

PUMP'SKIN

COSMÉTIQUES ET SUPERALIMENT BIO



PUMP'SKIN PRESENTS *MA POUDRE MERVEILLEUSE*, A 100% NATURAL SUPERFOOD MADE FROM ORGANIC SWEET PUMPKIN.

The raw food powder contains vitamins A, B5, B6, B9, omega 3 and 6.

Paris, 8th April 2024—Pump'skin, the leading French organic cosmetics brand pioneering the use of raw Hokkaido organic sweet pumpkin, is entering the world of nutricosmetics with the launch of *Ma poudre merveilleuse* ('My wonderful powder'). Pump'skin is launching the product in collaboration with the French organic food brand Guayapi, which promotes ingredients and their place of origin.

Ma poudre merveilleuse is a natural food powder from raw organic Hokkaido sweet pumpkin. The usage of the whole vegetable—the peel, the flesh and the seeds—is what makes it exceptional. Everything is delicately dehydrated and then subtly cold ground without additives or preservatives. With its radiant golden yellow colour, this superfood can be drunk as a hot or cold infusion or sprinkled on sweet or savoury foods.

The unique nutritional properties of *Ma poudre merveilleuse* are set out in the scientific file compiled by Professor André Rougreau from the University of Tours:

- It contains three times as many carotenoids as carrots, helping to regenerate the skin and protect it from UV rays and pollution.
- Vitamins A, B3, and B8 help to maintain balanced skin and vision.
- Vitamins C, B5, B6 and B9 stimulate the immune system and energy metabolism.
- Vitamins C, B1, omega 3, and 6 help keep our cardiovascular system in good working order.

Pump'skin customers also confirm the therapeutic effects of Organic Sweet Pumpkin on their skin.



Pump'skin's range of high-quality cosmetics based on organic sweet pumpkin was awarded the prestigious Cosmos Organic label by Ecocert.

Beauty In and Out

The Pump'skin philosophy, created by Dr Dominique Eraud's expertise, is based on a fundamental principle: "Everything we eat shows up on the outside, on our skin", says Dr Eraud. Pump'skin advocates perfect harmony between internal benefits to preserve this essence of well-being, thanks to *Ma poudre merveilleuse* and Pump'skin's eco-friendly cosmetics products, which received the prestigious Cosmos Organic label by Ecocert. "Beauty 'In' and 'Out'... that's authentic beauty", adds Dr Eraud.



Dr Dominique Eraud, founder of the Pump'skin Brand. **Pump'skin's high-quality organic cosmetics, *Sérum Eclat*, *Happy Cream delicate* and *Happy Cream onctueuse*, have been recommended by Corsican model Laetitia Casta (Statements appear in the issue n° 1025 of Vogue France, March 2022)**

Ecological commitment

Organic sweet pumpkin from Hokkaido comes from an ancient variety that was grown with respect for biodiversity by the Sainte Marthe Conservatory farm in Sologne (France). Pump'skin's line of organic high-quality cosmetics with raw pumpkin consists of five products, designed for every skin type, to be applied to the face and neck, morning or evening. In an eco-responsible gesture, the brand has chosen not to produce samples.

Pump'skin

Dr Dominique Eraud, a pioneer and visionary of holistic and ecological beauty, and Philippe Desbrosses, a pioneer of organic farming (founder of the AB Label), share a vision for respecting the planet and our environment (see, for example, the creation of the [Green Intelligence association](#)). As a result of this meeting, the Pump'skin brand was born in 2018 and is present through its sales points in France, Italy, the Netherlands and Switzerland.

About Pump'skin

Founded in 2018, Pump'skin is a cosmetics and food supplements brand based on organic sweet pumpkins from Hokkaido. These pumpkins are derived from organic heirloom seed varieties and grown at the Conservatoire Ferme Sainte Marthe in Sologne (France). The brand combines authentic, environmentally conscious cosmetics and 100% certified organic superfoods, with ingredients guaranteed to be sourced in France.

About Dr. Dominique Eraud

Founder of the Pump'skin brand Dr Dominique Eraud is a doctor specialising in ecological medicines and has co-created Pump'skin, the only brand of cosmetics based on pumpkins, with Philippe Desbrosses, a farmer and doctor in environmental sciences and co-founder of the AB label. Dr Eraud is a member of the Pierre Rabhi Foundation and President of Solidarité Homéopathie Paris; an NGO of doctors who provide voluntary treatment to the underprivileged in France and abroad, using only homoeopathy, acupuncture, phytotherapy and osteopathy. She is also a board member of the Dispensaire Hahnemann in Paris and GETCOP (Evaluation Group for Personalised Complementary Therapies).

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