

plastic free suncare & personal care



ATTITUDE™





# Why

**Less than 11% of Canada's plastics get recycled. The rest end up in our landfills, lakes, parks and oceans, destroying ecosystems and leaching toxic chemicals.\***

\*[environmentaldefence.ca](http://environmentaldefence.ca)

### **We have our own factory**

120,000 square feet,  
strong capacity  
of production.

### **Sold in over 55 countries**

within various  
distribution channels.

### **Our lab is at the office**

from concept to creation  
at the speed we need.

### **Clean ingredients**

Developing high quality  
formulas, using only the most  
effective, clean and sustainable  
ingredients – EWG VERIFIED™,  
PETA and ECOLOGO certified

### **We planted +1,800,000 trees**

our goal: plant more than 2,000,000  
trees in 2023.

**Made in Canada**

**+250 employees**

**Privately owned company**

**Vertical integration**

**Limitless inspiration**

# The 1<sup>st</sup> solid and plastic free **SPF30** skincare collection, certified EWG VERIFIED™

EWG VERIFIED™ recognizes products that meet EWG's highest standards for your health.

+

Doesn't concern any ingredient of concern, according to EWG.

+

Total transparency.

=

**A brand you can trust.**



SCAN TO  
DOWNLOAD THE  
SKIN DEEP APP



EWG's Skin Deep® offers practical solutions to protect you and your family from daily exposure to chemicals in everyday products.



**SUNCARE**

**We believe in the beauty of the outdoors and the adventures that await under the sun. Our commitment goes beyond creating effective mineral suncare products; it's about embracing a lifestyle that harmonizes with nature.**

## **Purposeful Adventure**

We understand the thrill of scaling peaks, wandering through forests, and camping under the sun. That's why our suncare line is meticulously crafted for explorers, who seek authentic connections with nature.

## **Guardians of Nature**

More than just suncare, our products are free from harmful ingredients, and by removing plastic from our packaging, we're dedicated to conserve the landscapes you cherish exploring.

**Adventure Awaits. Nature Calls.**

**sunly**



# Solid plastic free sunscreens

**EWG VERIFIED™**

**PLASTIC FREE**

**DERMATOLOGICALLY TESTED**

**MINERAL SUNSCREENS**

**FORMULATED WITH NON-NANO ZINC OXIDE**

**VEGAN**

**BIODEGRADABLE**

**NO PRODUCT WASTE**

**TRAVEL-FRIENDLY**

**1 PRODUCT = 1 TREE PLANTED**

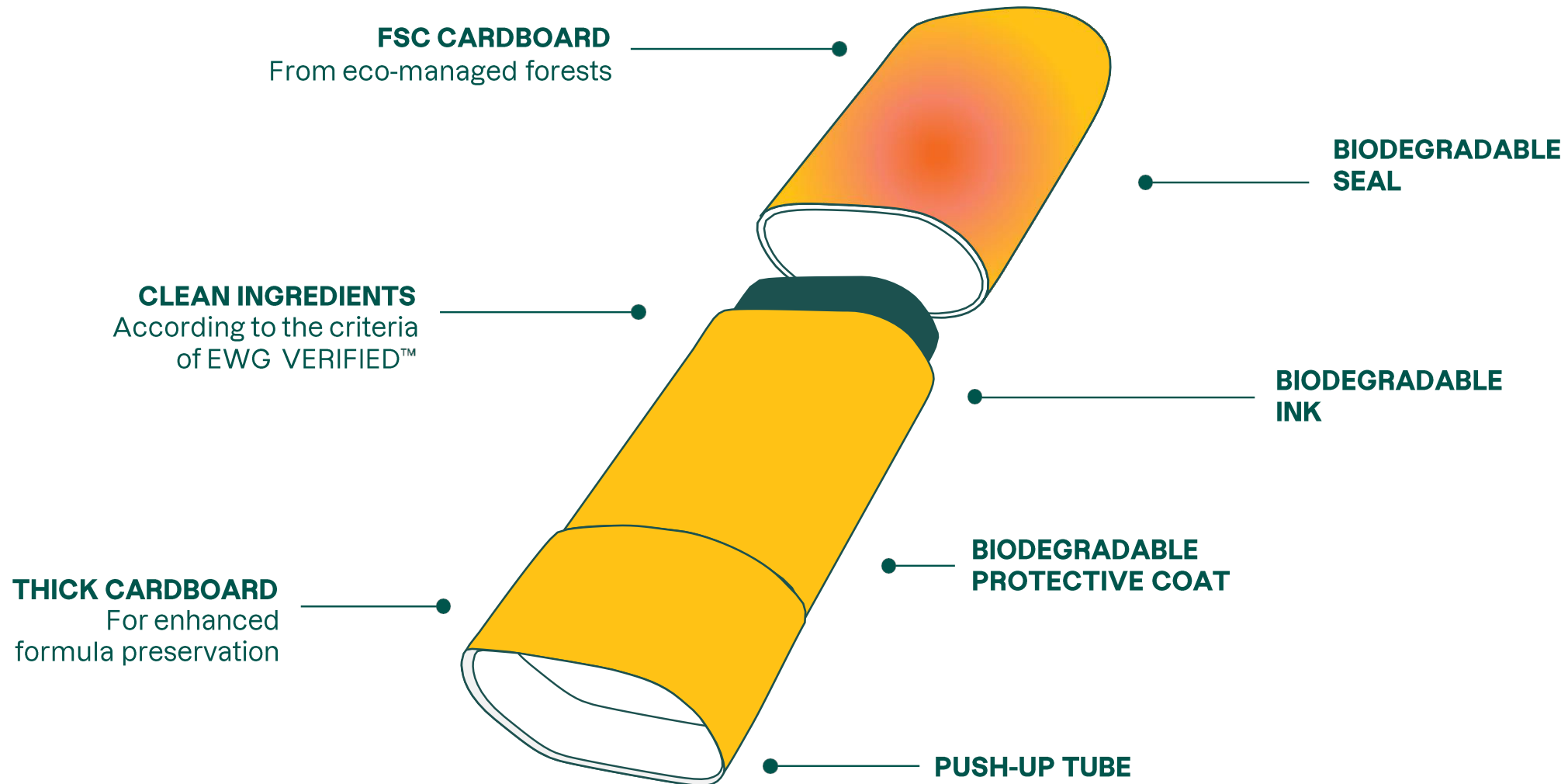
# For sun protection that respects aquatic life.



Minimize the impact on the oceans with the OCEAN LOVERS seal.  
Thanks to its 100% biodegradable packaging, our suncare collection does not contribute to plastic pollution of the oceans.  
Our products are all formulated without chemical sunscreens, known to be harmful to coral reefs.



# Revolutionary packaging

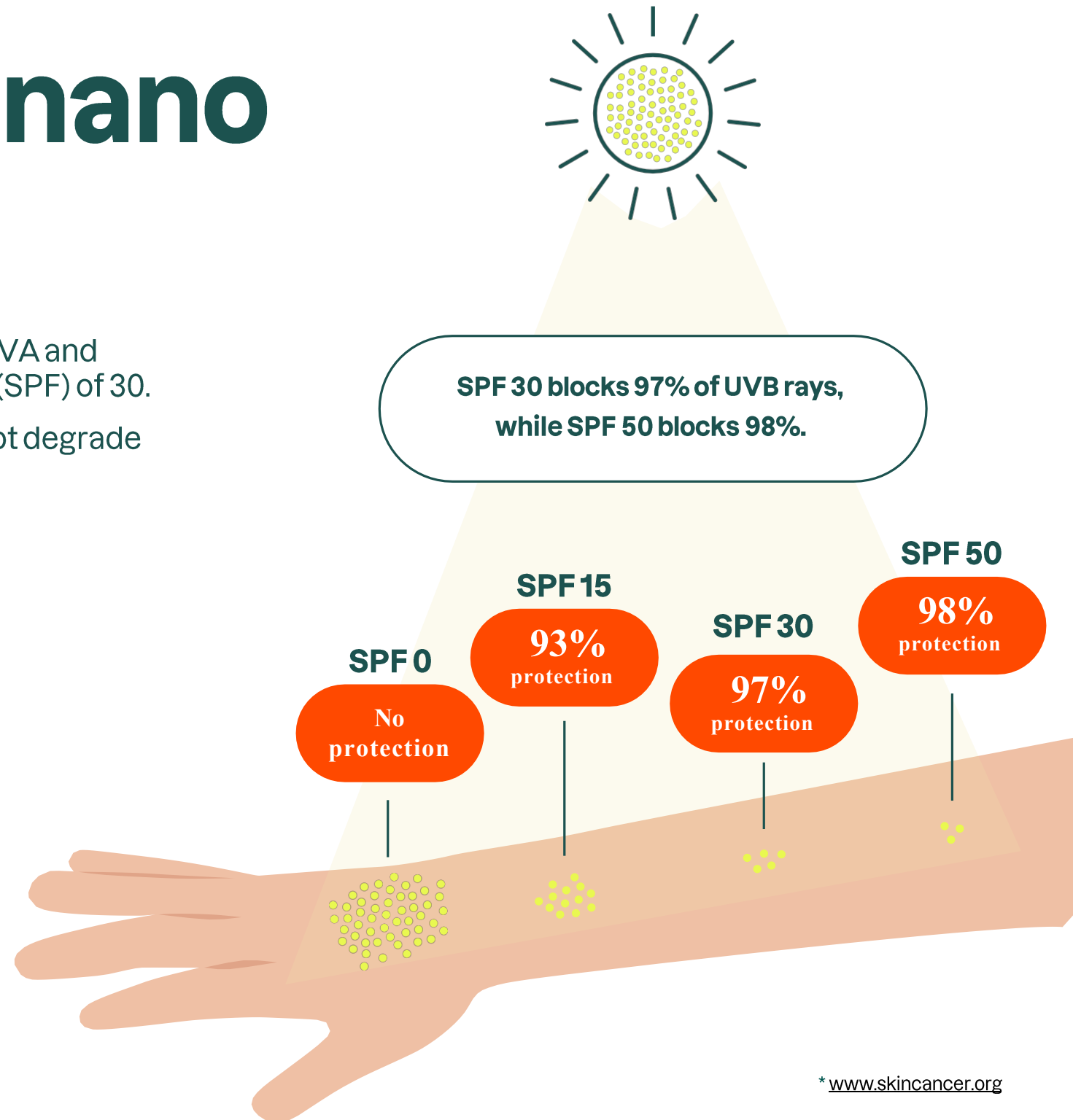


# Made with non-nano zinc oxide

- Forms a physical barrier on the skin, protecting it from UVA and UVB rays (broad spectrum) with a sun protection factor (SPF) of 30.
- The zinc molecules we have chosen are stable and do not degrade after exposure to the sun.

## Why did we choose a SPF 30?

1. Higher SPF = higher concentration of zinc oxide, resulting in a pasty white appearance on the skin. 69% of women believe that a good skincare product with SPF is one that doesn't leave a white trace.
2. SPF 50 gives consumers a false sense of security.
3. Sunscreen products, regardless of their SPF levels, should be applied every two hours.



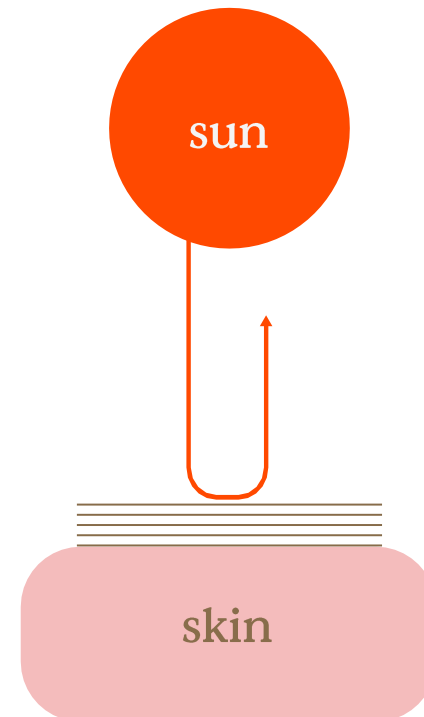


# The difference between physical and chemical filters

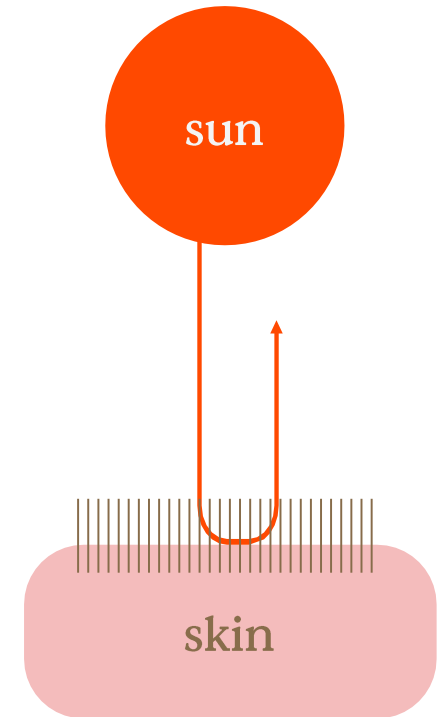
**There are two types of UV filters: chemical and physical.**

- Chemical filters use active ingredients that get absorbed by the skin to block UV rays and protect the skin.
- Physical (or mineral) filters create a physical barrier on the skin to block UV rays.

Mineral  
sunscreen



Chemical  
sunscreen



**Our products**





# adult sunscreen sticks

**This premium SPF 30 stick glides on smoothly to offer the same great sun protection.**

- Broad spectrum sun protection.
- Easy to apply.
- Available in an unscented, an orange or in a tropical version.
- Available in a face and body format.



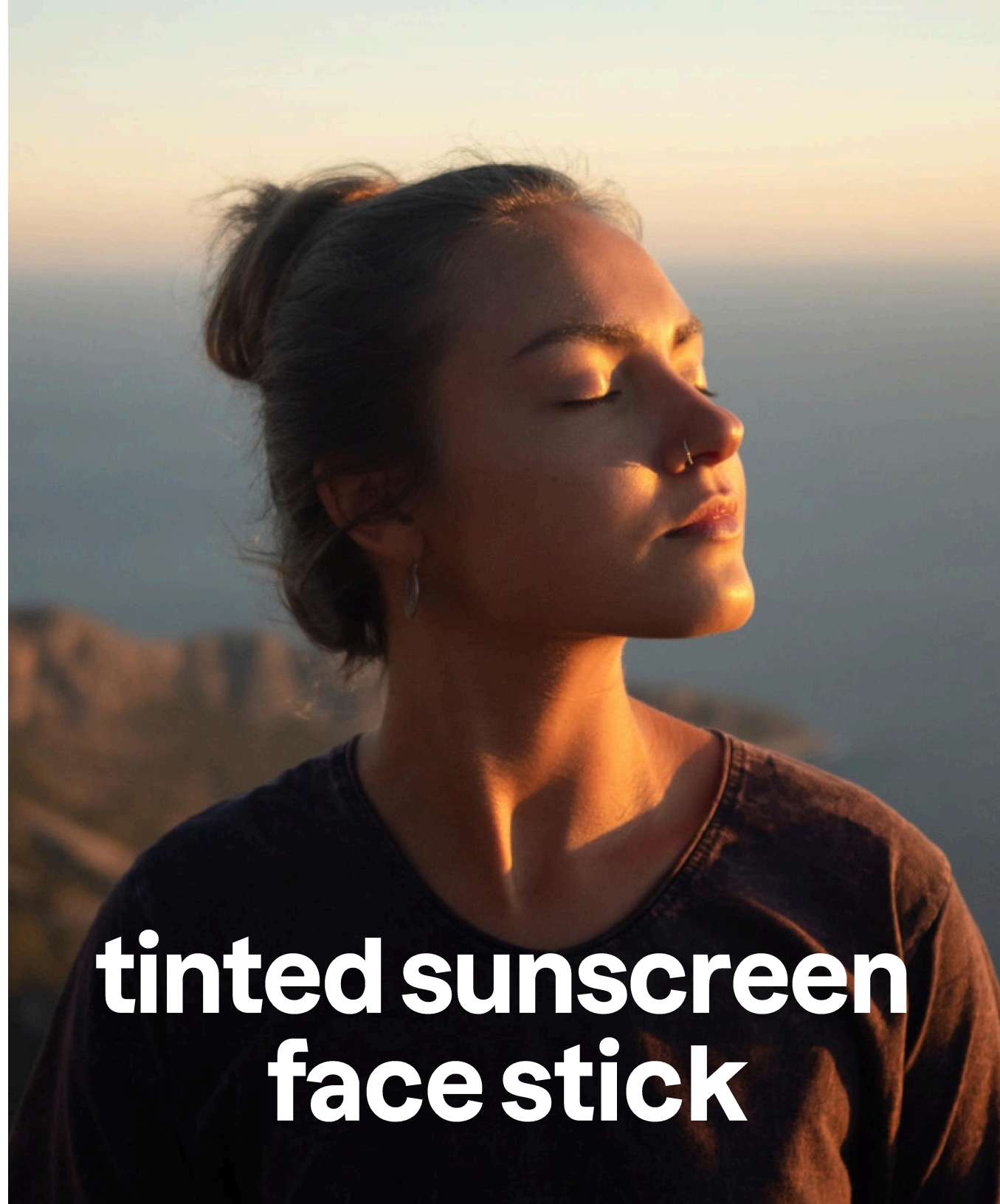


**This tinted SPF 30 sunscreen stick offers sun protection and will leave skin feeling smooth and hydrated all while providing a natural glow.**

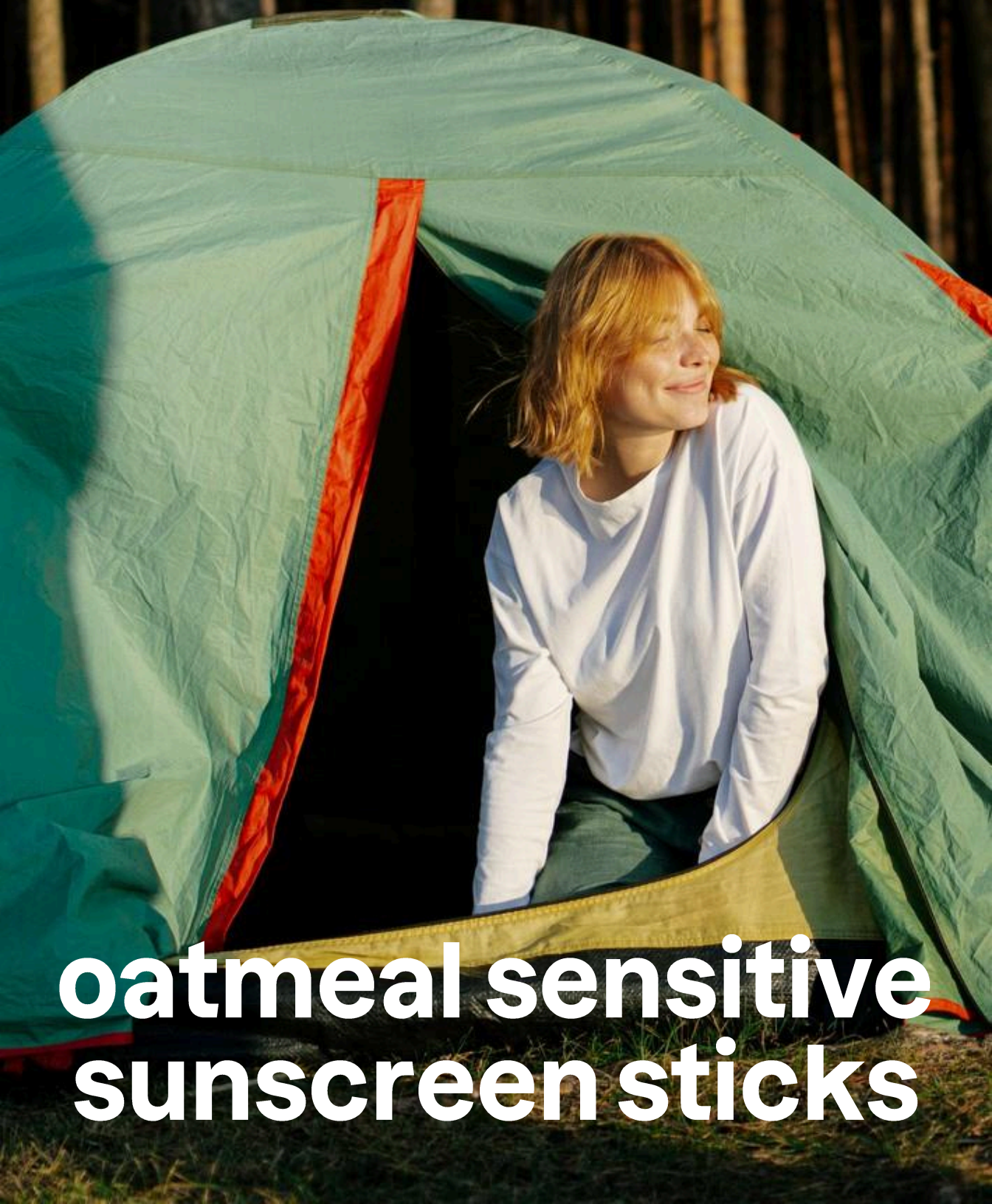
- Broad spectrum sun protection that leaves a universal shade for a natural glow.
- Non greasy, slightly tinted and easy to apply.
- No white cast.
- Unscented.



**tinted sunscreen  
face stick**







# oatmeal sensitive sunscreen sticks

**Our Mineral Sunscreen Stick SPF 30 forms a physical barrier that protects everyone's skin even the most sensitive ones!**

- Broad spectrum sun protection.
- Easy to apply.
- Available in an unscented version.
- Available in a face and body format.





**Our after-sun stick with soothing, moisturizing calendula extract helps relieve dry skin after a day of fun in the sun.**



- Unique gel stick formula, smooth and easy to apply.
- Relieves tight skin and moisturizes.
- Refreshing cucumber & mint aroma.

**after sun  
calendula**



**For the outdoors lovers, our collection offers a lip balm SPF 15, gentle on the skin and the environment.**

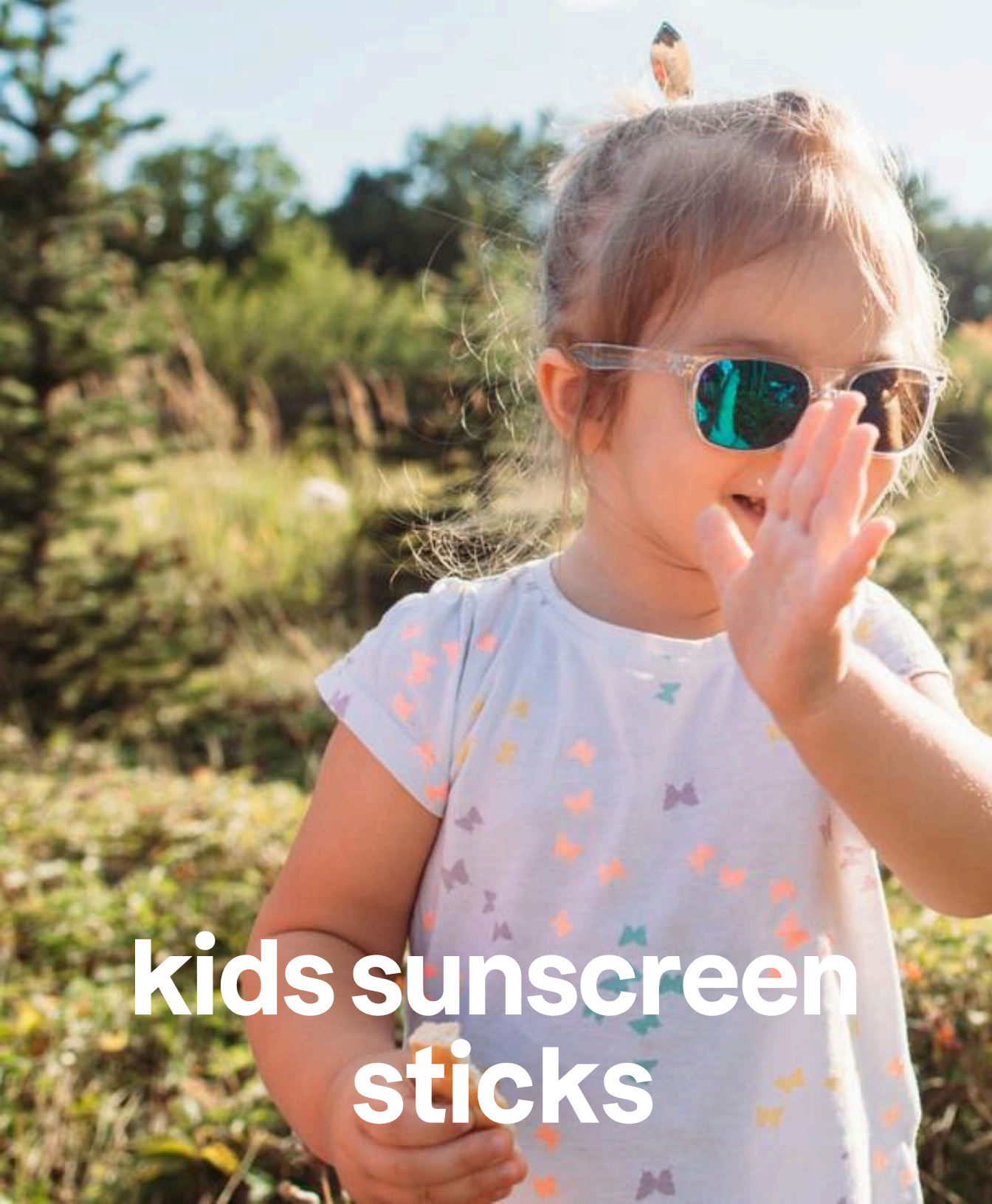


- Easy to apply and non-sticky.
- Enriched with shea butter, coconut oil, argan oil and coconut oil.



**lip balm SPF 15**





# kids sunscreen sticks

**Specially formulated for children, this mineral sunscreen protects their fragile skin.**

- Broad spectrum sun protection.
- Suitable for children with sensitive skin.
- Unscented.
- Available in a face and body format.



Adults



tinted mineral sunscreen  
face stick - SPF 30  
Unscented  
0.7 OZ..  
626232160970



mineral sunscreen stick -  
SPF 30  
Unscented  
2.1 OZ..  
626232160901



mineral sunscreen face  
stick - SPF 30  
Unscented  
0.7 OZ..  
626232160949



mineral sunscreen stick -  
SPF 30  
Tropical  
2.1 OZ..  
626232160918



mineral sunscreen stick -  
SPF 30  
Orange blossom  
2.1 OZ..  
626232160925



mineral sunscreen stick -  
SPF 30  
Unscented  
2.1 OZ..  
626232161007



mineral sunscreen face  
stick - SPF 30  
Unscented  
0.7 OZ..  
626232161014

Kids



after sun stick  
Mint cucumber  
2 FL OZ..  
626232160963



lipbalm - SPF 15  
Coconut  
0.4 OZ..  
626232119855



lipbalm - SPF 15  
Unscented  
0.4 OZ..  
626232160939



kids mineral sunscreen  
face stick - SPF 30  
Unscented  
0.7 OZ..  
626232160994



kids mineral sunscreen  
stick - SPF 30  
Unscented  
2.1 OZ..  
626232160987

Our  
collection



Adults



Sunscreen Cream - SPF 30  
Unscented  
5.2 OZ.  
626232160208



Sunscreen Face Cream - SPF 30  
Unscented  
2.6 OZ.  
626232160239



Sunscreen Cream - SPF 30  
Tropical  
5.2 OZ.  
626232160215



Sunscreen Cream - SPF 30  
Orange Blossom  
5.2 OZ.  
626232160222



After Sun Melt-In Gel  
Mint & Cucumber  
5.1 FL. OZ.  
626232160260



Sunscreen Cream - SPF 30  
Unscented  
5.2 OZ.  
626232160055

Kids



Sunscreen Cream - SPF 30  
Unscented  
5.2 OZ.  
626232160017



Sunscreen Face Cream - SPF 30  
Unscented  
2.6 OZ.  
626232160000



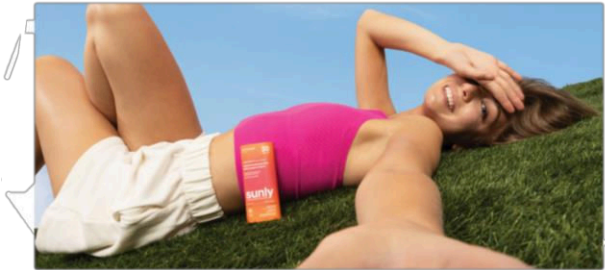
Sunscreen Cream - SPF 30  
Unscented  
2.6 OZ.  
626232160024

Also available  
in a plastic  
tube



A countertop to highlight our products and our unique selling points.

# Retail



**PERSONAL CARE**

# super leaves™

## DEODORANTS

**Innovative deodorants without aluminum that glide smoothly over the skin.**

- Enriched with super leaves extracts for added performance.
- Formulated with corn starch, a natural absorbent agent.
- Contains the optimal balance of baking soda for its naturally deodorizing properties.
- Designed to provide long-lasting protection.
- Offered in 4 invigorating aromas.

### Plastic-Free packaging



**Earl Grey & Fresh Cucumber**  
2.64 OZ  
626232119626



**Pear & Amber**  
2.64 OZ  
6 26232119633



**Coconut & Wildberries**  
2.64 OZ  
626232119671



**Orange Blossom & Eucalyptus**  
2.64 OZ  
626232119688

### Plastic packaging



**Earl Grey & Fresh Cucumber**  
2.64 OZ  
626232119770



**Pear & Amber**  
2.64 OZ  
626232119794



**Coconut & Wildberries**  
2.64 OZ  
626232119787



**Orange Blossom & Eucalyptus**  
2.64 OZ  
626232119769



# shampoos & conditioners

**A hair care line formulated with super leaf extracts, mineral clays and butters to moisturize, nourish, detoxify naturally and amplify the feeling of thickness in your hair.**



4 oz  
626232171303



3 oz  
626232118186

## Volume duo

**ORANGE BLOSSOM & EUCALYPTUS**

**Ideal for hair lacking volume and shine.**

- Red clay.
- Soy protein to amplify hair's feeling of thickness.
- Cocoa butter and argan oil to nourish, soothe and repair damaged, dry hair.





4 oz  
626232118032



3 oz  
626232118131



4 oz  
626232118070



3 oz  
626232118179

# Nourishing Duo

PEAR & AMBER

**Ideal for dry, dull hair.**

- Blue clay.
- Cocoa butter, shea butter and avocado oil to nourish and add shine and softness thanks to its high vitamin content.

# Hydrating Duo

COCONUT & WILD BERRIES

**Ideal for dry, dull hair.**

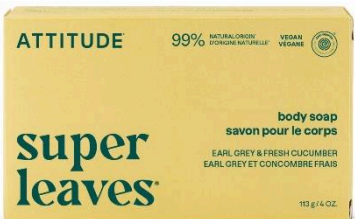
- Pink clay.
- Shea butter, cocoa butter and castor oil to nourish and preserve hair moisture.

*\*ISO 16128 standard.*

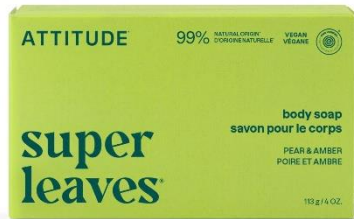
# Transform your beauty ritual into a sensory voyage with our richly foaming body soaps.

They help you to preserve skin moisture, protect dry skin and add suppleness.

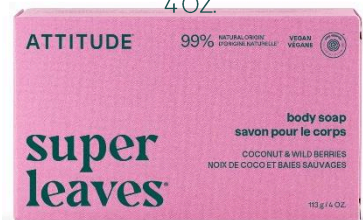
- Enriched with coconut oil to protect and soften the skin.
- Leaves skin clean and supple.
- Available in our 4 fragrances.



**Body Soap**  
Earl Grey & Fresh  
Cucumber  
62623211832  
4 OZ.



**Body Soap**  
Pear & Amber  
62623211833  
4 OZ.



**Body Soap**  
Coconut & Wild Berries  
62623211837  
4 OZ.



**Body Soap**  
Orange Blossom &  
Eucalyptus  
62623217150  
4 OZ.

*The naturalness percentage of body soaps is slightly lower, mainly due to the saponification process. This involves transforming the formula in the laboratory.*

*\*ISO 16128 standard.*


**>74%**  
natural origin  
ingredients\*

# Body soap




# Odor control meets style perfection: the go-to solution for a confident, uncompromising day.


- Glides on smoothly
- Available in our 4 signature fragrances




**Deodorant**  
Matcha & Bergamot  
626232117424  
2.65 OZ.



**Deodorant**  
Amber & Citrus  
626232117417  
2.65 OZ.



**Deodorant**  
Eucalyptus & Sage  
626232117424  
2.65 OZ.



**Deodorant**  
Patchouli & Bourbon  
626232117431  
2.65 OZ.

**+Baking soda**  
Eliminates unwanted odors

**+Sheabutter**  
Rich in vitamin A and E Softens skin

*\*According to standard ISO 16128.*

+95%  
natural  
origin\*

# Deodorants



+90%  
natural  
origin\*

## Tailored for men: a soap that combines effective deep cleansing with bold, invigorating aromas.

- Solid format: convenient in the shower or when traveling
- Creamy lather
- Available in our 4 signature fragrances.



**Body soap**  
Matcha & Bergamot  
4 OZ  
626232117301



**Body soap**  
Amber & Citrus  
4 OZ  
626232117318



**Body soap**  
Eucalyptus & Sage  
4 OZ  
626232117325



**Body soap**  
Patchouli & Bourbon  
4 OZ  
626232117332

# Body soap

*\*according to standard ISO 16128, temporary percentage, pending final formulas*



OCEANLY

# PHYTO-SUN

Discover our SPF 30 face care range,  
where every drop combines sun protection  
and skincare, for nourished and radiant skin!

**Suncare**

with skincare benefits

Star ingredients

**Phytoglycogen &  
Vegan collagen**

**Formulas boosted with  
exceptional ingredients for  
nourished, even toned & radiant  
skin!**

Glycogen is a molecule naturally present in the body. Our chemists therefore turned their attention to a molecule chemically identical to glycogen in the human body: Phytoglycogen.

**Our phytoglycogen is:**

- 100% vegan: we don't extract glycogen from shellfish, which helps preserve marine ecosystems.
- 100% biodegradable.
- GMO-free.

The Phyto-Sun range is enriched  
with 2% collagen for hydrated,  
firmer skin\*.



# Our collection



1 oz

626232160703

**Tinted cream  
SPF 30**



1 oz

626232160734



0.3 oz

626232160741

**Tinted oil  
SPF 30**



1 oz

626232160710



0.3 oz

626232160727

**Tinted shimmer cream  
SPF 30**



626232160475



626232160451



626232160468

**Lip balm  
SPF 30**



1 oz

626232001792

**Coffret Phyto-Sun  
SPF 30**

# Solid plastic-free makeup



## **Laminaria Saccharina Extract + Plankton Extract + Crithmum Maritimum Extract**

- + Revitalizes the skin.
- + Keeps the skin in good condition.
- + Improves the appearance of dry skin.
- + Restores skin suppleness.

## **Castor oil**

- + Maintains the skin's natural hydration.
- + Nourishing.

## **Ascophyllum Nodosum Extract**

- + Acts as a lubricant on the surface of the skin, giving the skin a soft and smooth appearance.
- + Evens out the surface of the skin by reducing roughness or irregularities.
- + Reduces skin or scalp discomfort.
- + Softens the skin.

# **Paired with key ingredients**



# Without titanium dioxide

- Titanium dioxide ( $\text{TiO}_2$ ) is used in most of **makeup brands**, as a pigment, brightener & opacifier.
- When inhaled, titanium dioxide is considered **possibly carcinogenic to humans**.
- **Titanium dioxide can be inhaled** in loose powders, eyeshadows, and blushes in which the makeup is in powder form.

That's why, we decided to use **non nano Zinc Oxide**, from natural source.

+

## Completely vegan

Carmine is made by drying, crushing, and boiling cochineal beetles.



+99.7%  
natural  
origin\*

# Sunkissed glow

# Bronzer

**Stunning bronzing sticks for a quick sunkissed glow with a smooth, blendable formula.**

- 3 shades.



8.5G | 0.3 OZ

golden

coffee

ebony

## MAKEUP ARTISTS TIPS

If you are between 2 shades depending on the season, you can mix your foundation and bronzer to get the perfect shade!

## How to use

Tap onto cheekbones, forehead, and chin, and blend with fingertips or a sponge for a sunkissed look.

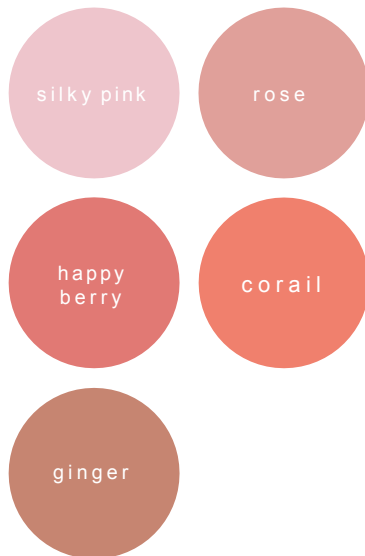


**A blush stick that deposits a creamy and natural-looking color to cheeks for a soft flush and a complexion that reflects lights!**

- 5 shades.



8,5G | 0.3 OZ



#### MAKEUP ARTISTS TIPS

For a 3D effect, apply a lighter shade on the cheekbone and a darker shade on the prominent part of the cheek.

## How to use

Dab on cheeks or lips. Blend with fingertips or sponge for all-day color!

Blush it up



Blush

+99.6%  
natural  
origin\*



+94.5%  
natural  
origin\*

Glittery finish



Highlighter

A lightweight highlighter with a balm-like formula that visibly brightens your skin for an immediate glow and a glitter effect that last.

- 2 shades.



sunset  
glow

golden  
rose

8.5G | 0.3 OZ

## How to use

Dab directly on cheekbones, brow bones, the tip of your nose and anywhere else you need a little glow! Blend with your fingertips or a sponge.



**A non-sticky gloss that provides the light and shine of a gloss with the soft texture of a balm.**

- 3 shades.



8,5G | 0.3 OZ

silky  
pink

ginger

happy  
berry

2% collagen  
vegan

For an hydrated  
and firmer skin.

## How to use

After moisturizing, apply generously to lips. Reapply as desired.

Shine

99.3%  
natural  
origin\*

Lip gloss





+97.8%  
of natural  
origin\*

# Lengthened lashes

# Mascara

**Enriched with an innovative 2-in-1 formula, our mascara + serum revitalizes and increases lash density for a sublimated look.**

- Serum formula.
- 3 shades.



7G | 0.24 OZ

black

brown

blue

**Castor oil**

Nourishes and softens  
lashes. Provides a feeling  
of comfort.

## Directions

Sweep brush from root to tip. Apply mascara in several coats to achieve the desired length and intensity.





### + SymLash® 1631

MICROALGAE FROM  
TAHITIAN SEA

- Strengthens and thickens lashes.
- Improves eyelash density up to **34%** when compared to the placebo after 42 days!<sup>1</sup>



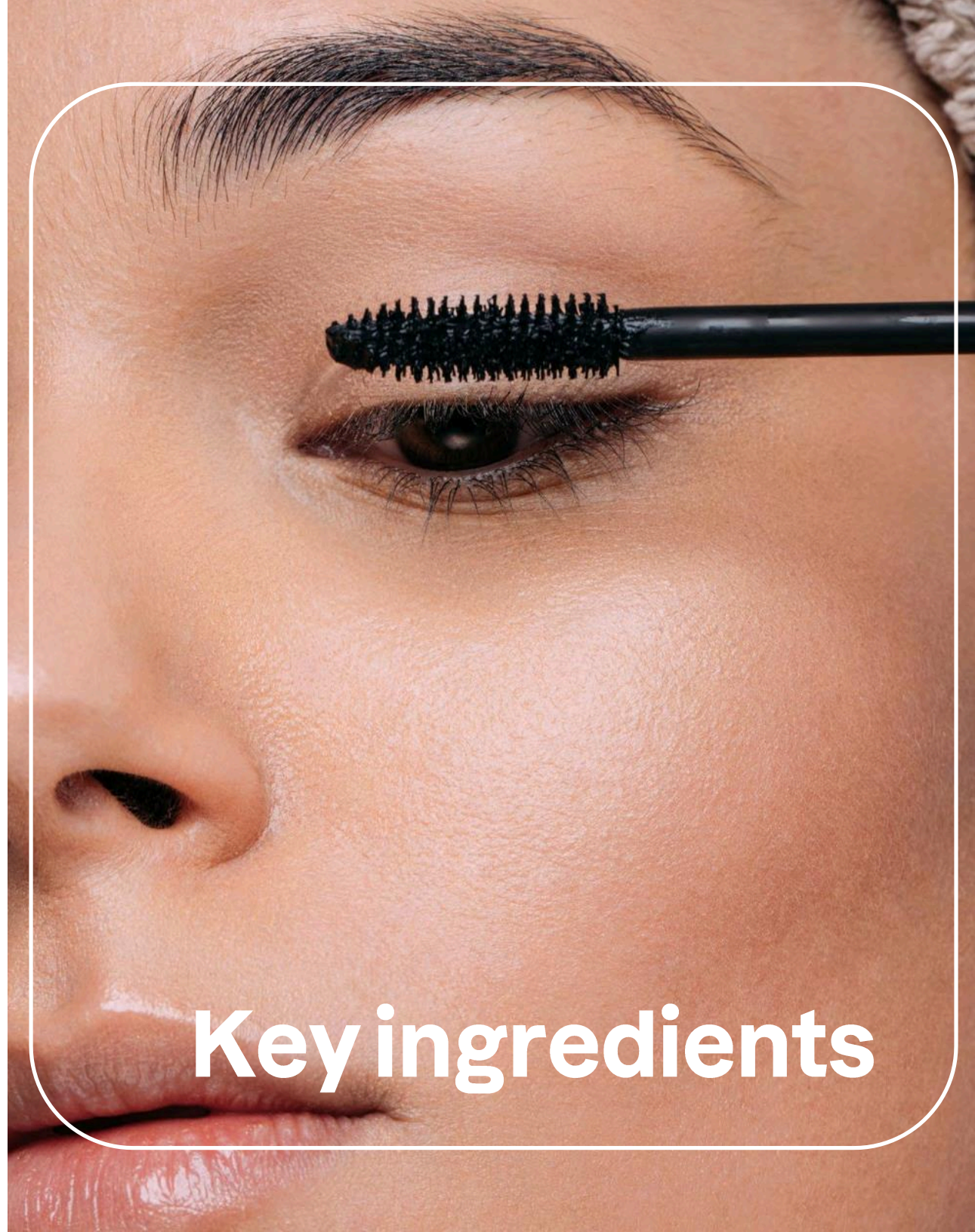
### + Growth Oleoactif

FLOWERS OIL BLEND

- Revitalizes lashes.
- **95%** of respondents notice a natural improvement in their lashes.<sup>2</sup>

<sup>1</sup>Study carried out on a product containing 0.2% SymLash® versus placebo, 1 application per day, 6 volunteers.

<sup>2</sup>Study carried out on a product containing 2% GROWTH Oléoactif® versus a placebo, 2 applications a day for 56 days, 41 volunteers.



# Key ingredients



+96.3%  
of natural  
origin\*

## Sublimated eyes

# Eyeshadow

**Eyeshadows ranging from pinks to browns, with matte or glitter finishes. The lightweight formula blends smoothly onto the eyelids, creating even, adjustable coverage.**

- Creamy texture.
- Powdery finish.
- 6 shades.

**Phytoglycogen**

For a nourished and  
moisturized skin



5 mL | 0.16 OZ

pretty  
in pink

dusty  
rose

berry  
bliss

brown  
sugar

happy  
hour

cinnamon  
stick

## Directions

Apply eyeshadow with a fingertip or brush over the entire eyelid, from lash line to brow bone. Mix colors for a bold look.



# Our collection

Blush 0.3 OZ



626232161205 626232161212 626232161229 626232161236 626232161243

Bronzer 0.3 OZ



626232161366 626232161380 626232161373

Mascara 0.24 OZ



626232163223 626232163216 626232163209

Highlighter 0.3 OZ



626232161564 626232161571

Lip gloss 0.12 OZ



626232161106 626232161120 626232161144

Eyeshadow 0.16 FL.OZ



626232163131 626232163148 626232163155  
626232163100 626232163117 626232163124



# Gift Kits

Happy Berry



626232001518

Silky Pink



626232001525

# Display

## Oceanly Makeup Counter Display

- Dimensions 16" x 13" x 10"
- 2 tablets
- 63 units
- Cardboard display
- Tester available upon request



## Phyto-sun Counter Display

- Dimensions 8" x 8" x 10"
- 30 units
- Cardboard display
- Shipped empty



# What makes ATTITUDE unique?

## Transparency

EWG VERIFIED™ -  
Peta Packaging FSC  
certified - Vegan.

## Travel format & 0 waste

The entire range can be carried  
in hand luggage thanks to its  
solid format, with no added  
water. The products can be  
used to the very last «drop!»

## Vegan

100%  
biodegradable  
packaging

## Ocean Lovers seal

No ecotoxic chemical filters

## Plastic free

## Healthy ingredients

Non-nano zinc oxide



# Our Partners



# 2025 Trade Shows







**BE PART OF THE  
FUTURE WITH US**