

The beauty brand  
flipping the script with  
radical simplicity and  
absolutely no BS.





## The essential

The beauty industry relies on unsustainable practices: profit over people, made-up complexity, manipulation and aggressive marketing for single-use products based on feeling bad and buying more.

We say: enough.

**As A Non-Believer offers a simple and effective beauty routine.**

Made in France with 95% to 100% natural origin ingredients, our short range is suitable for every body and comes in packaging that's easy to infinitely recycle.

Our vision? A straightforward routine to cut through the noise.

**No BS. No catch.**





# Hospitality

In the ever-evolving sector of luxury hotels, spas, and fitness centers, demanding travelers and clients seek experiences that align with their values, combining pleasure and sustainability.

**At As A Non-Believer**, we have designed a short range that perfectly meets these expectations: refined design, sensory experience with rich fragrances and textures, eco-responsible approach.

Our partnerships are based on shared values and include:

- 1 **Customized service**
- 2 **Marketing & communication synergies**
- 3 **Gifts for your clients**
- 4 **The option of sleek, wall-mounted bottle holders**





## A different take

### **Responsability**

Formulas developed with qualitative ingredients. Innovative actives based on the principles of green chemistry. Endlessly recyclable aluminium packaging.

### **Excellence**

French know-how, individual approach, reactivity and reliability.

### **Simplicity**

With fewer than 10 products, our range meets the everyday needs of most skin and hair types, eliminating clutter and waste.

### **Non-coercion**

No greenwashing, but informed choices without all that pressure.



## Eco-design

**At As A Non-Believer, it's crucial to do better, not more.**

With raw aluminium and creatively minimal design our packaging is circular.

**We've eliminated all excessiveness:** no plastic refills, no single-use products, no cellophane, no labels, no secondary packaging at all. Just perfectly protected formulas in endlessly recyclable bottles made lightweight for delivery.

Mono-material containers without any plastic and reusable pumps are part of our responsible approach. And everything is manufactured in Europe to reduce our carbon footprint.





# Aluminium

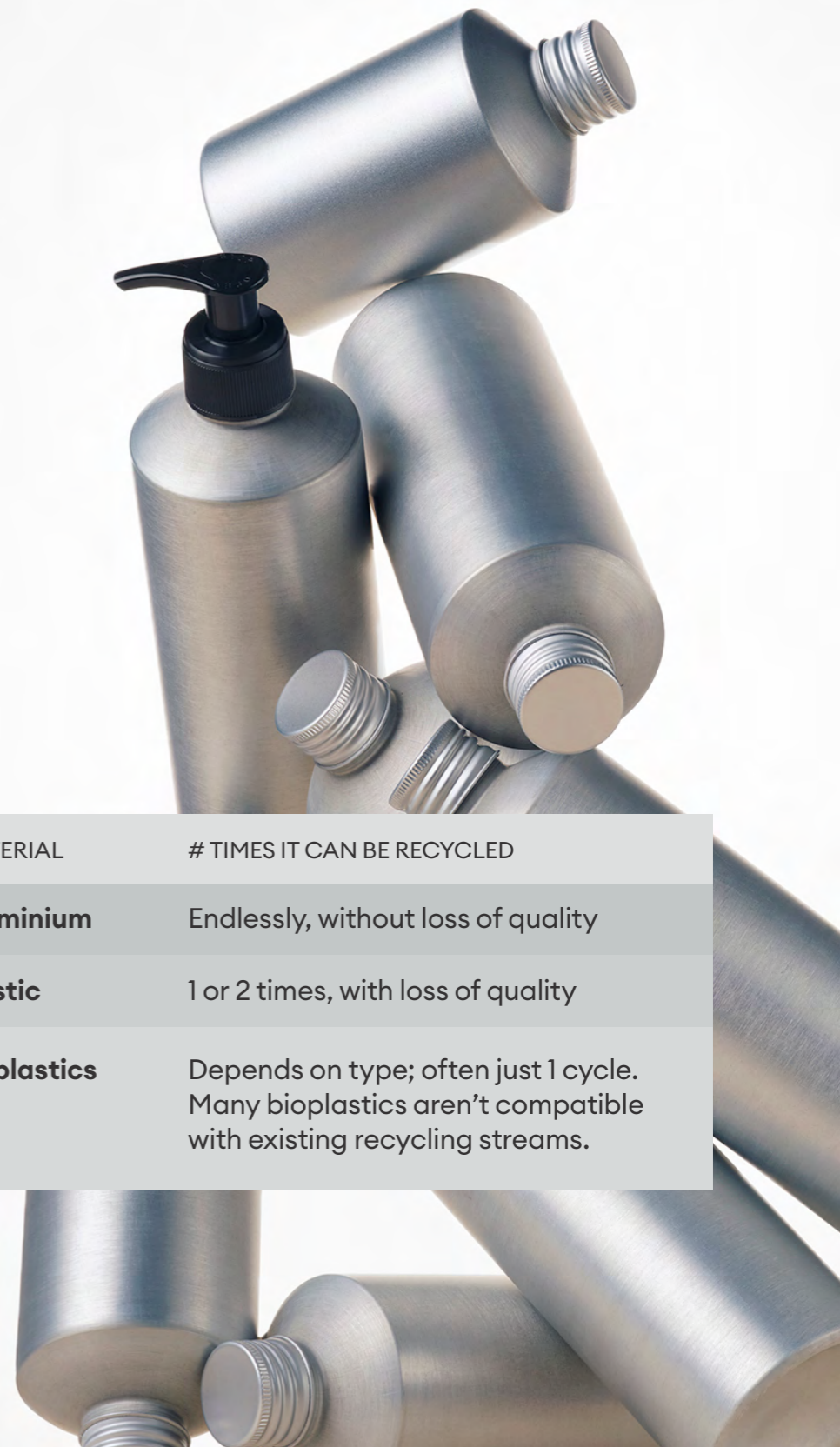
## Why is aluminium a game-changer?

- 1 Circular: over 75% of aluminium ever produced is still in use\*, because it can be recycled endlessly with no downgrading of quality
- 2 Produced in Europe to cut greenhouse gas emissions.
- 3 Aluminium is an excellent barrier against light, odour, and contamination, making it a perfect packaging material. And it's lighter and stronger than glass.
- 4 Just like all the best things in life, aluminum can be dented and squashed. But it's that perfect imperfection that makes us love it more.

\*Source: [european-aluminium.eu](http://european-aluminium.eu)



MATERIAL	# TIMES IT CAN BE RECYCLED
<b>Aluminium</b>	Endlessly, without loss of quality
<b>Plastic</b>	1 or 2 times, with loss of quality
<b>Bioplastics</b>	Depends on type; often just 1 cycle. Many bioplastics aren't compatible with existing recycling streams.





# The smart bottle

2-IN-1 : PRODUCT  
AND REFILL

GENEROUS FORMAT  
500ML

ALUMINIUM 100%, FOR  
UNLIMITED RECYCLING

REUSEABLE  
PUMP

EASY-TO-REPLACE

SAFE & HYGIENIC TO  
AVOID CONTAMINATION  
WHEN REFILLING

ZERO PLASTIC



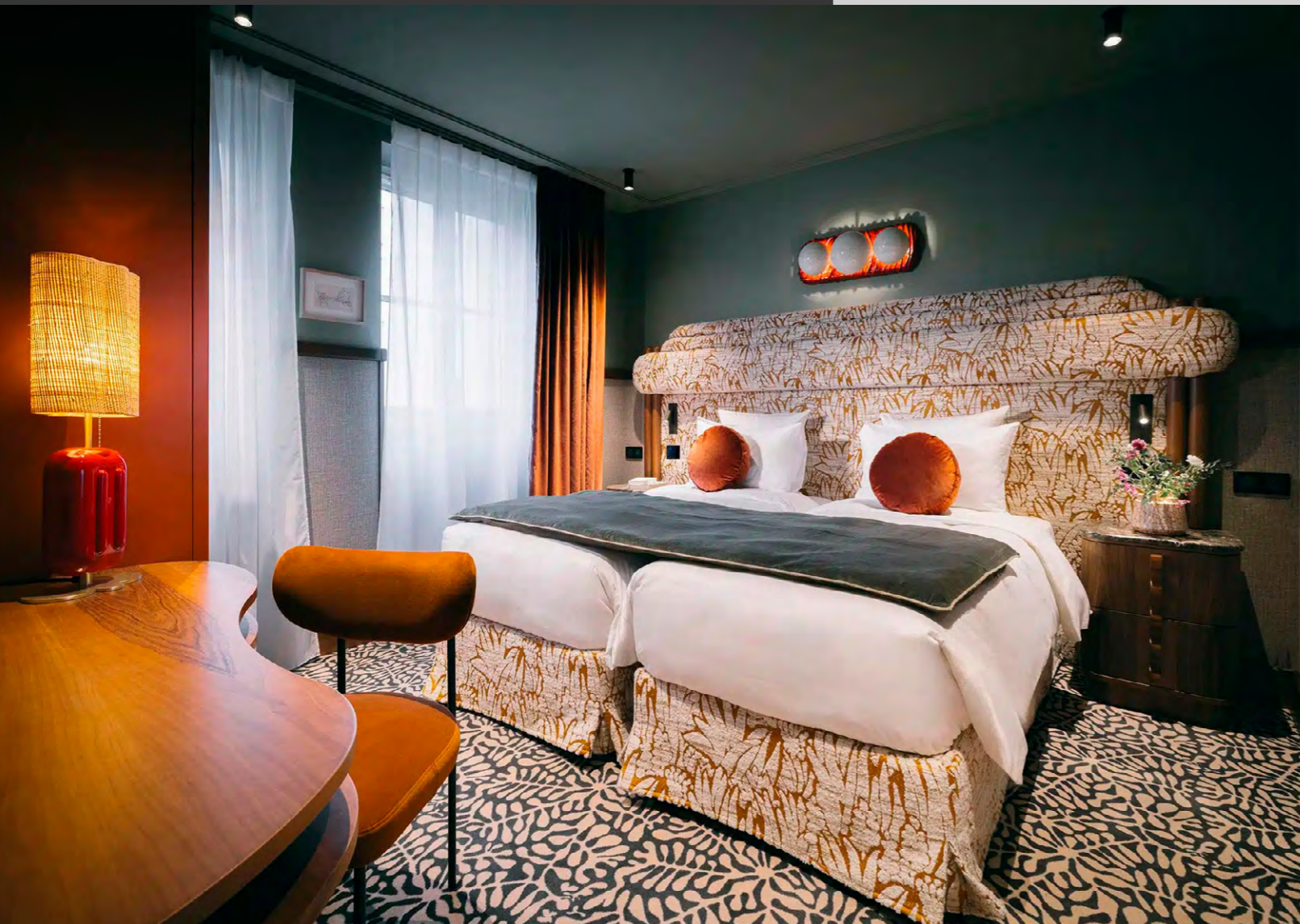




## Context

**HOTEL BEL AMI** 5\* in Saint-Germain-des-Près. 7 Rue Saint-Benoît , Paris VI





## Context

### LA SÈVE 1.75

Luxury suites and apartments  
5, Avenue de Lowendal, Paris VII







## Context

**WE ARE CLUB** Private club and restaurant. 73, rue du Faubourg St-Honoré, Paris VIII





## Context

### STATION F

Tech startup campus, 34 000 m<sup>2</sup>  
5 Parvis Alan Turing, Paris XIII





## Testimonials

“ At B Signature Hotels & Resorts, we are passionate about partnering with those who share our values, and As A Non Believer perfectly embodies this ethos. Their eco-conception – especially through the use of recyclable aluminum – aligns seamlessly with our desire to offer sustainable solutions without compromising on quality.

The sensoriality appeal and effectiveness of their formulas meet the expectations of our guests, of our guests, who appreciate excellence and meticulous attention to every detail. Collaborating with As A Non Believer is a true partnership, marked by total transparency and effortless communication that make our joint endeavors exceptionally rewarding.

We are proud to offer our guests high-end, modern, and eco-conscious products that resonate with the spirit of the times. The excellent feedback from our clients further enhances the quality of the experience we provide. ”

—Anne & Agathe Jousse, at the helm of B Signature Hotels & Resorts







## Our range

A full beauty routine in under 10 products, each designed with care and rigorously tested. The range meets the everyday needs of most skin and hair types.

Proudly made in France.

FABRIQUÉ  
EN FRANCE



Excellent  
on  
*Yuka*





## HAND WASH

500ml, 97% natural  
28€ retail price

What it does: Exfoliates. Cleanses. Smells rich and woody. For when you feel like mixing in a little scrub to get your hands real clean.

What's in it: Easily biodegradable mild surfactants derived from olive, coconut and RSPO-certified palm oils for gentle cleansing. Volcanic sand and rice powder for exfoliation.



## HAND BALM

60ml, 99.5% natural  
19€ retail price

What it does: Hydrates. Soothes. Leaves no grease behind. For when your hands are real rough and dry, in need of a hit of moisture.

What's in it: Soft rapeseed wax to nourish and protect. Grapeseed oil to repair skin's protective barrier. Organic sunflower seed oil extract to intensely rehydrate skin, nails and cuticles.



## ALL-OVER FACE & BODY MOISTURIZER <sup>NEW</sup>

500ml, 100% natural  
retail price coming soon

What it does: Comforts. Softens. Strengthens skin's natural barrier. For when you need a hit of head-to-toe hydration that lasts.

What's in it: New patented sugars molecule to reinforces the skin barrier function. The biotech engineered active ingredient, a marine hydration reservoir, for a "second skin" effect. A new dermo-cosmetic active derived from French chestnut leaves to comfort sensitive skin.





## FACE MOISTURIZER

60ml, 99.8% natural  
36€ retail price

What it does: Replenishes. Brightens. Protects with hydration. For when you feel like your skin needs a hit of moisture. A multi-tasker: daily moisturizer, after-shave, eye balm. To wear alone or under make-up.

What's in it: Sicilian caper floral buds to comfort and protect hyper-sensitive skin. Powerful active from beetroot to replenish thirsty skin and restore damage from vitamin D deficiency.



## FACE CLEANSER

250ml, 97% natural  
27€ retail price

What it does: Cleanses. Refreshes. Removes dirt, make-up, whatever. For when you need to wash away dirt and grime, whatever your skin type.

What's in it: Mild plant-derived surfactants to avoid sensitizing or irritating skin. A mix of vegetal glycerin and pentylene glycol to hydrate and restore skin's barrier.  $\alpha$ -bisabolol to soothe sensitive skin.



## CLAY FACE MASK

60ml, 99.9% natural  
27€ retail price

What it does: Purifies. Refines pores. Your skin on a really good day. For when your face needs a real good clean and you want to be radiant as heck.

What's in it: Illite, kaolin and montmorillonite for a strong equilibrating effect on all skin types. Rapeseed wax and grape seed oil to soften skin and boost elasticity. Strawberry seeds as a natural, delicate exfoliant.





## SHAMPOO

500ml, 95% natural  
36€ retail price

What it does: Cleanses. Strengthens. Whatever your hair type. For when your hair needs a damn good wash, whether it's color-treated or not.

What's in it: Hydroglycolic sunflower seed extract to repair and protect. A synergistic blend of fructo-oligosaccharides and beetroot extract to help combability and reduce color fading. Sulfate-free.



## HAIR CONDITIONER

500ml, 99% natural  
42€ retail price

What it does: Softens. Smoothes. Makes your locks look real great. A multi-tasker. For when you need that shiny hair with the color locked in.

What's in it: Plant-derived amino-lipids to smooth and strengthen. Oat kernel oil and butter to add shine and suppleness. Fructooligosaccharides and beetroot extract to help combability and protect color against fade.



## BODY CLEANSER

500ml, 96% natural  
32€ retail price

What it does: Cleans. Washes. Sulfate-free to keep your skin really soft. For when you need to wash the damn day away without drying out.

What's in it: Easily biodegradable mild surfactants derived from olive, coconut and palm oils to gently cleanse. A mix of vegetal glycerin and natural sclerotium gum to restore skin's protective barrier. α-bisabolol to soothe sensitive skin.





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