

# ANNE JENSEN

LONDON PARIS NEW YORK

*ESTABLISHED 1997*

## About

### Anne Jensen

The company Anne Jensen was founded in 1997 by industry veteran Anne Jensen, designer and creator of the glass nail file shape c.

The brand and its designs are recognized for its cutting edge design, quality, innovation and commitment to design and development especially of tweezers and that part of the brand is termed as state of art products.

Founded on the back of design and product development in the beauty industry with a commitment to reinventing luxury and quality design in personal care instruments, cosmetics, skincare and fragrances, Anne Jensen has carved out a niche as an innovative designer beauty brand of excellence and development.

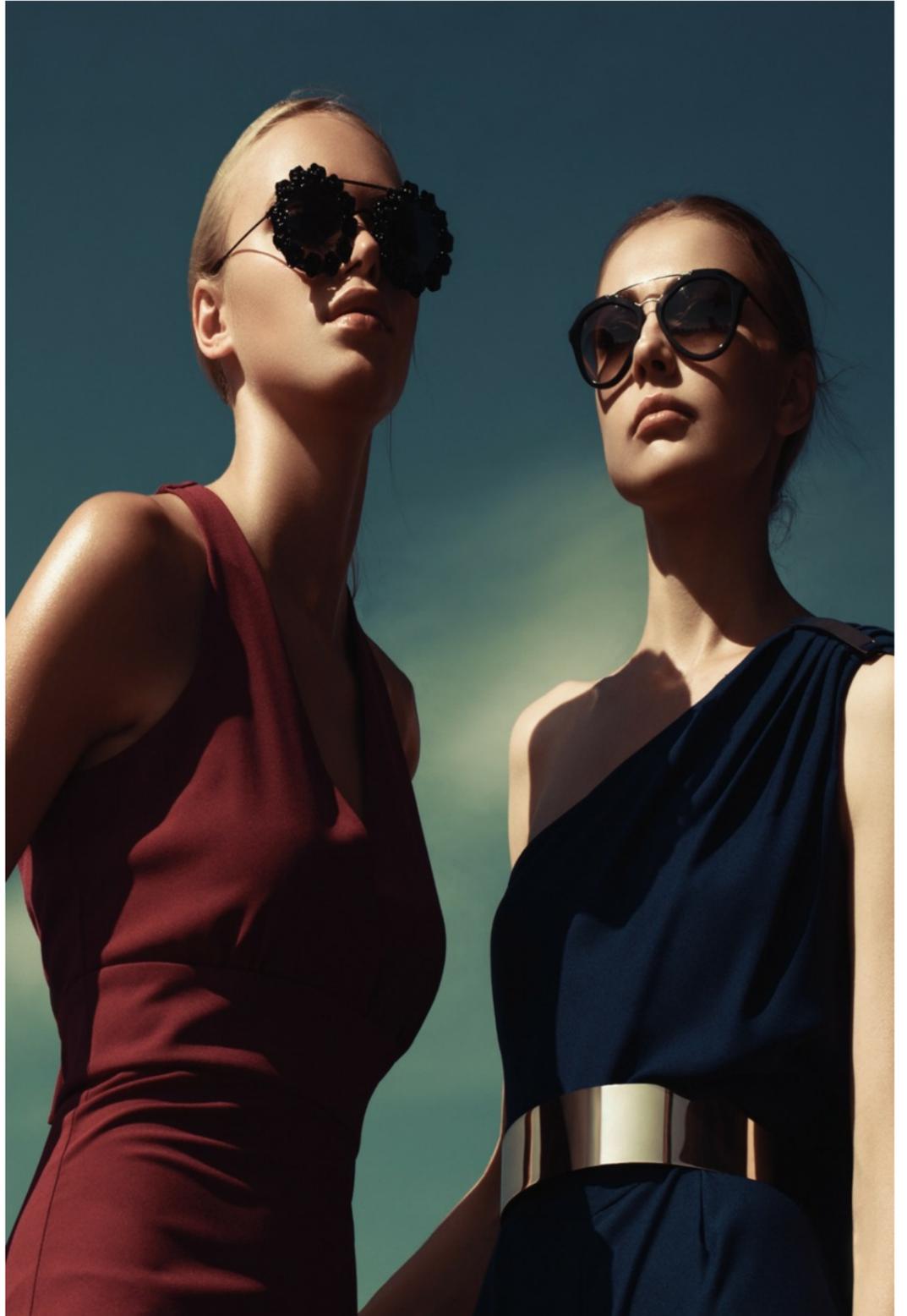
The glass nail file was awarded the British Beauty Award 2000 and the Pure award.

The Anne Jensen brand is built on class, quality and development, the product lines cover all corners of the cosmetics industry, beauty tools, fragrance, make up and skincare, where innovation and development is cutting edge. The concept of streetstyle is not new, but covers the broad concept that all people want to be individual and are therefore looking for products that suit their individual needs, that make them feel comfortable in their everyday life, but which can also spice up and give everyday life a little luxury.

Every design created in the Anne Jensen brand, regardless of product category, stems from the creative identity of the founder Anne Jensen.

It is these unique designs that reflect Anne Jensen's personality, giving the brand an elegance and luxury that helps the brand stand out from the rest of the beauty industry.

Anne Jensen's design product line is a wide range of products created for women and men of all ages who want to pamper themselves with some fantastic quality products that fit the trend of the time and the person's own self. Who care about themselves and want to create a good experience every time they want to pamper themselves with a little extra luxury.



## *New kids on the block*

What could be better than a care product with a filling texture and just the right amount of anti-aging active ingredients to make the signs of time a distant memory? This cream combines hyaluronic acid with a biomimetic peptide and a global anti-aging active ingredient derived from white hibiscus and baobab. And because nourishing your skin is also the key to preserving its youthfulness, squalane and mango butter complete this formula brilliantly.



France has nearly for a century been pioneer in skincare and skincare ingredients. With eye on the future Anne Jensen choose France to develop the future of the skincare. In every skincare products from Anne Jensen lies ingredients sourced with care and treated with french expertise.

Natural grown

Natural grown are sustainable grown in every steps. Traditional grown methods respect the natural nutrients in the process, producing the highest quality ingredients based on techniques used for generations .

Anne Jensen Diamond Skincare are between 84 % to 100 % natural ingredients.

Anne Jensen Diamond skincare is a clean beauty line based on aqua marine botanicals, which calm the skin and natural botanicals which helps improve the skin.

Sustainable

If we really want the sustainable line then it's all about the finest ingredients for the skincare itself and the most recyclable materials for the packaging. For skincare produced in the finest ingredients, glass packaging is preferable as they can be recycled. The purer the ingredients used in skincare the harder they have to work with plastic material and they often end up rancid.

The packagings are recyclable. How to sort depend on your country way to recycle.

Test

Anne Jensen Skincare series has documented test results on the products.

# *Diamond Skincare*



# *The perfect brow fit*



Tweezing eyebrows and curling your lashes takes 10 years of your ages. A perfect facelift.

Your eyebrows and lashes define your face so a good grooming routine should be a priority in your beauty regime.

Eyebrows frame your eyes and lift your face its therefore imperative that they're well groomed and well-maintained.

Having the right tools is the most important factor in ensuring your brows look immaculate.

Tweezers need to be high quality stainless steel with a wide grip handle to ensure a better hold and therefore better results.

Scissors also play a vital role in shaping your brow and should be of high quality with a sharp edge'

Japanese stainless steel tweezers ensure a crisp and clean cut.

Tweezing your brow opens the eye area and instantly alters your appearance.

# Couture Make Up



Anne Jensen make up line is made with unique created textures, modern colors and match every needs for a beautiful look what ever the look is. All products and colors are designed , developed and created from scratch by Anne Jensen Anne Jensen make up collection trend setting natural based texture, new color pigment and new and sustainably ingredients. The trend of the time.

# Fragrance Future

Anne Jensen Fragrance.

Grasse in France has since the year 1700 been the city for production of the worlds finest fragrance.

When Anne Jensen decided to create her own fragrance line, it came natural to look at Grasse in France.

Plants and flowers such as Orange Blossom, Jasmine, Lavender, Tuberose, and Mimosa have been grown in Grasse atleast the past 300 years. Since the 1700 century the unique soil in the region provide the ideal climate for growing high quality of flowers used to manufacture fragrance.

There are no doubt that Grasse create the worlds finest fragrance.



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PRODUCT \_\_\_\_\_

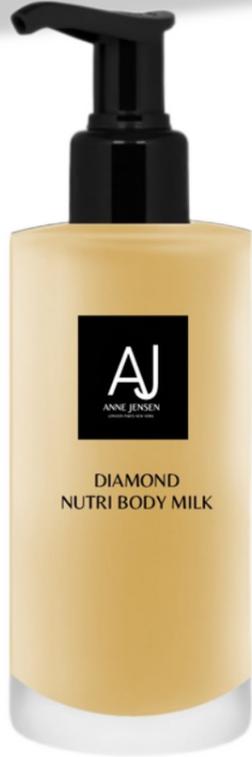
TESTET \_\_\_\_\_

APPROVED \_\_\_\_\_

FILED \_\_\_\_\_

WHY WE LOVE IT \_\_\_\_\_

TESTET  APPROVED  FILED  DATE



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