

plastic free suncare & personal care



ATTITUDE™

### 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.

**+250 employees**

**Privately owned company**

**Vertical integration**

**Limitless inspiration**





# 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)

# One of the few EWG VERIFIED™ skin care and personal care lines

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

+

Contains no ingredients classified as a concern by EWG.

+

Full 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**  
PLASTIC FREE SUNCARE

# 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**

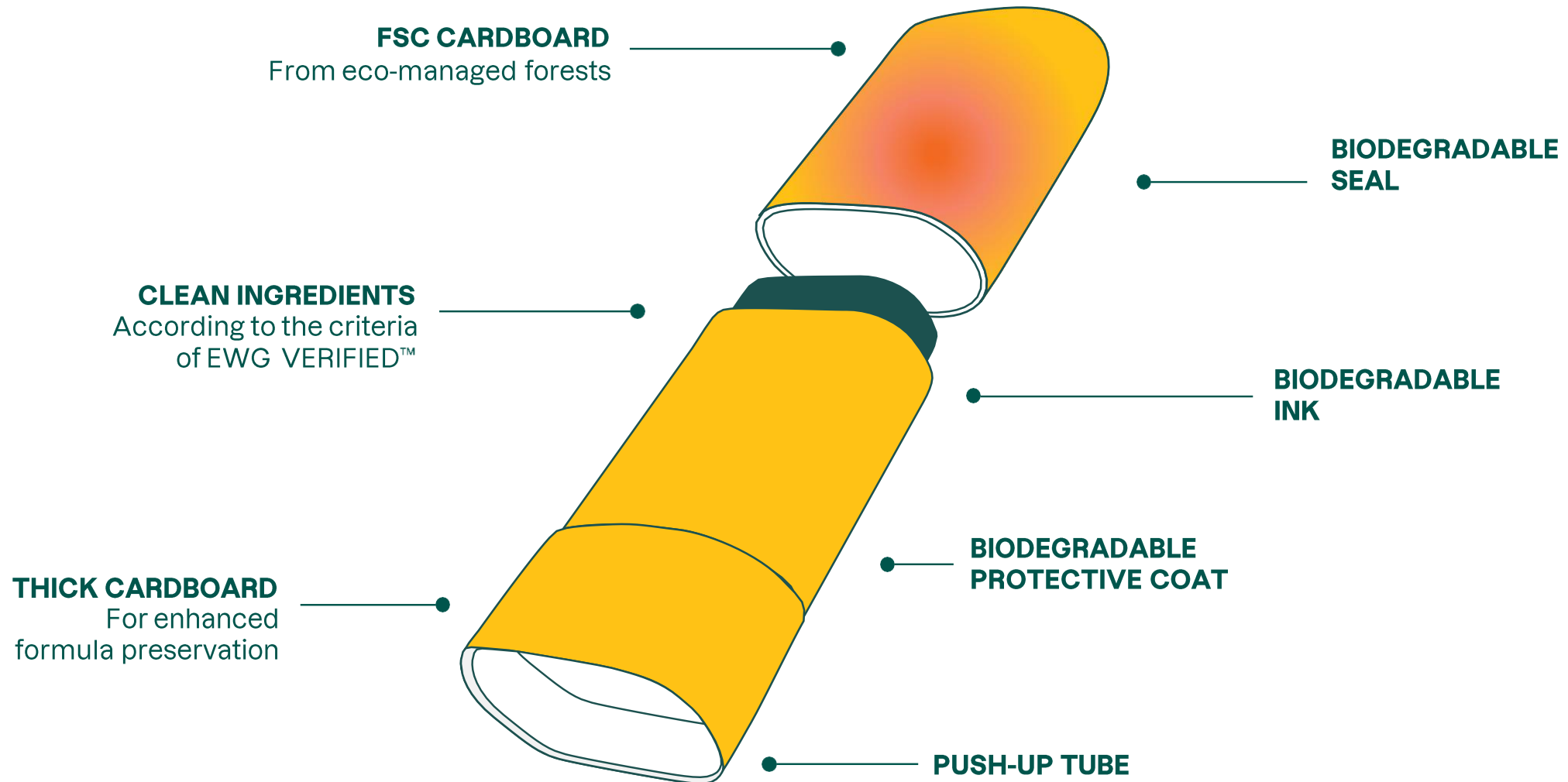


# For sun protection that respects aquatic life.



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

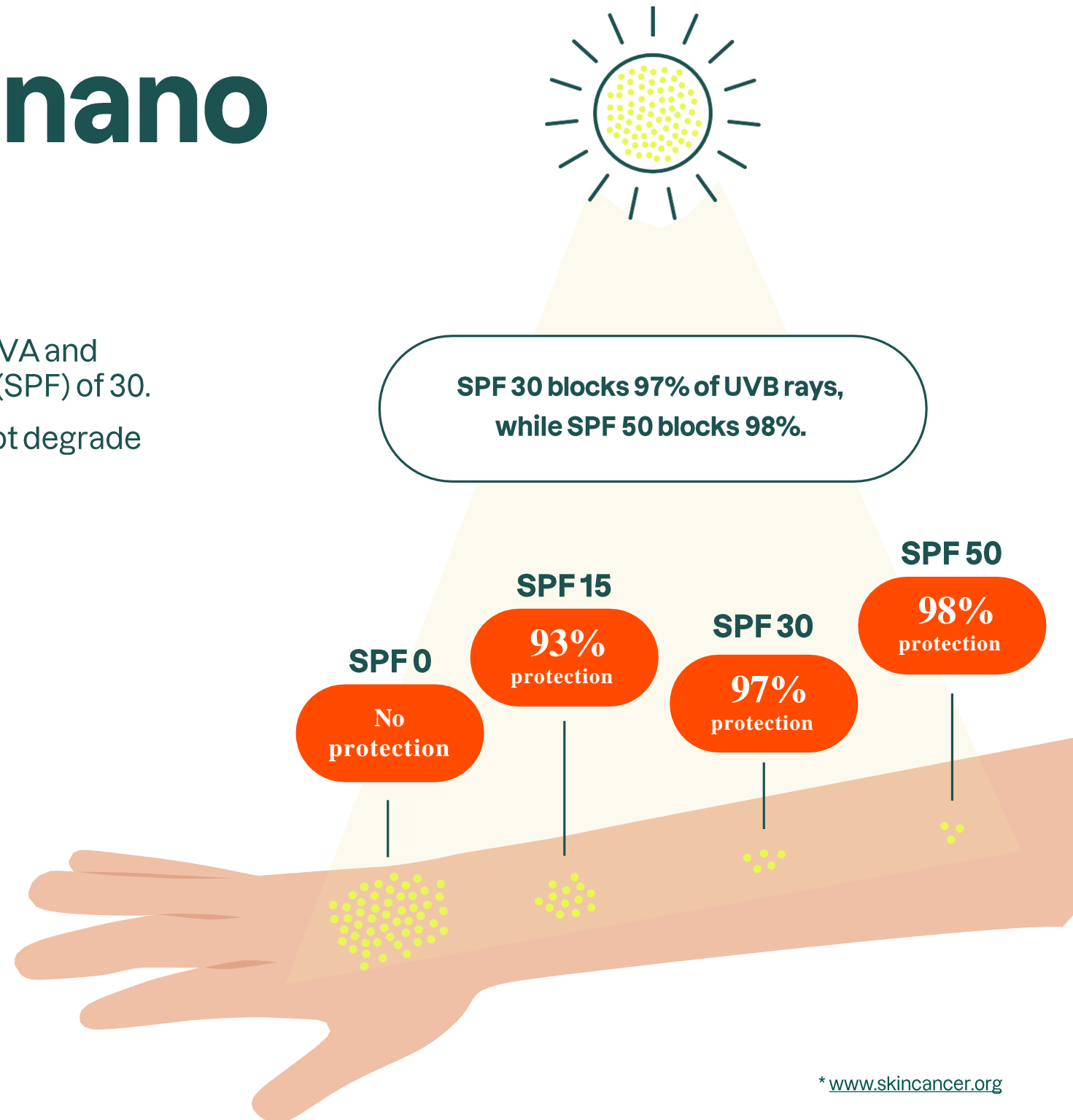


# Made with non-nano zinc oxide

- 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.



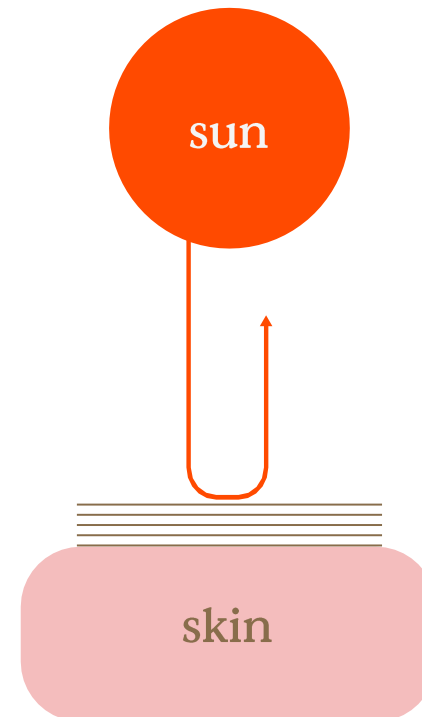


# The difference between physical and chemical filters

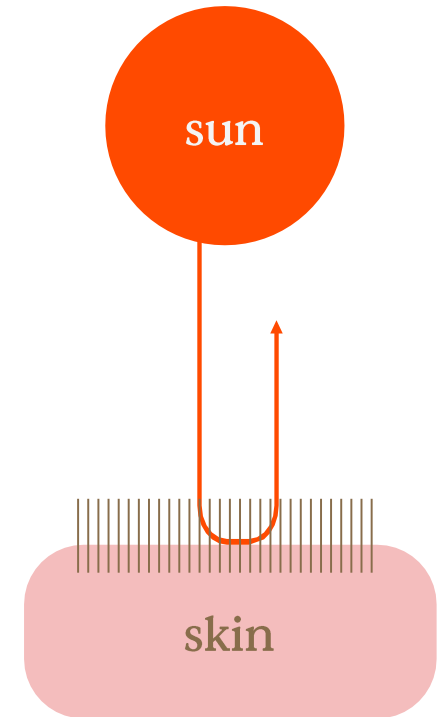
**There are two types of UV filters: chemical and physical.**

- 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**



**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.



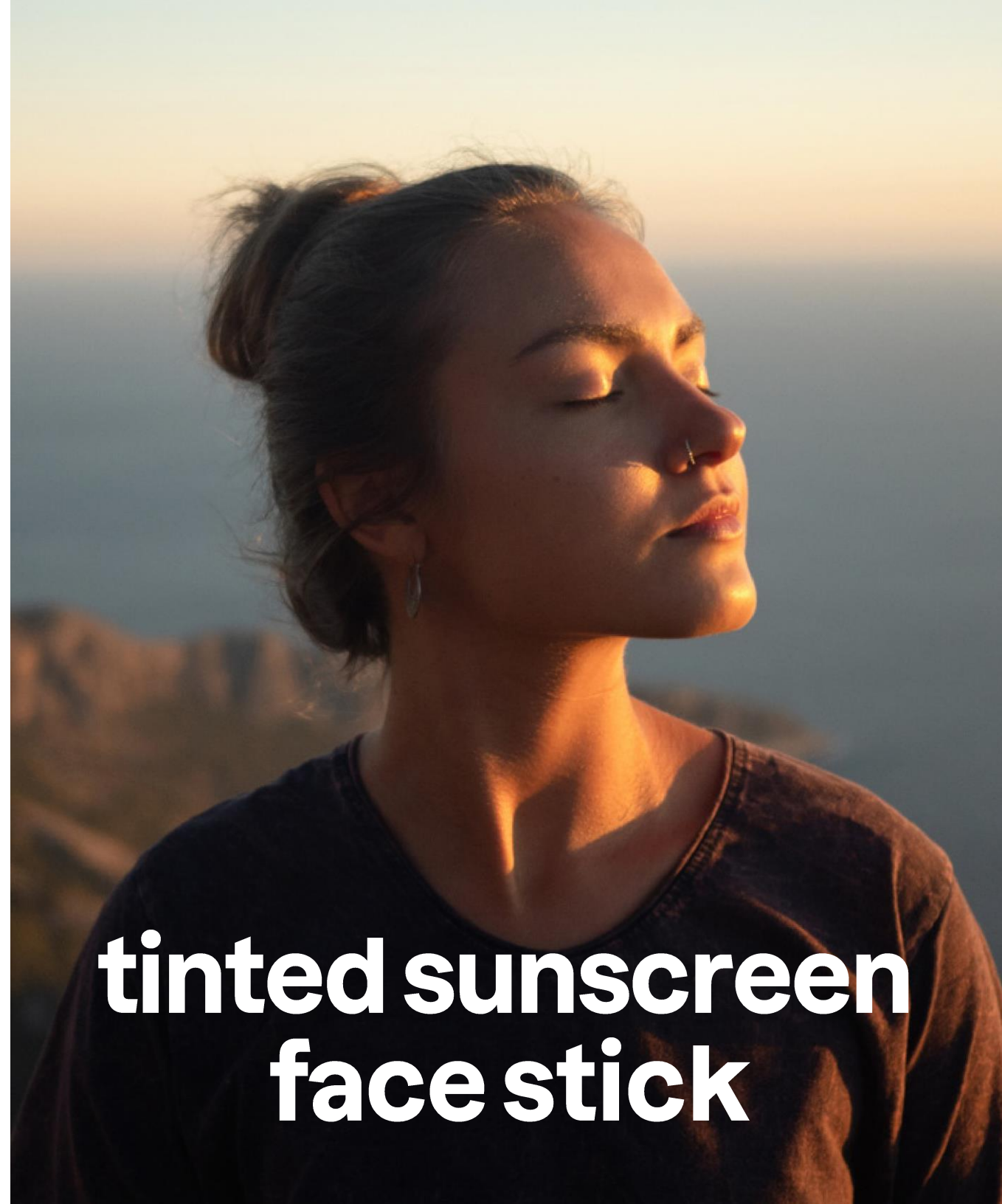


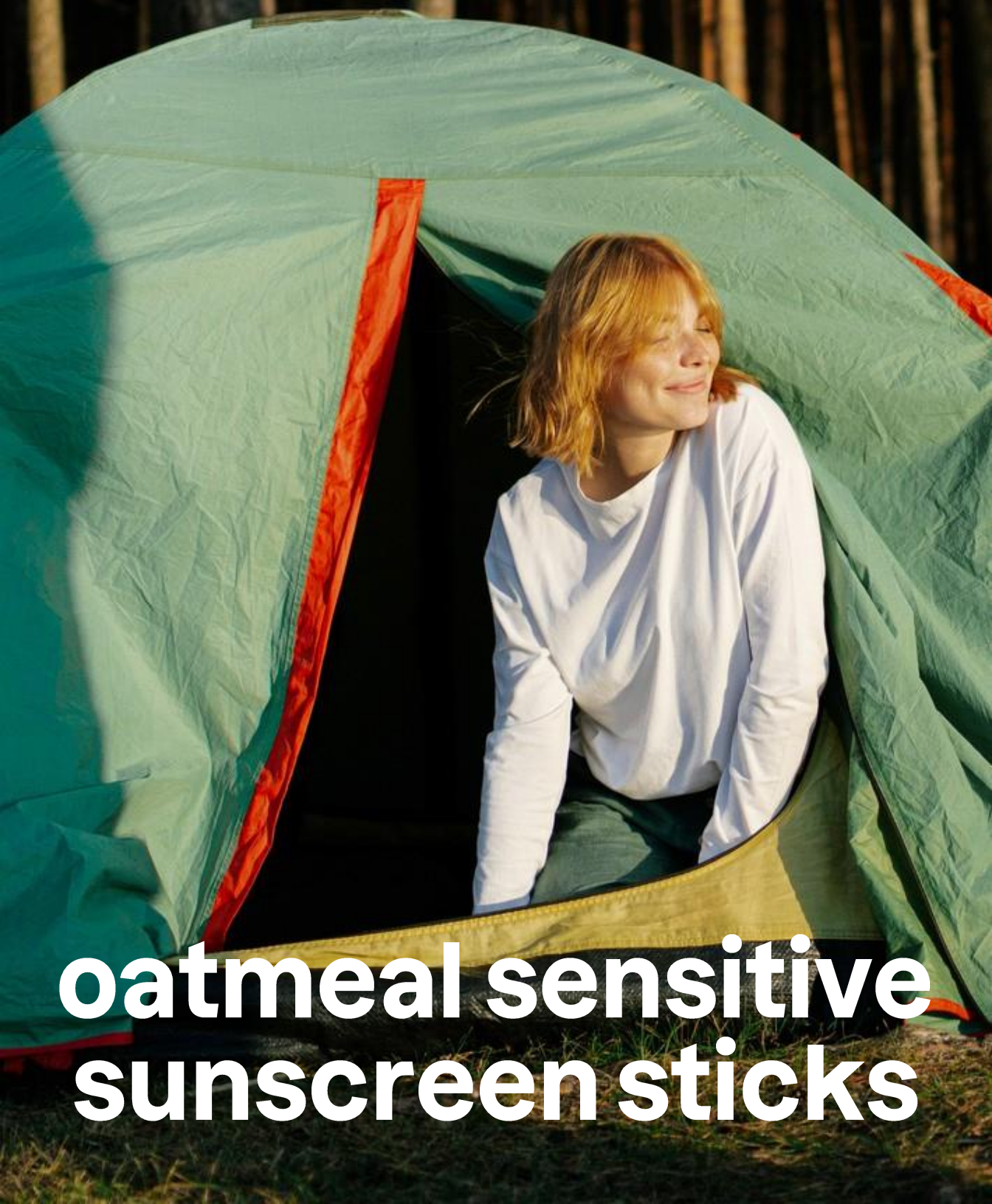
**This tinted SPF 30 sunscreen stick offers sun protection and will leave skin feeling smooth and hydrated all while providing a natural glow.**

- 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  
20g / 0.7 OZ..  
626232160970



**mineral sunscreen stick -  
SPF 30**  
Unscented  
60g / 2.1 OZ..  
626232160901



**mineral sunscreen face  
stick - SPF 30**  
Unscented  
20g / 0.7 OZ..  
626232160949



**mineral sunscreen stick -  
SPF 30**  
Tropical  
60g / 2.1 OZ..  
626232160918



**mineral sunscreen stick -  
SPF 30**  
Orange blossom  
60g / 2.1 OZ..  
626232160925



**mineral sunscreen stick -  
SPF 30**  
Unscented  
60g / 2.1 OZ..  
626232161007



**mineral sunscreen face  
stick - SPF 30**  
Unscented  
20g / 0.7 OZ..  
626232161014

Kids



**after sun stick**  
Mint cucumber  
60mL / 2 FLOZ..  
626232160963



**lipbalm - SPF 15**  
Coconut  
8,5g / 0.4 OZ..  
626232119855



**lipbalm - SPF 15**  
Unscented  
8,5g / 0.4 OZ..  
626232160939



**kids mineral sunscreen  
face stick - SPF 30**  
Unscented  
20g / 0.7 OZ..  
626232160994



**kids mineral sunscreen  
stick - SPF 30**  
Unscented  
60g / 2.1 OZ..  
626232160987

Our  
collection



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

Retail



Adults



Sunscreen Cream - SPF 30  
Unscented  
150g / 5.2 OZ.  
626232160208



Sunscreen Face Cream - SPF 30  
Unscented  
75g / 2.6 OZ.  
626232160239



Sunscreen Cream - SPF 30  
Tropical  
150g / 5.2 OZ.  
626232160215



Sunscreen Cream - SPF 30  
Orange Blossom  
150g / 5.2 OZ.  
626232160222



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



Sunscreen Cream - SPF 30  
Unscented  
150g / 5.2 OZ.  
626232160055

Kids



Sunscreen Cream - SPF 30  
Unscented  
150g / 5.2 OZ.  
626232160017



Sunscreen Face Cream - SPF 30  
Unscented  
75g / 2.6 OZ.  
626232160000



Sunscreen Cream - SPF 30  
Unscented  
75g / 2.6 OZ.  
626232160024

Also available in  
a plastic tube

**PERSONAL CARE**



**Our purpose is to always keep raising the bar. Combining clean ingredients and performance, we are dedicated to develop body care products that follow you wherever you go. Without compromise for you or the planet.**

## **Freshly active**

Whether you're hiking, skiing or camping, we know how essential high-performance equipment is. That's why we've designed body care products that keep you fresh all day long to enjoy all that nature has to offer.

## **Guardians of Nature**

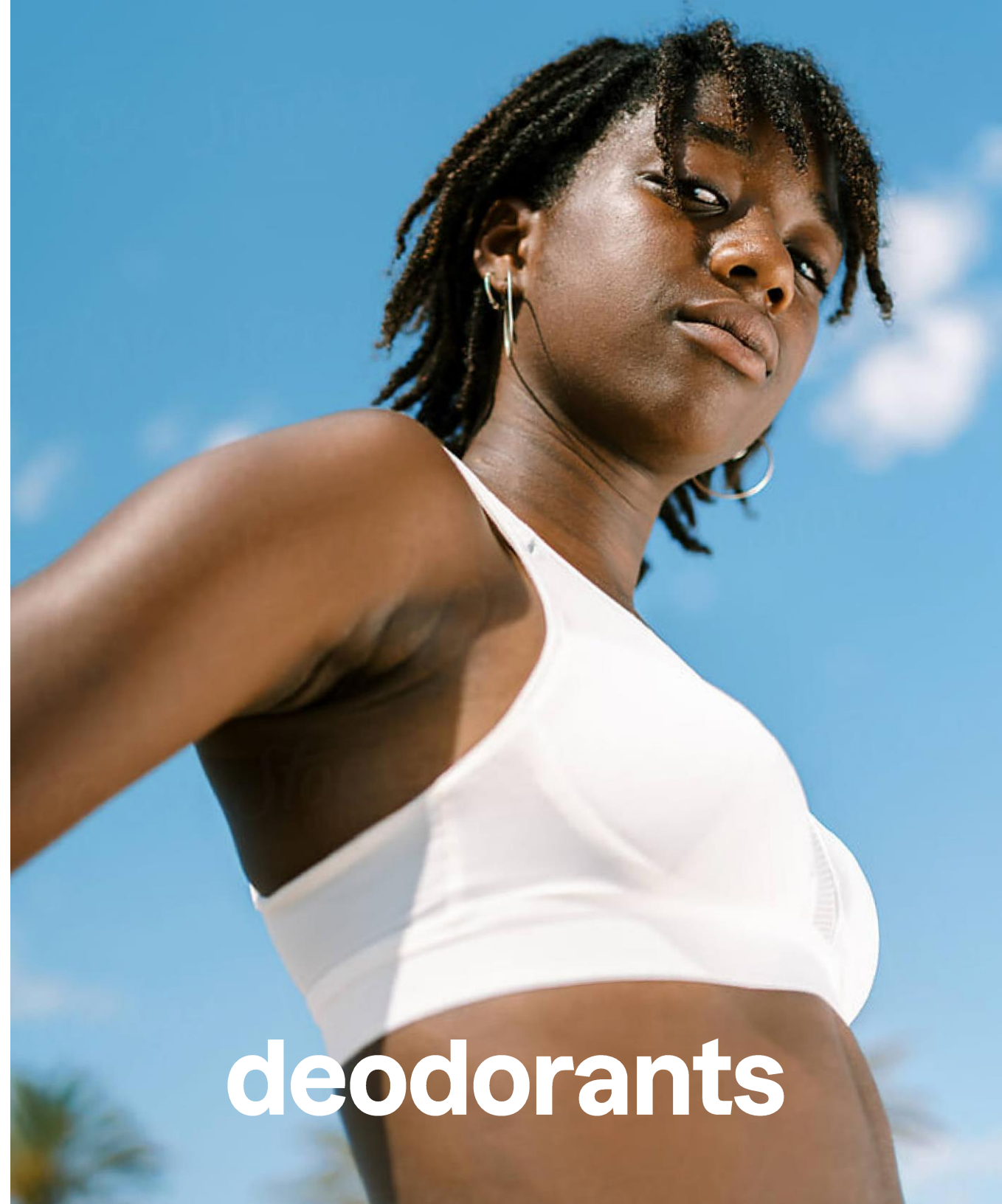
More than just body care, our products are free from harmful ingredients, and by removing plastic from our packaging, we're dedicated to conserve the landscapes you cherish exploring.

**Adventure Awaits. Nature Calls.**

leaves bar<sup>TM</sup>



- Baking soda free: designed to be gentle on sensitive skin.
- Contains magnesium hydroxide to fight bad smell.
- Contains white clay to naturally absorb humidity.
- Enriched with jojoba oil to leave skin smooth and soft.



# deodorants

>99.5%  
natural origin  
ingredients\*



**Deodorant**  
85 g / 3 OZ.  
6 26232 17124 2



**Deodorant**  
85 g / 3 OZ.  
6 26232 17125 9



**Deodorant**  
85 g / 3 OZ.  
6 26232 17126 6



**Deodorant**  
85 g / 3 oz.  
6 26232 17121 1



**Deodorant**  
85g / 3 oz.  
6 26232 17122 8



**Deodorant**  
85g / 3 oz.  
6 26232 17123 5

\*ISO 16128 standard.

# Deodorants





# 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.



**>91%**  
natural origin  
ingredients\*

## Volume duo

ORANGE CARDAMOM

**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.



**>90%**  
natural origin  
ingredients\*

# Nourishing Duo

SANDALWOOD

**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.



**>91%**  
natural origin  
ingredients\*

# Hydrating Duo

HERBAL MUSK

**Ideal for dry, dull hair.**

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

*\*ISO 16128 standard.*



Perfectly complete your zero-plastic routine with our leaves bar™ lip balms, offering delicate care that keeps your lips deeply and lastingly moisturized.



- Enriched with shea butter, coconut, jojoba, olive & castor oils to deeply nourish and moisturize lips.
- Glides on easily for a natural, sheer shine.
- Available in an unscented version and 4 fragrances: Mint, Coconut, Watermelon and Mango.

*\*ISO 16128 standard.*

>99%  
natural origin  
ingredients\*

lip balms





>99%  
natural origin  
ingredients\*



**Lipbalm**  
Unscented  
8.5 g / 0.3 OZ.  
626232119848



**Lipbalm**  
Watermelon  
8.5 g / 0.3 OZ.  
626232119824



**Lipbalm**  
Mint  
8.5 g / 0.3 OZ.  
626232119800



**Lipbalm**  
Coconut  
8.5 g / 0.3 OZ.  
626232119817



**Lipbalm**  
Mango  
8.5 g / 0.3 OZ.  
626232119831



# Lipbalms

\*ISO 16128 standard.

# super leaves™

## Deodorants

- Enriched with super leaves extracts for added performance.
- Formulated with plant and mineral-based ingredients.
- Uses arrowroot (Maranta arundinacea) and cornstarch to absorb wetness and odors.
- Contains the optimal balance of baking soda for its naturally deodorizing properties.
- Does not obstruct natural perspiration.
- Creates a hydrophobic barrier that inhibits the proliferation of odor-causing bacteria.



**Deodorant**  
Lemon leaves  
3 OZ.  
6 26232 11992 3



**Deodorant**  
Olives leaves  
3 OZ.  
6 26232 11993 0



**Deodorant**  
White tea leaves  
3 OZ.  
6 26232 11997 8



**Deodorant**  
Orange leaves  
3 OZ.  
6 26232 11998 5



**BEAUTY**





# OCEANLY

# Solid plastic-free Skincare and makeup



**EWG VERIFIED™**

Dermatologically tested

**Vegan**

Made in Canada

**Biodegradable formula**

Recyclable packaging

**No added fragrance**

# WHY?



120 billion units of packaging are produced every year by the global cosmetics industry.



less than 9% of plastic packaging are recycled.



# PACKAGING REVOLUTION



**A beauty ritual that  
leaves no trace.**

# One of the few EWG VERIFIED™ skin care lines



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

+

Contains no ingredients classified as a concern by EWG.

+

Full transparency.

=

**A brand you can trust.**



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.

**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 do not extract glycogen from shellfish, which helps preserve marine ecosystems
- 100% biodegradable
- Non-GMO

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

*\*excepted in the cream SPF 15.*

Stars ingredients

**Phytoglycogen  
& vegan collagen**



An innovative range that deeply cleanses and **absorbs impurities** while leaving your skin glowing. Their composition, based on seaweed, revitalizes and softens the pores while the blue clay, rich in minerals, **improves the natural radiance of the skin.**

**Laminaria digitata**  
seaweed extract with  
revitalizing properties.

**Montmorillonite<sup>1</sup>**  
blue clay with absorbing  
properties: leaves the skin  
radiant and helps to cleanse.



For a deep  
cleaning

>94.3%  
natural  
origin\*

PHYTO CLEANSE

1. Only in the purifying mask.



+92.9%  
natural  
origin\*

## An infusion of Vitamin C

# PHYTO GLOW

Phyto-glow ritual allows the skin to glow while stimulating its natural hydration processes. An essential daily care thanks to stabilized vitamin C known to **unify the complexion** and phytyglycogen that **gives it radiance**. The result: a **revitalized skin and a fresh, radiant complexion**.

Stabilized & encapsulated  
vitamin C

A method that guarantees the effectiveness of vitamin C over the long term, avoids its oxidation and ensures better absorption by the epidermis.



626232160604

626232160833

626232160529

626232160826



+93.9%  
natural  
origin\*

For an  
ultra-hydrated skin

PHYTO AGE

A range formulated with watercress extract, phytoglycogen, peptides and evening primrose oil. **Revitalizes the skin, helps reduce the signs of aging.** Care that brings comfort and results.

Peptides  
plant origin

Rebuild the natural moisture barrier of the skin.  
Mimic the composition of the main amino acids  
of animal collagen.

**+45.2% of skin hydration\*\***

#### DID YOU KNOW?

Plant-derived peptides have a subtil smell of popcorn.  
The smell fades on the skin after a few seconds.



626232160611

626232160819

626232160536

626232160857

\*\*Study conducted for a cream containing 1% Collaplant Z NPNF®, 14 volunteers.



For a protected skin

Mineral day cream SPF 15 for the face that offers a broad UVA/UVB spectrum and **gives the skin a natural glow**. It is lightly **tinted** for a unified, radiant finish. Perfect as a complement to Phyto Glow!

Vegan collagen-like\*

Algae extract  
revitalizing properties

Universal shade

PHYTO SUN



# Gift kits

Face cleaner + Face serum  
+ Face cream + Face oil

Phyto-glow



626232001242

Face cleaner + Face serum  
+ Face cream + Face oil

Phyto-age



626232001259

Tinted shimmer cream SPF 30  
+ Tinted oil SPF 30 + Lip Balm Baby Rose SPF 30

Phyto-sun



626232001792

Face cleaner + Face serum  
+ Face cream

Phyto-glow



626232001761



# Retail





Makeup formulas boosted with skincare ingredients for a nourished, unified & brilliant skin!

Glycogen is a molecule naturally present in the body. Our chemists have therefore looked into a molecule chemically identical to glycogen: **phytoglycogen**.

Without titanium dioxide

Completely Vegan

Easy, Pretty and Uncomplicated!



Makeup

+99.6%  
natural  
origin\*





**EWG VERIFIED™**  
**CRUELTY-FREE & VEGAN**  
**DERMATOLOGICALLY-TESTED**  
**99%+ NATURAL ORIGIN**



~~**TITANIUM DIOXIDE**~~  
~~**CARMINE**~~  
~~**BEESWAX**~~  
~~**FRAGRANCE**~~



+99.7%  
natural  
origin\*

Sunkissed glow

Bronzer

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

- 3 shades.



golden

coffee

ebony

8.5G | 0.3 OZ  
SRP \$30.00

#### 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.



#### 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.

8,5G | 0.3 OZ  
SRP \$30.00

## 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\*



**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  
SRP \$20.00

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

+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.



8.5G | 0.3 OZ  
SRP \$30.00

## 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.



+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  
SRP \$28.00

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>

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

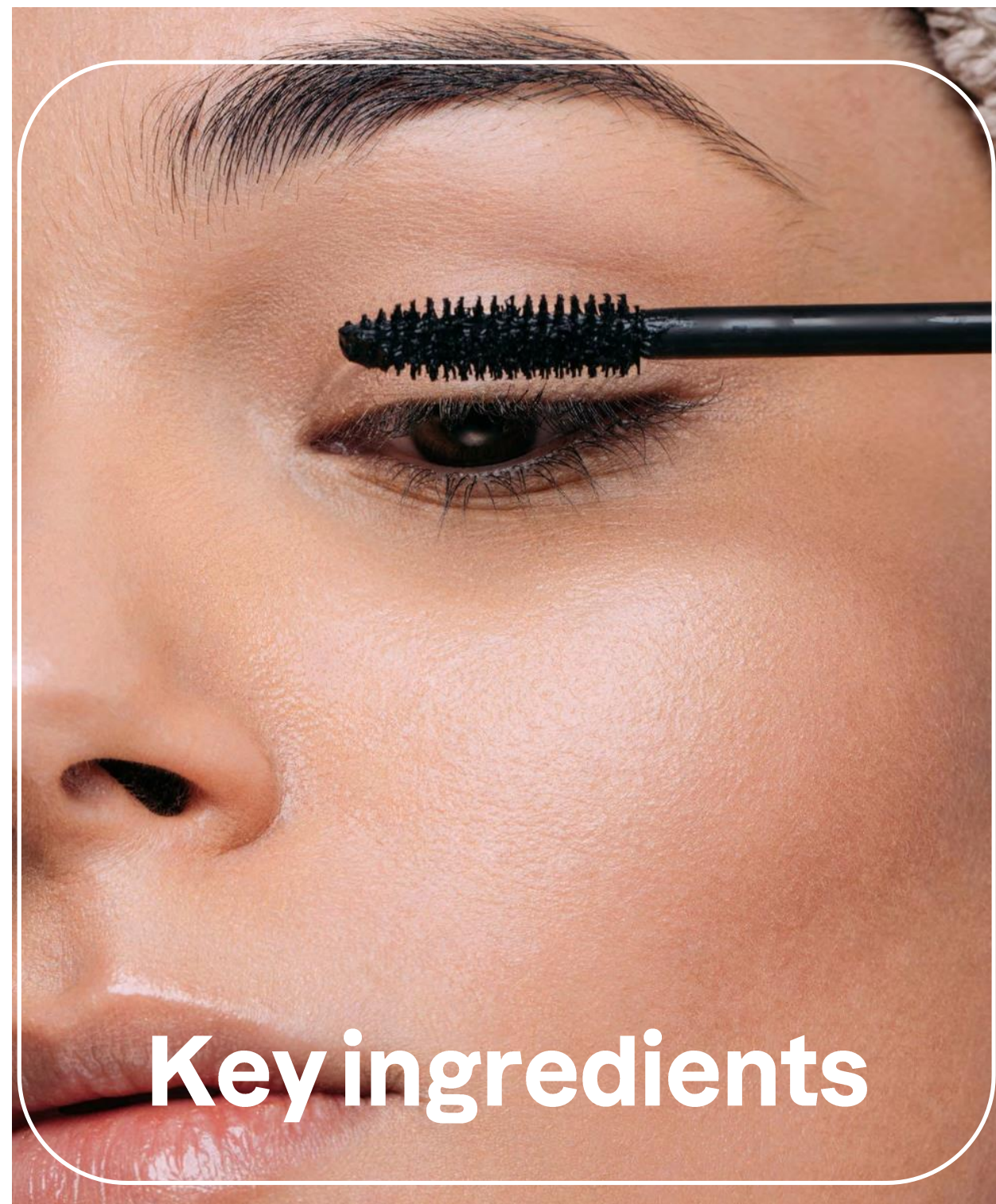
<sup>2</sup>Study carried out on a product containing 2% GROWTH Oléoactif® versus a placebo, 2 applications a day for 56 days, 41 volunteers.



### + Growth Oleoactif

FLOWERS OIL BLEND

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



# 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  
SPR \$28.00

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 8.5G | 0.3 OZ



626232161205

626232161212

626232161229

626232161236

626232161243

## Bronzer 8.5G | 0.3 OZ



626232161366

626232161380

626232161373

## Highlighter 8.5G | 0.3 OZ



626232161564

626232161571

# Our collection

## Eyeshadow 5mL | 0.16 FL.OZ



## Mascara 7G | 0.24 OZ



## Lip gloss 3.4G | 0.12 OZ



# Oceanly Makeup Display

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





# Gift Kits

Ginger



626232002034

Happy Berry



626232001518

Silky Pink



626232001525

# What makes ATTITUDE unique?

## Tranparency

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**