

Isabelle

LAURIER



TRENDY WELLNESS CONCEPTS FOR RETAILERS
CONCEPTS DE BIEN-ÊTRE TENDANCES

HELLO!

Welcome to the newest Isabelle Laurier catalogue with an overview of our most tempting wellness concepts. Before you turn this page, we'll tell you a very short story on how our brand came to what it is today.

Back in 1991, our founding mother Isabelle Laurier started a local ecological gift store in her little Belgian home town Wetteren. De Laurier (The Bay Tree) was born. People came from far far away to buy Isabelle's unique little gifts and scents. As a young mother of three, she strongly believed that she could make the world a better place to live in for her kids and for many other families.

Isabelle and her husband Diederik started distributing sustainable cosmetic brands that they believed in. They could now sell their products on a larger scale and thus increase their positive impact. After almost five years of distributing these brands in Belgium, the time was right in 2000 to make the next biggest possible step: the creation of their own brand and the expansion of their business all over Europe working together with leading international retailers.

Our business has always been built on the following principles:

- Long-lasting **partnerships** with our shareholders
- **Social engagement** through close cooperation with local artisans for packaging
- Creating and distributing **positive, honest and fun products**
- Offering a **large assortment** of wellness products

In 2012, two of the three sons joined the family business. Pieter and Jan have been spoon-fed the same principles, passion and business feeling as their parents. In 2013, they decide to launch the brand Isabelle Laurier, honouring the love of the business' founding mother.

Pieter and Jan are the company's second generation and today's business owners. We believe that Isabelle Laurier can make life more enjoyable and continue to create happy family moments. We look forward to the day that you want to be part of our journey.

Jan & Pieter Willems

Owners at Isabelle Laurier



MISSION

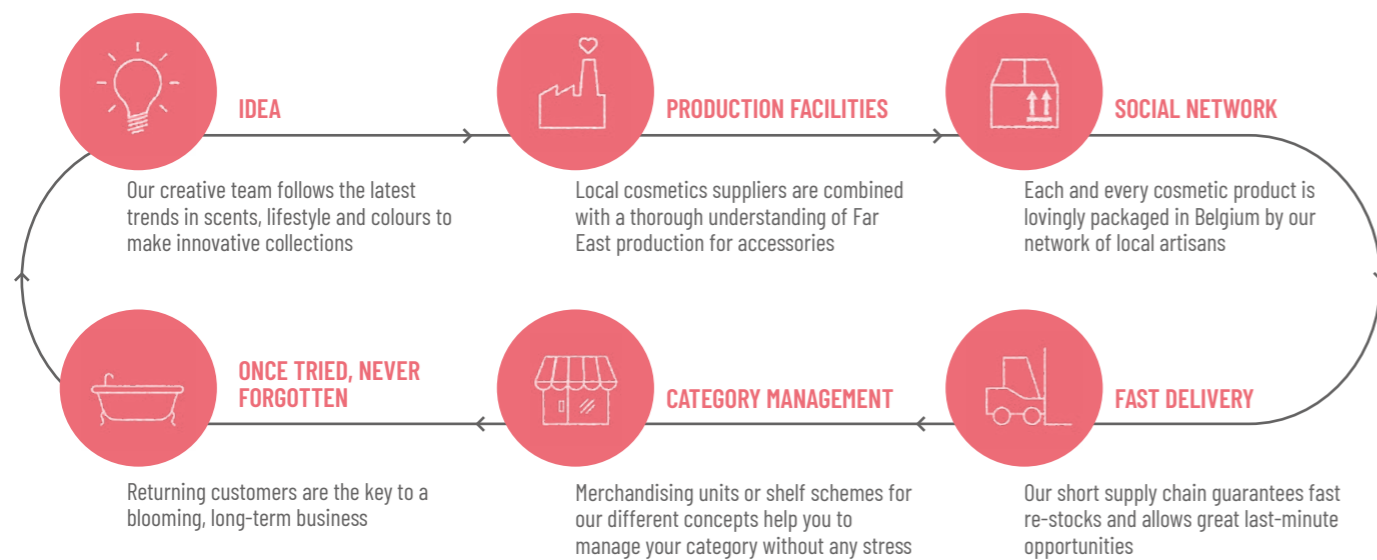
Isabelle Laurier is a second generation family business creating and distributing trendy wellness concepts under its own brand name for chain stores. Our products arouse a desire among the customers of these stores to give and receive.

IMPACT

- 90% of our cosmetic products are made by **small-scale** family owned factories in Belgium or Western Europe. We purchase these products unpackaged.
- Real people package our products in **social workshops in Ghent**
- Every day **+/- 100 people** work on the packaging of our cosmetics and accessories
- Isabelle Laurier employs people who have fewer opportunities on the labour market, each with its own story, a heart for our products and a **great eye for detail**.
- Every year several **interns** are trained in our family business

SUSTAINABILITY

- We are a pioneer in **natural cosmetics** from the start in 1991
- 85% of our cosmetic products are natural
- All our products are tested on our children and women, **not on lab animals**
- Our accessories are all tested according to the **highest EU standards**
- We only do sustainable product developments, no seasonal collections
- In summer time, we **cycle** to work





Natural Soaps - Savons naturels

Bath Mitts - Gants de toilette

Bath Toys - Jouets de bain

Sparkling Bath Tablets - Galets de bain

Magic Towels - Serviettes magiques

Bath Toy Set - Set jouets de bain

NATURAL SOAPS ENRICHED WITH SOFT ALMOND OIL

98% natural ingredients - Soap base RSP0 - 60g



NATURAL SOAP FROG - MELON
18440
Display 24 pcs / 288 pcs
EAN 5420071704310



NATURAL SOAP DUCK - HONEY
18441
Display 24 pcs / 288 pcs
EAN 5420071704327



NATURAL SOAP PIG - RED BERRIES
18442
Display 28 pcs / 336 pcs
EAN 5420071704334



NATURAL SOAP COW - SWEET MUSK
18443
Display 23 pcs / 276 pcs
EAN 5420071704341



NATURAL SOAP HORSE - FLOWERS
18444
Display 27 pcs / 324 pcs
EAN 5420071704358



BATH MITTS

100% Cotton
EN71 - 1, 2, 3 tested for toys
Presented on hook



BATH MITT FROG
18330
Polybag 12 pcs / 144 pcs
EAN 5425013559379



BATH MITT DUCK
18331
Polybag 12 pcs / 144 pcs
EAN 5425013559386



BATH MITT PIG
18332
Polybag 12 pcs / 144 pcs
EAN 5425013559393



BATH MITT COW
18333
Polybag 12 pcs / 144 pcs
EAN 5425013559409



BATH MITT HORSE
18334
Polybag 12 pcs / 144 pcs
EAN 5425013559416

ANIMAL BATH TOYS

EN71 - 1, 2, 3 tested for toys - 100% airtight - Average size: 73 x 45 x 49 mm



BATH TOY DUCK
18380
Display 32 pcs / 320 pcs
EAN 5420071703900



BATH TOY FROG
18381
Display 24 pcs / 240 pcs
EAN 5420071703917



BATH TOY PIG
18382
Display 24 pcs / 240 pcs
EAN 5420071703924



BATH TOY COW
18383
Display 28 pcs / 280 pcs
EAN 5420071703931



BATH TOY HORSE
18384
Display 22 pcs / 220 pcs
EAN 5420071703948

SPARKLING BATH TABLETS

97% natural ingredients - 25g



BATH TABLET FROG - SWEET MUSK
18430
Display 62 pcs / 744 pcs
EAN 5420071704266



BATH TABLET DUCK - BABY POWDER
18431
Display 62 pcs / 744 pcs
EAN 5420071704273



BATH TABLET PIG - STRAWBERRY
18432
Display 62 pcs / 744 pcs
EAN 5420071704280



BATH TABLET COW - COCONUT
18433
Display 62 pcs / 744 pcs
EAN 5420071704297



BATH TABLET HORSE - MANGO
18434
Display 62 pcs / 744 pcs
EAN 5420071704303





MAGIC TOWELS

100% Cotton - Packaged as 4 cm x 4 cm x 2 cm, after unfolding 30 x 30 cm - REACH certified



MAGIC TOWEL FROG
18320
Display 30 pcs / 360 pcs
EAN 5425013559300



MAGIC TOWEL DUCK
18321
Display 30 pcs / 360 pcs
EAN 5425013559317



MAGIC TOWEL PIG
18322
Display 30 pcs / 360 pcs
EAN 5425013559324



MAGIC TOWEL COW
18323
Display 30 pcs / 360 pcs
EAN 5425013559331



MAGIC TOWEL HORSE
18324
Display 30 pcs / 360 pcs
EAN 5425013559348



BATH SET

EN71 - 1, 2, 3 tested for toys
100% airtight to prevent water from leaking inside



5 ANIMAL BATH TOYS
18390
Carton 12 pcs / 48 pcs
EAN 5420071703955





Fun in the Bath Tub - Plaisir dans le bain

Bath Mitts - Gants de toilette

Bath Ducks - Canards de bain

Bath Oil Pearls - Perles d'huile de bain

Mini Bath Bombs - Billes de bain effervescentes

Big Bath Ducks - Canards de bain géants

FUN IN THE BATH TUB

95% natural ingredients - EN71 - 1, 2, 3 tested for toys



HAPPY FISH SOAP BAG
30330
Display 12 pcs / 48 pcs
EAN 5425013552776
Weight 180g



HAPPY TURTLE SOAP BAG
30331
Display 12 pcs / 48 pcs
EAN 5420071703474
Weight 180g



DUCK NAIL BRUSH
42000
Display 48 pcs / 288 pcs
EAN 5420071701630

FUNNY BATH MITTS

100% Cotton
EN71 - 1, 2, 3 tested for toys
Presented on hook



BATH MITT PRINCESS
16420
Polybag 12 pcs / 144 pcs
EAN 5420071704013



BATH MITT PIRATE
16421
Polybag 12 pcs / 144 pcs
EAN 5420071704020



BATH MITT UNICORN
16422
Polybag 12 pcs / 144 pcs
EAN 5420071704037



BATH MITT INSTAFAMOUS
16423
Polybag 12 pcs / 144 pcs
EAN 5420071704044



BATH MITT SUPERHERO
16424
Polybag 12 pcs / 144 pcs
EAN 5420071704051

FUNNY BATH DUCKS

EN71 - 1, 2, 3 tested for toys - 100% airtight - Average size: 55 x 58 x 50 mm



BATH DUCK PRINCESS
16400
Display 32 pcs / 320 pcs
EAN 5420071703962



BATH DUCK PIRATE
16401
Display 32 pcs / 320 pcs
EAN 5420071703979



BATH DUCK UNICORN
16402
Display 32 pcs / 320 pcs
EAN 5420071703986



BATH DUCK INSTAFAMOUS
16403
Display 32 pcs / 320 pcs
EAN 5420071703993



BATH DUCK SUPERHERO
16404
Display 32 pcs / 320 pcs
EAN 5420071704006

8 BATH OIL PEARLS IN A JAR

97% natural ingredients - 8 x 4g



8 PURPLE BATH OIL PEARLS - LAVENDER
17465
Display 12 pcs / 96 pcs
EAN 5420071703542



8 GREEN BATH OIL PEARLS - APPLE
17466
Display 12 pcs / 96 pcs
EAN 5420071703559



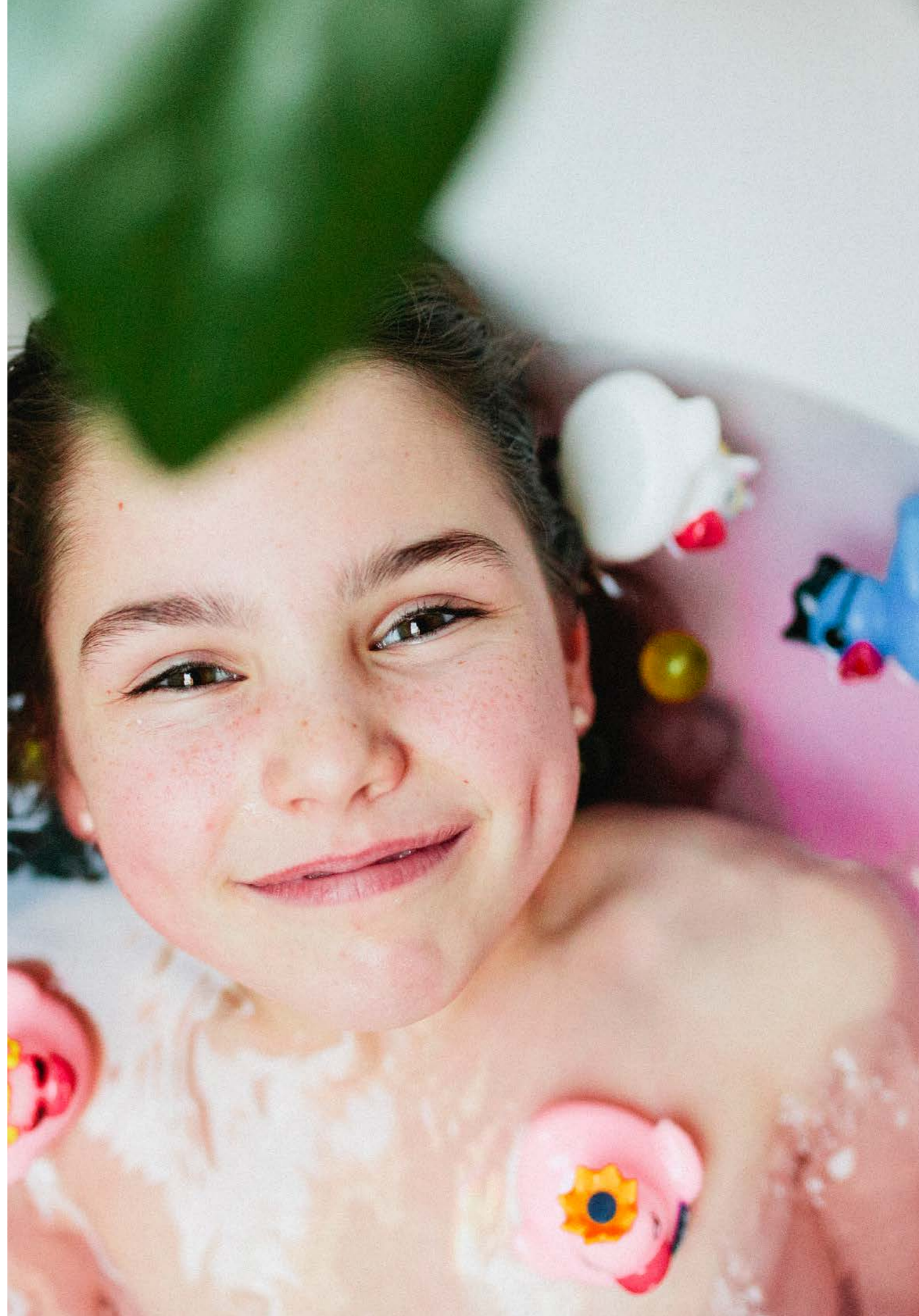
8 BLUE BATH OIL PEARLS - LOTUS FLOWER
17467
Display 12 pcs / 96 pcs
EAN 5420071703566



8 PINK BATH OIL PEARLS - PASSION FRUIT
17468
Display 12 pcs / 96 pcs
EAN 5420071703573



8 YELLOW BATH OIL PEARLS - VERBENA
17469
Display 12 pcs / 96 pcs
EAN 5420071703580





5 MINI BATH BOMBS IN A JAR

98% natural ingredients - 5 x 8g



5 PURPLE BATH BOMBS - LAVENDER

17475
 Display 12 pcs / 96 pcs
 EAN 5420071703597



5 DARK PINK BATH BOMBS- RASPBERRY

17476
 Display 12 pcs / 96 pcs
 EAN 5420071703603



5 BLUE BATH BOMBS - OCEAN

17477
 Display 12 pcs / 96 pcs
 EAN 5420071703610



5 PINK BATH BOMBS - ROSES

17478
 Display 12 pcs / 96 pcs
 EAN 5420071703627



5 WHITE BATH BOMBS - SWEET MUSK

17479
 Display 12 pcs / 96 pcs
 EAN 5420071703634



BIG BATH DUCKS

EN71 - 1, 2, 3 tested for toys
 100% airtight
 Size: 21 x 18 x 18 cm



BIG DUCK SNOW WHITE

42404
 Carton 3 pcs / 24 pcs
 EAN 5420071703481



BIG DUCK YELLOW

42405
 Carton 3 pcs / 24 pcs
 EAN 5420071702965



Bath Bombs - Boules effervescentes

Facial Tissue Masks - Masques visage en tissu

Pocket Perfumes - Parfums de poche

Bath Cupcakes - Cupcakes de bain

Bath Oil Pearls - Perles d'huile de bain

Big Bath Ducks - Canards de bain géants

HANDMADE BATH BOMBS

97% natural ingredients - 175g



DUO BATH BOMB SUMMER LOVE - PEACH
17620
Display 6 pcs / 72 pcs
EAN 5420071703696



DUO BATH BOMB NAMASTE - MANGO
17621
Display 6 pcs / 72 pcs
EAN 5420071703702



BATH BOMB PINK CLOUD - STRAWBERRY
17623
Display 6 pcs / 72 pcs
EAN 5420071703726



BATH BOMB UNICORN DREAM - PASSION FRUIT
17624
Display 6 pcs / 72 pcs
EAN 5420071703733



BATH BOMB TEMPTATION - SWEET MUSK
17625
Display 6 pcs / 72 pcs
EAN 5420071703740



FACIAL TISSUE MASKS

Presented on hook
18 ml



FACIAL SHEET MASK HYDRATE - COLLAGEN
17390
Carton 50 pcs / 500 pcs
EAN 5420071703313



FACIAL SHEET MASK YOUNG - VEGETABLES
17391
Carton 50 pcs / 500 pcs
EAN 5420071703320



FACIAL SHEET MASK DETOX - BERRIES
17392
Carton 50 pcs / 500 pcs
EAN 5420071703337



FACIAL SHEET MASK PURE - CHARCOAL
17393
Carton 50 pcs / 500 pcs
EAN 5420071703344



FACIAL SHEET MASK RELAX - ALOE VERA
17394
Carton 50 pcs / 500 pcs
EAN 5420071703351

ROLL-ON POCKET PERFUMES

Travel format - 10 ml - 1 tester per display included



PERFUME FLOWER POWER - FLOWERS
17600
Display 39 pcs / 312 pcs
EAN 5420071703641



PERFUME PASSION - PASSION FRUIT
17601
Display 39 pcs / 312 pcs
EAN 5420071703658



PERFUME INSTANT CRUSH - WOW!!
17602
Display 39 pcs / 312 pcs
EAN 5420071703665



PERFUME BERRY LOVE - BERRIES
17603
Display 39 pcs / 312 pcs
EAN 5420071703672



PERFUME VANILLA CARAMEL - VANILLA CARAMEL
17604
Display 39 pcs / 312 pcs
EAN 5420071703689



CREAM BATH CUPCAKES

98% natural ingredients - 70g - Enriched with Cocoa and Shea Butter - 1 Cupcake for 2 Baths



CREAM BATH CUPCAKE PINK CLOUD - STRAWBERRY
17445
Display 15 pcs / 180 pcs
EAN 5420071704068



CREAM BATH CUPCAKE MILK & HONEY - MILK & HONEY
17446
Display 15 pcs / 180 pcs
EAN 5420071704075



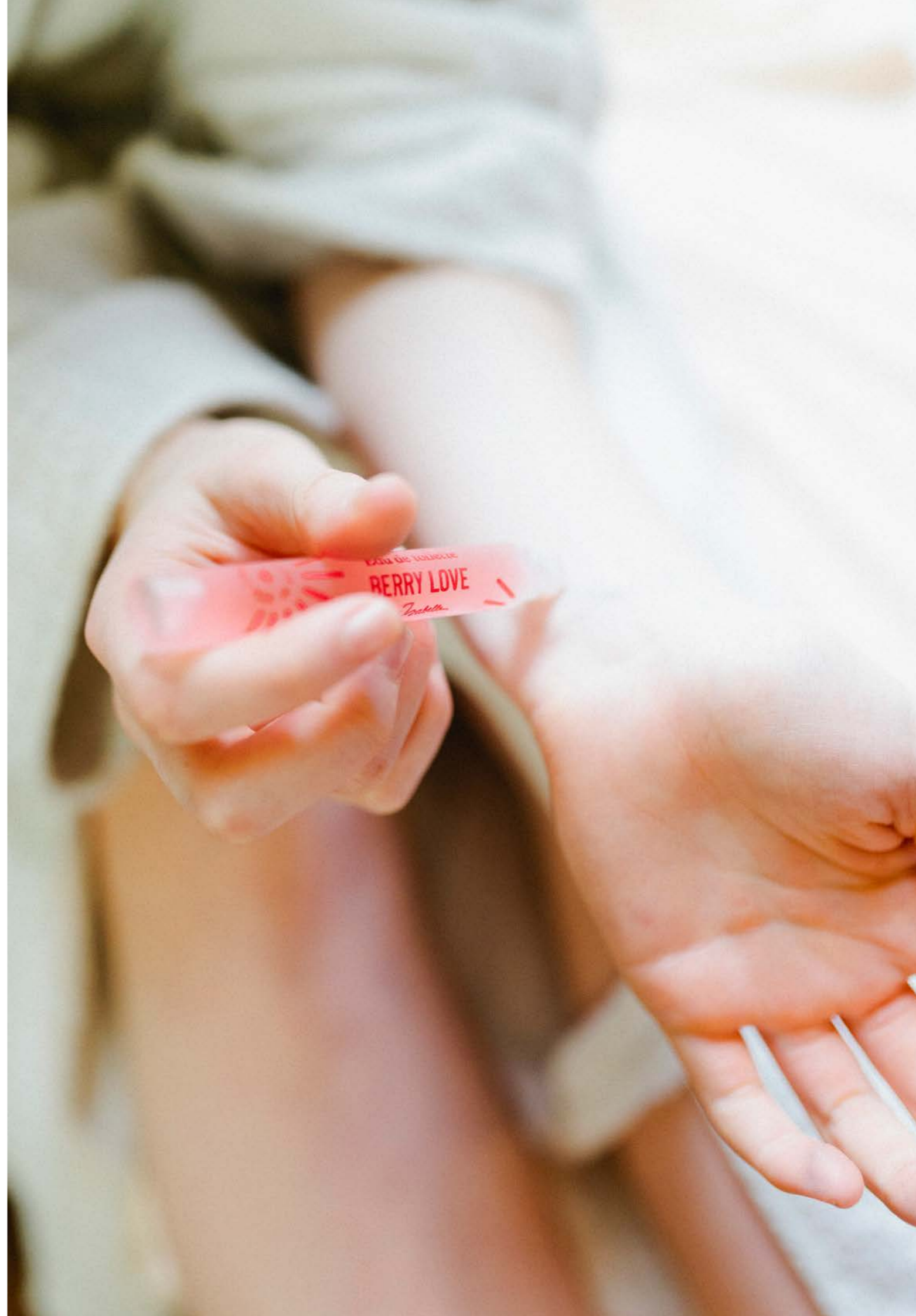
CREAM BATH CUPCAKE COCO LOCO - COCONUT
17447
Display 15 pcs / 180 pcs
EAN 5420071704082



CREAM BATH CUPCAKE NO STRESS - OCEAN
17448
Display 15 pcs / 180 pcs
EAN 5420071704099



CREAM BATH CUPCAKE PURPLE RAIN - LAVENDER
17449
Display 15 pcs / 180 pcs
EAN 5420071704105





BATH OIL PEARLS

97% natural ingredients - 3 x 4g



3 BATH OIL PEARLS PURPLE - LAVENDER
17410
Display 36 pcs / 432 pcs
EAN 5420071702859



3 BATH OIL PEARLS GREEN - APPLE
17411
Display 36 pcs / 432 pcs
EAN 5420071702866



3 BATH OIL PEARLS PINK - PASSION FRUIT
17413
Display 36 pcs / 432 pcs
EAN 5420071702880



3 BATH OIL PEARLS YELLOW - VERBENA
17414
Display 36 pcs / 432 pcs
EAN 5420071702897



3 BATH OIL PEARLS BLUE - LOTUS FLOWER
17415
Display 36 pcs / 432 pcs
EAN 5420071703535



BIG BATH DUCKS

EN71 - 1, 2, 3 tested for toys
100% airtight
Size: 21 x 18 x 18 cm



BIG DUCK MINT GREEN
42401
Carton 3 pcs / 24 pcs
EAN 5420071701821



BIG DUCK ROSE PINK
42406
Carton 3 pcs / 24 pcs
EAN 5420071704112



Bath Bombs - Boules effervescentes

Scrub Gloves - Gants exfoliants

Rose Gift Sets - Coffrets cadeaux roses

Gift Sets - Coffrets cadeaux

Organza Collection - Collection en organza

Hot Water Bottles - Bouillottes

HANDMADE BATH BOMBS

97% natural ingredients - 175g



BATH BOMB CLEOPATRA'S DESIRE - FLOWERS
11002
Display 6 pcs / 72 pcs
EAN 5425013553513



BATH BOMB CRYSTAL WATER - OCEAN
11003
Display 6 pcs / 72 pcs
EAN 5425013553520



BATH BOMB ANGEL KISS - RASPBERRY
30201
Display 6 pcs / 72 pcs
EAN 5425013559980



BATH BOMB ROSA ROSA - ROSES
30204
Display 6 pcs / 72 pcs
EAN 5420071700145



BATH BOMB SURPRISE ME - SWEET MUSK
30205
Display 6 pcs / 72 pcs
EAN 5420071700152



SCRUB GLOVES

Presented on hook
1 SKU = 2 Gloves



SCRUB GLOVES PEACH
42255
Carton 12 pcs / 144 pcs
EAN 5420071704129



SCRUB GLOVES ROSE PINK
42256
Carton 12 pcs / 144 pcs
EAN 5420071704136



SCRUB GLOVES MINT GREEN
42257
Carton 12 pcs / 144 pcs
EAN 5420071704143



SCRUB GLOVES STEEL BLEU
42258
Carton 12 pcs / 144 pcs
EAN 5420071704150



SCRUB GLOVES CREAM
42259
Carton 12 pcs / 144 pcs
EAN 5420071704167

ROSE GIFT SETS WITH SOAP CONFETTI ROSES

The best-selling romantic gift collection



12 SOAP PETAL ROSES - DELUXE BOX
47064

Content 12 x 4g
Carton 12 pcs / 96 pcs
EAN 5425013555937



20 SOAP PETAL ROSES - DELUXE BOX
47160

Content 20 x 4g
Carton 12 pcs / 96 pcs
EAN 5425013550826

GIFT SETS

97-98% natural ingredients
Hand packed in Belgium



SET OF 2 CREAMY BATH CUPCAKES - LAVENDER AND STRAWBERRY
42435

Content 2 x 70g
Carton 6 pcs / 48 pcs
EAN 5420071704228



SET OF 2 BATH BOMBS - OCEAN AND STRAWBERRY
42436

Content 2 x 175g
Carton 6 pcs / 24 pcs
EAN 5420071704235



SET OF 2 MINI JARS WITH MINI BATH BOMBS & BATH OIL PEARLS - ROSES AND PASSION FRUIT
42437

Content 5x8g - 8x4g
Carton 6 pcs / 48 pcs
EAN 5420071704242



SET SOAK & SMILE - BATH BOMB TEMPTATION AND BATH DUCK INSTAFAMOUS
42438

Content Bath Bomb 175g + 1 Bath Duck
Carton 6 pcs / 48 pcs
EAN 5420071704259





ORGANZA COLLECTION

98% natural ingredients



BATH BOMB ROSA ROSA ORGANZA ROSES
17090
Content 155g
Display 6 pcs / 72 pcs
EAN 5420071700909



BATH BOMB SURPRISE ME ORGANZA SWEET MUSK
17091
Content 155g
Display 6 pcs / 72 pcs
EAN 5420071700916



3 ROSE SHAPED SOAPS ORGANZA ROSES
17092
Content 3 x 25g
Display 12 pcs / 144 pcs
EAN 5420071700121



3 HEART SHAPED SOAPS ORGANZA SWEET MUSK
17100
Content 3 x 25g
Display 12 pcs / 144 pcs
EAN 5420071703023



4 SOAP PETAL ROSES ORGANZA ROSES
17101
Content 4 x 4g
Display 6 pcs / 72 pcs
EAN 5420071703030



HOT WATER BOTTLES

Safety: BS Standard (best quality on the market)
Cover: Velvet



HOT WATER BOTTLE - PEACH
42660
Content 1 Liter
Carton 6 pcs / 36 pcs
EAN 5420071704181



HOT WATER BOTTLE - ROSE PINK
42661
Content 1 Liter
Carton 6 pcs / 36 pcs
EAN 5420071704198



HOT WATER BOTTLE - MINT GREEN
42662
Content 1 Liter
Carton 6 pcs / 36 pcs
EAN 5420071704204



HOT WATER BOTTLE - STEEL BLEU
42663
Content 1 Liter
Carton 6 pcs / 36 pcs
EAN 5420071704211

ONLINE SETS



BATH SET FROG - 5 PCS
60142
Content Towel, Mitt, Toy, Fizzer, Soap
Carton 12 pcs
EAN 5420071704549



BATH SET DUCK - 5 PCS
60143
Content Towel, Mitt, Toy, Fizzer, Soap
Carton 12 pcs
EAN 5420071704556



BATH SET PIG - 5 PCS
60144
Content Towel, Mitt, Toy, Fizzer, Soap
Carton 12 pcs
EAN 5420071704563



SET 3 TODDLER BATH MITTS
60140
Content Frog, Duck, Cow
Carton 12 pcs
EAN 5420071704525



SET 5 TODDLER BATH MITTS
60141
Content Frog, Duck, Pig, Cow, Horse
Carton 12 pcs
EAN 5420071704532



SET 5 KIDS BATH DUCKS
60150
Content Princess, Pirate, Unicorn, Instafamous, Superhero
Carton 12 pcs
EAN 5420071704570



BATH SET UNICORN
60153
Content Duck, Mitt, Pearls, Fizzers
Carton 12 pcs
EAN 5420071704600



BATH SET SUPER HERO
60154
Content Duck, Mitt, Pearls, Fizzers
Carton 12 pcs
EAN 5420071704617



SET 3 KIDS BATH MITTS
60151
Content Instafamous, Pirate, Princess
Carton 12 pcs
EAN 5420071704587



SET 5 KIDS BATH MITTS
60152
Content Princess, Pirate, Unicorn, Instafamous, Superhero
Carton 12 pcs
EAN 5420071704594



SET 4 FACIAL SHEET MASKS
60160
Content Hydrate, Detox, Pure, Relax
Carton 12 pcs
EAN 5420071704624



SET COCOONING ESSENTIALS
60162
Content Mask, Cupcake, Perfume, Bath Bomb
Carton 12 pcs
EAN 5420071704648



SET 5 HANDMADE BATH BOMBS
60161
Content Namasté, Pink Cloud, Unicorn Dream, Temptation, Surprise Me
Carton 12 pcs
EAN 5420071704631

PLEASE ALSO CONSIDER FOLLOWING PRODUCT GROUPS THAT ARE SUITABLE FOR ONLINE SALES

- Five Animal Bath Toys (p11)
- Big Bath Ducks (p17 & p23)
- Rose Gift Sets and Gift Sets (p26)
- Hot Water Bottles (p29)



FLANDERS INVESTMENT & TRADE

Isabelle Laurier cares for a better tomorrow. This catalogue is CO2 neutrally printed in Belgium on 100% recycled paper.

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Isabelle Laurier is a family business that creates and distributes trendy wellness concepts under its own brand name for beauty categories of chain stores. Isabelle Laurier products arise a desire to the customers of these stores to give and receive.

Isabelle Laurier est une société familiale qui crée et développe des concepts de bien-être tendances, sous sa propre marque, pour des rayons de beauté. Les produits Isabelle Laurier suscitent un désir d'offrir et de recevoir.

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