**Video text transcript**

Toofruit is the first dermatological hygiene and care brand for children who are no longer babies, the over 3s, and not yet teenagers, the under 12s,

offering exclusively certified organic products. Since the creation of the company 10 years ago, the idea of creating a perfume has gradually made its way. We looked for a partner to help us in this project, and very quickly, our choice fell on Maison Sevessence and its master perfumer Jean-Charles Sommerard. We knew the reputation of Maison Sevessence, and knew that Jean-Charles Sommerard was at the origin of a new era of natural and organic perfumery. The meeting with Jean-Charles highlighted the shared values.

Sevessence, like TOOFRUIT, is a French company that offers natural and organic creations. Our perfume compositions are created from plant raw materials from essentially organic aromatic plant productions of the highest quality. We are one of the only perfume composition company audited and certified by Ecocert.

A perfume yes, but natural, certified organic, without alcohol and without essential oils, because both alcohol and essential oils are of highly allergenic risk for children. We named it: "L'eau parfumée".

We enjoyed taking up this challenge, with the idea of creating a perfume that respects the sensitive skin of children. A perfume like a care product.

This perfume is also a real technical breakthrough, since it is formulated without alcohol and yet it remains just as intense in its wake. To achieve this, we have used a unique, patented microemulsion process, combined with a selection of natural and organic ingredients, including floral waters and aromatic hydrolats. These floral waters and aromatic hydrolats are extremely well known in cosmetics for all the well-being virtues they bring to the skin.

For this perfume collection, children were our best artistic directors, and to convince them, each perfume was imagined as an aromatic tale. This has been the key to my inspiration as a perfumer.

A tale like an imaginary book that we want to share with parents and children. An olfactory encounter with words. Three tales, three fragrances and emotions to be experienced and shared.

Our first scent is the scent of a lifetime, our first olfactory reference point, the one with which we will live a memorial experience and make memories.

In L'eau parfumée apple, orange blossom, vanilla, all the secrets of nature are there to awaken the sweet tooth. With it, the child takes the time to dream, to relax, to feel good. In addition, orange blossom water is recommended to regenerate and delicately refresh the skin.

L'eau parfumée mûre, cassis, rose" is about a walk through a magical garden that only children know. With it, smiles, softness and pep are invited! In addition, the aromatic hydrosols of blackcurrant and rose are recommended to tone and purify the skin day after day.

Finally, in the Peach, Lavender and Verbena scented water, all is delight and pleasure.

In my opinion, it holds the essential key to well-being, which the child will choose to relax, unwind and travel deep inside.

In addition, the aromatic hydrosols of verbena and lavender are recommended for a soothed and softer skin.

Dear parents, to delicately perfume your child and teach him the right gestures, we advise you to first awaken the perfume by gently shaking it. Spray it on your child's arm or neck, and encourage him to close his eyes, so that he can fully experience the present moment and appreciate the feeling of the moment.

Toofruit invites you to help children discover these beautiful emotions and to help us discover them too. Happy discovery to all!

Une image contenant arbre, extérieur, plante

Description générée automatiquement