.

Always an optimist, Didier Arthaud is convinced that human beings have everything in hand to build a more humane and more beautiful world. So why wait any longer?



66°30 IN BRIEF

A line of organic cosmetic products for men
adapted to the essential needs of the skin:
Purify - Nourish - Moisturize - Protect - Regenerate - Soothe



A comprehensive range of multi-functional products
tailored to the needs of the modern man



A unique concentration of active ingredients
(up to 88%)



Amongst the highest concentrations of ingredients
from organic farming (up to 80%)



A combination of benefits of more than 20 plants
from protected French and European biotopes



The Care line of products features the Urban Shield®,
an exclusive patented synergetic complex of 7 plant extracts



The effectiveness of the 66°30 products has been consistently proven
by scientific tests made by independent laboratories

All details on
www.66-30.com



66°30, Elue Meilleure
Marque Emergente 2009 - 2010

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