

2010 range

la Cigale

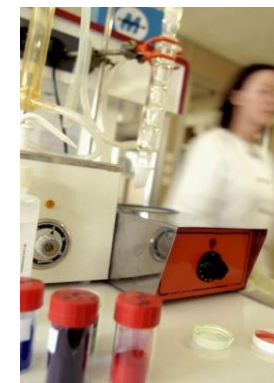
Cigale Bio



100 % Made in France
100% Soap

1. A human adventure


- 🐞 Three executives decide to buy up their factory threatened with bankruptcy.
- 🐞 In February 2006, an important industrial production site in the region of Nantes is relaunched.
- 🐞 April 2008: the last industrial soap-production works* in France.
- 🐞 22 jobs in February 2006, ...39 in September 2008.
- 🐞 Growth of over 15% in 2008
- 🐞 At the end of 2008, the company launches its own brand.





* "soap-production works": industrial production site that transforms fatty substances into soap.



2. Some history...

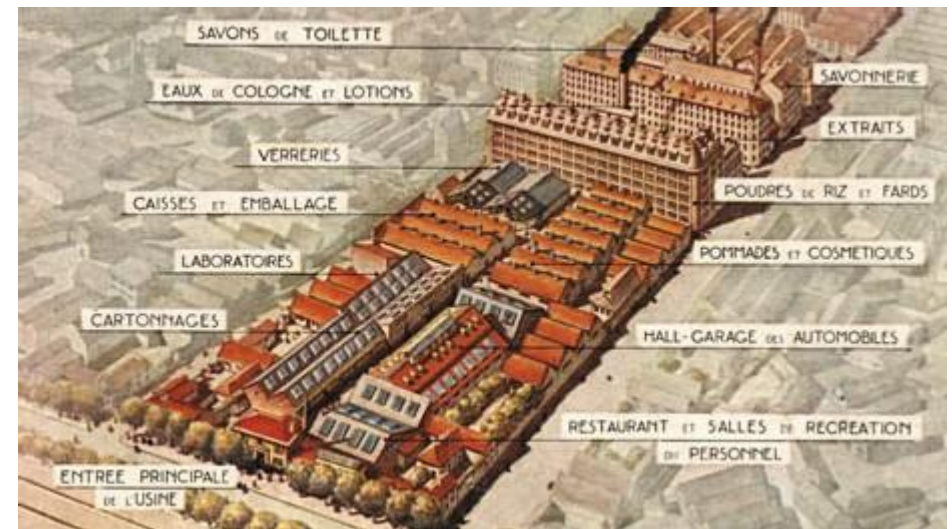
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The first soap-production works opened in Nantes in the 1830s, at a time when Marseille had already dominated soap production for a century.
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At the end of the 19th century, Nantes was home to some thirty or so soap factories employing close to 300 workers.
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Until the mid-20th century, Nantes' soap factories played an important role in the local and national economy.

 SAVONNERIE DE L'ATLANTIQUE, which applies the Marseille method for its soaps, is part of Nantes' soap-production legacy and remains the only soap manufacturer with industrial capacity (20,000 tonnes/year) in France.



Biette Soap Works in Nantes, early twentieth century



3. The brands...



- ➔ A "well conceived" range.
- ➔ A defined marketing target.
- ➔ A strong characteristic: 100% soap, with no synthetic or petrochemical detergents & biodegradable Products that are non-toxic for the environment.
- ➔ Great care has been taken to ensure the products' good olfactory characteristics combined with their technical and sanitary performance.
- ➔ The desire to be a "challenger" rather than a "follower".



4. A strong identity

"Experiencing pleasure" from a buying act means going on a voyage, getting away from it all, reassuring oneself through a name,

...



A name historically associated with Marseille soap which is synonymous with know-how, safety and ecology



A brand that remains a descendant of Marseille brands traditionally associated with an animal.



A name that is synonymous with Provence and the Sun.









A desire for "sustainable development" shown in the logo, a "green" box on the packaging and the "Totally free from petrochemical surface-active agents"



An emblem, the sunflower, a symbol of Provence which is often forgotten except perhaps by Van Gogh ...



5. A "sustainable development" brand

-  An industrial production site that complies with environmental regulations.
-  Products that are all made in France, on one single site, which don't come from the other side of the world and wealth created by the local workforce, in Rezé (44400) France
-  Products based solely on Marseille soap, whether hard or liquid, and totally biodegradable¹.
-  No active agents from the petrochemical industry² unlike with conventional shower gels or soap-free bars.
-  Products that are non-toxic for the environment³, with no preservatives⁴.
-  ...Products that are 99.9% natural. **And soon...100%**

(1) OECD Test 302B
(2) except fragrance
(3) Based on hazardous material regulations, but the legislation does not cover cosmetics (legislative decision)
(4) soap is naturally bacteriostatic and requires no preservatives.

"Probably the most delicate advertising direction to take in the current "confusion" of "green" trends in cosmetics"



6. A position of challenger



- 6.1- An innovation in the world of personal hygiene
- 6.2- A product that is technically as efficient as a classic shower gel without the negative aspects.
- 6.3- An excellent ecobalance



Liquid Shower Soap

Years of know-how, one year's work in our laboratories, A personal hygiene innovation for "La Cigale"






Position liquid Marseille soap as
"Liquid Shower Soap".

Once there was soap, now there is shower gel, in the future there will be liquid shower soap.



Liquid Shower Soap

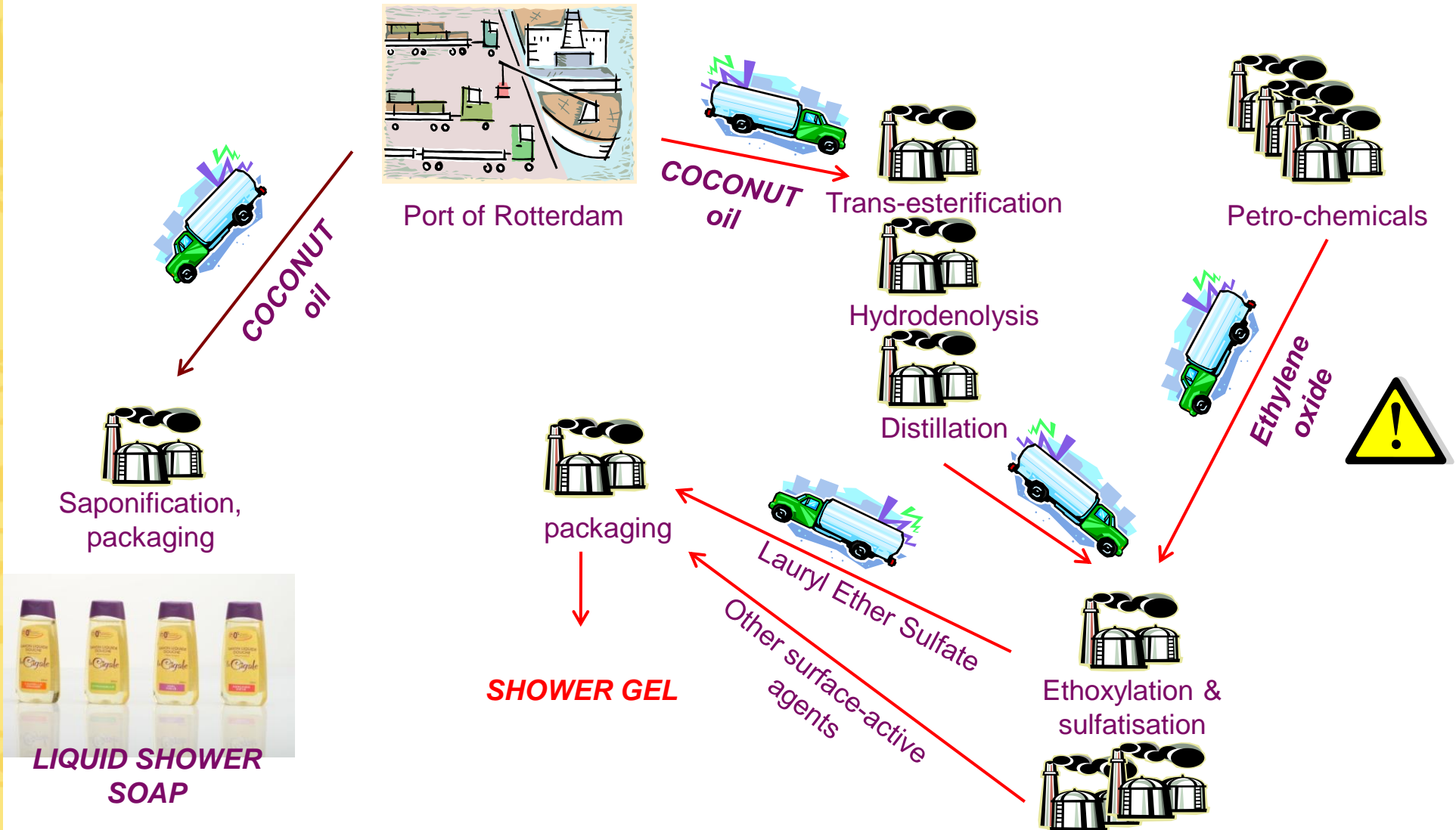
A product that is technically as efficient as a classic shower gel without the negative aspects.

-  Surface-active agents free of petrochemical bi-products, particularly sodium lauryl ether sulfate, suspected of being "carcinogenic" in the USA.
-  A formulation which is gentle on the skin, which produces soft suds and rinses away easily without leaving an unpleasant film on the skin.
-  Containing no preservatives because naturally bacteriostatic: safer than a classic shower gel.
-  An olfactory rendering at the time of use which is higher than that of classic shower gels.
-  A totally natural, biodegradable cleansing base.



Liquid Shower Soap

A carbon balance that doesn't even need to be calculated...



7. 2010 "La Cigale" range



Cigale Bio

8. 2010 "CigaleBio" range

