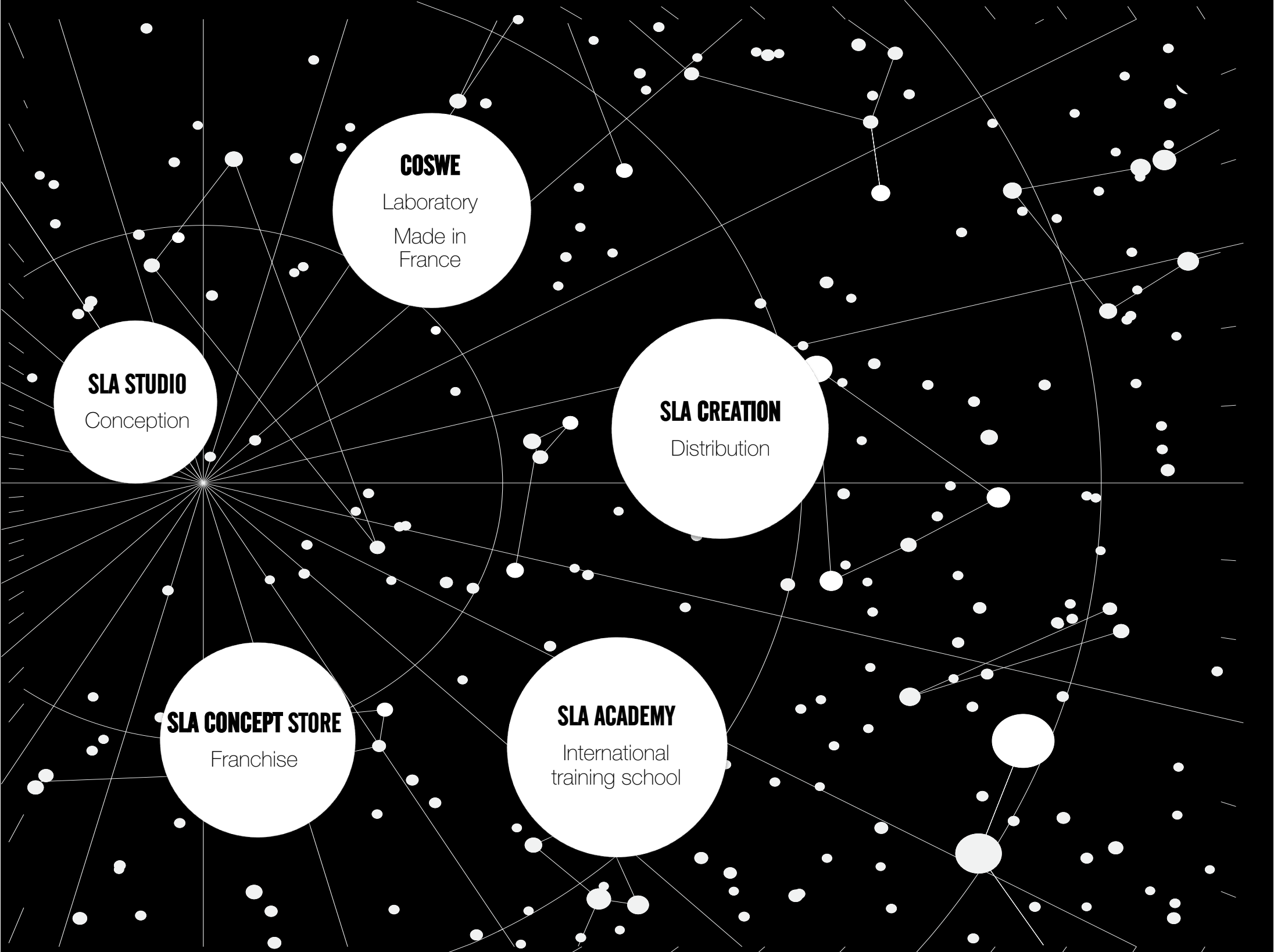


company profile



Group



COSWE

Laboratory
Made in
France

SLA STUDIO

Conception

SLA CREATION

Distribution

SLA CONCEPT STORE

Franchise

SLA ACADEMY

International
training school



CREATION & PASSION

BEAUTY DESIGNER

A DIFFERENT VISION OF MAKE-UP

Authentic makeup designer and perfectionist:

for Serge Louis Alvarez, innovation never stops. He creates a high quality professional range of products where natural elements and high technology merge.

His goal is to make women more radiant.

It's as simple as that.

A different vision



SERGE LOUIS ALVAREZ
PARIS

Concept Stores Franchise

Professional Make-up

Fashion & Trendy

Global beauty

Natural ingredients

Exclusive RED concept

Skincare range

Made in France

Make-up school franchise

SLA Academy Paris

Make-up artist expertise

French laboratory

B

rand DNA



The universe Where you Are The Star.

Serge Louis Alvarez
FOUNDER



From creation
Fashion catwalks...



...to a way of life

MAKE UP
& STYLE

STREET FASHION





CREATIVE & TALENTED TEAM

Beauty Creator

Creators, make-up artists, colors and shapes passionates, ingenieurs, chemists, photos designers, communication and exchange passionates, talented professionals.

Every artist with a different vision



abcdefghijklmnopqrstuvwxyz
k Om no po
rstuvxyz

• Customized support,
Team spirit...

The make-up signature

The brand spirit



Unique Print



Philosophy

Reveals natural beauty
& personality

Natural
movement
Expression
Freedom



The brand spirit

2

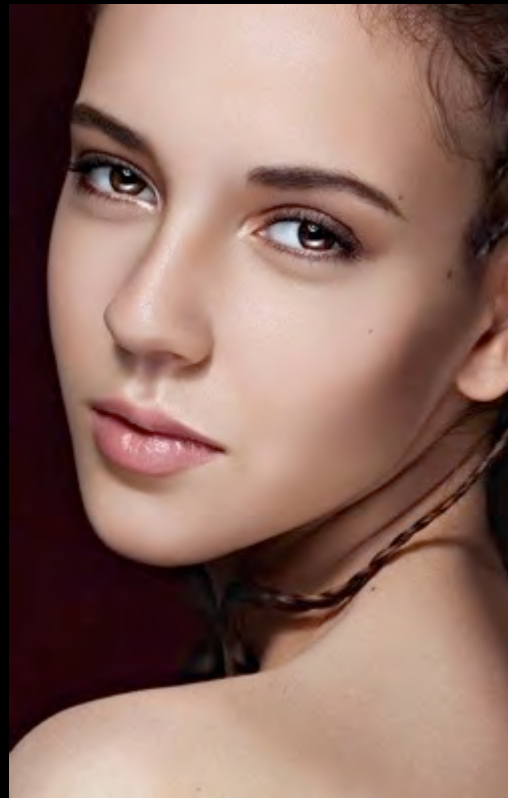
Beauty with
two faces



Simple and natural by day
and extravagant and provocative by night.

Natural or sophisticated

A guide and partner for every woman,
For every star...



Beautiful by day



Captivating by night



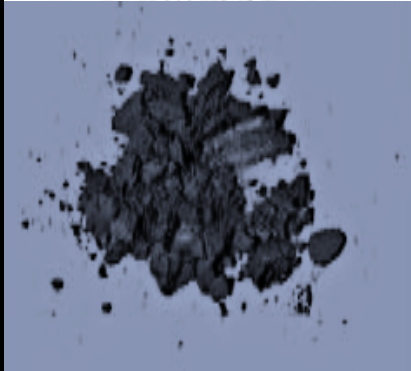
nnovative
brand

INNOVATION AWARDS



EXCLUSIVE FORMULA

EXCLUSIVE PROCESS
EXTREME DELICACY
EXTREME SOFTNESS
ECONOMICAL & ECOLOGICAL SYSTEM



Flash me!

QR CODE

INNOVATION, Youtube SLA Paris Channel

<http://www.youtube.com/channel/UCfyVuIX3OkF7BS6FGuyK9pQ>



QR code for the corrective complexion illuminator, new formula.

New Formula - Hihglighthers



QR code for the Spring/Summer look 2014

Look Sea Make Up & Sun



QR code for the Blush Creme Autumn/Summer look 2014

Look Blush Cream



QR code for eye shadow - Autumn/Summer look 2014

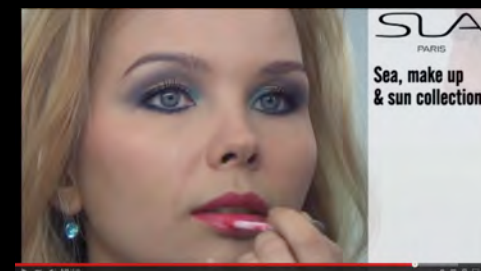
Look EyeShadows



Available on the
App Store



ANDROID APP ON
Google play



M

ade in

France

coswe

COSMETIC SOURCES

OUR LABORATORY

Made in France

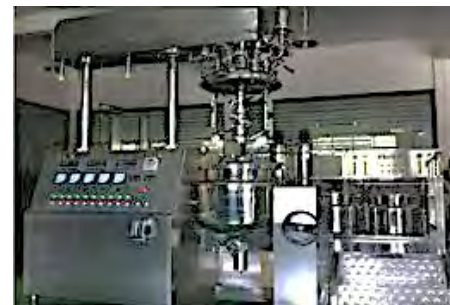
Skincare
Make-up



Research & Development
Formulation
Production
Packaging
Logistics



R&D Laboratory
Skincare
Make-up
Foundation
Powders
Pressed powders
Lipsticks
Gloss
Etc...



Factory
Skincare
Make-up
Special collection



Concept

The ++++

Our distribution concept

UNIQUE BENEFIT

red

Unique Concept 3/1

RETAIL: SLA Concept Store

INTERNATIONAL SCHOOL: SLA Academy

DISTRIBUTION: Perfumeries, Departement stores

Retail
Education
Distribution

S

Complete expression
of the brand

tore

THE MAKE-UP SHOP, THE CONCEPT STORE

A UNIQUE & ORIGINAL BOUTIQUE CONCEPT

Serge Louis Alvarez, a team and brand highly recognized in the professional world, offers you the chance to express your passion thanks to its unique universe.

A space dedicated to the art of beauty. A chic and seductive universe melt together in order to provide customers with makeup products and professional services: make-up, nail bars, skin care lounges.



THE MAKE-UP SHOP, THE CONCEPT STORE

Natural, sophisticated, trendy

AN ANSWER



For every woman...

15 years old, My first makeup

20 years old, I'm a young woman, a student: I want to seduce

25 years old, A perfect image for my first job

30 years old, I'm going to get married: I'm the most beautiful woman

40 years old, My first wrinkles are appearing: I am proud and hold my head high

50 years old, I'm a mature, energetic woman and I have a strong desire to seduce

60 years old and more, I'm confident and my lines and expressions make me beautiful, I am proud of the woman I have become.

THE MAKE-UP SHOP, THE CONCEPT STORE

EVENTS

MAKE UP PARTY

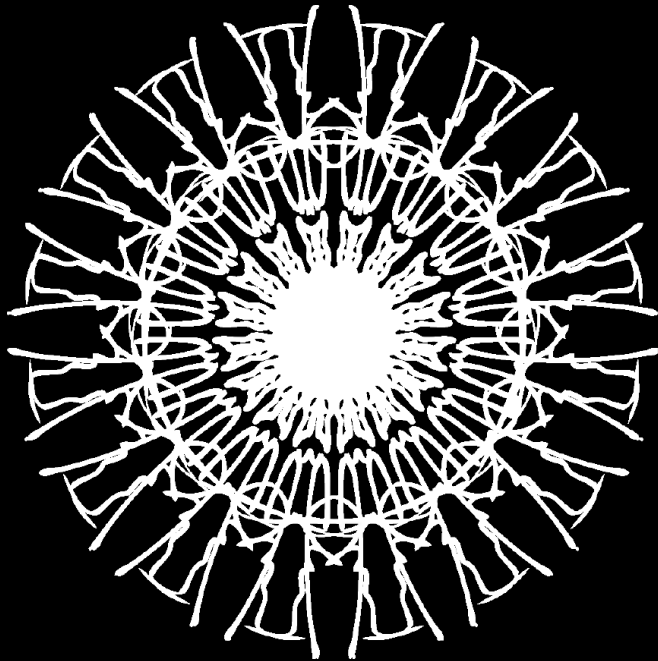
Trainings





nternational School

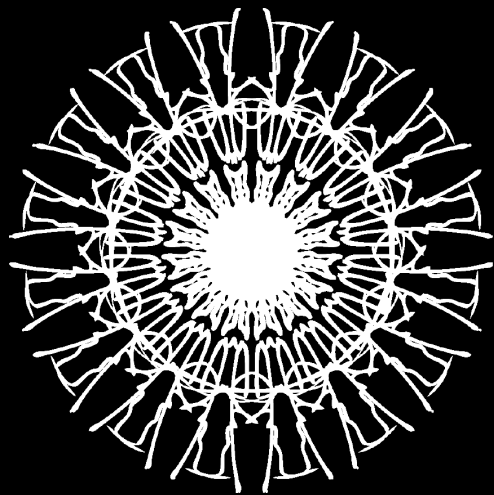
INTERNATIONAL MAKEUP SCHOOL Serge Louis ALVAREZ



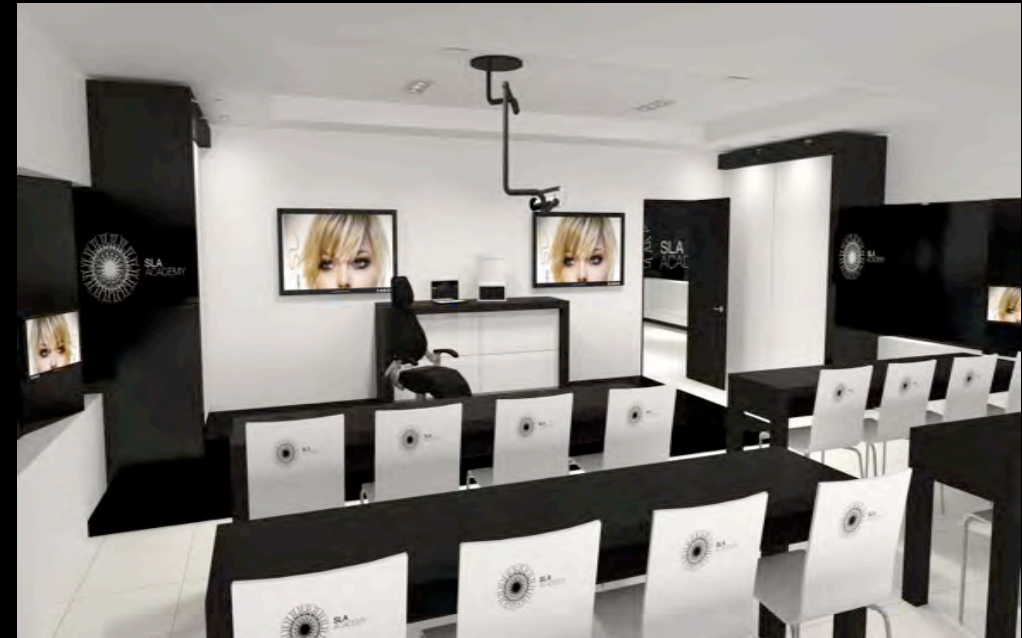
SLA
SERGE LOUIS ALVAREZ
MAKE UP ACADEMY
PARIS



Paris – Montréal – Beyrouth – Limassol – Sydney – Baku – Vilnius....



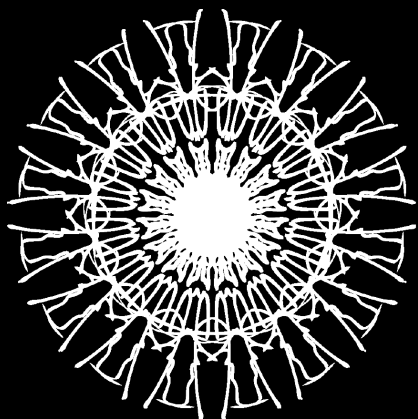
SLA
SERGE LOUIS ALVAREZ
MAKE UP ACADEMY
PARIS



Discover Long & Short Term Training Modules
Be ready to be immediately involved in the Beauty Universe

INTERNATIONAL MAKEUP SCHOOL Serge Louis ALVAREZ

INTERNATIONAL SERGE LOUIS ALVAREZ MAKEUP SCHOOL



SLA
SERGE LOUIS ALVAREZ
MAKE UP ACADEMY
PARIS

Target

Estheticians
Image advisors
Makeup passionates
Students

What is the purpose?

Improve your level
Teach
Learn
Handle makeup techniques

What is next?

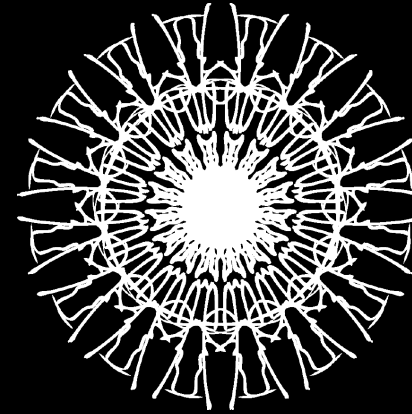
Professional makeup artist
Makeup artist in beauty institutes
and perfumeries
Makeover agency
Makeup trainer for a brand or
training center

12 TRAINING MODULES

Expert training
Pro training
Fashion training
Beauty training
Improvement training
Ethnic skin training

Artistic training
Air Brush training
Hair Artist training
Contouring training
Oriental Lebanon training
Sales training

INTERNATIONAL MAKEUP SCHOOL Serge Louis ALVAREZ



SLA
SERGE LOUIS ALVAREZ
MAKE UP ACADEMY
PARIS

3 TARGETS
Professionals
Public
Companies

A UNIQUE CONCEPT

3 TRAINING OPTIONS



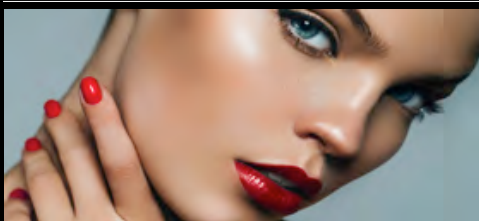
INTERNATIONAL MAKEUP SCHOOL Serge Louis ALVAREZ

LONG SESSIONS

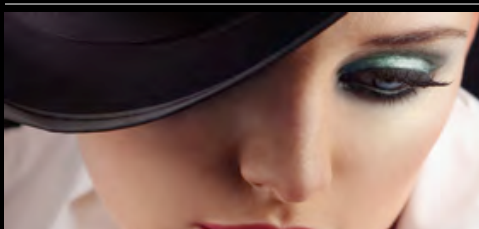
For students and professionals



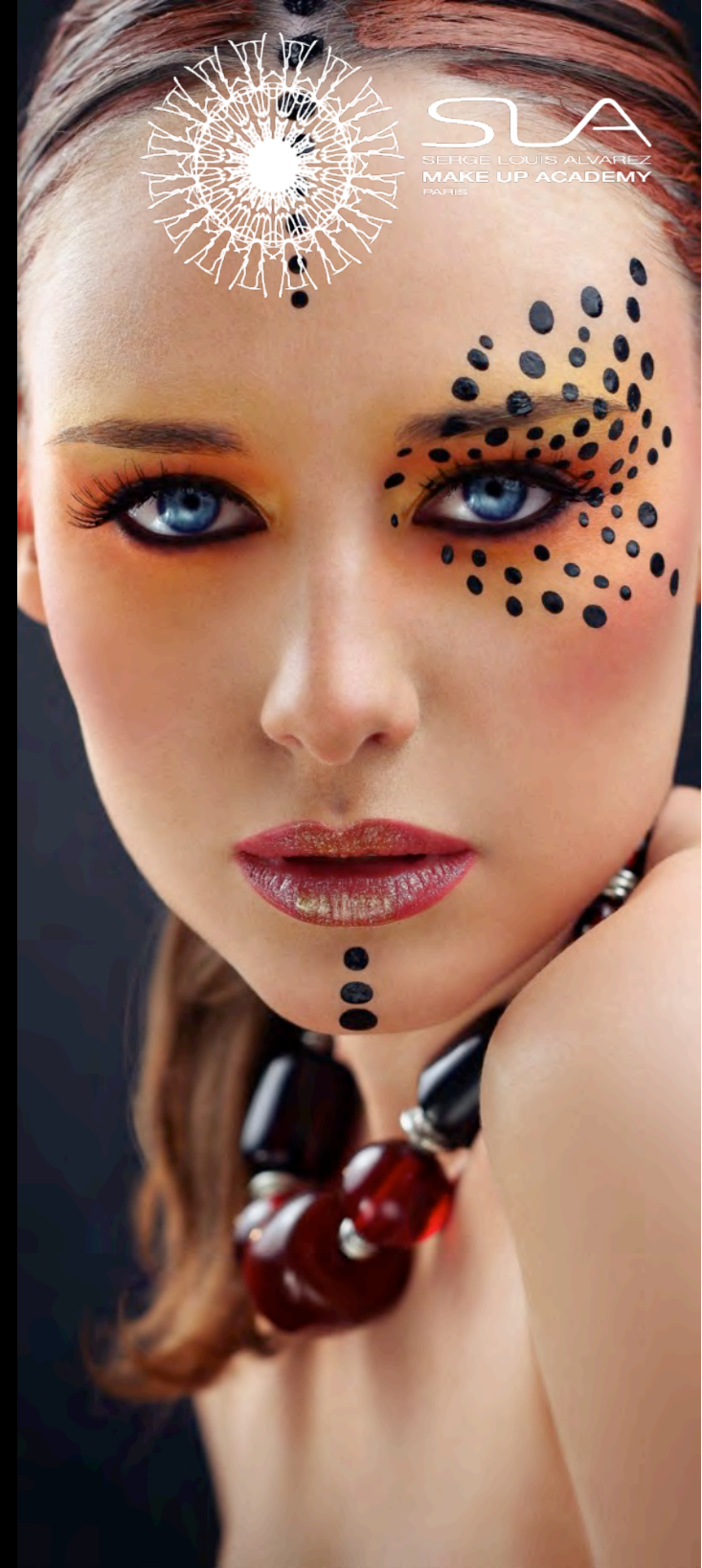
10 Months
Expert



6 Months
Pro



3 Months
Beauty/Fashion

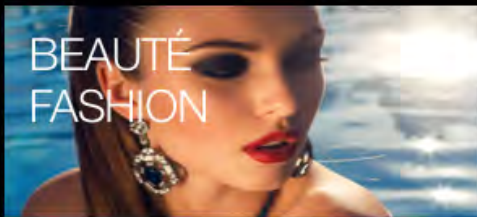


SUA
SERGE LOUIS ALVAREZ
MAKE UP ACADEMY
PARIS

INTERNATIONAL MAKEUP SCHOOL Serge Louis ALVAREZ

SHORT SESSIONS

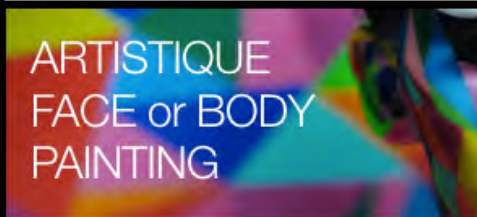
For public, professionals and companies



1 month
Beauty make-up



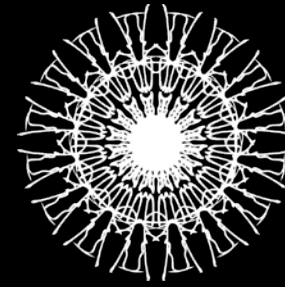
2 weeks
Face & Body painting



1 week
Face or Body painting



1 week
Beauty make-up



SLA
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MAKE UP ACADEMY
PARIS

AMERICAN
CONTOURING*



3 days
Contouring techniques

LIBANAIS
ORIENTAL*



1 week
Oriental Lebanon
techniques

CONSEILLÈRE
DE VENTE*



1 week
Sales methods

ETHNIQUE



3 days
Dark skin speciality

AIR
BRUSH*

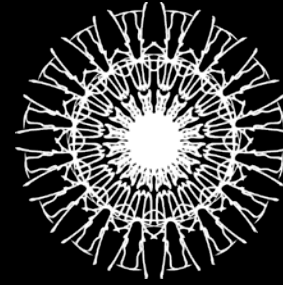


1 week
Air brush techniques

INTERNATIONAL MAKEUP SCHOOL Serge Louis ALVAREZ

CONDENSED SESSIONS

For public and companies



SLA
SERGE LOUIS ALVAREZ
MAKE UP ACADEMY
PARIS



2h
Auto-makeup



4h
Beauty auto-makeup



4h
Corporate training
(at school)



4h
Corporate training (in
company)



8h
Corporate training (at
school)



8h
Corporate training (in
company)

S

elective

distribution

INTERNATIONAL DISTRIBUTION

26 countries



THE CONCEPT STORE



THE CONCEPT STORE



THE CONCEPT STORE



THE CONCEPT STORE

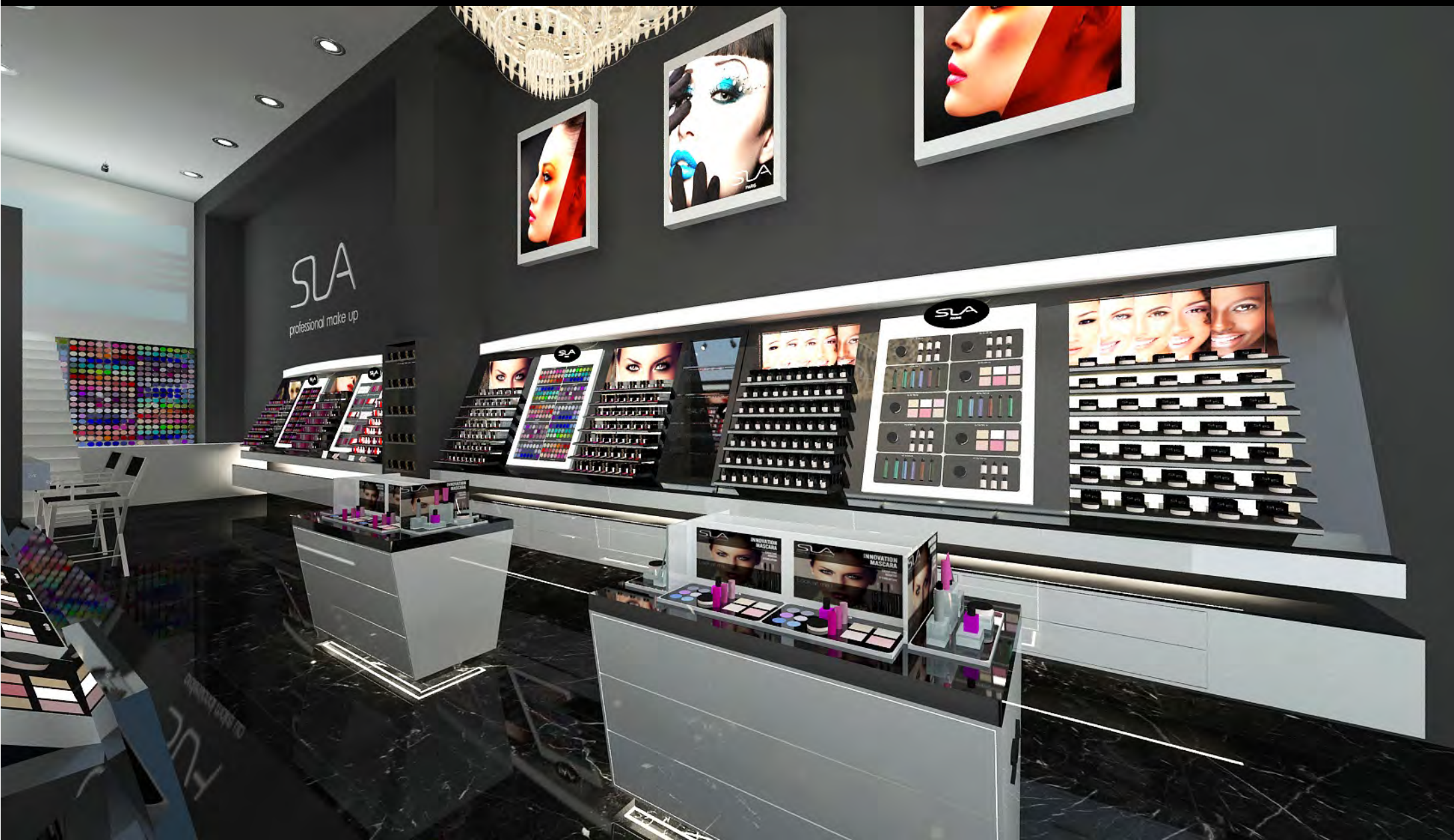


SLA Products (Featured Stand)











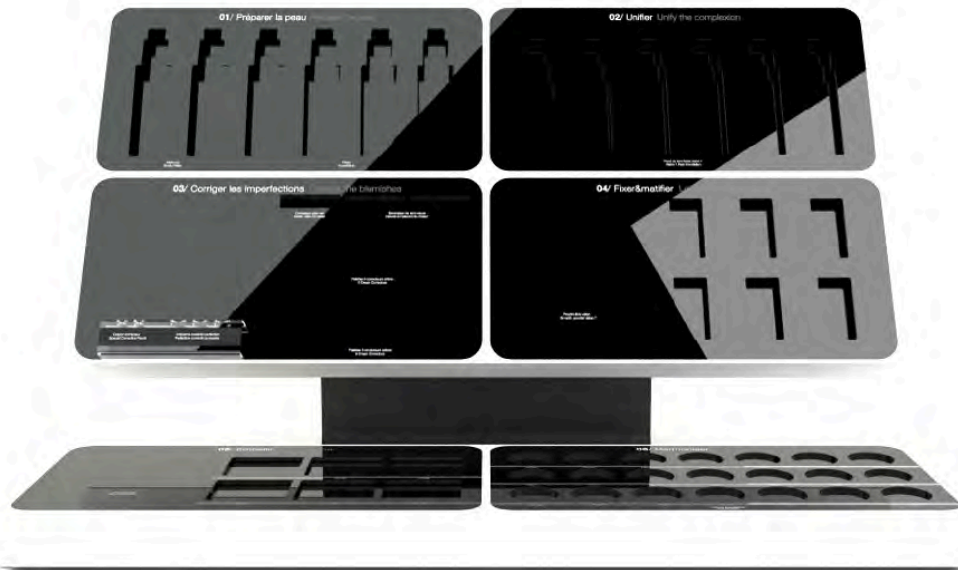
Presentation « taylor made » style

20 different trays

counters, shop,
free access, wall unit

displays displays

Adjustable concept



High: 79cm
Lenght: 45cm

displays

counters

3 SIZES



6 TRAYS

Ref GRI_CADREMM_V et GRI_CADREPM_V
Dim 76*60*60



10 TRAYS

Ref GRI_CADREMM_V et GRI_CADREPM_V
Dim 76*60*60



12 TRAYS

Ref GRI_CADREMM_V et GRI_CADREPM_V
Dim 76*60*60

P

roducts High tech and pro



PRO Collection

FACE

01/ Prepare your skin

02/ Unify your skin

03/ Correct imperfections

04/ Fix & Matify

05/ Enhance your skin

EYES

06/ Harmonize

07/ Structure & intensify

08/ Illuminate

LIPS

09/ Shape your lips

10/ Luscious Effect

NAILS

11/ Nail Care

12/ Color & trend

SLA
PARIS

NEW



COMPLEXION



EYES



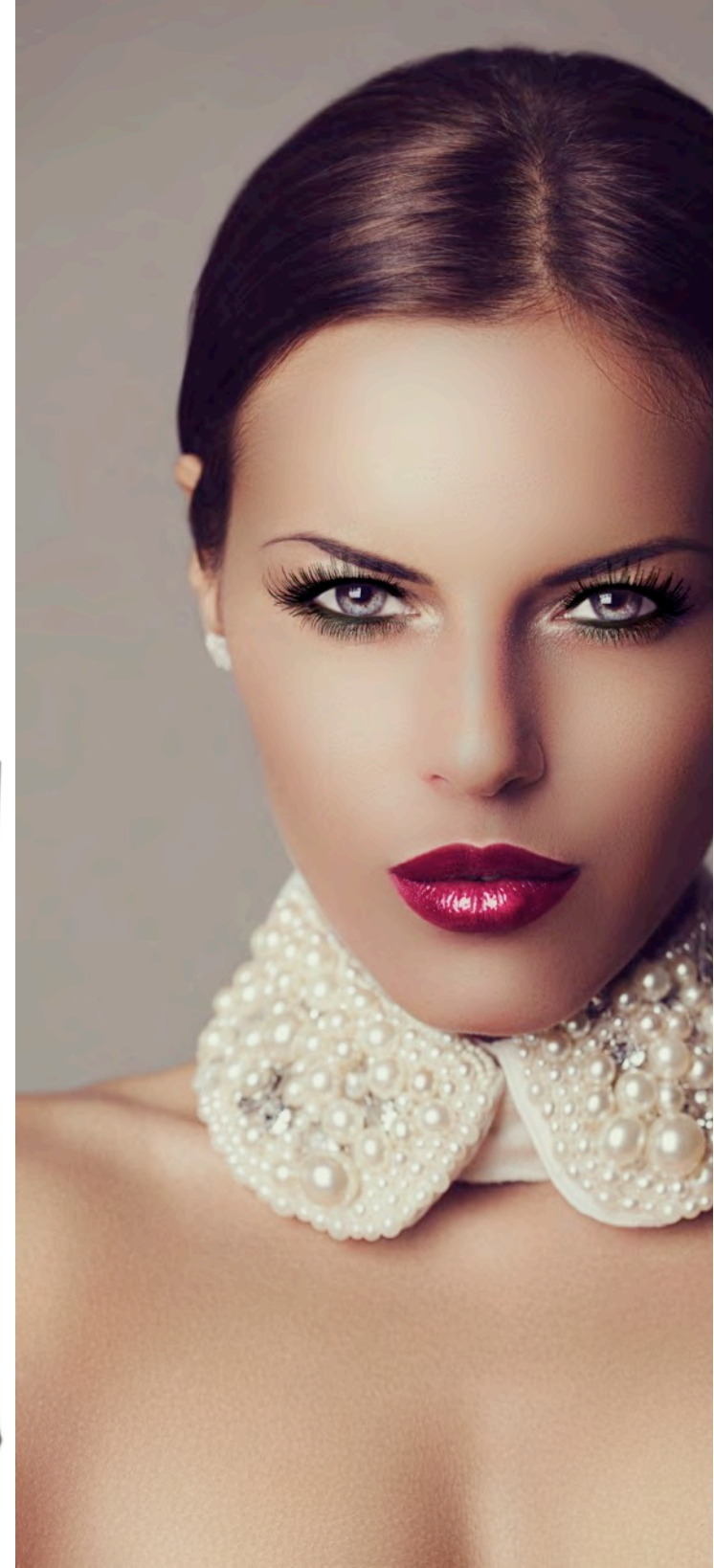


LIPS&NAILS



Professional range

TV, Fashion show, models, make-up artist, Cinema, Theater



2015
New

12

Shades

Perfect Glow:

A perfect complexion



New formula

Long Lasting





Innovation complexion

PERFECT GLOW

A even more perfect complexion

MADE IN
FRANCE

“Complexion has always been at the heart of Serge Louis Alvarez concerns.”

Photo foundation & Fluid foundation to offer new innovative textures, high definition which can be worn like "second skin."



« a perfect and unified complexion radiant face »

“concealers with a perfect coverage formula that blends with your skin for an ultra-natural result.

A flawless complexion signed
SLA PARIS ! »



Complexion make-up is the art of building a balanced beauty starting from the base structure of each face.

Because each woman is unique, we made it a point of honor to develop new formulas that allow each one of them to reveal their own personality and their own beauty.

Balance and harmony are the key words of beauty.
Serge Louis Alvarez, makeup signature.



PERFECT GLOW

Complexion innovation
**PERFECT
GLOW**

MADE IN
FRANCE

The range of complexion with the Lumina-skin® active patent and with vitamine E.

CELLULAR ENERGY BOOSTER
RADIANCE OF COMPLEXION
REVITALIZING EFFECT ON THE SKIN
ANTI-AGING EFFECT



ACTIF LUMINA-SKIN®

ANTIOXIDANT
ANTI-AGING
PROTECTION OF THE EPIDERMIS



VITAMINE E

HYDRATATION



PROPYLENE GLYCOL

Mascara

New
Generation

*New formula
New brush
New packaging*

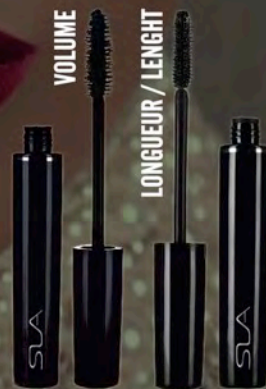
SUA
PARIS

Look at me !

INNOVATION
MASCARA

SIGNATURE
KERATIN

R'EVOLUTION



Separated and curled eyelashes
Breathtaking length
Moisturizing formula

Mascaras'

geography

MADE IN
FRANCE

Lenght

R'EVOLUTION
MASCARA

LENGTHENS
CURVES
SEPARATES



Waterproof

SIGNATURE KERATINE
WATERPROOF MASCARA

PROVIDES VOLUME
SHEATHS
WATERPROOF



Volume

SIGNATURE
KERATINE
MASCARA

PROVIDES VOLUME
SHEATHS
TAKES CARE OF EYELASHES



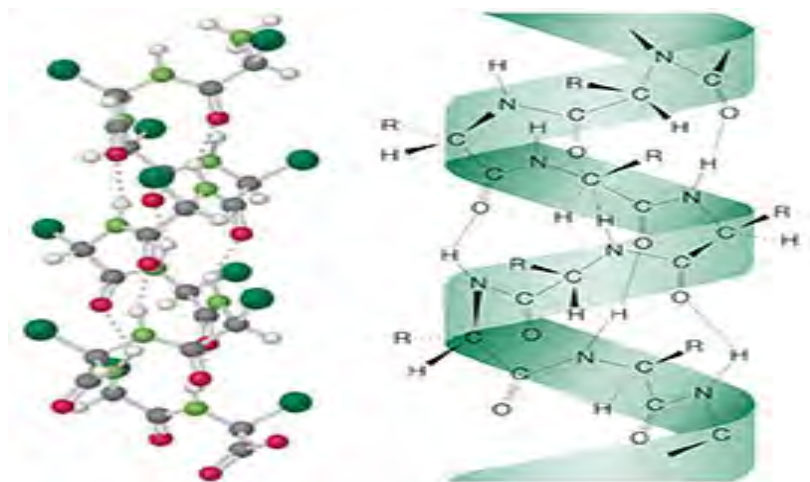
MADE IN
FRANCE

A revolutionary formula

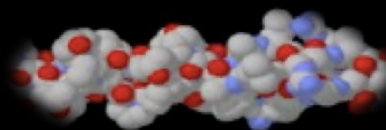
Signature Keratin Mascara

— *New Formula*

A FORMULA ENRICHED WITH ACTIVE AGENTS



KERATIN



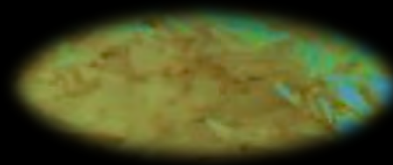
→ Strengthens

BLACK PIGMENTS



→ Emphasizes

VEGETABLE WAXES



→ Covers

OUR COMMITMENTS

Paraben Free
PEG Free
Phénoxyethanol Free
Méthylothiazolinone Free
Not tested on animals

B

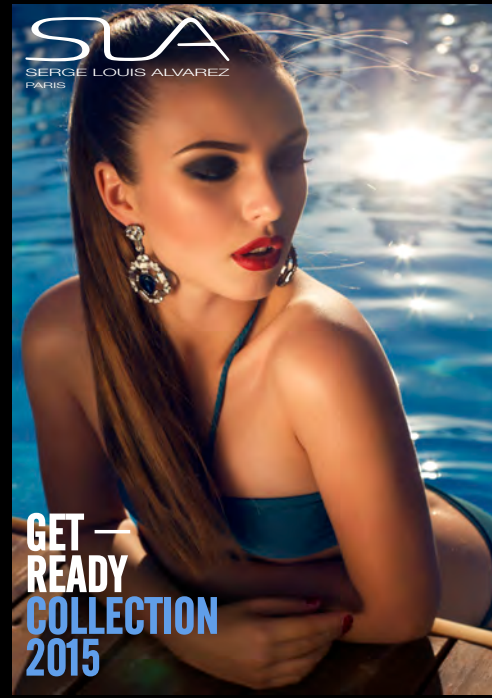
rand

support

MARKETING

communication

tools



OUR SUPPORT

PERMANENT TRAINING



TRANSMISSION OF KNOWLEDGE

PRODUCT TECHNIQUES TRAINING



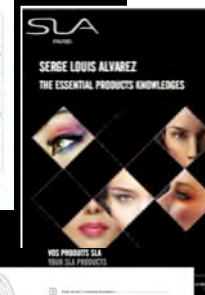
FASHION TRENDS



MAKE-UP COLLECTION

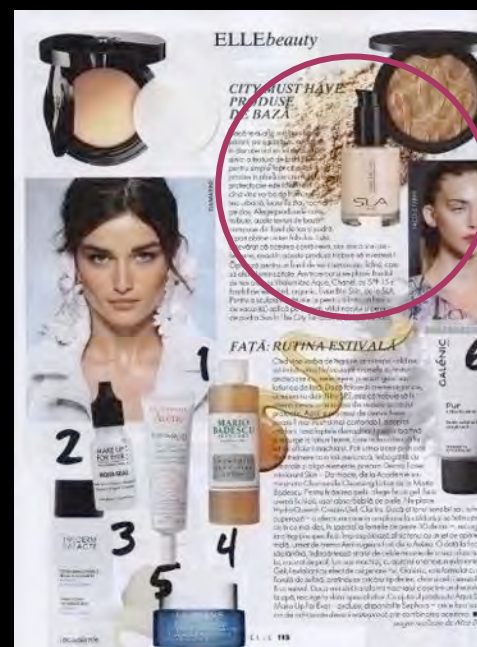


TOOLS



PRESS




[illegible]

PRESS

Do it yourself

So lernen Sie professionelles Schminken



Make-up Termine

Lernen Sie in einer Stunde, wie Sie zu jedem Anlass den passenden Look finden. Für nur 59,- € erhalten Sie die besten Tricks und Tipps. Reservieren Sie Ihren Termin im

SLA PARIS
by Lailique



NEW COSMETIC WORLD
Gesundheits- und Schönheitstips von Ihrer Kosmetikerin
Winter 2014/15
4,90 € (UVP 7,50 €)

YIN YANG
Bipolare Kräfte gezielt nutzen

STRESS-MANAGEMENT
Effektive Wege zur inneren Ruhe

ANTI-AGING
Wir lüften das Geheimnis um den Basiscode

AUFLÄRUNG:
Was verursacht Allergien?

Cette saison sera chic, avec le "black is black": le trait noir soulignera le regard, avec le liner, le mascara sera également noir, le crayon noir à l'intérieur de l'œil fera son effet.

Les lèvres est de rigueur. Les tons tirant sur l'orange s'affichent sans honte. On applique le rouge à lèvres en l'estompant avec le doigt (aspect flouté), comme si les lèvres étaient juste teintées. On peut faire l'impasse sur le gloss pour ce printemps.

naturelles.
Lèvres foncées? Opter pour un nude ou des nuances rouges ou orange...

INFAILLIBLE 24 H - MATTE, MATTIFYING FOUNDATION, L'OREAL PARIS.

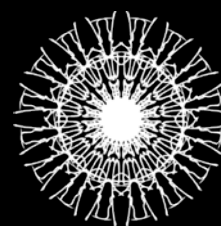
AU MENU

- 1- FULL METAL SHADOW, BRILLANCE METAL, YVES SAINT LAURENT.
- 2- ROUGE ECSTASY, ROUGE ÉCLATANT, EXTASE D'HYDRATATION, GIORGIO ARMANI.
- 3- HYPNÔSE PALETTE, DRAMA EYES, PALETTE 5 COULEURS, LANCÔME.
- 4- LES SAHARIENNES, BAUME-POUDRE ENSOLEILLANT, YVES SAINT LAURENT.
- 5- SATIN LIPSTICK, ROUGE À LÈVRES, M.A.C. COSMETICS.
- 6- ÉCRIN 1 COULEUR, LONG-LASTING EYESHADOW, GUERLAIN.
- 7- SIGNATURE KERATIN MASCARA, SLA.
- 8- ROUGE COCO, LE ROUGE HYDRATATION CONTINUE, CHANEL.
- 9- GLOSS BRILLANCE CRISTAL, GIORGIO ARMANI.



SLA
SERGE LOUIS ALVAREZ
PARIS

COSWE
COSMETIC SOURCES



SLA
SERGE LOUIS ALVAREZ
MAKE UP ACADEMY
PARIS

SLA
SERGE LOUIS ALVAREZ
PARIS

DISTRIBUTION

18 Rue Mado Robin
26 905 Valence
Cedex 9
France
Tél: +33(0)4 75 82 10 20
Fax: +33 (0)4 75 82 10 21
export@alvarez.fr
www.sla-paris.com



R&D Laboratory

18 Rue Mado Robin
26 905 Valence
Cedex 9
France
Tél: +33(0)4 75 58 91 50
Fax: +33 (0)4 75 82 10 21
info@alvarez.fr
www.sla-paris.com

INTERNATIONAL MAKE-UP SCHOOL

19 Rue de Cléry
75 002 Paris
BP 148
France
Tél: +33(0)1 42 36 9 56
sla-academy@alvarez.fr
www.sla-academy.fr



CONCEPT STORES

44 Rue des Petits Carreaux
75 001 Paris
France
Tél: +33(0)1 55 80 76 10
28 Rue Pierre Lescot
75 001 Paris
France
Tél: +33(0)1 53 40 84 24
info@slaconceptstore.com
www.slaconceptstore.com

Thank you