



A s p e c t r u m o f e f f e c t i v e n e s s



A radiant brand !

Our laboratory, always at the leading edge of innovation, has been developing cosmetic formulas for leading brands for more than 3 decades. In a constant pursuit of finding new active ingredients, working with ever more effective & respectful formulations, improving products sensoriality... we have built a culture that challenges our way to do by « doing differently ».

Seeing a growing demand for naturality and in parallel, a greenwashing of the market, for us, no brand really met consumers' expectations.

Convinced, surely as you are, that naturality does not go hand in hand with « all green » trend, that clean beauty does not only require an « organic » certificate, and that safeguard of the environment does not mean losing efficiency, our teams have once again innovated.

Sensitive to sunshine and the good life of the Mediterranean region where we are, we analyzed the benefits of the sun. Both for the curative dimension of its light, for the well-being and stimulation it provides, but also for its role at the origin of all lives by making photosynthesis of the plant world possible.

At HelioNature, our leitmotif was therefore to give back this central role to the sun and to raise known the benefits of its light. By observing it carefully, we tried to interpret the different colors of this diffraction. We have therefore selected and formulated natural active ingredients that express this spectrum to achieve a colorful skincare palette. In order to combine naturalness and high efficiency, we have combined these natural active ingredients with « pharmaceutical » active ingredients for optimal results.

Solar in all senses of the word, the new brand developed by our laboratory, HELIONATURE is an innovative answer to the growing demand for naturality. With its modern & original visual expression, it will be able to take a break from competitors and seduce the customer seeking for experiential consumption and customization.

Alexia Dingas
Co founder of HELIONATURE

BRAND POSITIONNING

All inclusive nature

Nature is not only a landed matter, nature should be studied in a whole system, with at the origin the sunlight.

Natural



Formulated with 95% natural ingredients
(others are essential for preservation & compatibility).

NO ESSENTIAL OIL
NO MINERAL OIL
NO SILICONE
NO NANOPARTICLE
NO ANIMAL DERIVED PRODUCT
NO ENDOCRINE DISRUPTOR
NO GREEN WASHING
CERTIFICATION

Optimistic

Efficient & Experiential.

Customizable

To perfectly meet consumers' needs.

Innovative

The latest « viral » active ingredient inside.

PERFECT FOR CUSTOMER EXPECTATIONS

4
STEPS

OF SKINCARE

Customization
INFINITELY MIXABLE

FULL RANGE FOR EVERY STEPS

STEP
1

Cleansing gel
Hydrolate



STEP
2

Essence



STEP
3

6 « drops »
of treatment



STEP
4

2 Protective
Creams



STEP
1

CLEANSE

CLEANSING GEL

- The formula incorporates phyto-squalane efficient in dissolving makeup and facial impurities and increasing the spreadability of the product.
- Non-comedogenic and soap-free, daily use.
- Without over-drying the skin, making it suitable for all skin types.

PACKAGING

Plastic tube: 100 ml (recyclable).

Ref. HNA110



HYDROLATE

- Obtained from steam distillation of aromatic plants.
- Bamboo: soothing and reduces irritation, remineralizing (radiance to tired skin), regenerating.
- Aloe vera properties: purifying thanks to its astringent agent, soothing and healing active ingredients.

PACKAGING

Bottle: 100 ml (recyclable plastic).

Ref. HNA120

STEP
2

BOOST

MICRO-PEELING ESSENCE

- Hibiscus flower acid.
- Regenerating skin care.
- Skin lightening Anti-ageing.
- Exfoliating.

PACKAGING

Bottle: 100 ml (recyclable plastic).

Ref. HNA210

STEP
3

TREAT

Drops designed to be mixed

Choose EVERY « drops » you need to treat your skin problem.

Mix « drops » in your hand before applying on the face.

OR

Apply on the face one after another.

PACKAGING

Bottle: 15 ml (recyclable glass).



ACTIVE MOISTURISING

Spirulina

Fresh water microalgae containing amino acids, trace elements, vitamins & minerals, antioxidants and essential fatty acids. Strengthens the elasticity of the skin, gives a brighter and fresher complexion thanks to a better cell exchange, improves the flexibility of the skin and prevents the appearance of wrinkles.

Hyaluronic acid

Moisturizes and maintains skin moisture, provides a soft and smooth feel, stimulates collagen synthesis for more toned skin.

Ref. HNA330



RELAX & SMOOTHING

Hemp

Anti-ageing (by fighting against the effects of free radicals), firming and softening, comforts the skin after it is subjected to numerous attacks (pollution, stress, tobacco...).

Argireline

Helps reduce muscle movement and therefore the resulting wrinkles. Reduces tonic contraction responsible for expression wrinkles, anti-ageing (reactivation of cell production), boosts collagen production.

Ref. HNA340



ANTI-BLEMISHES

Yuzu

Hybrid citrus fruit between orange, grapefruit and lemon, known for its purifying and revitalizing qualities, balancing action particularly suitable for mixed and oily skin. Astringent & purifying, helps rebalance the skin, clarifying by fighting against pigment spots and signs of premature ageing due to free radicals.

Vitamin PP

Improves the quality and appearance of the skin by boosting radiance, reduces redness, tightens the pores, reduces spots and smoothes irregularities.

Ref. HNA370



EVEN PIGMENTS

Vitamin C

Antioxidant (fight against free radicals), anti-ageing prevents the appearance of wrinkles, gives a healthy glow effect by brightening the complexion and decreases the production of melanin (responsible for pigmented patches).

Alpha Arbutin

Antioxidant, brightening agent (prevents the synthesis of melanin), improves the appearance of dry skin, reduces flaking and restores skin elasticity.

Ref. HNA360



ANTI-OX & RADIANCE

Red Vine

Contains flavonoids and anthocyanins which stimulate the contraction of the muscles of the blood vessels, thus promoting the return of blood to the heart. Tonic, improves blood circulation, excellent antioxidant thanks to polyphenols and resveratrol.

Polyphenols

Antioxidant (anti-free radical), anti-wrinkle (« retinol-like »), restorative (resveratrol) and soothing.

Ref. HNA350



REPAIR CALMING

Centella Asiatica

Tiger grass owes its nickname to ancient legends which make its reputation: "It is said that tigers used to roll in Centella asiatica to heal their injuries. Also, it is said that the elephants who ate it lived longer". Healing & repairing, regenerating, anti-inflammatory.

Vitamin B5

Participates in the production and regeneration of the skin and mucous membranes, lipid metabolism. Soothing (calms irritation, inflammation & redness), regenerating, helps repair the skin barrier & improves healing.

Ref. HNA310

STEP
4

PROTECT

SKIN BARRIER CREAM LIGHT

- Boosts the synthesis of lipid elements present in the intercorneocyte space such as ceramides.
- Normalizes epidermal thickness.
- Slows down glycation of collagen and other supporting tissue proteins.
- Light texture.

PACKAGING

Bottle: 50 ml (recyclable plastic).

Airless pump (recyclable plastic).

Case: paper made from recycled fibers, recyclable.

Ref. HNA410

SKIN BARRIER CREAM
Light
Ceramides
Blue Light ProtectHELIONATURE
e 50 ml - 1.7 Fl. Oz.

SKIN BARRIER CREAM RICH

- Protect from external aggressions.
- Strengthen the good bacteria of the skin to defend it.
- Strengthen the epidermal barrier in the long term.
- Rich texture.

PACKAGING

Bottle: 50 ml (recyclable plastic).

Airless pump (recyclable plastic).

Case: paper made from recycled fibers, recyclable.

Ref. HNA430

SKIN BARRIER CREAM
Rich
PrebioticsHELIONATURE
e 50 ml - 1.7 Fl. Oz.

Full range to meet all needs

STEP 1
CLEANSE



STEP 2
BOOST

STEP 3
TREAT



STEP 4
PROTECT



CONTAINS 95% NATURAL INGREDIENTS



BEAUTY WITHOUT CRUELTY



DERMATOLOGICALLY TESTED