

B.PUR

ESSENTIAL PURITY

July 2020


ECHOS
LINE



The current health crisis is affecting consumers and industries all over the world emphasizing new trends, while accelerating the evolution of consumer needs and mentality.

The following are the main scenarios deriving from the current historical context:

<p>PARANOIA & ANXIETY <i>Anxiety leads to transparency and traceability demands.</i></p>	<p>HYGIENE IMPERATIVES <i>Focus on safety in the supply chain and packaging solutions.</i></p>	<p>IMMUNITY BOOSTERS <i>Offer holistic health approaches to build up resistance.</i></p>	<p>SAFETY-MASK BEAUTY <i>Focus on eyes and hair becomes a means of self-expression.</i></p>
<p>HOME HUB <i>Evolving work habits create new beauty areas and category opportunities.</i></p>	<p>VIRTUAL EXPERIENCE <i>Engaging consumers in more compelling, non-physical ways.</i></p>	<p>WELL-BEING BOOM <i>Comfort becomes more important than appearance.</i></p>	<p>HYPER-LOCALISM <i>Travel constraints challenge lifestyle and production.</i></p>



**PARANOIA
& ANXIETY**
*Anxiety leads to
transparency and
traceability demands.*

- Fear of certain ingredients: demand for more transparency.

- Rising demand for safety: “clean beauty” category is growing



HYGIENE IMPERATIVES

*Focus on safety in the
supply chain and
packaging solutions.*

Germophobia: hygiene is an essential

Wider use of sanitizers: nourishing hand care

CHALLENGES

Rethink supply chain

Virtual communication

New way to sell products

Clear communication

OPPORTUNITIES

Immunity-boosting ingredients

More self-care products

Emphasize well-being

Expand hand sanitizers into a category

PURE BEAUTY

WELL-BEING is not just an end in itself, but a physical and mental state in which you feel **protected** and **confident** about yourself and your surrounding environment.

Never as in this moment the **sense of security** depends from **HYGIENE** and **CLEANING**, a return to essential purity which we call **CLEAN BEAUTY**.



B.PUR: *an essential idea of beauty*

From the development of Echosline in the field of hygiene and safety B.PUR is born, a line of innovative products dedicated to those who want deep cleansing of body, hair and professional tools, without compromising on the benefits of natural origin ingredients.

B.PUR

- A new way to take care of yourself: «Be Pure»
- Only the essential to regenerate and find your own well-being

B.PUR: an essential idea of beauty



100% VEGAN



1023894_385 ML

CLEANING SHAMPOO

CLEANING HYDRATING SHAMPOO. HAIR AND BODY.

- The formula with **99% natural ingredients** cleanses delicately and **removes impurities** in depth.
- The hair and body results **soft, hydrated** and **hygienized**.
- Light and soft texture.
- Suitable **for all types** of skin and hair.
- **Frequent use.**

Use: apply to hair/body, massage gently and rinse.

99% NATURAL INGREDIENTS - 99% BIODEGRADABLE
FREE FROM PARABEN - SILICONE
VEGAN

CLEANING HAND GEL

NO-RINSE HYGIENIZING HAND GEL



1023892_100 ML

1023893_250 ML

- Special formula with **70% alcohol**.
- It **cleanses** and **hygienizes** the hands in seconds
- It effectively **eliminating impurities, germs and bacteria**.
- Thanks to the Glycerin contained, **skin remains soft and moisturized**.
- **Quick drying**.

Use: squeeze the product onto the palm of the hand and rub for 30 seconds. Repeat if necessary. No rinse.

99% NATURAL INGREDIENTS - 98% BIODEGRADABLE

FREE FROM SULFATE - PARABEN

VEGAN



1023895_75 ML

INTENSIVE HAND CREAM

INTENSIVE MOISTURIZING HAND CREAM

- Formula with **94% natural ingredients**
- It **nourishes** and **moisturizes** the skin in depth
- It leaves it soft, **velvety smooth** and supple.
- **Rapidly absorbed.**
- **Pleasant fragrance.**

Use: apply to the hands and massage gently until fully absorbed.

94% NATURAL INGREDIENTS
FREE FROM SULFATE - PARABEN
VEGAN

SURFACE & TOOLS CLEANER

CLEANER FOR SURFACES AND WORK TOOLS.



1023896_100 ML

1023897_250 ml

- Liquid spray for **cleaning** and **hygienizing** surfaces.
- Ideal also to use it on **combs, scissors**, etc.
- **Cleanses easily** and **removes impurities**.
- It can be used on **any type of surface**.
- **No rinse**.

Use: spray directly on the surface to be hygienized. Wipe with a cloth and leave to dry. No rinse required.

99% NATURAL INGREDIENTS
VEGAN

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- Leaflet 16 pages
- Size: 20x20 cm
- Printed english version cod. 8023899
- Digital version available in Spanish, German, French and Portuguese.

A dynamic splash of water with numerous bubbles and droplets, set against a light green background. The water is captured in mid-air, creating a sense of movement and freshness.

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