

AVRIL: the most comprehensive natural beauty department in Quebec

avril SUPERMARCHÉ SANTÉ

With the finest organic and natural beauty brands, the widest choice of products and the best advice on how to use them, AVRIL is your source for a healthy, natural approach to beauty

According to the press, natural beauty products are all the rage among celebrities. The brands keep increasing. And so do the prices ... except at **AVRIL**. Because natural beauty products have been part of our buying philosophy at **AVRIL** since its inception in 1994, long before marketing and the big cosmetic houses jumped on the bandwagon.

The largest natural beauty department in Quebec

Dermatologists will tell you that the skin needs simple products for beauty and balance. At **AVRIL**, we agree. That is why we have always chosen brands and treatments that really work, with proven, simple ingredients drawn from nature. And since we believe that beauty is intimately related to protecting the planet, we offer not only the widest choice of brands in Quebec, but also the best selection of organic cosmetics.

Recognized treatments for healthy skin: Dr. Haushka, Phyt's and Zorah

AVRIL is the only place in Quebec offering its clients in-store beauty treatments with three exceptional brands. The effectiveness of international product lines from Dr. Hauschka and Phyt's is regularly cited in magazines worldwide. And Zorah, a newer line out of Quebec, makes exceptional products containing argan, chia and kendi oils.



About AVRIL

Founded in Granby in 1995 by Sylvie Senay and Rolland Tanguay, the **AVRIL** healthfood supermarket chain is notable for its innovative approach to health and wellness, its contemporary design and its wide selection of leading-edge products. There are **AVRIL** supermarkets in Granby and Longueuil, and a third store will be opening soon in the Quartier Dix30.

For more about AVRIL, visit www.avril.ca.

Products to discover

- **COULEUR CARAMEL** (www.couleur-caramel.com) – a wonderful French line of natural, organic makeup.
- **MELVITA** (www.melvita.com) – This pioneer in organic skincare (since 1983) offers products that are up to 95% organic or natural, one of the highest proportions on the market.
- **NEOBIO** – A German brand using plant extracts and offering a wide range of products for body, face and hair.
- **PHYTO** (www.phyto.fr) – Everyone who pampers their locks knows about Phyto products for hair care and grooming.
- **ZORAH** – A new beauty brand created and manufactured in Quebec, which uses natural, organic ingredients adapted to our needs and our climate.
- **PHYT'S** (www.phyts.com) – Since 1972, the French PHYT'S laboratories have created beauty products certified organic by Ecocert, with no synthetic preservatives.



Products and advice

What are the tangible benefits of organic products? Which line is most appropriate for your skin? How should you combine treatments and organize your beauty ritual to ensure that you maximize their effect? The beauty consultants at **AVRIL** are well versed in our organic and natural cosmetic lines. Put them to the test!

For information, photos or an interview :

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