

BIO *Altearak*[®]

20 ANS DE BIEN-ÊTRE
years in wellness



OXYGÈNE
Oxygen

ÉNERGIE
Energy

PURETÉ
Pure

CRÉATIVITÉ
Creativity

SERENITÉ
Serenity

FRAÎCHEUR
Freshness

VITALITÉ
Vitality

CLARTÉ
Clarity

CONFIANCE
Confidence

PAIX
Peace

JOIE
Joy

TENDRESSE
Tenderness

ÉQUILIBRE
Balance

RÉPARATION
Repair



Altearah[®]
BIO

EMOTIVE COSMETICS

Altearah Bio is your solution from nature to make you feel good.

Our cosmetic range ethically and innovatively combines natural ingredients to create unique synergies: each a promise of emotional well-being.





OUR COMPANY

Since 2000, Altea Bio has been creating and manufacturing a range of organic cosmetics made from 100% natural and organic essential oils.

We are located in Bellegarde in the South of France, in the heart of the Camargue. Our laboratory and offices sit in a Provençal farmhouse, in between vineyards and lavender fields.



Altea Bio whole-heartedly believes in the importance of responsible and environmentally conscious living.

All Altea Bio products are certified natural, organic and respectful of man and the environment thanks to several quality certifications: Ecocert, One Voice, Sud de France and Slow Cosmetics.

OUR CLIENT ENGAGEMENT

- A concept that offers a multi-sensory experience for immediate well-being in the spa and at home thanks to our full range of retail products.
- 20 years of know-how and experience in the development of aromatherapy and chromotherapy products.
- Products that are 100% natural and organic.
- An independent and authentic laboratory located in Provence.
- A reactive, human and local commercial collaboration with our sales team.
- Technical, practical and theoretical training material to ensure the commercial training of your entire team in two centers in France and under certain conditions, in your establishment.
- Tailor-made treatment protocols based on our products: body massages, face treatments, Signature Massages and rituals for a complete treatment menu.
- Tutorials, webinars and marketing tools to support your business.



LET'S SHARE COMMON SUCCESS



« At Altearah we consider our clients to be our partners and together we place the well-being of our final clients as the focus of all our work.

You must see it every day that the only way forward is to forge a special bond between your client and you. Within your institutes and spas, you are the one who provides a home away from home, a place that is comforting, nurturing and sustaining. Loyalty can only be created if we provide the products and services that can bring them back through your doors and which better way than to give an efficacious treatment using products that are ethically produced, unique and result-oriented. Altearah gives you an opportunity to work on your client's emotions and provide them with a different solution adapted to that particular day.

By providing treatments based on their emotional disconnections or difficulties, you will differentiate yourself from traditional massages and treatments. The extent to which you can work with your clients emotions will astound you and them - they will become your loyal customers and bring their families and friends to you as well »

Shahida Siddique
President of Altearah

OUR CONCEPT

One Colour, One Emotion.

We offer our signature product, the **Parfums de Soïn**, **body products** and a **face range** for which your client can instinctively choose the colour that they would like to experience in the moment.

This colour corresponds to your client's **need for the moment** and will be echoed by the composition of essential oils and active ingredients which compose the products. The colour can also accompany the client in retail products to prolong the benefits of the treatment.

OUR 5 ESSENTIAL COLOURS

OXYGÈNE Oxygen	ÉMERAUDE - Emerald	ÉNERGIE Energy	POURPRE - Royal Purple	PURETÉ Pure	BLANC - White	CRÉATIVITÉ Creativity	ORANGE - Orange	SÉRÉNITÉ Serenity	TURQUOISE - Turquoise
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**Emerald
OXYGEN**

**Royal Purple
ENERGY**

**White
PURE**

**Orange
CREATIVITY**

**Turquoise
SERENITY**

Its action :

Breathe, to find my oxygen

Re-discover my vital energy

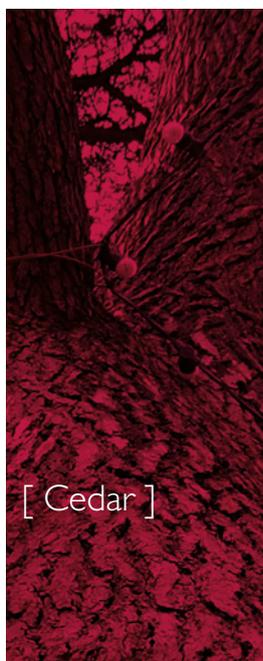
Purify and regenerate my body and mind

Re-connect with my body

Protects me from stress, reassures me



[Pine]



[Cedar]



[Tea Tree]



[Orange]



[Ylang-ylang]

EVOLVE IN COLOURS

ESSENTIALS		Emerald - OXYGEN - Pine Breath, finds my oxygen. Renew and regenerate oneself.
		Royal Purple - ENERGY - Cedar Re-discovers my vital energy. Recuperate and re-gain lost energy.
		White - PURE - Tea Tree Purifies and regenerates my body and mind. Cleanse oneself deeply.
		Orange - CREATIVITY - Sweet Orange Awakens my sensuality. Encourages my creativity.
HAPPINESS		Turquoise - SERENITY - Ylang-Ylang Protects me from stress. Calms me and helps me to let go.
		Green - FRESHNESS - Eucalyptus Refreshes my mind and body. Calls me to a new breath, a fresh start.
		Red - VITALITY - Clove Re-discovers my vivaciousness and passion. Awakens my body and spirit.
		Indigo - CLARITY - Geranium Revitalizes me to focus and see clearly. Brings me a peaceful sleep.
		Gold - CONFIDENCE - Litsea Cubeba Finds my inner confidence. Empowers me to be myself and radiate.
		Blue - PEACE - Peppermint Brings me calm and tranquility. Facilitates listening and speaking.
PLAY		Yellow - JOY - Lemon Renews my vibrancy and spontaneity. To externalize and swirl with joy.
		Pink - TENDERNESS - Rose Comforts and cocoons me. Opens me up to tenderness and love.
		Purple - BALANCE - Lavender Takes stock of my resources, to meditate. Finds my peace and my mind-body balance.
		Silver - REPAIR - Helichrysum Repairs and re-aligns me. Re-adjusts me after shock or distress.

OUR PRODUCTS



THE PARFUMS DE SOIN



30ml - 14 Colours
 5ml - Essential Colours
 Composition : wheat alcohol and organic essential oils
 480 sprays or 160 olfactory rituals (3 sprays per ritual)

In treatment rooms, this Ritual begins and ends each treatment, like a beneficial parenthesis.
At home, use it 3 to 5 times a day or as soon as the need arises for immediate action.
 And also: offer it as a customer welcome ritual at the reception, as a wellness ritual **at conferences or at seminars**.

THE ALTEARAH OLFACTIVE RITUAL

Our sense of smell informs us about our environment in a reliable and nuanced way: it can tell us about our surroundings and even signal imminent danger.

Scent is an information channel directly related to our emotional memory. We pass by a kitchen, or we meet someone new, and an odor can transport us instantaneously to our grandmother's apple pie or remind us of a loved one.



Spray

Rub

Breathe

FACE



A full range for professional use and resale - perfect for all skin types.



SERUMS

Bottle 15ml

A booster. The perfect ally of the Sublime Face Cream.

Royal Purple - Energy.

Turquoise - Serenity.

Silver - Repair.



SUBLIME EYE SOLUTION

Airless Bottle 15ml

Visibly reduces dark circles, puffiness, wrinkles and redensifies fine areas around the eye.

Neuroactive ingredients adapt to the skin to meet all of its needs.



SUBLIME NEUROACTIVE FACE CREAM

Airless Bottle 15ml

Neuroactive ingredients adapt to the skin to meet all of its needs.

Day and night cream for all skin types.

Its NeuroActive ingredients teach the skin to function by itself.



MAKEUP REMOVER OIL

Bottle 125ml

Removes all types of makeup, brightens the complexion and prevents pigmentation.

Its rinsed formula removes makeup, even waterproof.



PURE CLEANSING FACE WASH

Bottle 150ml

Feel the purity, radiance and energy of healthy and vitalized skin.

Regulates the sebaceous glands, brightens the complexion and acts on pigmentation.



CLARITY REFRESHING FACE SPRAY

Bottle 150ml

Instant feeling of calmness, depth and freshness.

Plumps the skin and provides hydration throughout the day.

RADIANCE MASK & SCRUB

Tube 40 & 150ml

The 2-in-1 product for all skin types: perfect complexion and tightened pores in 10 minutes.

Ideal for fast action during treatments.



SUBLIME MASK

Professional Range - 10 sachets

Alginate mask with antioxidant, soothing and anti-aging action.

A peel-off mask for immediate results.



BODY



A full range for professional use and resale.

HUILE DE SOIN & NUTRITIVE OIL

Resale format: 100ml

14 Colours + Nutritive

Huile de Soins composition : Sesame oil, Apricot kernel oil, essential oils

Re-hydrating oil and aroma that leaves a satin film on the skin.

Huile Nutrive Composition : Moringa oil, Tamanu oil, Baobab oil, Calendula macerate, Sesame oil, Apricot kernel oil
Without perfume and without allergens, it is perfect for children, pregnant women and people with sensitive skin.



CONCENTRATE

Roll-on Resale format: 5ml - Professional Range: 15ml

14 Colours

Composition : Perilla oil, essential oils

For application on localized areas of the body to accentuate the effects of massage or essential oils.



SCRUB

Tub Resale format: 400g - Professional Range: 1.1kg

5 Essential Colours

Composition : Himalayan salt, Sesame oil, essential oils

An exfoliating treatment, nutritious and energetic for the skin. Can be used as a detoxifying wrap and even without a shower.



COLOUR MASSAGE OIL & NUTRITIVE MASSAGE OIL

Professional Range; 250ml

14 Colours + Nutritive

Composition: Sesame oil, Apricot kernel oil, Sunflower oil, essential oils

Complete massages or wraps with this size of professional Massage Oil.



BATH SALT

Tub Resale format: 900g

Professional Range: 3.5kg

5 Essential Colours, Gold, Silver

Composition : Himalayan salt, essential oils

For an olfactive journey and guaranteed relaxation.

Hand bath - Foot bath - Balneotherapy.



OUR TRAINING





OUR TRAININGS

Our training is structured in two parts: a theoretical part and a practical part. Discover the applications of each colour, the use of products in treatments and at home, and advice for your customers to extend the benefits of an Altearah treatment.

Participating in our training courses is also the perfect time to meet other like-minded professionals and the Altearah team, and come up with ideas of how to integrate the brand in your business and with your customers to take full advantage of its potential.

Our trainings are all provided by our certified trainers and take place at our headquarters in Bellegarde (Gard): the ideal place to enjoy nature in the Camargue, meet the whole team, and learn about the story of Altearah, and in Paris (13th).

We can also come and train your team directly in your center, especially if you have a reception team responsible for retail sales and a therapist team.



OUR CERTIFIED TRAINERS



Annie Mimouni

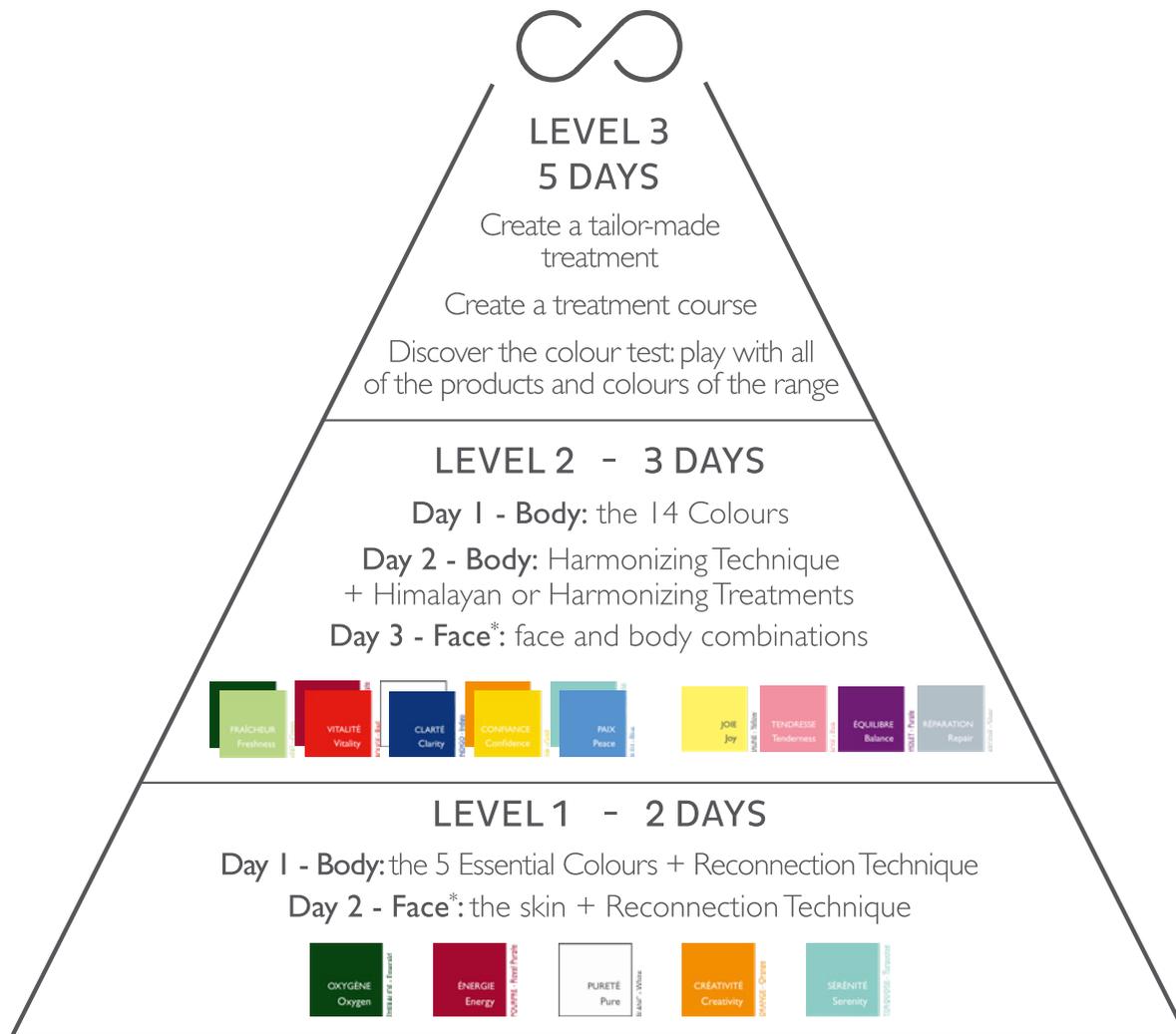
A practitioner of well-being massage, energetic techniques and trainer for 20 years, she is our trainer for the Altearah skincare concept. She has been an esthetician since 1975 and pursues a global approach of beauty through wellbeing and natural treatment approaches. Rich in her experience and her passion for everything related to people: nutrition, lifestyle, psychology and traditional energy approaches, emotions, Annie creates treatment protocols and teaches methodologies with the Altearah products and colours.



Renato Pappalardo

Creator and trainer of our Altearah Signature Massages. Since the age of 19, Renato has been on a journey of travel, learning and teaching. He draws on the philosophies and practices of spiritual masters and healers from Eastern, Western and Hawaiian traditions as well as from the martial arts. Trained in Manual Therapy and Psycho-Body Therapy, he works on the experimentation of energetic and physical phenomena associated with a practice of martial arts and energetic treatments. He has been a champion of the Altearah colours since 2002.

A TRAINING COURSE ADAPTED TO YOUR BUSINESS



As soon as you open an account, book your training through our sales team to get started.

+ EXPERT TREATMENTS

Signature Body Massages

2 DAYS BY COLOUR

- Signature Massage **Emerald****
 - Signature Massage **Royal Purple** and **Orange**
 - Signature Massage **Turquoise** and **White**
- ** Mandatory session to access other Signature Massages.

Seasonal Body Massages

1 DAY SESSION

- Energy of Spring Treatment
- Emotion of Summer Treatment
- Shades of Autumn Treatment
- Sun of Winter Treatment

Signature Facial Treatments

2 DAYS SESSION

The Empress Massage

Seasonal Facial Treatments*

1 DAY SESSION

- Spring Radiance Treatment
- Tranquility of Summer treatment
- Plenitude of Autumn Treatment
- Resources of Winter Treatment

* All our face training sessions are reserved for qualified estheticians.

OUR PARTNERS





Royal Spa Evian - Evian, France



Bains de Sulzbad - Sulzbad, France



Dalouk Wellness Spa - Sharjah, United Arab Emirates



Sport Hotel Hermitage - Soldeu, Andorra



Valamar Isabella Island Resort - Porec, Croatia

TESTIMONIALS

« I have been working with Altearah Bio for over 15 years. I use the products in all of my treatments, whether it's facial, massage or therapeutic.

The Altearah products give incredible results every time. I travel all over the world as a guest practitioner in high end resorts, people always find the Colour Test fascinating. It helps me create precise tailor-made treatments, and gives results adapted to each person.

I highly recommend these exceptional quality organic products, which I use on myself every day! »

KATRINA VALENTE
DUBAI, UAE

« With the Altearah range, I love the concept of detecting customer needs by choosing colours.

This innovative approach and these excellent organic products bring undeniable pleasure to use for our customers. »

« I was drawn to the Altearah products for their colours, fragrances and organic certification.

I have noticed that customers are intrigued by the history of colours and their impact on the emotional state. They particularly like Orange scrubs and products for their scent and effect. »

KRISTIJAN & JELENA
MARE MARE ORGANIC SPA - CROATIA



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Altearah[®]
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EMOTIVE COSMETICS