

COCHÉ

parfums engagés



# market opportunities

---

After skincare, hair and makeup,  
perfume is the new “green beauty” segment.

Still little invested  
by the perfume industry,  
but a market  
in full (r)evolution.



Natural and organic,  
the revival  
of the niche  
but most of the brands  
that are emerging do not have  
organic certification.

« The French market is finally ready...It wasn't ten years ago.  
Women come to us when they decide  
to change their beauty routine ».

Christian David, Honoré des Près

## organic, natural and vegan cosmetics: the big market trend

---

With the birth of a true ecological conscience among consumers:

- > the debates on **parabens, endocrine disruptors** and potentially carcinogenic ingredients,
- > Consumers are increasingly interested in **ecological, healthy and natural products**, as well as in the various **certifications** (organic, vegan, etc.)... which did not exist 20 years ago.

The beauty market is one of the most impacted sectors by the “natural” wave and the “better consumption” trend.



the concept



## manifesto

---

“

*Perfume has become a lure, a synthetic and unethical product that we breathe in while thinking we're breathing in nature!*

I wanted to restore naturalness, meaning and truth in our wake. By creating pure, powerful and for both your well-being and that of the world. ”

Laurence Lecocq

*creator of Nout brand*



## an alliance of luxury perfumery and organic

---

an eco-conscious process,  
creative approach.

ultra clean formulas:  
>100% natural,  
>certified organic,  
>vegan.  
>non-gendered.  
>made in France.



a House of perfumes  
with meaning,  
committed and certified.

respectful and eco-friendly  
sourcing and packaging.



the brand

## NOUT : a name rich in meaning



It was in 2005 during a trip to Egypt that Laurence discovered the wonderful goddess Nut. She fell in love with this divinity dotted with stars, symbol of the celestial vault and protector of men and the earth.

A name rich in meaning, imagination and of sensoriality.

Natural  
Organic  
Universal  
treasure

An acronym too, summarizing the brand's commitments.



# of commitments

the most demanding label ever



COSMOS ORGANIC



no packaging: traditional cardboard and plastic packaging replaced by a reusable organic cotton pouch (unbleached), ethically manufactured (GOTS /WFTO certified)



a wooden cap, specially created for Nout fragrances, from sustainably managed forests in France (FSC/PEFC certified)

an easily recyclable plain glass bottle



100% natural origin AND organic, without endocrine disruptors, without synthetic fragrances, without dyes, without petrochemicals, without materials from animal origin,

**Nout perfumes are made of nature and that's all.**



# the fragrances



## le master perfumer

---

Nout perfumes were born from the meeting between Laurence Lecocq, founder of the Nout brand, and Laure Jacquet, **Master Perfumer of the prestigious House of Robertet.**



Laure is a luminous woman, specialized in natural composition. Using the highest quality raw materials, she has created 6 exceptional perfumes for Nout, which are not based on marketing codes.

A range that invites travel, composed of a warm oriental, a fruity chypre, a spicy fern, a fresh woody, a marine floral and a gourmet floral.

# compositions of a unique richness in organic perfume

---



2 sizes: 100ml and 15ml (refillable with the 100ml)

## 3 eaux de toilette

---



**ambre chic**  
family: oriental amber



**esprit vétiver**  
family: fresh woody



**terre aromatique**  
family: contemporary fern

selling price france: 186 € (100ml)

---

## 3 eaux de parfum

---



**sel de mer**  
family: marine floral



**pure blanche**  
family: delicious floral



**davana sauvage**  
family: fruity chypre

selling price france: 198 € (100ml)

---



# ambre chic

amber, intense and sensual eau de toilette

---

Sensual Amber Chic! We are carried away by its fresh and spicy side caused by an alliance of bergamot and coriander seeds, before joining its deep, oriental side of amber notes, labdanum, vanilla and benzoin.

> A superb and very sensual harmony.

## top notes


- bergamote EO (Italy)
- coriander seed EO (Russia)
- cistus labdanum EO (Spain)

## heart notes

- incense EO (Somalia)
- labdanum
- elemi EO (Philippines)
- amber accord, vanilla

## base notes

- white cedarwood EO
- patchouli EO (Indonesia)
- tonka beans (Venezuela/Brazil)
- benzoi (siam)

 **Personality:** CREATIVE, originality, anti-conformism, daring, unique, asserting its difference

# esprit vétiver

woody, fresh and spicy eau de toilette

At the heart of its essence, Vetiver is sublimated to bring you this complex and delightful fragrance with facets of Grapefruit Seeds, Spices, and Cedarwood:

> the perfect balance between freshness and intensity, elegance and naturality.



## top notes

- citrus accord
- grapefruit

## heart notes

- clove EO (Madagascar)
- nutmeg EO (Indonesia)
- black pepper EO (Madagascar)
- neroli EO (Tunisia)

## base notes

- vetiver EO (Haïti)
- white cedarwood EO

Personality: INTEMPORAL,  
safe, confident, neat, natural elegance, know-how





# terre aromatique

spicy and sensual eau de toilette

---

Inspired by Kyphi, a sacred Egyptian incense composed of Geranium and Galbanum, this modern fragrance boasts an aromatic heart of Rosemary and Hyssop. Spicy Cinnamon and Nutmeg are rounded out by comforting Cedarwood and voluptuous Tonka Bean.

>This seductive and deliciously captivating perfume feels like a secret rendez-vous in an aromatic garden.

## top notes

- galbanum EO (Iran)
- bergamot EO (Italy)
- cypress EO (Spain)
- hyssop EO (France)

## heart notes

- lavender EO (France)
- geranium EO (Egypt)
- nutmeg EO (Indonesia)
- cinnamon EO (Sri Lanka)

## base notes

- cedarwood EO (Virginia)
- tonka bean (Venezuela/Brazil)
- rosemary EO (Tunisia)
- mousse accord

 **Personality:** CONTEMPORARY  
modern, olfactory bias, trendy

---

# sel de mer

floral, marine and ozonic eau de parfum

---



A lively burst of citrusy Blood Orange is accompanied by the green freshness of Petitgrain and Blackcurrent Bud. The fruity Melon Accord then gives way to distinctive notes of sea water, before revealing the heady sweetness of Orange Blossom.

> Finally, Cedarwood brings to mind vivid and unforgettable memories of summer.

## top notes


- blood orange EO (Italy)
- petitgrain EO (Paraguay)
- blackcurrent bud (Bourgogne, France)
- melon accord

## heart notes

- oceanic salicylate
- orange blossom (Tunisia)
- rose accord

## base notes

- cedar EO (Texas)

 **Personality:** NATURAL,  
simple, relaxed, for oneself, a summer memory,  
a pleasurable gesture, a discreet fragrance



# pure blanche

floral, gourmand and solar eau de parfum

---

Sacred Frangipani surrounds you in an intoxicating floral bouquet, rounded out with spicy and smooth Ylang-Ylang and creamy Tiare Flower.

> A subtle harmony of marine and ozonic notes evoke a feeling of sunbathing at the bottom of a wild cove.

## top notes


- oceanic
- ozonic

## heart notes

- frangipani
- ylang-ylang EO (Madagascar)
- tiare flower

## base notes

- salicylate accord
- white flower accord

 **Personality: SEDUCTIVE,**  
sensuality, trendy, curious, playful, powerful

# davana sauvage

floral, gourmand and solar eau de parfum

---



Both and sweet and powerful at the same time, this chypre fragrance is given a touch of modernity thanks to red fruit notes of Ambrette and Davana mixed with voluptuous Tonka Beans. Patchouli combines with Papyrus Wood, Vetiver, and Sandalwood to enhance its intensity with an exotic and earthy touch.

## top notes

- ambrette seeds (Ecuador/El Salvador)
- bergamot EO (Italy)
- lemon EO (Italy)
- angelica EO (Europe)

## heart notes

- red fruits
- davana EO (India)
- neroli EO (Tunisia)

## base notes

- patchouli EO (Indonesia)
- vetiver (Haiti)
- papyrus EO (India)
- tonka beans (Venezuela/Brazil)
- sandalwood EO (West Indies)

o Personality: REMARKABLE,  
presence, audacity, olfactory signature,  
unforgettable wake



we talk about it

press coverage

VOGUE

E L L E



LE FIGARO · fr  
*madame*

MADAME AIRFRANCE

*Vivre*  
CÔTE PARIS



Les Echos  
WEEK-END

marie claire



SUDNLY

mint  
magazine

S  
STANDARDS

premium  
BEAUTY  
news

Beauté  
*test*

BLOG BEAUTÉ | PARFUM | LIFESTYLE  
AMBIANCE  
FRAGRANCE

HOLISSENCE

femininbio



aufeminin



### Notes SALÉES.

L'océan étant directement connecté avec la mémoire, arriver en un instant les souvenirs d'ailleurs. Ce n'est sûrement pas un hasard si, en cette période de vacances, les parfums proviennent des fragrances qui sentent bon l'été. L'eau de coco du grand feu créole qui il y a moins d'un an au nom bien inspiré. À ceux qui rêvent d'entendre, Pure Blanche de Nout, elle évoque le contraste fraicheur et sable chaud d'une journée au bord de l'océan. Ce n'est pas un hasard si, en cette période de vacances, les parfums proviennent des fragrances qui sentent bon l'été. L'eau de coco du grand feu créole qui il y a moins d'un an au nom bien inspiré. À ceux qui rêvent d'entendre, Pure Blanche de Nout, elle évoque le contraste fraicheur et sable chaud d'une journée au bord de l'océan.



### LES INFOS DU LUXE

**LUXE BIO**  
 Créée en 2020, la marque Nout vient d'arriver sur le marché du parfum, avec une offre qui diffère sensiblement de ses concurrents. Certifiée bio et 100% naturelle, elle est une des très rares griffes françaises à se positionner bio et luxe. Avec une gamme de six jus, dont un Davana Sauvage liquoreux à souhait et un superbe Ambre Chic, des prix deux à trois fois supérieurs aux autres marques bio, elle cible une clientèle plus premium que le public

### LE PARFUM SE MET AU VERT

Le monde des odeurs de niche sur le parfum se multiplie, au-delà des frontières des ingrédients et agit comme des perceuses à papier pour ouvrir des univers méconnus de la fragrance. Il est temps de voir l'arrivée de cette catégorie, mais surtout, de savoir où acheter ces produits. Notre sélection de produits naturels et bio, à partir de nos fournisseurs d'origine. Préparez-vous à découvrir le monde des parfums naturels et bio, à partir de nos fournisseurs d'origine. Préparez-vous à découvrir le monde des parfums naturels et bio, à partir de nos fournisseurs d'origine.

**Pour l'offrir à une substance chimique et presque pas d'impact écologique!**

1. Eau de parfum Thea, Le Coiffeur, 32,90 €  
 2. Eau de parfum Pure Blanche, Nout, 44,90 €  
 3. Eau de parfum Ambre Chic, Nout, 44,90 €



### SCENTURY PERFUME STORIES

02. NOUT: Davana Sauvage

A modern and fruity chypre, Davana Sauvage features carefully blended ingredients from...

### ON PASSE AU VERT

Nouveaux lieux, nouveaux produits, engagements des marques, innovations... Découvrez l'actu de la cosmétique éco.

**L'ADRESSE**  
 Le lieu: Le 100 de l'Alpage du Parc, 100 rue de l'Alpage du Parc, 100 rue de l'Alpage du Parc. **le 100 de l'Alpage du Parc**, 100 rue de l'Alpage du Parc, 100 rue de l'Alpage du Parc.



### CA SENT BON, CA SENT BIO

Allier savoir et nature. C'est le projet que s'est donné la marque Nout, qui propose des parfums 100% naturels certifiés. Ces parfums sont formulés à partir de matières premières naturelles et biologiques. Ils sont donc exempts de produits chimiques et de parfums de synthèse.



**Simone Collection** Abiola, Teintement Bleu, notes de cardamome et de fleur d'orange. 2. Parfums de la Bastide Eau de Parfum, notes de cèdre de Bornéo, muscade, curcum, vanille et... 3. Parfum d'Empire Eau de Parfum, notes de safran, safran, safran...



1. Rosa de Sheraz Eau de Parfum, notes de rose de Damascus, safran, safran... 2. Rosa de Sheraz Eau de Parfum, notes de rose de Damascus, safran, safran...

**SILLAGES JUS VERTS**  
 À BASE D'INGRÉDIENTS NATURELS OU BIO, CES PARFUMS ECO-FRIENDLY JOUENT LA CARTE DU GREEN.



NOVA ESPERO Eau de Parfum, notes de mandarine, mandarine, mandarine... MYSTÈRE Eau de Parfum, notes de mandarine, mandarine, mandarine...



our partners





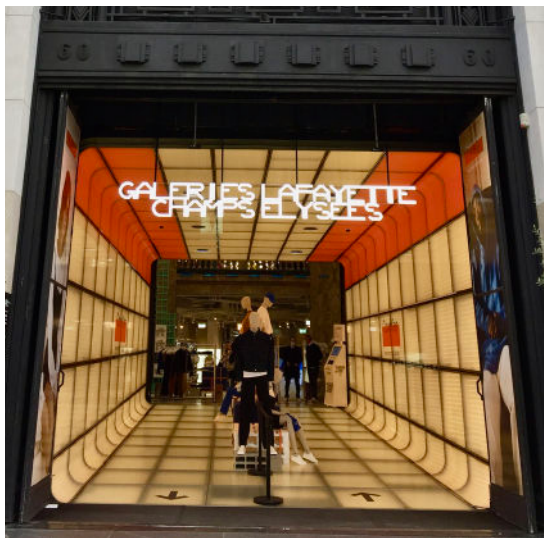
# PRINTEMPS



GALERIES  
LAFAYETTE  
CHAMPS  
ELYSEES



*Galleries  
Lafayette*



# LE BHV / MARAIS



rue Aubert, côté Opéra Paris



# ELYSEES PARFUMS

PARFUMERIE - INSTITUT DE BEAUTE

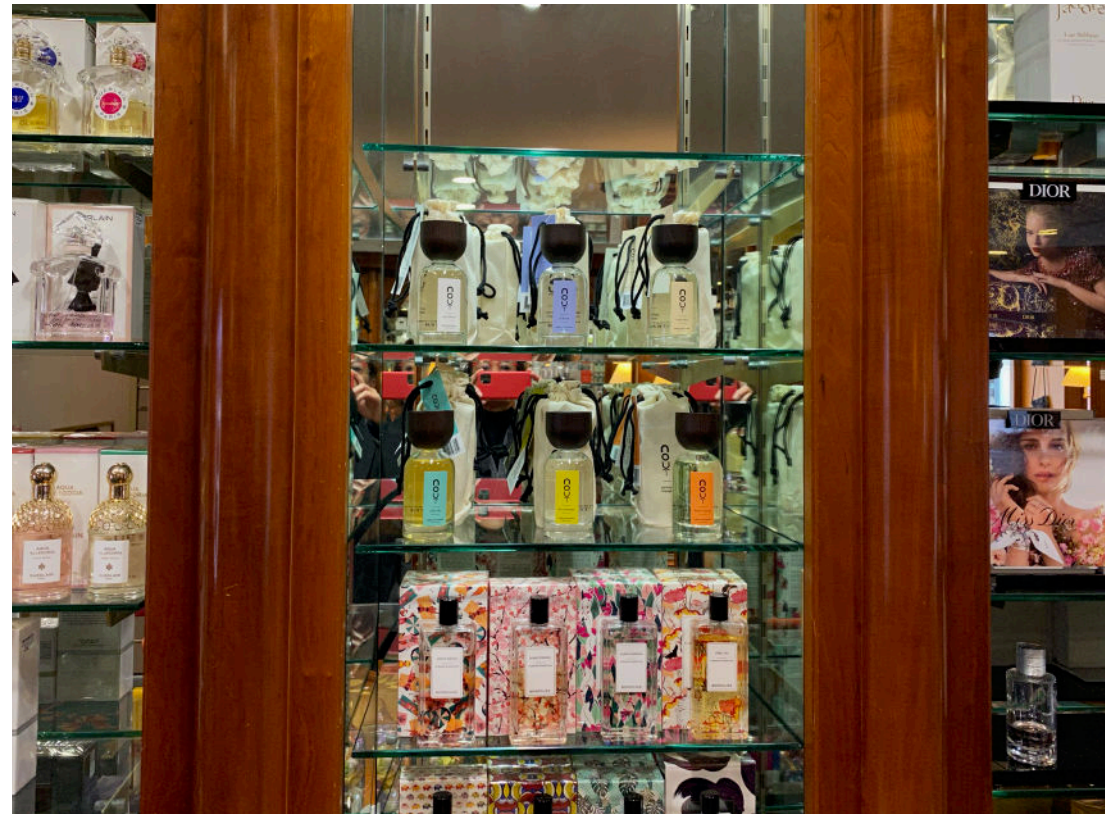
Toulouse



# ELYSEES PARFUMS

PARFUMERIE - INSTITUT DE BEAUTE

Pau



# La[b.o]

Bordeaux



# Jelmoli

Zürich







Bruxelles - Uccle

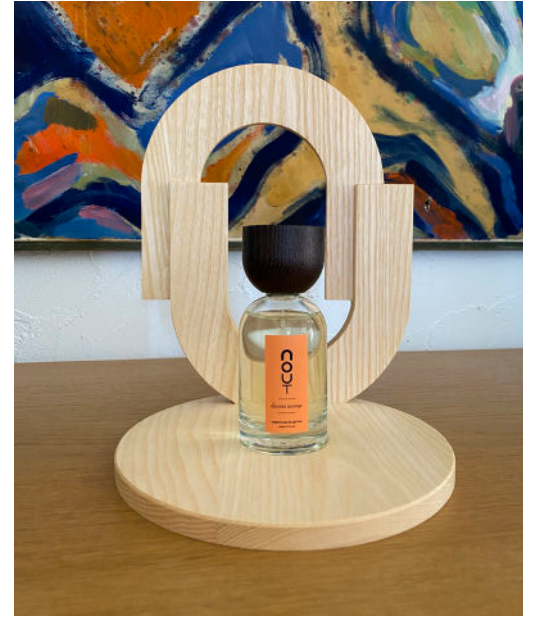




# POS materials



display XL  
wood display for 6 fragrances,  
size 255X950



display SOLO  
wood display for 1 fragrance,  
size 255X200,

blotters



sample  
in 2ml spray



bracelets  
"I love organic luxury" available at  
in the colors of the 6 fragrances



# milestones

# historical

---

end 2018  
2020

december  
2020

may  
2021

2022

*Creation of  
the concept,  
development  
of the 6  
fragrances.*

*Implementation  
of the  
manufacturing  
process.*

*Arrival  
of the 6 fragrances  
on the market  
(marketing  
slowed down  
because of Covid)*

*Reopening of  
the Parisian  
department  
stores.*

*Development  
Europe and  
International.*

# thank you

---

©nout\_parfum

f nout.parfums.engages

noutparfum.com