

LUSH



Lush

A love-hate-love story

Part I

Once upon a time two beauty lovers swiped right and found themselves working at the same beauty salon. Due to their profiles, they became an instant match and decided that their passion for creating natural beauty products was big enough to pack their bags and start a new journey.

Constantine & Weir came to life selling hair and body products, the latter named The Body Shop to local herbalists and salons. The two beauty lovers sought outside help, because apparently two or maybe three is better than one and with the fame the products created, one of the owners and no, not our beauty lovers bought the recipes that gave fame and parted its ways.

Part II

After that rupture, Cosmetics to Go was born with groundbreaking new products such as bath bombs and solid shampoo bars. With more and more innovations and funding alternatives to animal testings Cosmetics to Go found itself in bankruptcy.

Part III

After a couple of couples therapy our beauty lovers decided to try once again their dream for beauty products. With previous knowledge of what had and hadn't worked Lush was born. A humble and very naked baby popped up in Poole. After a life changing visit in 1995, the Naked Fresh Philosophy was consolidated and brought to birth in Vancouver, BC, Canada. Today, after numerous attempts the Lush birth is a complicated love story that gave birth to a naked baby, that knew the power this truth withholds.

**LUSH
FRESH
HANDMADE
COSMETICS**

Just like babies come to earth so did we, Naked.

Once upon a time, *Lush was birthed from a couple that went from one to too many couples therapies and a divorce.*

Lush, since birth, knew how good it felt to be naked.

For Lush being naked meant:

**Freedom,
Simplicity,
Fresh,**

and the notion of being Sensual

Knowing how powerful this truth is, Lush decided to share it.

Now when you buy a Lush Handmade Cosmetics you're buying a way of life.

When you buy naked products, you support:

**its freedom,
its freshness,**

how simple it looks

And how sensual it makes you feel.

Don't be shy, support

**NAKED!
PACKAGING**