

THE ICONIC

CC crème

TRANSFORMATIVE PIGMENTS,
BOOSTED SKINCARE.



erborian
KOREAN SKIN THERAPY

OUR STAR PRODUCT SINCE 2013...

ADORED BY
OUR CONSUMERS

★★★★★

“My must-have
since 2016”

- Erborian website FR, December 2024.

★★★★★

“Game changer:
this CC Crème
is magic”

- Erborian website US, August 2024.

★★★★★

“I have been
using it for
3 years and
haven't used
a foundation
since! A gem!”

- Erborian website FR, November 2024.

1 CC CRÈME
SOLD EVERY
12 SECONDS
IN THE WORLD*

*Erborian worldwide distribution in sell-in, retail
and e-business from April 2024 to March 2025.

... IS REBORN IN 2025!

THE ICONIC CC CRÈME...

EMBLEMATIC
TEXTURE
& NATURAL FINISH

- ✓ Encapsulated pigments
- ✓ Light coverage
- ✓ Even complexion
- ✓ Natural & radiant finish

... JUST GOT BETTER!

NEW FORMULA
BOOSTED WITH
ACTIVE SKINCARE
INGREDIENTS

2% Centella Asiatica
• Hyaluronic Acid

- ✓ Immediate⁽¹⁾ &
long-lasting⁽²⁾ hydration
- ✓ Instant soothing effect⁽³⁾

Higher sunscreen

- ✓ SPF 30 (Except CC Crème
Rich without SPF)



NEW PLASTIC
TUBE DESIGNED TO
BE RECYCLABLE**

+3 NEW SHADES!



**Check local collection systems. (1) Consumer test on 129 people after application.

(2) Instrumental test on 38 to 39 people, after 24H of application. (3) Consumer test on 107 people after application. (4) CC Crème Rich does not contain SPF.



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KOREAN SKIN THERAPY



cc crème

40ml - CHF 51*
15ml - CHF 26.30

93%⁽⁵⁾

of consumers say
they like their bare
skin more.



BEFORE⁽⁶⁾



AFTER CC CRÈME⁽⁶⁾

*Recommended retail price - prices remain at the sole discretion of the retailer.
(5) Average % for all shades - Consumer test on 129 people over 4 weeks on bare skin.
(6) Photo taken on professional model, outside conditions of test. Individual results may vary.