

Monoï de Tahiti

Inspiring a new
sense of care



PRESS CONTACT

Tahiti Consulting Group
Eric VAXELAIRE
tahiticonsultinggroup@gmail.com
T : (+689) 87706883

www.monoidetahiti.org

We are in urgent need of new ideas to reinvent our relationship with nature.

What if the answer lies in a timeless classic with an ethical label that anticipated some of the issues that concern us today? Many are unaware that Monoï de Tahiti is one of the very few cosmetic products that has been guaranteed by an Appellation of Origin label since 1992.

Celebrating this **30-year** anniversary is an opportunity to (re) discover the modernity of a traditional product and the vision of beauty care that it can inspire today.



APPELLATION OF ORIGIN

another view on ethical naturals

An ORIGINAL initiative

At the end of the 1980s, Monoï producers launched an unprecedented initiative in cosmetics to protect themselves from counterfeit products, in particular mineral-based sun care oils that exploited the image of Tahiti and the Vahines. They decided to obtain an Appellation of Origin. Supported by the government of French Polynesia and the French State, the initiative became a reality in 1992 (Decree N°92-340 of April 1, 1992). The same year that the Convention on Biodiversity was signed at the Rio Summit. A mere coincidence or decisive moment?

An AVANT-GARDE label

By taking the terroir as a founding concept, the Appellation of Origin is probably one of the few quality labels that fully integrates multiple dimensions, including a product's geographical and cultural identity. Beyond the naturalness of the materials, the appellation values and protects interactions between communities and ecosystems, the intimate links that are constantly woven between nature and culture.

Guaranteed QUALITY

Like fine wines whose quality is closely linked to the specificities of the land, the AO guarantees authenticity and quality. It precisely defines the origin of the natural raw materials in Monoï de Tahiti, as well as each step of its production. To ensure companies do not misleadingly mention Monoï on their labels, the AO specifies a minimum mandatory concentration for each type of product, from sun oil to face cream.

An Appellation of Origin was defined in the Lisbon Agreement, an international treaty signed in 1958 as: "the geographical name of a country, region or locality, which serves to designate a product originating therein, the quality and characteristics of which are due exclusively or essentially to the geographical environment, including natural and human factors."



MONOÏ
DE TAHITI
APPELLATION
D'ORIGINE





MONOÏ DE TAHITI

Between tradition and modernity

The **ULTIMATE** oil

In France, some say it is a perfume. Others think Monoï is a flower. In summer, it is a slightly guilty pleasure that glides on to already tanned skin. Throughout the year, its hair care benefits are highly sought after. Elsewhere in the world, and in many ways closer to its Tahitian origins, it is first and foremost a skin and hair care oil used as an active ingredient in moisturizing and repairing formulas. This hybrid and slightly elusive ingredient effortlessly transcends product categories.

Monoï de Tahiti according to **THE APPELLATION OF ORIGIN**

The primary aim of the AO is to guarantee the origin and quality of Monoï oil, regardless of the brand that uses it. To achieve this, very precise specifications have been defined.

- A minimum of 10 flowers per liter
- A minimum duration of 10 days of enfleurage
- The Copra oil should be obtained from coconuts grown in the coralline soil of French Polynesia
- The Tiaré flowers, also from Tahiti and its islands, must be picked as buds and used within 24 hours

Monoï de Tahiti according to **TRADITION**

A product can be defined by its nature, as well as by the way it is used. For those who view Monoï as a sun care oil, its traditional uses will open up new possibilities. Rather than being associated with summer, in Tahiti, it is above all intimately linked to Polynesian culture.

- For many, it is a soothing oil that evokes childhood memories and evening massages from the comforting hands of a mother or grandmother
- It intensely nourishes Polynesian women's hair
- As a protective second skin, it is ideal when rain suddenly cools the forest or during the long hours pearl fishermen spend at sea
- Monoï is also the sacred oil of ancient rituals

2 MYTHICAL INGREDIENTS

An inexhaustible source of inspiration

TIARE TAHITI, GARDENIA TAITENSIS

As a symbol of Tahiti and its islands, the Tahitian Tiare is much more than a mythical flower with an irresistible perfume. It is an incomparable source of active ingredients and one of the major plants in the traditional Tahitian pharmacopoeia.

Open or in buds, the flower has long been used by Maohi to treat migraines, earaches, wounds and certain kinds of eczema.

But it finds its most beautiful expression in Monoï – the terpene alcohols and esters reveal the full potential of its purifying and soothing properties.

TAHITIAN COCONUT, COCOS NUCIFERA

Tahitian Monoï is made exclusively from coconuts harvested in the coralline soil of French Polynesia.

This nourishing fruit found on the islands of the South Pacific is used in many ointments.

From its sun-dried almond, we obtain a first pressing oil that is then refined using techniques that ensure excellent organoleptic qualities. With a balanced composition of short-chain fatty acids, the oil is remarkably silky and light.



THE BENEFITS OF MONOÏ

Used for thousands of years,
validated by science

Intensely **MOISTURIZING**

The moisturizing properties of Monoï de Tahiti have been proven during vivo tests with results comparable to those of more conventional ingredients, such as shea butter and jojoba oil. Tests have also shown that it helps improve skin microrelief, leaving the skin feeling smoother and softer.

Deliciously **SOFT**

GC/MS (gas chromatography coupled with mass spectrometry) analyses have confirmed the presence of compounds with known soothing properties from the Tahitian Tiaré flower. Refined Copra oil also has proven emollient properties.

- +15% hydration 2 hours after application
- >10% after 6 hours

Amazing hair **THERAPY**

Monoï de Tahiti's hair-enhancing properties have been substantiated by a series of clinical tests. They have also been compared to those of other well-known natural oils and butters.

Evaluated on 5 different criteria (hair fiber repair, softness, smoothness, vitality and shine), Monoï de Tahiti significantly improves the hair's appearance and quality. It surpasses macadamia oil for shine and shea butter for smoothness.

- Shine +23%
- Vitality +29%
- Softness +35%

Hedonic and **HOLISTIC**

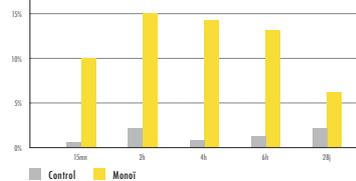
Our dualistic culture often opposes pleasure and efficiency, tradition and innovation,

body and soul. On the contrary, Monoï de Tahiti holistically combines all these dimensions. In Polynesian tradition, aromatic and medicinal plants are perceived as spiritual guides. Why not let Monoï guide us in our understanding of beauty and personal care?

LONG-LASTING HYDRATION

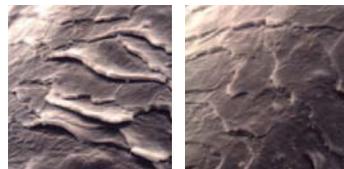
- 15% hydration 2 hours after application
- 10% after 6 hours

Evolution of hydration index after 10



HAIR FIBER REPAIR

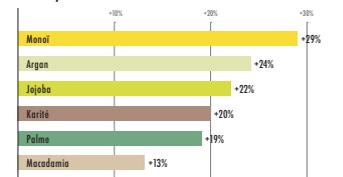
Microscopic observations show a clear improvement in the condition of hair fibers treated with Monoï de Tahiti for 70% of volunteers. The hair was regenerated, and the keratinous scales tightened.



GIFTED REVITALIZING OIL

Used pure on dry hair, 3 times a week for a period of 28 days, Monoï revitalizes hair more effectively than many other natural oils.

Vitality





**Appellation
of Origin**



**Present in
100 countries**

MONOÏ DE TAHITI ASSOCIATION

Bringing together **PRODUCERS**

Founded in 2017 by members of the Groupement Interprofessionnel du Monoï de Tahiti – Institut du Monoï, Association Monoï de Tahiti unites key producers of Monoï de Tahiti Appellation d'Origine: *Heiva Cosmétiques de Tahiti, Laboratoire de Cosmétologie du Pacifique Sud, Parfumerie Sachet, Parfumerie Tiki and Tahiti Oil Factory.*



**5 million
Tiare
flowers**



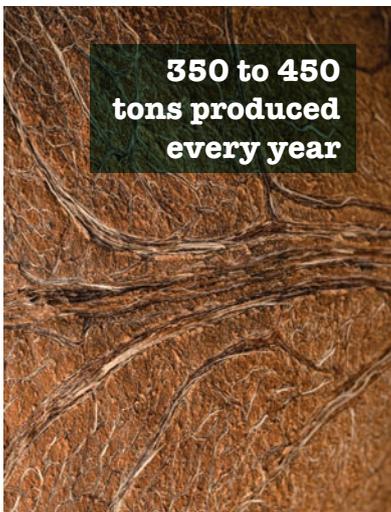
Defending and promoting Monoï de Tahiti

The main mission of the Monoï de Tahiti Association is to defend and promote the Appellation of Origin. At the same time, members strive to develop knowledge about Monoï de Tahiti and inspire new beauty and wellbeing rituals by drawing on Ra'au Tahiti, a key book dedicated to local traditional medicine. The association is supported by a technical committee composed of scientists and cosmetics professionals.

- Promote Research and Development relating to Monoï de Tahiti
- Gather analytical knowledge on the Tiare Tahiti flower and Tahitian Coconut
- Study Monoï's active and sensorial properties
- Offer inspiration and sample formulas based on Monoï de Tahiti
- Publish technical information
- Ensure products containing Monoï de Tahiti conform with international regulations



**500
brands**



**350 to 450
tons produced
every year**



**30-year
anniversary**

Discover more at
www.monoidetahiti.org