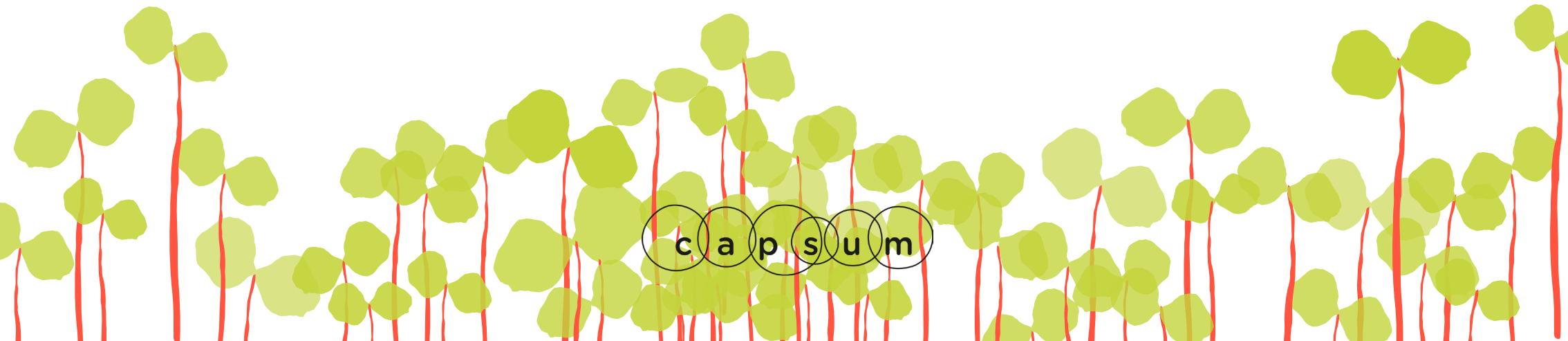
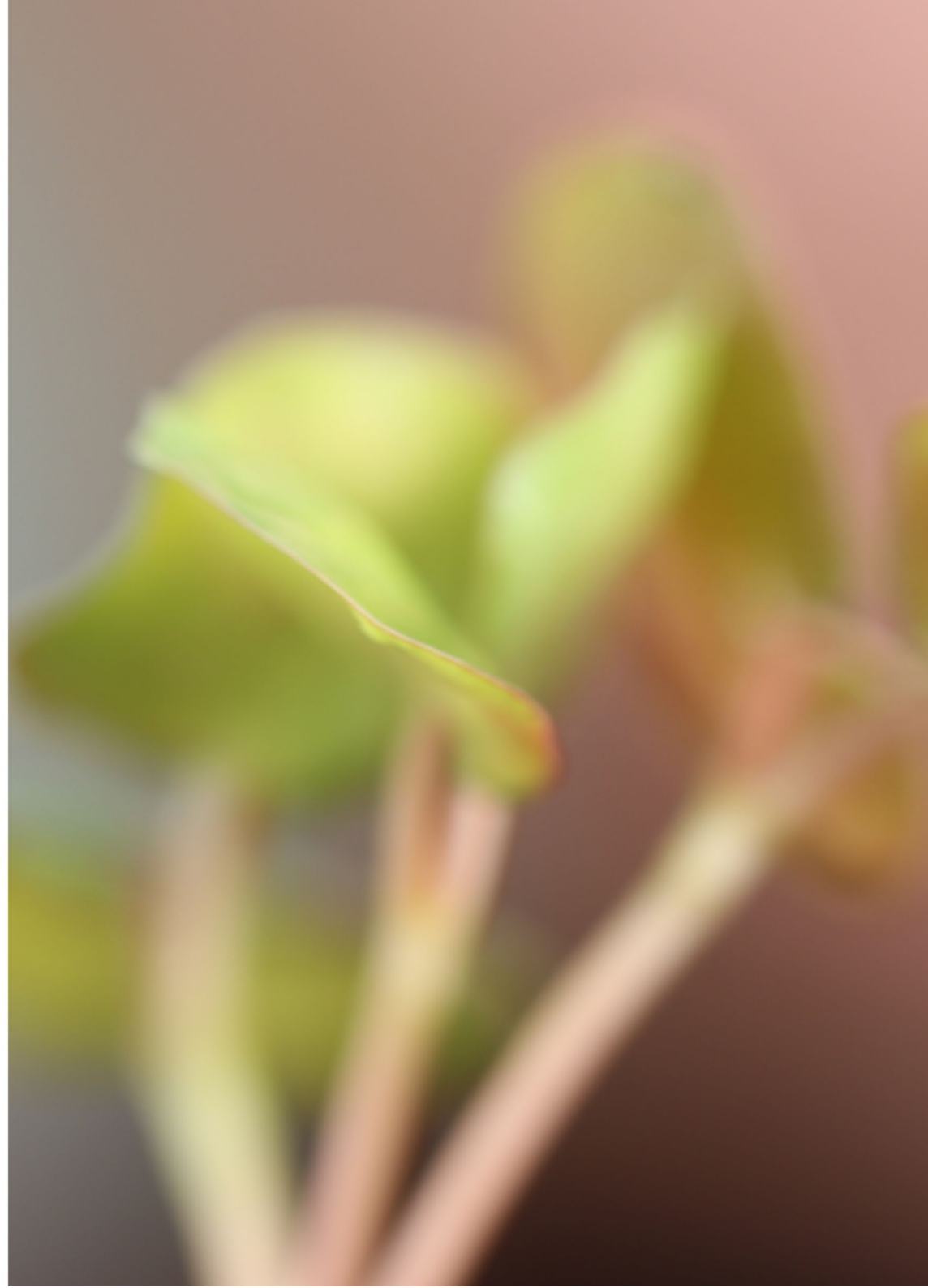


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Let's discuss
the future of beauty



— no plastic —

the future of packaging

Committed, seeking meaning and authenticity, today's consumer is more and more conscious of her environmental footprint. She turns to brands that dare to make choices that are more radical and responsible. Numerous innovations will result from these environmental challenges.

an inevitable change

For the Tomorrow collection, Capsum takes a stance:
No Plastic.

A simple and radical action, which sends a strong message to consumers. Reduced to the bare essential, this new generation of packaging encourages the consumer to adopt new, simple gesture, free of wasteful applicators.

We also dream one day of another way of selling the product, we imagine refilling the same bottle with thousands of skincare bubbles at the source.



total — transparency —

the Tomorrow collection
is a perfect allegory of transparency

the product

Words are not needed.

From their crystal transparency to their delicate opalescence,
the four treatments of the Tomorrow collection
communicate strong concepts at first glance:
Purity. Elegance. Light.

the formula

At the root of this transparency is
an authentic approach to formulation:
Streamlined formulas that are simple and clear.

and for the first time...

Translucid bubbles packaged in jars.
A new kind of cream, with a concentration of oil
as rich as in a traditional cream,
with extraordinary transparency and freshness.

Can the Tomorrow collection be the start of a disruptive formulation revolution?



— Capsum MicroGreens —

a custom-made active ingredient

How can the cosmetics of tomorrow be imagined without rethinking the active ingredients of tomorrow? An unconventional and surprising idea sprouted at Capsum: to create our own active, the CMG (Capsum MicroGreens).

Vegetal origin, pesticide-free, perfectly traceable, with a minimal environmental impact.

transparence in being home-grown

What is more transparent and true than an active that is cultivated from seed to harvest?

A home-grown culture, free of fertilizer and pesticide, using Urban Farming techniques. Greens sprouting, needing very few resources, over a short time-span, irrespective of the season. An extraction from freshly harvested plants and a physical process respectful of the environment for a high concentration of active molecules.

The Capsum MicroGreens test project has been piloted especially for the Tomorrow collection, in partnership with **Crodarom**.

sustainable manufacturing

The Tomorrow collection is the first step in making Capsum's dream of producing cosmetics in a sustainable factory a reality. Capsum's new factory will be inaugurated in 2020 in Austin, Texas and will feature many innovations to minimize environmental impact, including solar panels, a bio filtration treatment, a LEED Silver Certification...



— Capsum's magic —

designing texture

What is the magic of Microfluidics?

It's water and oil being orchestrated with precision through tiny tubes.

It's thousands of droplets being transformed into skin-care bubbles.

It's one-of-a kind, custom-made production machinery.

It's the mechanical handling of formulas like clock-work in a mesmerizing ballet.

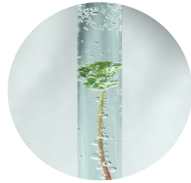
The magic of Microfluidics is designing unique textures for the ultimate cosmetic experience.

micro from A to Z

Microfluidics is synonymous with Capsum, and the Tomorrow collection makes reference to "micro" at every stage of its creation:



Micro sprouts watered drop by drop by micro-irrigation.



Micro-active ingredients extracted with ultrasound, a technique which generates thousands of micro-bubbles of air which disrupt the vegetal cells, liberating active molecules.



Micro-capsule treatments are created one by one with microfluidic technology.



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essence énergie sublime

With Microgreens of Japanese Buckwheat

Like a morning dew,
Tomorrow's Essence Energie Sublime
awakens the skin and preps it for the next step
in the beauty routine. Brimming with energy capsules
that delicately melt upon application,
this invigorating toner water leaves the skin fresh,
plumped, and perfectly radiant.

Application

To obtain an optimal dose
and a zero-waste application:
delicately pour a small amount of toner
water directly into the palm of your hand.

Apply with a light tapping motion
on the entire face and neck.

The Natural Glow effect

In cosmetics, Buckwheat is known for its
prebiotic role. Preserving the cutaneous
microbiota offers an individual and
singular approach to beauty,
in revealing the skin's natural glow.
The ideal first step in a beauty routine.

BUBBLE SIZE

LARGE

OIL PHASE

4%

NATURALITY LEVEL

93,8%

Fluid water – Intense freshness – Ultra-penetrating texture – Plumping effect



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sérum confort envoûtant

With Microgreens of Japanese Buckwheat

Tomorrow's Sérum Confort Envoûtant packs a myriad of revitalizing micro-bubbles of oil which fuse with aqueous gel upon application for a unique transformative feeling.

Application

Put two fingers at the neck of the bottle, tipping it gently several times. Apply the optimal amount to the entire face using light sweeping movements.

The Natural Glow effect

In cosmetics, Buckwheat is known for its collagen boosting effect. A skin more dense and plumped can better reflect light for a fresh and radiant complexion.

BUBBLE SIZE

SMALL

OIL PHASE

8%

NATURALITY LEVEL

96,7%

Transformative texture – Purity & Freshness – Rich texture – Powdery, silky finish



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gelée désaltérante addictive

With Microgreens of Japanese Buckwheat

A gel that literally melts into your skin, Tomorrow's Gelée Désaltérante Addictive quenches the skin with an irresistibly clean, fresh sensation! Its combination of unique gelified water texture and transparent oil bubbles, melting almost imperceptibly into the skin when applied, imparts a wave of replenishing moisture to the skin.

Application

Scoop out a dab of gel with the small wooden popsicle stick provided, then apply on the face and neck in sweeping motion. Adjust the dose according to the hydration desired.

The Natural Glow effect

In cosmetics, Buckwheat is known for its anti-inflammatory properties, which, coupled with the intense hydration of this formula, render the skin fresh and soothed.

BUBBLE SIZE

MEDIUM

OIL PHASE

10%

NATURALITY LEVEL

95,7%

Fluid aqua gel – Intense freshness – Second skin texture – Light, invisible nude finish



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crème perlée nourrissante

With Microgreens of Japanese Buckwheat

Ultimate comfort and freshness.
Tomorrow's Crème Perlée Nourrissante combines oil
and water in a unique crystalline texture.
Thousands of transparent bubbles melt into the skin
upon application, recharging and energizing it.

Application

Scoop out a dab of cream
with the small wooden popsicle stick
provided, then apply on the face
and neck in sweeping motion.

The Natural Glow effect

A fast-growing plant, buckwheat
microgreen is exceptionally rich in
nutrients and gently optimizes the skin's
natural equilibrium, targeting a luminous
complexion and a healthy glow.

BUBBLE SIZE

MEDIUM

OIL PHASE

15%

NATURALITY LEVEL

90,8%

Frosty effect – Pearlized matte gel – Comfort & Softness
Velvety texture – Silky finish, non-greasy



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