

Monoï International Competition Formulation & Packaging 3rd edition

The Monoï International Competition

Set up in 2003, the Monoï International Competition is designed to raise awareness of Monoï de Tahiti among cosmetics industry professionals. Every year, a different theme is used to reveal a new aspect of Monoï de Tahiti via an original formula.

A jury made up of marketing, formulation and innovation specialists assesses and judges the best projects.

The most creative project earns a trip to French Polynesia.

A Monoï Institute initiative

The Monoï de Tahiti Institute was founded by the main suppliers of Monoï de Tahiti with the Appellation d'Origine label. The Institute is dedicated to spreading information about Monoï and promoting it to the general public and professionals.

Via its interdisciplinary technical committee, its work focus mainly on studying Monoï from an ethno-botanical point of view, assessing its properties and developing product concepts.

Partners



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Themes for 2007

- Formulation: the Tahitian Spa
- Special packaging prize: Monoï Traveller

This 3rd edition is totally dedicated to celebrating Monoï de Tahiti as an invitation to travel.

An invitation to take part in a journey of the senses with a formulation theme focused on the Tahitian Spa - to imagine an amazing formula, a magical kind of care, a consummate ritual of regeneration bringing freedom from stress and awakening the joy of radiant energy. And an invitation to travel once again with, this year, a special packaging prize on the theme of Monoï the Traveller - so that Monoï de Tahiti can be with you wherever you go.

Jury 2007

President :

Gérard Rédziniak - Pacific Europe

Members of the jury :

- Thierry de Baschmakoff - Aesthète Designer
- Laurence Bacilieri - Cosmetic Ressources
- Eric Vaxelaire - Institut du Monoï
- Jacques Sebag - Re-Source
- Marielle Le Maire - SARBEC
- Françoise Basset - magazine PCA !
- Elisabeth Ribeiro - Nars Cosmetics

Entrants for 2007

Almost 50 projects were presented this year, coming from Europe (Germany, France, Italy, Poland, the UK and Serbia), Europe (Thailand), the United States and New Zealand.

Although half the projects largely explored the theme of massage and exfoliation, there were also facial masks, formulas around bathing and showering, body veils and powders, haircare and more to illustrate just how much Monoï inspires a prodigious diversity of forms and textures.

This 2007 edition was also an opportunity to confirm that the formulation of natural products is becoming increasingly daring and sophisticated.

Sur une plage abandonnée...

Bath powder for the body

Winner: Carole Marchais



BIOGRAPHY

With a diploma from Isipca, Carole Marchais has set up a formulation department for the Fine Fragrance division at Givaudan. She has now been working there for the past 5 years and is interested in the latest perfumage textures and pleasures.

THE FORMULA

“Sur une plage abandonnée...” is a white, pearlescent powder with an elegant fragrance... A powder like the promise of incredible gentleness. On a moist skin, it transforms into a milk of Pearls and Tiaré flowers. A purifying pleasure (with its cleansing and foaming action) that also nourishes (the soothing and hydrating virtues of Monoï associated with the regenerated properties of Tamanu oil), leaving the skin delightfully perfumed with a soft, satin texture.

THE SPIRIT AND THE SENSES

This powder, with its irresistible softness, reinvents the art of bathing and showering. An infinitely delicate prelude to a soothing and relaxing ritual, it plays upon metamorphosis and surprise. The “encapsulated” oils are gradually released into the finest foam imaginable, creating a wonderful alchemy of polysensory pleasures.

Percentage of Monoï de Tahiti: 10 %

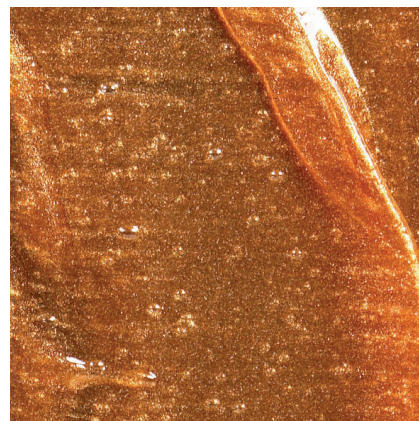
INCI LIST

Talc, sodium laureth sulfate, cocos nucifera, gardenia tahitensis, methylmethacrylate crosspolymer, mica, aluminium starch octenylsuccinate, acrylates copolymer, magnesium carbonate, silica, sucrose stearate, sodium cocoyl isethionate, laureth-3, dimethicone, parfum, cocos nucifera (cocunut) oil, calophyllum inophyllum oil, titanium dioxide, tocopherol, benzoate sodium

Taurumi

Massage balm

Winner: Carole Valette



BIOGRAPHY

With a degree in cosmetology, Carole Valette is a formulator at the SOREDEC Research Centre. In the laboratory, she contributes to the development of products for SOTHY'S group brands: SOTHYS, Simone MAHLER and Bernard CASSIERE, as well as taking them through to the production stage.

Carole Valette also works in the group's regulatory department, preparing dossiers for product tolerance tests and updating raw material files.

THE FORMULA

A delicious, pearlescent cream, «Taurumi» offers the luxury of gold and fragrances in an irresistible temptation for the senses. The masseur liberally applies the product by effleurage over the whole body - flooding it with a tide of intense pleasure. Then, on contact with water, the product is transformed into a creamy, sensual massage milk.

In this sensual and aphrodisiac massage, totally dedicated to awakening the senses, the Monoï de Tahiti harmonises with vanilla oil, essential sandalwood oil and an extract of ginseng. This last ingredient amplifies the skin's sensory response by stimulating neuronal dendricity.

THE SPIRIT AND THE SENSES

Genuine fusional care products combining tradition and modernity, with the sublime qualities of gold and the gentleness of milk - a nectar for the skin that brings a heady delight to the senses and transports the soul.

Percentage of Monoï: 12%

INCI LIST

Hexyl laurate, Glycerin, Isodecyl neopentanoate, Cocos nucifera (coconut) oil, Gardenia tahitensis flower extract, Aqua (water), Polyglyceryl-10 myristate, Helianthus annuus (sunflower) seed oil, Cyclopentasiloxane, Fragrance, Vanilla planifolia fruit extract, Dimethiconol, Pfaffia glomerata rhizome extract, Vanilla tahitensis fruit extract, Arginine PCA, Aloe barbadensis leaf juice, Tocopheryl acetate, Limone, Phenoxyethanol, Linalool, Tocopherol, Carum carvi (caraway) seed oil, Citrus aurentium dulcis (Orange) oil, Citrus grandis (Grapefruit) peel oil, Citrus medica limonum (Lemon) peel oil, Cupressus sempervirens oil, Juniperus virginiana oil, Lavandula angustifolia (Lavender) oil, Lavandula hybrida oil, Pinus sylvestris leaf oil, Santalum album (Sandalwood) oil, Sorbate de potassium, +/- CI 77019 (Mica), +/- CI 77491 (Iron oxide), +/- CI 77499 (Iron oxide), +/- CI 77891 (Titanium dioxide).

Monoï Traveler

Travel Kit

Winner: Sandra Massonnat



BIOGRAPHY

Sandra Massonnat directs FERLING - a company she set up in 2001, which offers a glittering range of products and services in the world of beauty and luxury, with three major fields of activity:

- stimulating imagination and dreams (concepts, products, services, etc.)
- instilling life and orchestrating (formulas, design, industry, etc.)
- writing and describing (communications, copywriting, etc.)

FERLING works with brands when they are creating or repositioning care products (Fermes de Marie, Lisa Simon, Tamalys, marocMaroc, Filorga, and others). The team also works with companies in the world of beauty that appreciate its creative and offbeat approach (Caudalie, Nuxe, Thali'sens, Comptoir Sud Pacifique, and others).

FERLING has developed several highly sophisticated products which prove that the market is capable of adopting really unique cosmetic concepts. Miss Ferling was the creator of the Tigress Balm, the “hands and claws cream for coping with the urban jungle” and Dalmatian Balm, the “white care product with black dots that is kind to fashion victims.”

PRODUCT CONCEPT

Monoï Traveller is a box in the form of a travel guide. With the first “volume”, the Monoï de Tahiti reveals its delicacy through the prism of Japanese beauty rituals - with pink cherry, powdered pearl and camellia combining with Monoï in a series of monodose care products: face moisturiser, hair repair and highlighter.

This pack is aimed to be a genuine initiation into Monoï. Its format is an invitation to read the detailed texts which arouse curiosity and excite the senses. The simple materials used respect the product's natural origins, with the Japanese design and products imagined in a “kawai” spirit expressing all the refinement inherent in this beauty oil from Tahiti and her islands.

THE SPIRIT AND THE SENSES

A beauty secret from the most legendary of destinations, with this original concept, Monoï de Tahiti expresses the whole spirit of travel as a quest for the senses and intense pleasure.