



Provaine, The French freshness

Objectives.

Provaine is a brand of luxury cosmetics, French and 100% for export. Its marketing orientation focuses on three areas:

- **The outlets and franchises: Provaine.**
- **The dedicated lines or distributors.**
- **The website for online sales: Provaine.com.**

1. the concept

Genuine 100% French, luxury and natural approach, Provaine brand must say a differentiating concept to be able to impose on the world market or already coexist for a long time signs of cosmetic displaying the same claims . After a thorough study of the definitions of French luxury: Quality and know-how, we extrapolated these notions to exit the "classic" framework by developing an original animated marketing concept while using expertise 100% French.

2. History

Importer from Asia since 1983, SOVHOLDING, in the person of its President, Damien Blanchy has developed a very dense network of relations in Asia and particularly in China. In May 2011, one of its historical suppliers asked to make contact with a French cosmetic brand to develop a proprietary distribution network in China. He associates Olivier Fiastre to this project. They decided to create their own brand of cosmetics for export. Then, they select producers and ensure the skills of an expert cosmetic and regulations Laurent Bousquet- he is also consultant for huge brands like "l'Occitane", member of the board of "Cosmed" and well none as great regulation specialist. In December 2011 are created Provaine SAS with a capital of € 100,000 in France. A pilot production of a range of 70 references was made in the second half of 2012. Packaging and containers have been fully reviewed and some formulas reedited. The full range were certified and clinically tested in September 2013.

3. Means.

PROVAINE SAS has the infrastructure provided by SOV HOLDING, 5000 m² logistics warehouse with containers on Rognac Secretariat, accounting, legal services, in Toulon and the resources made available to China in the region of Hong Kong and Shenzhen Showroom, offices, bilingual staff.

4. Development strategy.

Provaine is an internationally registered trademark; the geographical distribution of the brand is carried through exclusive distributors operating countries or geographical areas consistent. Through these partners, three types of diffusion are considered:

- Direct distribution. Through a network of physical outlets owned or franchised, a charter was established, it relates to the settlements, decoration and furniture. Our team works with local partners to adapt each point of sale "concept store" Provaine.
- Networks distributors. Perfumeries, specialty stores, pharmacies and drug stores through one of our trademarks or under private labels as corners. Mass distribution in a "mass market" version.
- Internet sales. Vector essential today. The corporate website is in French online : www.provaine.com

5. Products.

All products sold are designed by our technical partners based on specifications written by Laurent Bousquet, our expert cosmetic.

Our general approach is based on two axes:

- A generic range of 70 references. Real core.
- Specific developed with our clients based on local climate characteristics, habits and regional sensitivities ranges.

6. **Security.**

Each product is laboratory tested and validated by a user college there; they match as close to market requirements in terms of needs, texture and fragrance.. A battery of extremely stringent tests is performed for each product in order to ensure uncompromising compliance with European regulation 1223/2009.

7. **Production.**

We rely on the best independent producers based on their specialization and production capacity. Our partners meet all requirements of Good Manufacturing Practices of cosmetic products (ISO 22716).

With the experience and knowledge of stakeholders in the cosmetics industry, we have established partnerships quality guarantee we can deal with any development.