

PRESS KIT

CABALE

Discover the authentic world of CABALE, a French cosmetics brand created to last and designed to support you over time.
Welcome to skincare that stays.



CABALE
BEAUTÉ DURABLE

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OUR FOUNDER'S VISION

"I envisioned skincare that is not only effective and deeply ethical, but also intrinsically beautiful and sustainable. Because, yes, responsible beauty can rhyme with aesthetics. It is the reflection of a generation that rejects dictates while valuing quality and meaning. Our products are made to be adopted for good: kept, recommended, and soon, refillable."

- Marie LOPEZ, Founder of CABALE

This philosophy guides every decision at CABALE, from formulation to customer experience, with a single demand: take care of your skin without ever forgetting the planet.

GENESIS

ESSENTIAL, NATURAL SKINCARE, DESIGNED TO LAST

We are CABALE. Not a promise of perfection. But a commitment to do things right, and to do them well.

Born from a journey, from the desire to do better. First by choosing carefully. Then by learning. Today, by crafting our own formulations.

Skincare you use all the way to the end. That you integrate, that you keep, and soon, that you'll be able to refill. Because you don't need 15 products – only those that keep their promises.

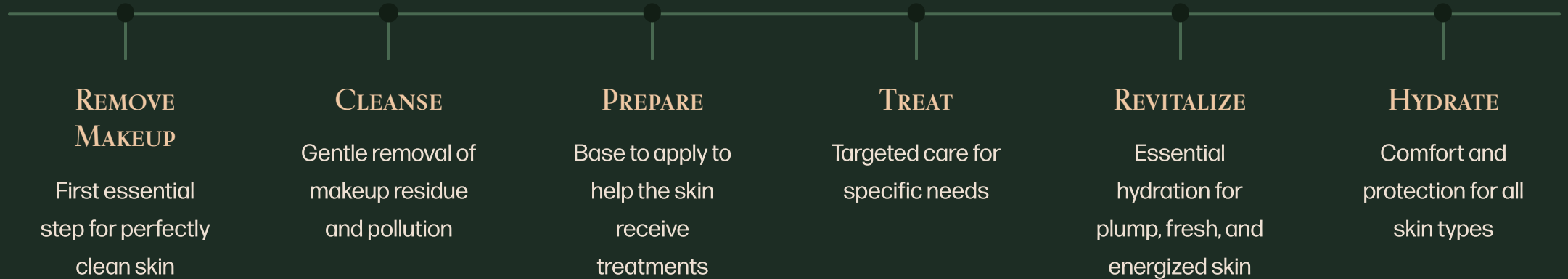
Cleanse, hydrate, soothe, protect: the essential gestures, without the unnecessary noise. Every product meets a real need, tested, approved, and recommended. Our formulas are organic, vegan, and clean. Our packaging is designed to last – soon to be refillable, rather than disposable.

CABALE is attentiveness. For the skin, for the planet, for what matters. It's a product that doesn't draw attention to itself, but whose absence is noticed.

CABALE, Rituels de beauté

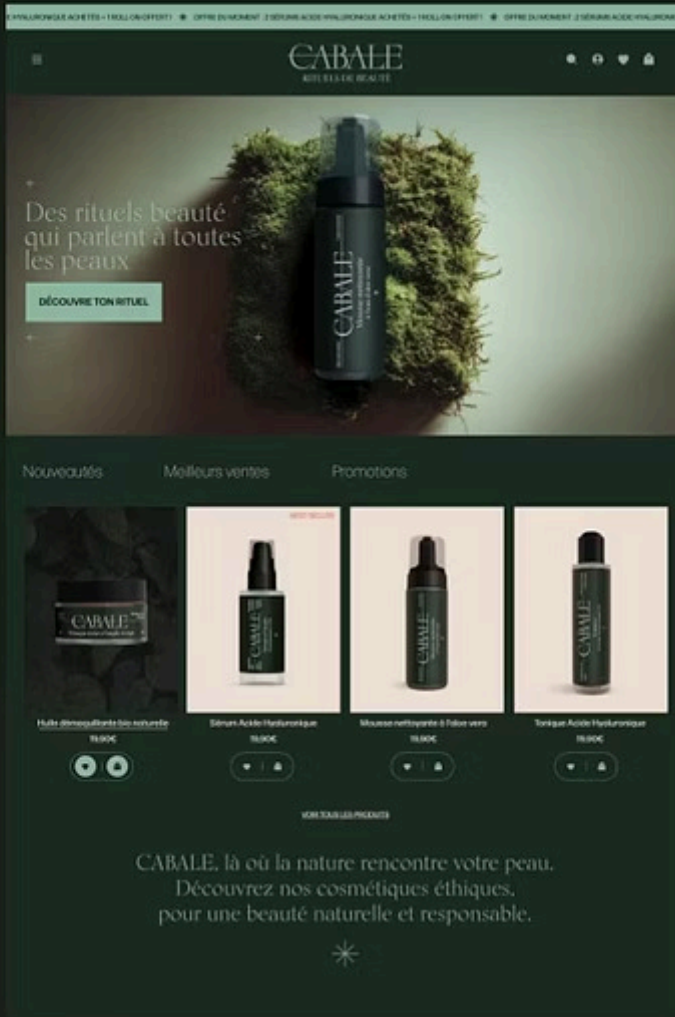
A CONCISE AND COHERENT RANGE

CABALE offers a short and evolving routine, based on key skincare steps:



Every product is designed to work in harmony, with no overlap, making daily use effortless and intuitive.

A DIGITAL BRAND LED BY MARIE LOPEZ



ABOUT MARIE LOPEZ

Marie Lopez is a renowned entrepreneur and content creator. Founder of CABALE, she has been active in the beauty industry for over fifteen years. She builds a strong bond with her community by sharing her experiences, carefully listening to their needs, and offering fairer alternatives.

THE BRAND'S EVOLUTION

The adventure began in 2018 with the creation of the e-shop Leaves & Clouds, a platform dedicated to a selection of responsible products. From this venture, nurtured by the close relationship she maintains with her community, a first skincare line was born: LACSKINCARE, which today evolves under the name CABALE.

DIGITAL STRENGTH

CABALE controls its entire value chain, from formulation to distribution. This independence allows us to remain attentive to our community: each product is conceived and adjusted based on their feedback. Thanks to this flexibility and our digital presence, we maintain a unique close relationship, where the real needs of our users directly guide the evolution of our offerings.

☐ **6 million people** follow Marie Lopez daily, explore her advice, and play a part in shaping the CABALE universe.

EXPLORE THE COLLECTION - PART ONE



CLEANSING OIL

150ml - €19.90

Inspired by the double cleansing trend, this cleansing oil is an essential part of skincare routines.

Formulated with three organic vegetable oils, it effectively removes all types of makeup, even waterproof, while respecting the skin. It rinses off easily with water for quick makeup removal without a greasy finish.



FOAMING CLEANSER

150ml - €18.90

This soap-free foaming cleanser gently cleanses and provides a pleasant sensation of freshness.

It removes impurities and traces of makeup without harshness. Formulated with aloe vera water for freshness, apricot kernel oil for softness, and a lemon verbena fragrance for an invigorating touch, **it leaves the skin toned, supple, and plump.**



HYALURONIC ACID TONER

150ml - €24.90

A hydrating, gentle, and refreshing toner to awaken the skin while respecting its natural balance.

Enriched with hyaluronic acid and vegetable glycerin, this toner captures hydration and maintains it long-lastingly in the skin. Marine water, for remineralization, and aloe vera, for soothing, provide an **immediate sensation of comfort and freshness.**

EXPLORE THE COLLECTION - PART TWO



HYALURONIC ACID SERUM

30ml - €24.90

Formulated with hyaluronic acid derived from French wheat, this serum intensely hydrates the skin, plumping it and restoring its radiance and softness.

Its **lightweight texture and neutral scent** make it easy to incorporate into any routine, whether minimalist or more elaborate.

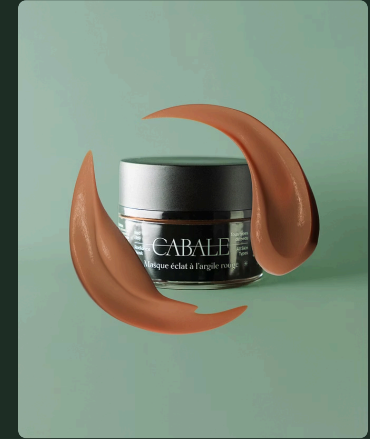


MOISTURIZING CREAM

50ml - €21.90

For radiant and hydrated skin throughout the day. Enriched with hyaluronic acid, **this day cream intensely hydrates without a greasy finish.**

It improves skin elasticity, soothes, and protects against external aggressions. A daily ally with multiple benefits, essential for any beauty ritual.



RADIANCE MASK

50ml - €19.90

This **illuminating mask** with a fruity raspberry and grapefruit scent gently purifies the skin while respecting even the most sensitive skin types, for an **instant "healthy glow" effect.**

Its formula combines red clay, aloe vera, and nourishing botanical oils to **detoxify the skin without drying it out.** The complexion is luminous and visibly revitalized.

OUR GIFT SETS:



DOUBLE CLEANSING DUO

€35.00

The perfect ritual for healthy-looking skin. This duo pairs our **Cleansing Oil** with our **Foaming Cleanser** to gently yet effectively remove makeup, impurities, and environmental pollutants. The result: skin that feels clean, refreshed, and ready for your skincare ritual.



HYALURONIC ACID TRIO

€65.00

Deep, complete hydration for skin that feels plump and radiant. This trio – **Toner, Serum, and Hyaluronic Acid Moisturizer** – works together to maintain moisture, boost elasticity, and shield your skin all day long.

OUR ESSENTIAL BESTSELLERS

Together, these three products capture the essence of CABALE: effective, cleanly formulated skincare that a loyal community can rely on for the long term.

1



CLEANSING OIL

Our undisputed bestseller: **1 out of 2 orders placed on our e-shop contains our cleansing oil.** It is also the **highest-rated product** in the range.

2



HYALURONIC ACID SERUM

Made with hyaluronic acid **derived from French wheat**, it stands out thanks to its **optimal 1.25% concentration.**

A must-have for all, praised for both its instant results and lasting benefits.

3



MOISTURIZING CREAM

Infused with **hyaluronic acid**, this cream deeply hydrates and restores plumpness, ensuring daily comfort. **An essential addition to our top three must-have skincare items.**

PRACTICAL INFORMATION

DISTRIBUTION & AVAILABILITY

CABALE is available on cabaleskin.com and through our mobile app. A B2B kit is also available upon request, including the catalog, pricing sheet, and commercial terms.

OPEN PARTNERSHIPS

We are actively building partnerships that reflect our values and vision.

For any additional information, interview requests, or press visuals, please do not hesitate to contact us. We would be delighted to discuss our vision for authentic and sustainable beauty with you.

Distribution & Partnerships Contact

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Our Platforms

Website:

www.cabaleskin.com

Social Media:

Instagram: [@cabaleskin](https://www.instagram.com/cabaleskin)

TikTok: [@cabaleskin](https://www.tiktok.com/@cabaleskin)

LinkedIn: [@cabaleskin](https://www.linkedin.com/company/cabaleskin)



CABALE

RITUELS DE BEAUTÉ