

TYPOLOGY IS A START-UP FOR FRESH-BATCH BEAUTY

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Paris – Founded by Made.com's co-founder Ning Li, Typology wants to differentiate itself from the cosmetics conglomerates of today by offering cruelty-free, Made in France products with simple ingredients lists.

The **start-up** is launching with three unisex sub-brands each dedicated to transparent beauty but with their own concept and branding.

The first brand, Raw, allows customers to mix products at home to create their own face mask or hair oil; the Lab product line is focused on cosmetic serums; and the Ten brand features basic skincare products with less than 10 ingredients. Over the coming months Typology will expand further to 10 product lines.

As consumers increasingly favour natural beauty, brands are borrowing from the world of food by embracing the philosophy that **fresh, small-batch production methods** yield quality products.