



FRUU..

FRESH. FRUITILICIOUS. ORGANIC COSMETICS.

FRUU COSMETICS LTD
PRODUCT CATALOGUE
FEBRUARY 2023



FRUU..
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FRUIT WASTE

FRUU..

Africa



Watermelon waste

India



Mango waste

Orange pulp waste



China

Post-harvest fruit waste is a global problem, contributing to significant emission of green house gases such as methane and CO₂.

UNSUSTAINABLE COSMETICS

FRUU..



lfansasti / Greenpeace



90% of cosmetics are made from unsustainable crude oil derived petrochemicals
And
Water / Land / carbon intensive natural materials (such as palm oil).

WHAT WE DO

Using clever cosmetic science, we transform by-products derived from surplus fruit materials into

SUSTAINABLE AFFORDABLE COSMETICS



FRUU..



AWARDS AND CREDENTIALS

FRUU..



HOLLAND & BARRETT
Innovation Pitch Winner



AS SEEN IN

FRUU..

METRO

THE  **TIMES**

Good Housekeeping

TATTLER

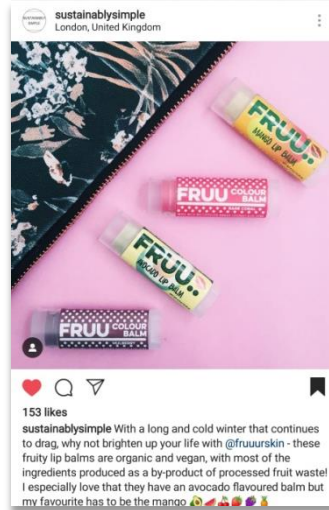
The Telegraph

GLAMOUR

WHY OUR CUSTOMERS LOVE US..

FRUU..

"I have sensitive skin, so struggle to find products that I do not react to. FRUU works superbly.."



"I'm a five time returning customer to FRUU!"



"Moisturised my lips really well without being greasy"



 15.5K FOLLOWERS

 4.5K FOLLOWERS



PRODUCTS - FRUITILICIOUS LIP BALM..

FRUU..

RRP
£3.99



OVERVIEW

- Sustainably made from up to 60% ingredients from surplus fruits
- 98%-100% Natural. Up to 60% organic
- Safe for children and pregnant women - No essential oils
- PETA certified Cruelty-free and Vegan
- Appeals to the eco-conscious and vegan customers.

VARIANTS

10 variants:

- **Avocado***
- **Watermelon***
- **Coconut***
- **Strawberry***
- Mango
- Cherry
- Pineapple*
- Pomegranate
- Lime
- Lemon

Bold - Top seller

* - Allergen Free variants

PRODUCTS - COLOUR BALM..

FRUU..

RRP
£5.99



OVERVIEW

- Vegan-friendly tinted lip balms
- 99% natural
- Sustainably made from surplus fruit by-products
- PETA certified Cruelty-free and Vegan
- Highly tinted, lipstick, tinted lip balm hybrid.

VARIANTS

8 variants:

- **Rare Coral**
- **Strawberry Crème**
- **Mulberry**
- Cherry Up
- Peach Perfect
- Ultraviolet
- Purple Dream
- Chocolate Rain

Bold - Top seller



RRP £9.99



RRP £9.99

OVERVIEW

- Sustainably made from surplus fruit by-products
- PETA certified Cruelty-free and Vegan
- Highly popular for gifting!

VARIANTS

3 variants:

- Lip Balm Trio Set (Watermelon, Strawberry, Avocado Lip Balm)
- Avocado Lip Balm Trio (Avocado, Mango, Coconut Lip Balm)
- Christmas Trio Set (Watermelon, Coconut, Cherry Lip Balm)
- Colour Balm Trio Set (Strawberry Creme, Rare Coral, Mulberry Colour Balm)



RRP £9.99



RRP £14.99



FRUJU

**ORIGINAL
COFFEE
SCRUB**

100% ORGANIC COCONUT OIL

#VEGAN

#SUSTAINABLE

NET WT 200g / 7.05oz

PRODUCTS - COFFEE SCRUB..

FRUU..

RRP
£12.99



OVERVIEW

- Body and face scrub
- Made from 50% finely ground roasted coffee beans
- Infused with moisturising and sustainable organic coconut oil, mango butter, watermelon seed oil and lemon seed oil
- PETA certified Cruelty-free and Vegan
- Excellent for improving moisturisation, exfoliation of the face, body and reduction of the appearance of cellulite
- It gives you soft skin like nothing else!

VARIANTS

2 variants:

- Original
- Coconut

**AVOCADO
ALMIGHTY
BALM..**

SUSTAINABLY
MADE FROM
AVOCADO
MANGO
HEMP

e 12ml



NEW PRODUCTS - ALMIGHTY BALM..

FRUU..

RRP
£5.49



OVERVIEW

- All-purpose natural balms sustainably made from surplus fruit ingredients
- 100% natural ingredients
- Provides great protection and moisturisation to lips, hands, elbows, all skin areas!
- Recyclable aluminium packaging
- Vegan, Cruelty-Free

VARIANTS

4 variants:

- Bergamot**
- Grapefruit**
- Avocado*
- Orange**

*no fragrance and suitable for sensitive skin

**blended with premium essential oils



**GRAPEFRUIT
DEO
-DORANT
BALM..**

MADE FROM
GRAPEFRUIT
COCONUT
MANGO
e 60ml

FRUIT
FRUIT
FRUIT

NEW PRODUCTS - DEODORANT BALM

FRUU..

RRP
£8.99



OVERVIEW

- Natural deodorant balms sustainably made from surplus fruit ingredients.
- Uniquely formulated with no aluminium or sodium bicarbonate
- pH-balanced
- Silky smooth deodorant provides a full day of citrus-fresh experience, whilst looking after your delicate skin
- Scent-free Deodorant Balm- no fragrance
- Recyclable aluminium packaging
- Vegan, Cruelty-Free

VARIANTS

5 variants:

- Lemon
- Bergamot
- Grapefruit
- Orange
- Scent- Free



HERBAL INFUSION, MOISTURE, SHOWER BLOCK..
FRUU Solid.
© 2016

TANGERINE BLOSSOM, EVERYDAY SHAMPOO BAR..
FRUU Solid.
© 2016

CHARCOAL & LIME, SCALP, SHAMPOO BAR..
FRUU Solid.
© 2016

PINEAPPLE & CHARCOAL, FACE CLEANSER BAR..
FRUU Solid.
© 2016

BERRY FACE CLEANS BAR..
FRUU Solid.
© 2016

LEMON & LAVENDAR, VOLUME, SHAMPOO BAR..
FRUU Solid.
© 2016

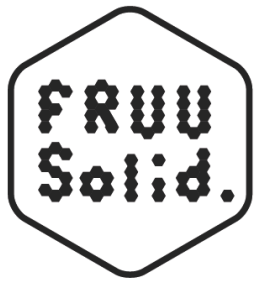


TANGERINE
BLOSSOM.
EVERYDAY
SHAMPOO
BAR..

**Fruu
Solid.**

e 55g

RRP
£8-12



Zero waste toiletries



£10
HAIR
CONDITIONER



£9 SHAMPOO
BARS



£10
BODY
BUTTER



SHOWER
BLOCK
£8



£12
FACE
CLEANSER

- Zero waste, water-less, plastic less
- Skin pH friendly
- Contain upcycled fruits

NEW PRODUCTS - SOLID TRAVEL TINS

FRUU..

RRP
£5.99





LAVENDER
BLOSSOM..
WONDER
HAND
CREAM

SUSTAINABLY
MADE FROM
FRUITS
e 30ml

FRUU.. FRUU..
FRUU.. FRUU..
FRUU..

HAND CREAMS

FRUU..

RRP
£7.49



OVERVIEW

- Natural and sustainably made from
- unloved wonky fruits
- Enriching avocado oil, mango butter and jojoba oil
- Long lasting hydration
- Premium natural fragrance
- Silky yet protective

VARIANTS

3 variants:

- Lavender Blossom
- Grapefruit Garden
- Mandarin Orchard

ARTHOUSE X FRUU UNLIMITED COLLAB

FRUU..



OVERVIEW

- ARTHOUSE X FRUU.. Unlimited collection: A unique collaboration between ARTHOUSE Unlimited and FRUU.. FRUU.. turn “wonky fruits” into earth-loving vegan, skin stuff. United by common purpose in diversity, health, sustainability and respect for all, “ARTHOUSE Unlimited X FRUU..” uniquely represents cosmetics that are great for the mind, body, soul and the planet.
- The artwork on the packaging for the products was created by a collaboration of artists in the studio.

VARIANTS

2 variants:

- Lime & Mint Almighty balm (£6.50 RRP)
- Lime & Mint deodorant (£9.99 RRP)

NEW! BATH TEA COLLECTION

FRUU..

RRP
£17.99

THE BEST BATH YOU WILL EVER HAVE..

Move beyond the superficial bath bombs, filled only with artificial colours and fleeting fragrances.

Welcome to the FRUU Bath Tea Collection, the epitome of 100% natural indulgence. Every soak immerses you in a blend of nature's finest botanicals, transforming your bath into a haven of genuine rejuvenation and aromatic delight.

FEATURES..

- Antioxidant Boost:** Rich in ingredients known to provide skin-nourishing antioxidants.
- Soothing Aromatics:** Aromatherapy benefits from 100% natural essential oils for relaxation and invigoration.
- Muscle Relaxation:** Contains Epsom salt, renowned for its muscle-soothing properties.
- Eco-Friendly Packaging:** Mindfully packaged to reduce environmental impact.



NEW! BATH SALT COLLECTION

FRUU..

RRP
£14.99



CLASSIC DRINKS MEET RELAXATION

Discover FRUU's Bath Salt Collection: classic drinks meet relaxation.

From **Mojito's** zest and **Ginger Ale's** warmth to **Yuzu Lemonade's** citrus and **Earl Grey's** richness, each offers a sensory escape. Our **sea salt** restores minerals, while **Epsom salt** eases day-end muscle tension. With FRUU, bathe in sensory delight and soothing comfort.

FEATURES

- **Drink-Inspired Scents:** Mojito, Ginger Ale, Yuzu Lemonade, and Earl Grey.
- **Sea Salt:** Naturally replenishes essential skin minerals.
- **Epsom Salt:** Aids in relaxing muscles and reducing tension.
- **100% Natural Fragrances:** No artificial scents or colours.
- **Suitable for All Skin Types:** Gentle and nourishing for a wide range of skin needs.

NEW! HOME FRAGRANCE - ECO CANDLES

NECTERENÉ
BY FRUU LAB

FRESH



SMOKY



SPICY



WARM



100G RRP £14.99
200G RRP £24.99

Dive into a world where nature's essence and mindful serenity converge. At Necterené, we **craft** not just fragrances but **experiences**. Drawing inspiration from the purity of nature and the harmonious symphonies of life, our range is a tribute to the authentic, the sustainable, and the truly serene.

Immerse yourself in a journey where every scent is a story and every moment a melody of nature-filled serenity.

Welcome to Necterené, where nature sings..

Necterené Eco Scented Candles:

- Ingredients:** 100% natural vegan blend of rapeseed, coconut wax and mango butter.
- Sizes:** Available in 100g and 200g.
- Fragrances:** Six unique invigorating scents, crafted by in-house fragrance mixer.
- Design:** Industrial-inspired recyclable metal tin with vibrant ombre patterns.
- Usage:** Perfect for relaxation or mindful moments, offering a clean and long-lasting burn.
- Promise:** Authentic scents from nature, showcasing FRUU's commitment to sustainability and innovation. Illuminate your moments with Necterené..

COMING SOON!!



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