



LABORATOIRE SENSE of WONDER

Laboratoire Sense of Wonder was founded in Paris in 2006 by Seri Kimura to lead projects and create products that respect nature and maintain the balance of the universe.

... A harmonious planet and balanced universe ...

Fish and aquatic fauna are the first to fall victim of the harsh chemicals used in hair, beauty, kitchen and industrial products, which are flushed out daily in everyone's drain water. Our simple philosophy is that if nobody buys chemical laden products then water will not be contaminated and this vicious cycle will finally come to an end.

In recent months we've seen how powerful companies in various sectors have started to produce "Organic and Natural based products", a movement that all of us can benefit from and a step further in the preservation of our environment.

Sense of Wonder's company logo is a fish, which reminds our message to respect nature and wildlife cycle.

... We are what we eat and put on our body ...

This is a philosophy we apply to all of Sense of Wonder fields :

Innovative Product Creation

- . Create organic products through natural methods
- . Use creative formulations and composition ideas
- . Create our own perfumes from any natural ingredient for any item
- . Create natural colors, to use in cosmetics or in other items (packaging for example)

Creative and Art Direction

- . Create brand concept stories
- . Create brand logos
- . Create brand names or any product with copyright
- . Create brand image and visuals for catalogues and POS promotions
- . Design bottles, packaging and labels
- . Design internet home page

Company Policies

- . No animal testing
- . Organic, or chemical free
- . Biodegradable
- . Fair recycling system for the wildlife
- . Fair trade

MON SOIN DU VISAGE organic skincare line is the first collection of products created by Seri Kimura for Laboratoire Sense of Wonder. It was launched in Paris in May 2008, and in London in November 2008.

Texts, conception and illustrations of this catalogue by Seri Kimura for Laboratoire Sense of Wonder