



LA DROGUERIE D'AMÉLIE

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# Why are we launching La Droguerie d'Amélie?

**WE WANTED TO CREATE A COMPLETE RANGE OF HOUSECLEANING PRODUCTS, ENVIRONMENTAL FRIENDLY.**

**TO MEET CONSUMER'S NEEDS:**

**HEALTH:** 45% of consumers buy environmental friendly products because they are healthier.\*

**NATURAL INGREDIENTS:** Essential criterion to define a quality product.\*

**ALTERNATIVE CONSUMPTION:** Purchase of labeled, ethical, local and non-polluting products is a real consumption trend.\*

**LACK OF CONFIDENCE IN LARGE CORPORATIONS:** Only 27% of French people trust corporations (vs 58% in 2004).\*

**PRICE RATIO:** 47% of housecleaning products consumers' are willing to pay more for environmental friendly products.\*

\* Sources: Étude GreenFlex - 2016.

**THE FRENCH SME PRODEF, FOUNDED IN 1924, HAS THE SKILLS AND THE SAVOIR-FAIRE** to develop a complete offer, meet market's needs and go beyond competitors offers.

**LA DROGUERIE D'AMÉLIE IS:**

A range produced by a socially-engaged SME. The Prodef group is labeled "Entrepreneurs + Engagés" by ECOCERT ENVIRONNEMENT.

Ecological products and packaging, **labeled or eco-designed.**

A range of **13 products manufactured in France.**

A partnership with "L'AGENCE DU DON EN NATURE": 1% of sales generated by La Droguerie d'Amélie's products will be donated to this association, heading towards persons in difficulties.



*Who is Amélie?*

Young, dynamic and modern, Amélie loves to advise you because she knows perfectly all of her products.

Her expertise, she holds it from her grandmother who gave her all her experience and know-how!

\*Ecodetergent certified by Ecocert Greenlife according to the ECOCERT standard available on <http://detergents.ecocert.com>



## DISHWASHING LIQUID 500 ML

La Droguerie d'Amélie's dishwashing liquid is an ecological product that degreases and makes your crockery sparkling clean.

This product protects hands with its neutral pH. Its packaging is made of recycled materials.



This product is eco-certified\*:

- 99,4% natural origin ingredients
- Preserves hands softness, does not dry hands thanks to soft surfactant
- Less wasted product thanks to measuring pump



BUBBLES FOR THE DISHES!

*For the kitchen...  
but not only!*

## GREASE REMOVER 500 ML

La Droguerie d'Amélie's grease remover is an ecological product especially conceived to clean kitchen counter.

This product's packaging is made of recycled materials.



This product is eco-certified\*:

- 99,3% natural origin ingredients
- Based on natural soap with lye
- Mild pH does not attack skin



GREASE IN DISTRESS!



*It's better for everyone!*



# PsCHIT

POUR LES VITRES

Clean, make it shine  
and shine!



# VINAIGRE

DE MÉNAGE



# SAVON NOIR

À L'HUILE D'OLIVE

Black soap for floors,  
Marseille soap for laundry!



# SAVON DE MARSEILLE

À L'HUILE D'OLIVE



### GLASS CLEANER

500 ML

La Droguerie d'Amélie's glass cleaner is an ecological cleaner for mirrors and windows. It's packaging is made of recycled materials.



This product is eco-certified\*:

- 99,8% natural origin ingredients
- Avoids marks, makes it shine and dries quickly
- Contains natural beet root alcohol



GOODBYE STAINS!

### HOUSEHOLD VINEGAR

500 ML

La Droguerie d'Amélie's household vinegar is an ecological product that descales, cleans and shines.

This product is formulated without petrochemical derivative and its packaging is made of recycled materials.



This product is eco-certified\*:

- 100% natural origin ingredients
- Descaler and anti-limescale
- From sugar beet fermentation
- Does not contain perfume



LIMESTONE'S ENEMY!



\*Ecodetergent certified by Ecocert Greenlife according to the ECOCERT standard available on <http://detergents.ecocert.com>

### READY TO USE OLIVE OIL BLACK SOAP

500 ML

La Droguerie d'Amélie's ready to use black soap is an ecological product that cleans and degreases all surfaces and eliminates cochineal and insects from plants.

Its packaging is made of recycled materials.



This product is eco-certified\*:

- 99,6% natural origin ingredients
- Does not need to be rinsed
- Multipurpose cleaner



READY TO USE!



### OLIVE OIL BLACK SOAP

1 L

La Droguerie d'Amélie's black soap, concentrated with olive oil, is an ecological product that cleans and degreases all surfaces. It is also an excellent stain remover.

This product is formulated without petrochemical derivatives. Its packaging is made of recycled materials.



This product is eco-certified\*:

- 100% natural origin ingredients
- Without petrochemical derivative
- Multipurpose cleaner



CONCENTRATED FORMULA!



### TRADITIONAL MARSEILLE SOAP

MADE WITH OLIVE OIL

250 G

La Droguerie d'Amélie's traditional Marseille soap is an ecological and hypoallergenic product (specially formulated in order to minimize risks of allergies). It is made in Marseille, from vegetable oils only, without palm oil, coloring, perfume or preservative. It is nontoxic in the aquatic environment.



This product is eco-certified\*:

- Complies with the Union of Marseille Soap Professionals charter
- 100% natural origin ingredients
- Convenient to use thanks to its format and streaks
- Hypoallergenic
- Biodegradable packaging film



COOKED IN A CAULDRON IN MARSEILLE!

\*Ecodetergent certified by Ecocert Greenlife according to the ECOCERT standard available on <http://detergents.ecocert.com>



Mr & Mme GRATTOUILLE

To scrub,  
scour and clean!



ÉPONGES  
VÉGÉTALES



BROSSE  
À RÉCURER



LAVETTE  
ESSUIE-TOUT



SERPILLÈRE  
EN FIBRES RECYCLÉES



Mr GRATTOUILLE  
SCOURING PAD X3

La Droguerie d'Amélie's scouring pad is composed of natural fibers and mineral abrasives.

This scraper can scour dishes, pans, grids and cooking tools.

This product is eco-designed:



Mixture of natural and recycled fibers



Packaged in a cardboard case made with recycled paper



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FOR SPECIAL OCCASIONS!



Mrs GRATTOUILLE  
SPONGE PAD X2

La Droguerie d'Amélie's sponge pad is composed of vegetable materials. It absorbs from one side and scour on the other side.

It is presented in a organic packaging.

This product is eco-designed:



Biodegradable packaging



Mixture of natural and recycled fibers



Vegetable and biodegradable sponge



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TOUGH AND SOFT AT THE SAME TIME

VEGETABLE SPONGES  
SPONGE X3

La Droguerie d'Amélie's vegetable sponge is biodegradable.

It is made from vegetables materials. Highly absorbent and resistant, it is presented in an organic packaging.

This product is eco-designed:



100% Vegetable and biodegradable, based on cellulose (paper pulp)



Biodegradable packaging



French Origin Guarantee



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BIODEGRADABLE AND INEXHAUSTIBLE!



SCRUBBING  
BRUSH  
SCRUBBING BRUSH  
WITH VEGETABLES  
FIBERS

La Droguerie d'Amélie's Scrubbing brush is made in France from sustainable sources. It is manufactured with Hevea wood and vegetable fibers.

Multipurposes, it helps cleaning both interior (floors, banister rails, shoes...) and exterior (terrace, bike...). This brush is a must have to clean all types of surfaces.

This product is eco-designed:



Made of Hevea wood, from sustainable forests



Composed also with vegetable fibers



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ONCE YOU'VE TRIED IT, YOU CAN'T CHANGE IT!



DISHCLOTH

La Droguerie d'Amélie's dishcloth is composed of recycled fibers from textile industry. Its traditional weaving gives better resistance while preserving its absorption qualities. This product is suitable for all smooth surfaces. Dry, it absorbs perfectly. Wet, it cleans surfaces. It is presented in a recycled packaging.

This product is eco-designed:



Ideal for kitchen-use



Weft coming from recycled fiber from textile industry



French Origin Guarantee



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IT ABSORBS EVERYTHING!



RECYCLED FIBER MOP

La Droguerie d'Amélie's traditional fiber mop is made of recycled fibers from textile industry. Its traditional weaving gives a better resistance while preserving its absorption qualities. This mop is suitable for all types of floors. It is presented in a recycled packaging.

This product is eco-designed:



Weft coming from recycled fiber from textile industry



French Origin Guarantee



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SPLASH!



OUTLET  
DISPLAY COUNTER

La Droguerie d'Amélie's display counter is perfect to implement the whole Droguerie d'Amélie's range.



**Compagnie du Midi**

Contact : [contact@lacompagniedumidi.fr](mailto:contact@lacompagniedumidi.fr) – 04 93 31 69 70

Discover the whole products range on:

[www.droguerieamelie.fr](http://www.droguerieamelie.fr)

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