

*Less is More*<sup>®</sup>  
by brandhuber & trummer





LESS IS MORE – QUALITY

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THE FIRST RANGE OF PREMIUM ORGANIC HAIRCARE AND STYLING PRODUCTS

# Less is More

## certified organic cosmetics

# LESS IS MORE – QUALITY

## THE FIRST RANGE OF PREMIUM ORGANIC HAIRCARE AND STYLING PRODUCTS

Our highest quality standard applies to our ingredients. 100% of the botanical ingredients at Less is More are from certified organic cultivation.



**NO**  
synthetic preservatives  
synthetic fragrances  
synthetic colors  
petrochemicals  
silicones  
parabenes  
sulfates  
etc.

**JUST**  
certified organic botanicals

# LESS IS MORE – QUALITY


## NEW: ORGANIC CERTIFICATION OF LESS IS MORE PRODUCTS

We decided for a control and certification process also for our finished products with Austria Bio Garantie.

Now not only our ingredients but also the Less is More products are certified organic.

- Haircare
- Bodycare
- Dog Care

They carry the seal of Austria Bio Garantie.



**Zertifikat 2013**

Zert. Nr.: 4-01897-2013  
**LIM Cosmetics GmbH**  
Fuglachgasse 173-5, 1020 Wien

Haupttätigkeit: Hersteller von Kosmetikprodukten

Das angeführte Unternehmen hat mit der Austria Bio Garantie GmbH seit 03.09.2013 ein gültiges Kontrollverhältnis. Aufgrund der Kontrolle vom 14.10.2013 wird das Unternehmen nach folgenden Bestimmungen zertifiziert:

- Österreichischer Lebensmittelkodex Kapitel A8 Abschnitt Biokosmetika I§6f

Der angegebene Unternehmer hat seine Tätigkeiten der Kontrolle unterstellt und erfüllt die Anforderungen der genannten Verordnung.

Die Austria Bio Garantie GmbH bestätigt, dass folgende Produkte gemäß der oben genannten Richtlinien und mit dem Hinweis auf die biologische Produktion in Verkehr gebracht werden dürfen:

Alice Mint Volume Conditioner	Alice Mint Volume Shampoo
Angelroot Volume Spray	Bodycream grapefruit cardamom
Bodywash grapefruit cardamom	Cleopatra Pure Balance Shampoo
Chilinspray	Flower Whip
Hairoil Tonic	Hörnswax
Keselwax	Linszäufle
Underglass Finishing Spray	Underglass Shampoo
Melrosemooch Shampoo	Messchädelgel
Neem Scalp Relieve Conditioner	Neem Scalp Relieve Shampoo
Prodermspray	Rosensarum
Thyme Lacque	

**Bedingungen für die Aufrechterhaltung der Gültigkeit des Zertifikates im gesamten Zeitraum:**  
a) Die Produkte müssen den Normen entsprechen.  
b) Aufrechterhaltung Kontrollverhältnis.




Die vorliegende Zertifikat bezieht sich nur auf die im angeführten Produkt.  
Dieses Zertifikat ist bis 31.12.2014 gültig.

*Mag. Klara Guger*  
Für die Föhrung  
Mag. Klara Guger

*Hans Oberhuber*  
Geschäftsföhrung  
Dr. Hans Oberhuber

Austria Bio Garantie GmbH  
Firmeninfo: K6nigshofer Strasse 6, 2203 Ebenfeld bei Wien  
FN 18733 p, Firmenbuchgericht: Korneuburg, DVR-Nr.: 092157  
Kontrollstellennummer: AT-BO-301, www.abg.at

Kundennummer: 72284  
1000000 Euro Version 6.0  
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27.11.2013



## LESS IS MORE – QUALITY

### NEW: ORGANIC CERTIFICATION OF LESS IS MORE PRODUCTS

These 23 Less is More products are certified organic.  
Which makes 82% of our assortment.



ALOE MINT VOLUME SHAMPOO  
CAJEPUT PURE BALANCE SHAMPOO  
MALLOWSMOOTH SHAMPOO  
LINDENGLOSS SHAMPOO  
NEEM SCALP RELIEVE SHAMPOO  
ALOE MINT VOLUME CONDITIONER  
NEEM SCALP RELIEVE CONDITIONER  
PROTEINSPRAY  
LINDENGLOSS FINISHING SPRAY  
HERBAL TONIC  
ROSE SERUM  
CHITINSPRAY  
ANGELROOT VOLUME SPRAY  
MASCOBADOGEL  
KIESELWAX  
LIMESOUFFLÉ  
THYME LACQUE  
FLOWER WHIP  
HONEYWAX  
BODYWASH GRAPEFRUIT CARDAMOM  
BODYCREAM GRAPEFRUIT CARDAMOM

LIMPETS DOG SHAMPOO  
LIMPETS DOG SOS SHAMPOO



## LESS IS MORE – QUALITÄT

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### NEW: ORGANIC CERTIFICATION OF LESS IS MORE PRODUCTS

The seal stands for:

**Certified organic cosmetics with highest standards.**

**Proven Organic Origin**

Minimum of 95% of the botanical ingredients are from certified organic cultivation.  
(Less is More exceeds this standard with 100% of its botanical ingredients being from certified organic cultivation)

**Proven Organic Formulas:** Ingredients comply with the positive list.

**GMO free**

**Proven Manufacturing & Control of Processing:** sustainable and environmentally friendly

**Free from synthetic ingredients**

**Fair trade**

**No animal testing with the finished product**





# LESS IS MORE – QUALITY

## NEW: ORGANIC CERTIFICATION OF LESS IS MORE PRODUCTS

The organic seal  on our products:



produced under ÖLMB-Bioskosmetik

100% of the total ingredients are from natural origin • 100% of vegetable ingredients are from organic farming • 30,4% of the total ingredients are from organic farming

LIM Cosmetics GmbH • Fugbachgasse 17  
1020 Vienna • Austria  
www.lessismore.at  
Made in Austria



9 120035 130037

produced under ÖLMB-Bioskosmetik  
100% of the total ingredients are from natural origin • 100% of vegetable ingredients are from organic farming • 30,4% of the total ingredients are from organic farming  
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### ALOE MINT VOLUME SHAMPOO

VITALIZE - STRENGTHEN - PURIFY

for fine to normal & oily hair  
für feines bis normales & öliges Haar  
pour cheveux fins normaux & gras

CHAMPÙ para cabelo fino, normal & graso  
SHAMPOO per capelli da sottili a normali & grassi  
SHAMPOO til fin til normal & fetter hår

massage into wet hair and scalp. rinse  
in nàdes Haar und Kopfhaut einmassieren.  
ausspülen  
appliquer sur cheveux humides & cuir chevelu.  
rincer

PURE ORGANIC ESSENCE e200ml / 6.8 fl.oz.



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## LESS IS MORE – QUALITY

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### ORGANIC CERTIFICATION – FAQ/ FREQUENTLY ASKED QUESTIONS

#### WHY DID LESS IS MORE CHOOSE AN AUSTRIAN CERTIFICATION?

Austria is the only country with a legal base for organic certification of cosmetics (Codex „Biokosmetik“ in the Austrian Lebensmittelbuch). This provides a legal framework for the production and labeling of certified organic cosmetic products. The Codex „Biokosmetik“ provides one of the strictest standards for organic cosmetics.

#### IS THIS DIFFERENT IN OTHER COUNTRIES ?

In other countries there is no legal framework for certified organic cosmetic products. There are only private law standards (BDIH, NaTrue, Ecocert,...).

#### HOW DOES THE CONSUMER RECOGNIZE CERTIFIED ORGANIC COSMETICS?

Organic certification is indicated on the label by

- the ingredient list (INCI) which informs which ingredients are certified organic.
- the code number and /or the name of the certification body which are indicated on the packaging
- the text: „produced under ÖLMB, Biokosmetik“
- the seal.

#### DID LESS IS MORE CHANGE THE FORMULAS ?

No. The formulas and ingredients have not been changed for the organic certification, as Less is More applied highest standards for organic ingredients from the very beginning.





## LESS IS MORE – QUALITY

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### ORGANIC CERTIFICATION – FAQ/ FREQUENTLY ASKED QUESTIONS

#### WHICH LESS IS MORE PRODUCTS DO NOT HAVE A SEAL?

CAJEPUT PURE BALANCE CONDITIONER  
MALLOWSMOOTH CONDITIONER  
LINDENGLOSS CONDITIONER  
TANGERINE CURL BALM  
LAVENDER SMOOTH BALM

#### WHY DON'T THESE 5 PRODUCTS CARRY THE SEAL FOR CERTIFIED ORGANIC COSMETICS?

Concerning the certified organic ingredients the 5 products (mentioned above) completely comply with the Less is More quality standards: 100% certified organic botanicals.

But they contain some ingredients which are not(yet) part of the positive list.

In order to achieve highest functionality in organic haircare Less is More decided on a compromise solution for some Conditioners and Leave-Ins which combines highest professional performance with highest content of certified organic ingredients: We use very effective skin-friendly and also environment-friendly conditioning ingredients which are plant-based and are only slightly modified. They meet highest technological standards and also highest bio-degradability standards as well as environmental-friendly processing.

i.e. Guar Hydroxypropyltrimonium Chloride, Distearylethyl Dimonium Chloride.

#### WHAT IS THE FUNCTION OF THESE INGREDIENTS ?

They enhance combability in wet hair dramatically, also the suppleness, without weighing the hair down. And they are also anti-static.