



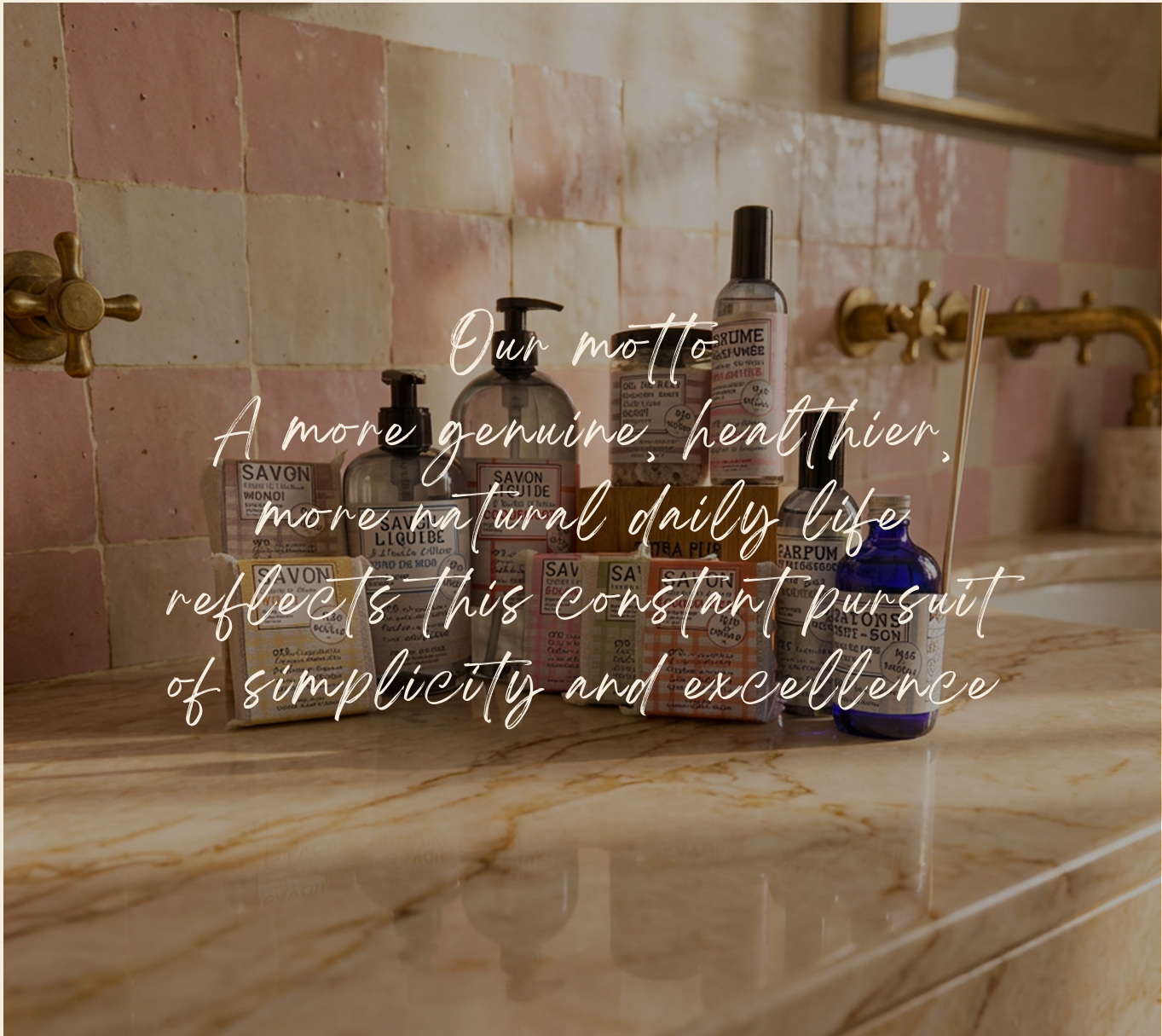
ARTISANAL SOAP MAKER

PERSONALIZATION
WHITE LABEL

COMPANY PRESENTATION MAS DU ROSEAU

Founded in 1983 in the heart of Provence, Mas du Roseau is a family-run French artisan company specializing in the creation of soaps, body care products, wellness items, and natural home-care solutions. Based in Saint-Chamas (Bouches-du-Rhône), the brand has embodied for over 40 years a philosophy rooted in authenticity, simplicity, and environmental respect.





OUR DNA

NATURAL, SIMPLE,
AND RESPONSIBLE

The DNA of Mas du Roseau is built on a strong belief: offering products that remain as close to nature as possible, while bringing genuine benefits to everyday life. Inspired by traditional, time honored recipes, our products are made to offer a healthier, more authentic, more natural lifestyle.

AUTHENTICITY AND CRAFTSMANSHIP

formulas inspired by traditional know-how, free of unnecessary additives and crafted with ingredients chosen for their simple and natural effectiveness.

ECOLOGICAL AND ETHICAL APPROACH

an eco-responsible mindset that favors biodegradable and local raw materials, minimizing impact on both health and the environment.

TRANSPARENCY AND SIMPLICITY

clear, understandable ingredient lists that focus on the essentials without compromising quality.

MADE IN FRANCE THE STRENGTH OF LOCAL CRAFTSMANSHIP

At Mas du Roseau, all our products are made in France, in our Provençal workshop.

- **Artisanal production in Saint-Chamas:** every stage of creation is carried out in-house, with expertise passed down through generations.
- **Local production and short supply chains:** we prioritize ingredients sourced locally or within France, reinforcing our regional identity.
- **Eco-responsible commitment:** recyclable packaging, biodegradable formulas, and waste reduction actions are embedded in everything we do.

“Made in France” is more than a label: it’s a promise of **quality, traceability, and proximity.**





A RECOGNIZED ARTISANAL KNOW-HOW

Since its creation, Mas du Roseau has been driven by a **unique artisanal expertise**:

- **Soap-making for three generations**, with strong know-how in natural soaps and wellness products.
- **Innovation grounded in tradition**: we revisit old-fashioned recipes and adapt them to contemporary needs while preserving their natural essence.
- **Holistic expertise**: a broad product range covering body care, hair care, home cleaning, and fragrances—always guided by naturalness and quality.

The result? Products that are **simple, effective, environmentally respectful**, and designed to enhance daily life gently and authentically.



FLEXIBILITY IN SOAP SHAPES AND PACKAGING

At Mas du Roseau we offer unparalleled flexibility in the creation of soaps, allowing our partners to develop products that perfectly align with their brand identity.

CUSTOM SHAPES

- From classic bars to unique, bespoke shapes, we can produce any soap form to match your design vision.
- Ideal for creating signature products that stand out on the market.
- Possibility to adapt shapes for special editions, seasonal collections, or promotional items.

PACKAGING VERSATILITY

- We can accommodate any packaging format, from simple wraps to fully customized boxes, labels, or sleeves.
- Expertise in materials, printing, and finishing ensures a premium presentation.
- Supports eco-friendly options, including recyclable or minimalistic packaging



SELECT AMONG OUR SOPHISTICATED AND ON-TREND FRAGRANCES

- Elegant, natural, non-aggressive scent profiles with good performance
- Benefit from pre-formulated products to save time and leverage regulatory expertise.



FOR YOUR SOLIDS

Verbena



Poppy



Lagoon



White Musk



Fig Leaf



Vetiver



Rice Powder



Lavender



Rose



Sandalwood



Orange Blossom



Patchouli



Cotton



Citrus



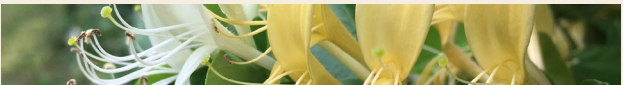
Monoï



Seaside



Honeysuckle



Coconut



Matcha Tea



Peony



Honey



Magnolia



Orient



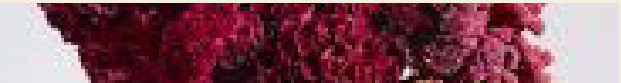
Vanilla



Violet



Rhubarb



Peach



Rosehip



Bay Leaf



Yuzu



Eucalyptus



Linden Blossom



FOR YOUR LIQUIDS

Verbena



Monoi



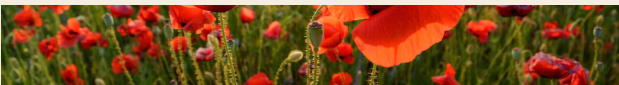
Rosehip



Ginger



Poppy



Seaside



Yuzu



Cedar



Lavender



Eucalyptus



Mint



Sandalwood



CARE SOLUTIONS DESIGNED FOR YOUR BRAND

EFFECTIVE AND GENTLE FORMULAS

- ❑ Powerful and efficient performance while remaining gentle on users, surfaces, and the environment
- ❑ Carefully selected ingredients for performance and safety
- ❑ Respectful of both skin and the environment in everyday use

FLEXIBILITY AND ADAPTABILITY

- ❑ Possibility to customize fragrances and formulations to meet client needs
- ❑ Range suitable for both professional and consumer use
- ❑ Tailored solutions for private label or specific collections

SAFETY AND COMPLIANCE

- ❑ Formulations compliant with current regulations
- ❑ Safe for all types of users
- ❑ Full transparency and traceability of ingredients

PLEASANT SENSORY EXPERIENCE

- ❑ Delicate, enjoyable fragrances for daily use
- ❑ Products that combine efficiency and user experience
- ❑ Leaves a lasting sense of freshness and comfort

ECO-DESIGN AND SUSTAINABILITY

- ❑ Formulas designed to minimize environmental impact, combined with optimized packaging using recyclable or eco-responsible materials, promoting more conscious and sustainable consumption.



MAS DU ROSEAU SLOW COSMETICS

SOLID AND LIQUID SOAP

MEANINGFUL COSMETICS

- ☐ A committed alternative to standardized industrial cosmetics
- ☐ Durable, sincere, and authentic products
- ☐ Long-term vision aligned with the values of Slow Cosmetics

THOUGHTFUL AND CONTROLLED PRODUCTION

- ☐ Small-scale production prioritizing quality over quantity
- ☐ Artisanal know-how combined with professional standards
- ☐ Full control over every step, from formulation to packaging

GENTLE SOAPS FOR THE SKIN

- ☐ Effective cleansing without irritation or dryness
- ☐ Suitable for frequent use by the whole family
- ☐ Adapted for sensitive skin

SUSTAINABLE AND RESPONSIBLE APPROACH

- ☐ Reduced environmental impact
- ☐ Solid soaps minimizing plastic packaging
- ☐ Liquid soaps designed for mindful consumption
- ☐ Choice of more responsible raw materials and packaging

TRANSPARENCY AND TRACEABILITY

- ☐ Clear information on product composition
- ☐ Full traceability of ingredients and production batches
- ☐ Building a relationship of trust with clients and partners

A NATURAL SENSORY EXPERIENCE

- ☐ Delicate fragrances inspired by nature
- ☐ Feeling of comfort and softness after washing
- ☐ Simple yet enjoyable products for daily use

SIMPLE AND ESSENTIAL FORMULAS

- ☐ Careful selection of useful, gentle, and well-tolerated ingredients. Streamlined formulas, free from unnecessary components
- ☐ Respect for the skin's natural balance, even with daily use



**WHY MAS DU ROSEAU
COLLECTIONS STAND OUT**

Natural formulations aligned with current consumer expectations

Minimalist, elegant packaging suitable for your brand

High perceived value, ideal for gifting

Made in France with artisanal attention to detail

Elegant, well-designed, reliable products developed quickly, fully compliant,
increasingly responsible and perfectly aligned with your universe.



OUR KEY STRENGTHS FOR A TRUSTED AND LONG-TERM PARTNERSHIP IN PRIVATE LABEL

With 40 years of experience, our team takes great pride in leveraging its in-house product development expertise, from concept design through to final shipment, along with its responsiveness, versatility, and strong production and regulatory know-how to meet client expectations.

AS A HUMAN-SIZED ORGANIZATION, WE ARE ABLE TO ADAPT QUICKLY AND EFFECTIVELY TO THE SPECIFIC REQUIREMENTS OF OUR PARTNERS :

STRONG CUSTOMIZATION CAPABILITIES

- ▣ Multiple levels of customization tailored to clients' needs and budgets
- ▣ A flexible approach enabling adaptation to a wide variety of brand identities

INTEGRATED GRAPHIC DESIGN EXPERTISE

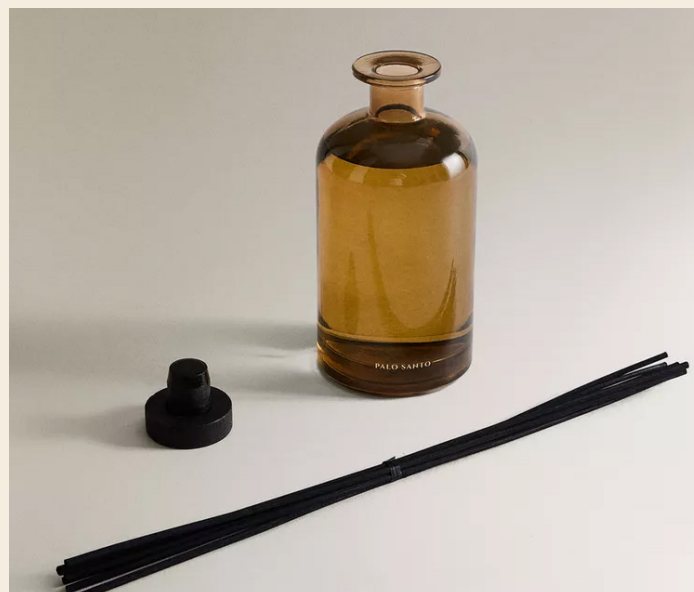
- ▣ In-house graphic designer ensuring: visual consistency, high aesthetic quality, strong understanding of technical constraints (format, legibility, printing)
- ▣ Structured creative support with clear recommendations (readability, number of key elements, color harmony)

INNOVATION CAPABILITY

- ▣ New textures and formats (solid soaps, refills, etc.)
- ▣ New usage concepts (textile sprays, design-led diffusers)
- ▣ Differentiating yet easily understandable product concepts

IMPECCABLE PACKAGING EXECUTION

- o Minimalist, elegant, trend-aligned designs
- o Ability to develop custom-made packaging
- o High perceived quality (glass, screen printing, caps, finishes)



Mas du Roseau is more than a natural product brand: it is a philosophy, a deep commitment to nature, French authenticity, and artisanal craftsmanship passed down through generations. Our identity lives at the crossroads of tradition, sustainability, and well-being, offering creations that are natural, responsible, and profoundly human.

We would be delighted to discuss how MAS DU ROSEAU collections could be adapted, personalized, or co-developed to match your brand's strategic direction.

