

**OLEUM
VERA**

Launch of a new organic DIY beauty line

Montreal, Canada—November 1 st , 2016. Today, we are delighted to announce the launch of Oleum Vera®, a line of DIY beauty kits with a focus on the natural, the fresh and the edible.

Oleum Vera® takes inspiration from bountiful nature to create products that empower consumers to reclaim their beauty regimen, using fresh ingredients from their pantry and fridge, natural clays, and organic butters and oils.

The new brand is anti-GMO, pro-customization, pro-organic and pro-sustainability, and its mission goes beyond a new take on beauty. The Oleum Vera® philosophy is a revolutionary one: providing women and men with the ingredients and the knowledge they need to re-appropriate their body care routine and tailor it to meet their own unique skin and hair needs, with the kits' high customizability setting them apart from other DIY products currently available on the market.

As the beauty industry relies more than ever on harmful chemicals, one-size- fits- all mass production, and unsustainable sourcing, Oleum Vera® hopes to be a breath of fresh air for increasingly knowledgeable consumers. Founder and CEO Jonathan Coutu explains: "I believe many of us are now looking to get back to basics: a few carefully sourced, natural ingredients rather than a list of 20 unpronounceable ones".



"What we really wanted, he continues, was to present a complete natural beauty routine, right from the get-go." In this spirit, the new brand is starting strong with no less than six kits, each focusing on one area of what Oleum Vera® calls homecooked beauty: **cleansing, moisturizing, whole body care, spa-style pampering, hair care, and men's body care.**

Each kit includes an assortment of plant-based oils and essential oils, and in some cases, powdered clays, algae, and dried flower petals. All ingredients were handpicked for their numerous benefits to the skin, hair and senses, always with sustainability in mind. The kits are certified 100% organic, and each one comes with a booklet filled with customizable recipes and illustrated how-to's.

The complete Oleum Vera® range will be available to order in the fall of 2016, with each kit retailing at \$74.95. In the meantime, pre-order inquiries may be directed to sales@oleumvera.com. For media inquiries, please contact Sophie Boivin at sophie.boivin@mmtum.com.

ABOUT US

MMTUM is a team of young innovators fueled by Montreal's amazing creative energy. We strive to create smart, beautifully designed products that stem from niches we're passionate about. Now with three inspiration-driven, DIY-focused brands, Molecule-R, Mortier Pilon® and Oleum Vera, we thrive more than ever on creating products with momentum.