

« BIO, FROM THE GREEK BIOS MEANS LIVING AND IS A STATE OF BEING, A TRUE LIFESTYLE WHICH MEANS LOOKING INWARDS AND TAKING CARE OF OUR ENVIRONMENT, NATURE AND OF COURSE, OUR HEALTH, »

GREEN IS GOOD ...

YOU'RE WORTH IT ...

WHEN FRANCINE GIRARD-FOIREST WAS FINISHING HER HAIR STYLING SCHOOL, SHE BECAME INTERESTED IN THE CAUSES AND CONSEQUENCES OF CAPILLARY ANOMALIES AND STUDIED COSMETOLOGY AND DERMATOLOGY WITH A DOCTOR FROM PARIS'S SAINT LOUIS HOSPITAL - WHICH SPECIALIZES IN DERMATOLOGY PROBLEMS.

At 25, she opened her salon in Paris, a stone's throw from the Champs-Élysées. Given her awareness and her approach, her salon quickly became a hair institute, where she developed her own special hair care, which she has improved and built up over the years. To meet her needs, she decided to launch her own brand, comprised of natural products and algae (some of which come from the Iroise Sea) and natural oils and her own line of 100% natural hair coloring (no oxidants, no preservatives, no ammoniac). Her enthusiasm and fun extends to the brand name: **France In Paris**.

RECOGNITION

Recognized amongst her peers at 29, she received the highly prestigious award of best craftsmen. The ceremony took place at the Sorbonne University and the awards were bestowed by France's President. France recognizes its top craftsmen in various areas: "they are perceived as academics and ambassadors of France's professional Excellence: the hand's intelligence is by no means lesser than the mind's," reckons the bubbly and passionate Francine.

Crowning 30 years of dedicated professional training, the President of the Chamber of Industries discerned the title of Master Craftsman to Francine. And at the MCB Show in Paris in 2010, the jury recognized **France In Paris**, awarding it Best Sustainable Development Strategy. Francine trains hair professionals herself, communicating her know-how with much sensitivity. This personalized training is her strategy to broaden product distribution and build an international network. The charming French touch at work. What motivates this path-breaker, what's behind her endurance and conscientiousness? She saw green very early on.

"Bio, from the Greek BIOS means living and is a state of being, a true lifestyle which means looking inwards and taking care of our environment, nature and of course, our health," states Francine convincingly.



ISN'T UPHOLDING TRUTH ABOUT MAKING OUR OWN DECISION?

A woman and a place to discover, because you're worth it! Francine recently did the hair of the most -gifted of The Voices for a charity gala in honor of Zégué Zen & 2 Mains rouges.

1. Institut de coiffure et de soins « France'In Paris », à Paris, proche de l'Etoile, où les professionnels et les clients sont formés à l'usage des produits de soins bio. Institut de coiffure et de soins « France'In Paris », à Paris, proche de l'Etoile, où les professionnels et les clients sont formés à l'usage des produits de soins bio.

2. Francine Girard-Foirest, Maître Artisan, Meilleure Ouvrière de France, fondatrice de « France'In Paris », entreprise primée pour avoir la meilleure stratégie de développement durable au Mondial de la coiffure.

Francine Girard-Foirest, Craftsman, Best Craftsman in France, Founder of "France In Paris" and recipient for the best sustainable development.

>> SALON FRANCE'IN PARIS - INSTITUT DE SOINS

18, rue Saussier-Leroy, 75017 Paris.

Tél. : (33) (0)1 43 80 67 30 ou (33) (0)1 47 63 74 96.

www.coiffure-france-in.com