

Marcelle redefines beauty with simplicity.

Montréal, November 27, 2008—Who is the Marcelle customer? It took over a year of rigorous work, detailed research and focus groups to answer that fundamental question. The main goal of all the marketing, communications and advertising teams working on the project: modernize the brand and create a more emotionally charged relationship with its clientele. It's with great pride that we today reveal to you its new face.

SIMPLE BEAUTY. BY MARCELLE.

Marcelle chose to communicate with its clientele with simplicity, because simplicity is as much a quality as it is a lifestyle. The Marcelle woman is a woman who chooses what is natural and spontaneous, without affectation or pretension, by placing value in what is fundamentally important to her. She prefers to be beautiful in simple terms. She takes great satisfaction in taking care of herself intelligently and never loses sight of who she really is. Quite simply. Herself.

THREE PERSONALITIES. THREE WOMEN. THREE LINES.

So that each woman can recognise herself in Marcelle products, three unique personalities were attributed to the Hydra-C, New•Age and Essentials lines. Women of all ages and lifestyles will find something for themselves in the Essentials line, which offers a wide range of skin care products. The active woman, urban and pressed for time, will be seduced by the Hydra-C line with its vitamins C and E enriched products. The woman trying to find balance between her personal and professional life, between time with the family and time for her beauty ritual, will prefer the efficiency of the anti-wrinkle and firming New•Age line.

SAME FORMULAS. NEW FACE.

The perfume-free, hypo-allergenic formulas at the heart of Marcelle's popularity and success remain unchanged, but are now presented with a new look representing each woman's specific lifestyle, as if it were captured in the moment. Elegant, timeless photos in black and white, simple, clear design, and brief but effective texts bolster the strength of the new graphics platform. By introducing three spokeswomen to personify each of the product lines, on the packaging for the new print campaign, on a new website and new in-store displays, Marcelle moves into the "real life" common ground with its clientele.

IDEAS. TALENTS. RESULTS.

Marcelle sought out the greatest talents to convey the idea of beauty's simplicity in image and style. Under the watchful eye of internationally-renowned Artistic Director Annie Horth, photographer Malina Corpadean and the creative team of Nolin BBDO worked to rejuvenate and breathe fresh air into the brand by bringing to life, through photos, the ideas elaborated by the agency.

OUR BEAUTIFUL STORY.

The beautiful story of Marcelle is born of a passion for cutting-edge cosmetology. A passion brought to life by a pharmacist 75 years ago and carried forward to this day by two generations of beauty product pioneers. Marcelle is a registered trademark of Groupe Marcelle, a Canadian company headquartered in Lachine, Québec. Close to 225 people are employed in the research, development, production and marketing of more than 500 Marcelle and Annabelle products. Marcelle offers a complete line of make-up and skin care products.

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