

Press release - 3 December 2019

Auchan Retail has launched Cosmia bio, a range of health and beauty products for adults and babies, 100% organic, good for the skin and the environment and all considered to be “risk-free” by Yuka!

At a time when one in every two French people are buying organic cosmetic and health products, Auchan is adding two organic ranges, one for adults and one for babies, to its Cosmia health and beauty brand. The brand is thereby demonstrating its commitment to designing unique and reassuring that help to improve lives and preserve biodiversity and resources.

Available from all Auchan contact points in 8 European countries, the 15 new Cosmia bio products have obtained scores of between 79 and 100 on the Yuka app.



Cosmia bio takes care of your skin...



Liquid soap and olive or sweet almond shower gel, deodorant, hand cream, moisturising body lotion, moisturising face cream, cleansing water, deodorant, shampoo... All daily health and beauty essentials can be found in the new Cosmia Bio adult range. The products contain ingredients such as olive, sweet almond, aloe vera, calendula and shea butter and have an average score of 91.6/100 on the Yuka app. (the scores of all the products range from 79/100 to 100/100 and are therefore considered to be risk-free).

The Cosmia bio Baby is also organic and free of controversial

products. The products in the range cover all babies' needs: 2 in 1 cleansing gel, moisturising cream, liniment, wipes and cleansing water. All the products have a score of 100/100 on the Yuka app.



Certified as Comsos Organic by the certification organisation, ECOCERT, the Cosmia Bio products are made from at least 97% natural ingredients, at least 10% of which come from organic farms.

...and the planet!



The Cosmia Bio range not only takes care of consumers' skin, it is also committed to protecting the planet. In line with the Plastics Pact signed by Auchan Retail in 2019, reducing the use of plastics was a factor in the design of the packaging. The majority of products contain at least 25% recycled plastic, and some, such as the cleansing water for babies, contain 100% recycled plastic. The cardboard packaging comes from sustainably managed, responsible forests and is made from 80% recycled paper. A sustainable commitment for the planet, to which Auchan Retail is proud to contribute.

Cosmia Bio products are sold in eight countries (Spain, France, Portugal, Hungary, Ukraine, Poland and Romania).

Products from €1.89 in France.

About Auchan Retail

Present in 15 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, drive outlets and e-commerce) with 2,405 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a phygital shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Next-generation retailers, campaigners for good, healthy and local, Auchan Retail's employees work responsibly with customers, farmers and suppliers so that everyone can improve their quality of life by eating better. www.auchan-retail.com

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