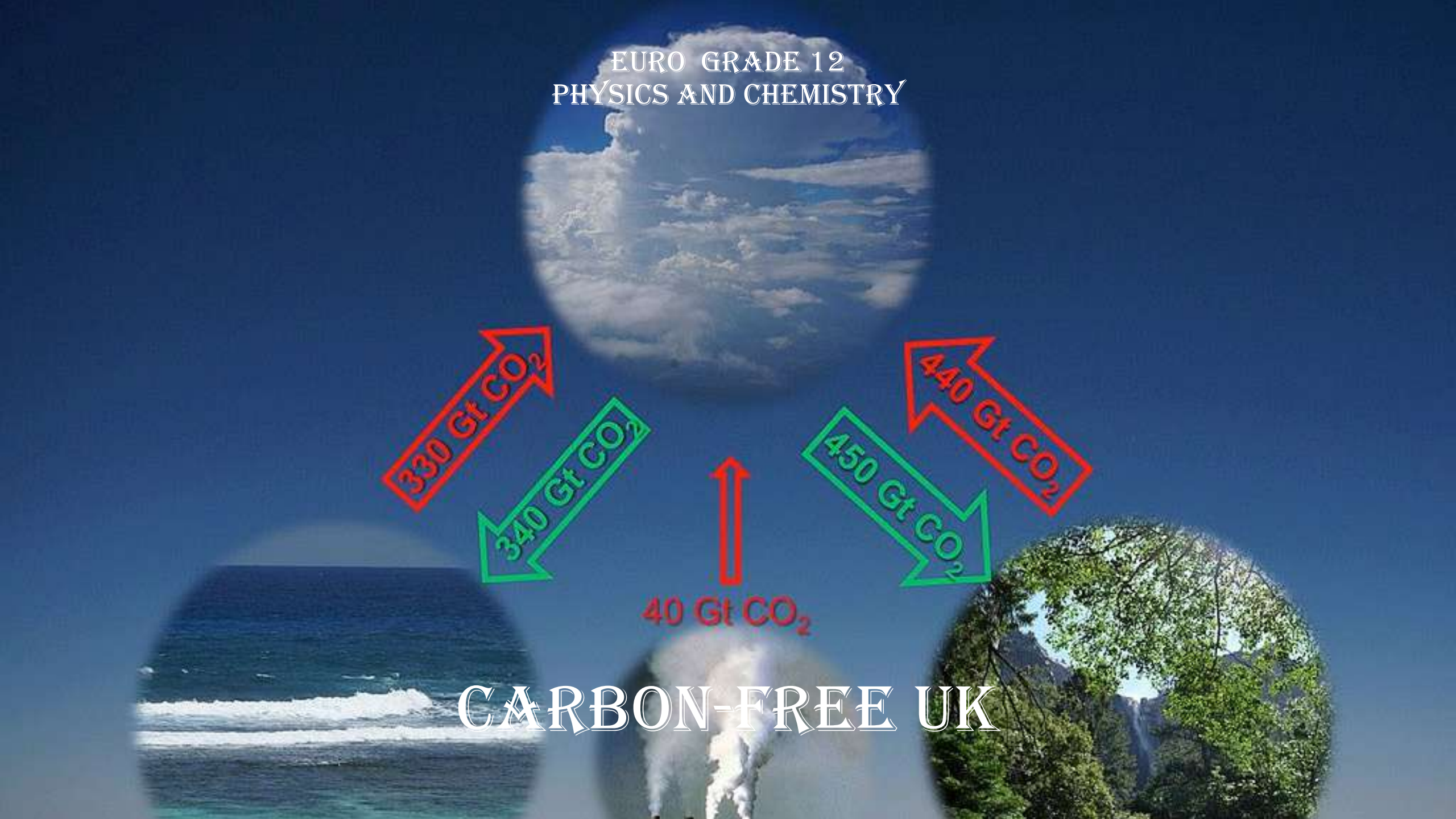
The European Standard
Euro Class Adm

Editors : Mrs J Peyre and Mrs R Amid

EURO GRADE 12
PHYSICS AND CHEMISTRY



CARBON-FREE UK

Climate change threatening society

There is no denial that global warming is becoming today's society main issue, and its consequences might be irreversible.

Nowadays, climate change is inevitable, and we have taken too many steps further to go back, we can't change that but we can limit the impact. To understand all of this, let us show you all of the consequences of the climate change on our home, the planet earth.

> **Our home, the planet Earth**

First of all, those more extreme weathers have caused an increase of natural disasters all around the world, such as storms, tsunamis, or even earthquakes, killing many people. Those disasters and unusual high temperatures are also destroying harvests and leading to hunger, undernourished populations and economic crises. Furthermore, the climate change impact all type of living on earth, entire species are disappearing, and our children won't even know their names.

In addition, global warming would be responsible for an explosion of poverty in the coming years. More than 100 million people could fall into extreme poverty if the greenhouse gas reduction targets are not met. Indeed, the poorest populations are thus threatened by poor harvests due to the decrease in rainfall and the surge in food prices caused by extreme weather phenomena. In addition, the increase in temperatures and sea level, as well as floods and droughts have a significant impact on the right to food. Since the poorest people will not have access to it, the number of people under nutrition is likely to increase significantly.

Finally, natural disasters caused by global warming are at the origin of population migration. Today, there are more climate refugees than war refugees. The risks (especially related to travel) for these populations forced to leave their country are extreme. In addition, the concentration of billions of people in countries to the north

The climate change

will not solve the problem of climate change, quite the contrary. Another danger for humans is the resurgence of diseases related to heat waves and floods. These phenomena could lengthen the season of transmission of diseases spread by mosquitoes. By 2080, an additional 3 billion people would be at risk of dengue fever transmission.

There is no escaping the conclusion that actions and initiatives have to take place in order to prevent all of this from happening.

The XPRIZE: innovating against carbon unbalance

In the European section, we had to study the XPRIZE carbon removal, a competition launched in order to fight climate change by rebalancing Earth's carbon cycle.

To begin with, X-prize is a non-profit foundation which has been created in 1995 by Elon Musk. This organization has for main mission to design and manage contests in order to encourage the development of new technologies which would have a meaningful impact on humanity. The main goal of this foundation is to speed up the discoveries of disruptive technologies which could solve the big challenges humanity has to cope with nowadays by encouraging teams of scientists to create revolutionary breakthroughs in various fields such as space, medicine, energies, automotive, education or environment.

> **"Create revolutionary breakthroughs"**

One of the most important and current contests in the context of the prize is the X-prize carbon removal which has for main goal to have a truly meaningful impact on climate change. Indeed global warming is one of the biggest challenge humanity has to face at the moment. The main target of this project is to avoid global warming to reach 1.5°C to 2°C by 2050 and 6°C before 2100 in order to avoid the rising sea levels, the extreme weather events and to basically just keep a livable atmosphere on Earth for us and for the next generations

To participate and to be able to win this competition, teams have to remove at least 1000 tons of Co2 per year with their innovation. Any carbon negative solution is eligible: nature-based, direct air capture, oceans, mineralization, or anything else that can achieve net negative emissions, sequesters CO2 durably, and show a sustainable path to achieve low cost at gigaton scale.

After 1 year of competition the judges will review all submissions received by that time and award up to 15 Milestone Prizes of $1 million each. At the discretion of the judges, these awards may be granted on a conditional basis, subject to the team's demonstrated commitment to continue developing and boosting their solutions and to compete for the Grand Prize. After 4 years, judges will select the winner and the winning team will be paid $50 million. Finally, $30 million will be distributed among the top 3■

Elon Musk and the Xprize carbon removal

Taking action: extracting CO_2 from the atmosphere

As seen before, it is paramount that something should be done about global warming. Terminale students wondered how we would do it.

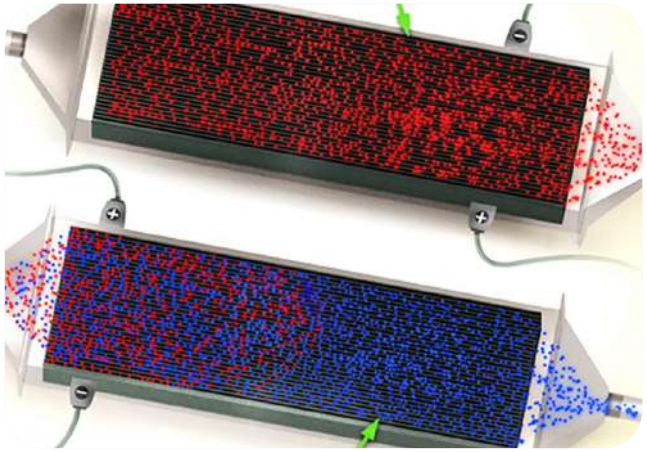
First and foremost, because of the current climate problems, we know that we are all affected by the global warming crisis. That's why our class worked on a project named XPRIZE. In turn, we had to present one of the existing projects to the class in order to make us aware of CO2 emissions and global warming. We'll summarize the best ones that caught our intention and seems the best to us.

There is a project called the Direct Air Capture We expect from this carbon removal technology to remove large volumes of carbon dioxide from the atmosphere year over year and enough to help us curb global temperature rise at 1.5°C Basically, the system works by pulling air into a large air contactor system, which looks like a cooling tower with a series of giant fans. The air meets a potassium hydroxide solution where a chemical reaction happens. It is here that the CO_2 molecules chemically bind to the potassium hydroxide, trapping them in a liquid solution. Actually, the DAC when it is deployed at a large-enough-scale, might even help us to achieve a net-negative world by removing more carbon dioxide from the atmosphere than society emits. Therefore, the Direct Air Capture is expected to be able

> **"help us to achieve a net-negative world"**

able to remove atmospheric emissions from hard-to decarbonize industries such as aerospace, maritime and trucking, once that the CO2 is captured, it can be safely and securely stored deep underground in geologic reservoirs.

Of course projects are numerous in this field in order to win the prize but also work for the wellbeing of the population and our children. In the same idea, free smog can be a productive project. Free-smog is a 7-meter-high tower designed to filter the air around it day and night. Inside is installed a suction device coupled with positive ionization

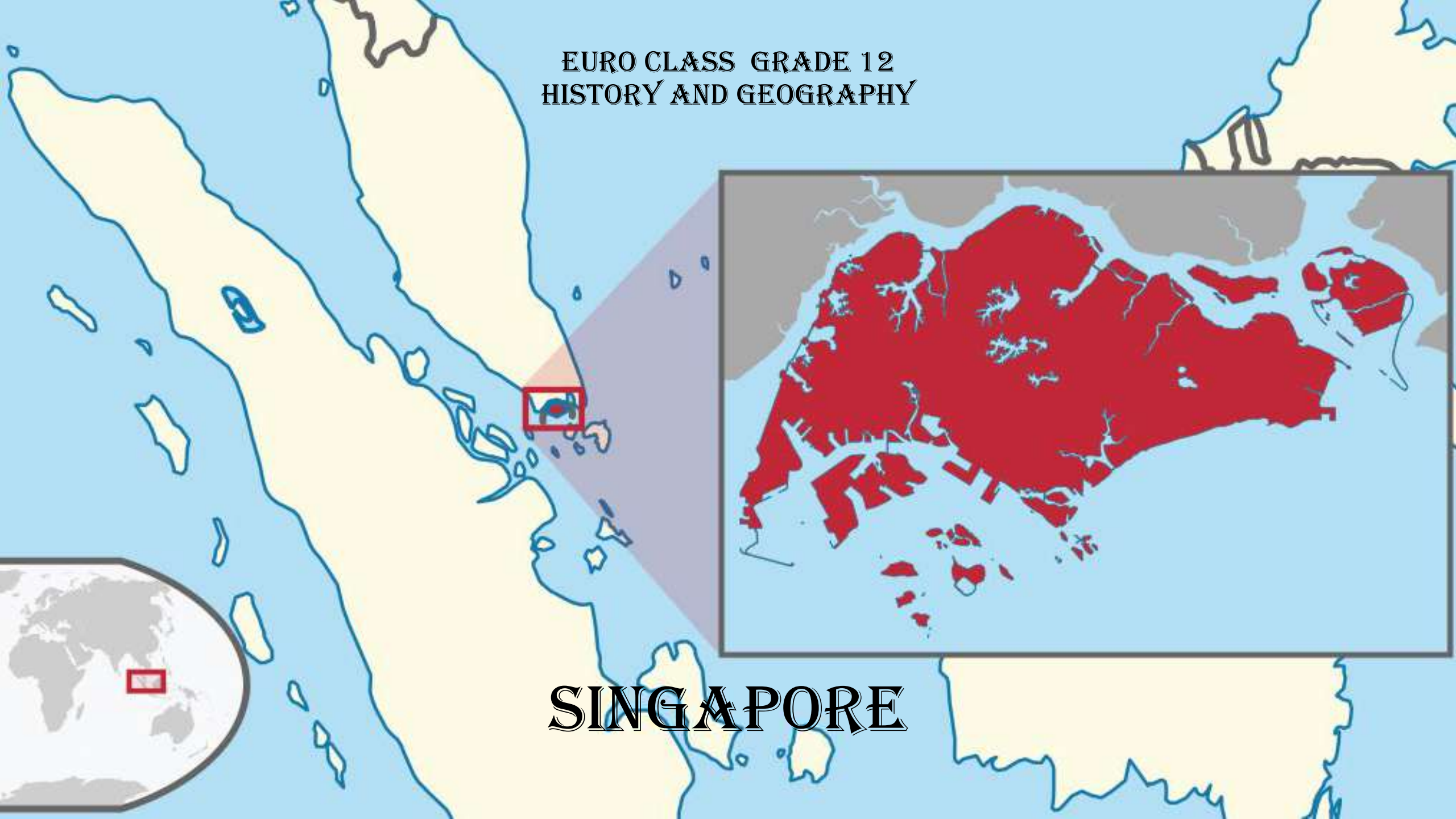


The air carbon capture technology

charges to an atom or molecule, which loses its electrical neutrality. This then becomes a negative or positive ion. The machine therefore projects ions on the particles of pollution contained in the aspirated air, to weigh them down. Thus, these particles are pressed against the inner wall and can be collected. In addition to removing smog from the ambient air, air filters are placed in the device. We are here on a technology capable of filtering all the air at several hundred meters around.

From all the aforementioned, CO2 is a predominant problem in the living conditions of billions of people. Hence it is important to take into account the multitude of these projects able to improve even a bit their quality and avoid the development of respiratory diseases ■

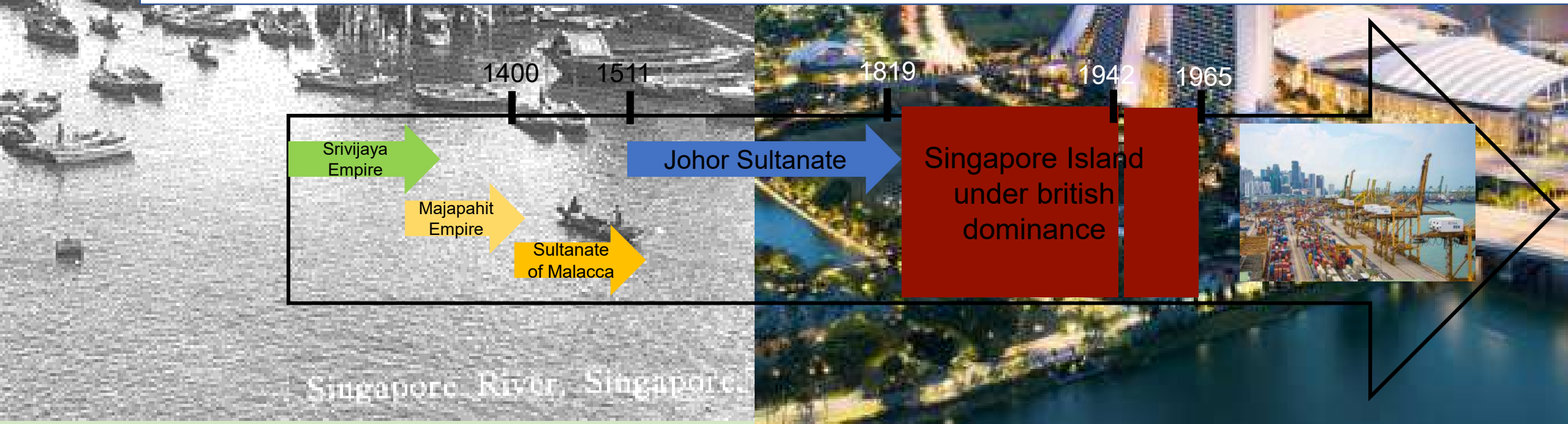
EURO CLASS GRADE 12
HISTORY AND GEOGRAPHY



SINGAPORE

History of Singapore

At the beginning, Temasek (ancient name of Singapore) was a small island inhabited by fishermen and pirates and which served as an outpost of the Sumatran Empire city was founded by a Srivijayan Prince who was in a hunting trip, he glimpsed a strange beast said to be lion that is the reason why he chose Singapura then corrupte
At the XIIIth century the Majahapit empire took the control of all the Malay peninsula and thus the city of Singapore. However, at the end of the XIVth century the city
Malacca.
The Malacca Sultanate was found in 1400 and existed for a bit more than a century until the Portuguese invasion in 1511. Indeed, between the 16th and 19th centuries, gradually taken by the European Colonies it started with the Portuguese whereas the Dutch started challenging them in the 17th century.
Singapore was at that time making part of the Johor Sultanate and it's in 1819 that the British arrived in the region. Actually, it was under the initiative of Sir Thomas S 33 000 Spanish dollars. The city became more and more important for the traffic and its naval basis for the British empire. Moreover in 1867 as Singapore continued t establish the Straits Settlements as a separate crown colony.
In 1942 the island was invaded by the Japanese until the Allies surrendered Japan in 1945 and the colony returned to Great Britain. In 1959 the first Singaporean prim new constitution who is Lee Kuan Yew. The Lion city firstly took its independency from the English government and joined the Federation of Malaysia in 1963 but fo
Finally in 1965 Singapore became for the first time in their history a sovereign democratic nation.



Singapore is a human capital

Singapore is a city where life is peaceful, a lot of infrastructures are present to make life easier such as transportation. Singapore is well served, with the busiest harbor in the world, but it is as well served by roads, highways and rail creating a connection between Malaysia and Singapore. Moreover, Singapore is well known for its huge international airport.

Regarding education, Singapore is filled with international universities that offer a large choice of courses. The primary education level is very good as well and is free which makes Singapore a great city to settle in.

In Singapore, justice is administered by the supreme court or by courts of lesser jurisdiction of district in magistrates court.

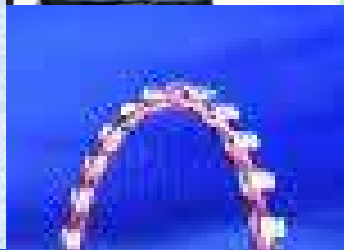
The army is divided into a force and Navy branches. Duties of the FSR defence report of the ground forces were in charge of protecting the land. Introduced in 1967, military conscription for 18 year old males is compulsory . The police force is responsible for internal security traffic management and cream prevention it is also.

The welfare of the housing conditions in Singapore stay in hand with other economically developed nations. Quality of the services is high and the number of medical professional is very important. Public and private hospitals are present in the city.

People and religion

Due to immigration, the population of Singapore is made up of several communities. The Chinese are the most numerous, representing 75% of the population. The 2nd largest community is the Malays, followed by the Indians. Moreover, these three main groups are not homogeneous. The Chinese come from different regions and speak a multitude of different dialects. This is the same with the Malays and the Indians. Because Singapore has so many communities, 4 official languages are recognized: English, Mandarin Chinese, Malay and Tami, English being the official administrative and school language. Mandarin is promoted and is also used at school. Malay is the country's national language and is particularly useful with communication among ethnic groups, without forgetting the help to maintain the links with Malaysia.

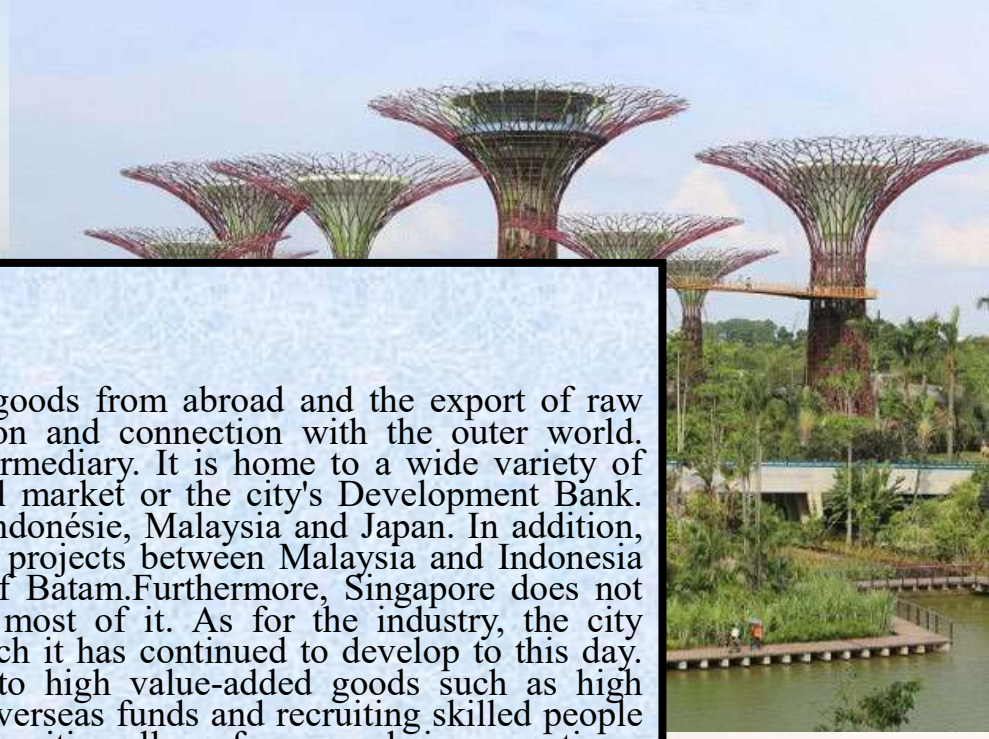
The religions of the people of Singapore reflect its composition: they are several. The Chinese are confucian, buddhist or daoist, or a mixture of these 3. While Malays and Indians are muslims, which represent one seventh of the population. The number of christians has increased and is now as large as that of muslims. Almost all the others are hindus, but there are also Singaporeans who have no religion.



Gwenola Jaouen
Clémence Bourdin
Anastazja Gwozdz
Alicia Chouteau

Singapore: its political system

The city state of Singapore is a parliamentary democracy, inspired by the Westminster model. Indeed, every six years, the population elects the President, who embodies the executive power, as well as the Parliament, which incarnates the legislative power. It is noteworthy that in this system, the Parliament plays a crucial role, as one of the members of the majority party is appointed Prime Minister and is therefore at the head of the government. Since the independence of Singapore in 1965, the Parliament has only been dominated by the People's Action Party (PAP), which aims at implanting an economic liberalism that allowed the massive economic growth of the City-State. However, it is worth mentioning that the elections have been contested by the population multiple times. As a matter of fact, despite being mandatory to vote under penalty of being imprisoned, there never was an opposition party in the chamber of the Parliament before 2005. Thus, the political system in Singapore is not completely democratic, but almost authoritative, highlighted by the prohibition of demonstrations, the regular use of the death sentence and the control of the media, which jeopardizes the freedom of speech.



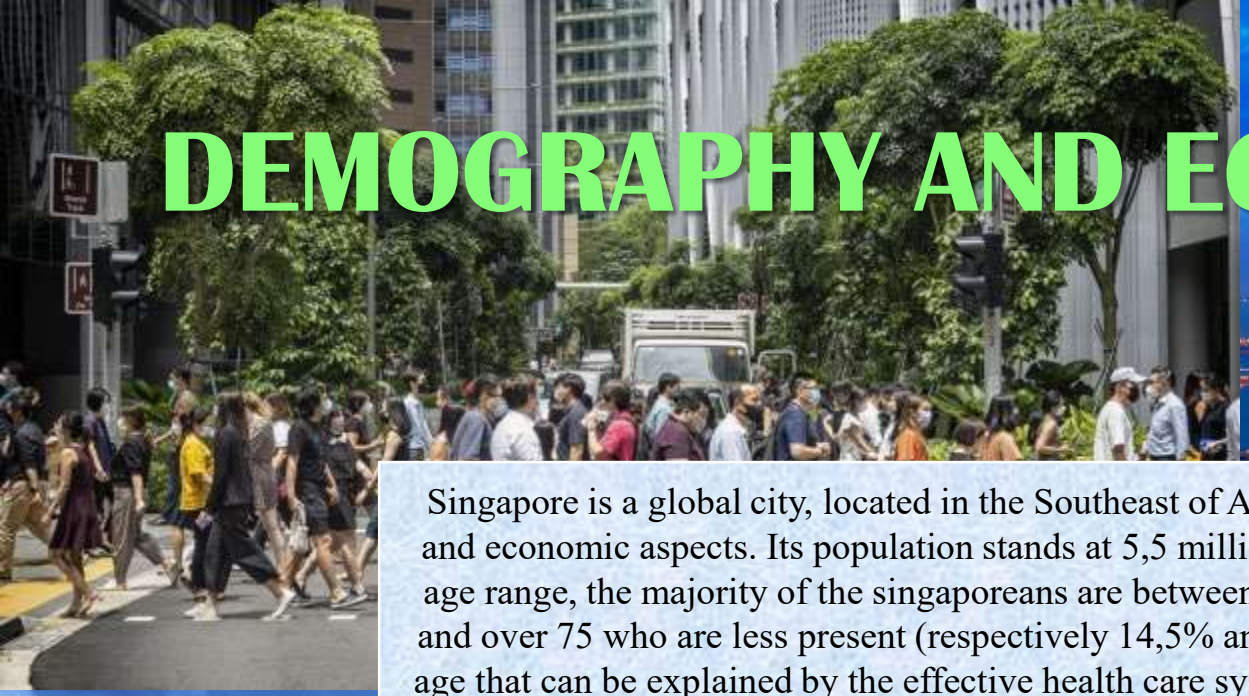
Finance

Singapore's economy is mostly based on the import of goods from abroad and the export of raw materials and manufactured goods, thanks to its location and connection with the outer world. Singapore has traditionally functioned as a financial intermediary. It is home to a wide variety of financial institutions, such as the growing venture-capital market or the city's Development Bank. Singapore's major trading partners are China, the USA, Indonésie, Malaysia and Japan. In addition, Singapore has become a joint-venture partner mainly for projects between Malaysia and Indonesia thanks to investments in the nearby Indonesian Island of Batam.Furthermore, Singapore does not possess many natural resources, thus having to import most of it. As for the industry, the city established a low-value-added industry in the 1960s, which it has continued to develop to this day. However, in recent years, it is shifting its production to high value-added goods such as high technology. The city has also been heavily investing in overseas funds and recruiting skilled people internationally, mainly in the United States and China. Its position allows for sea and air connections, thus allowing tourism to flourish.

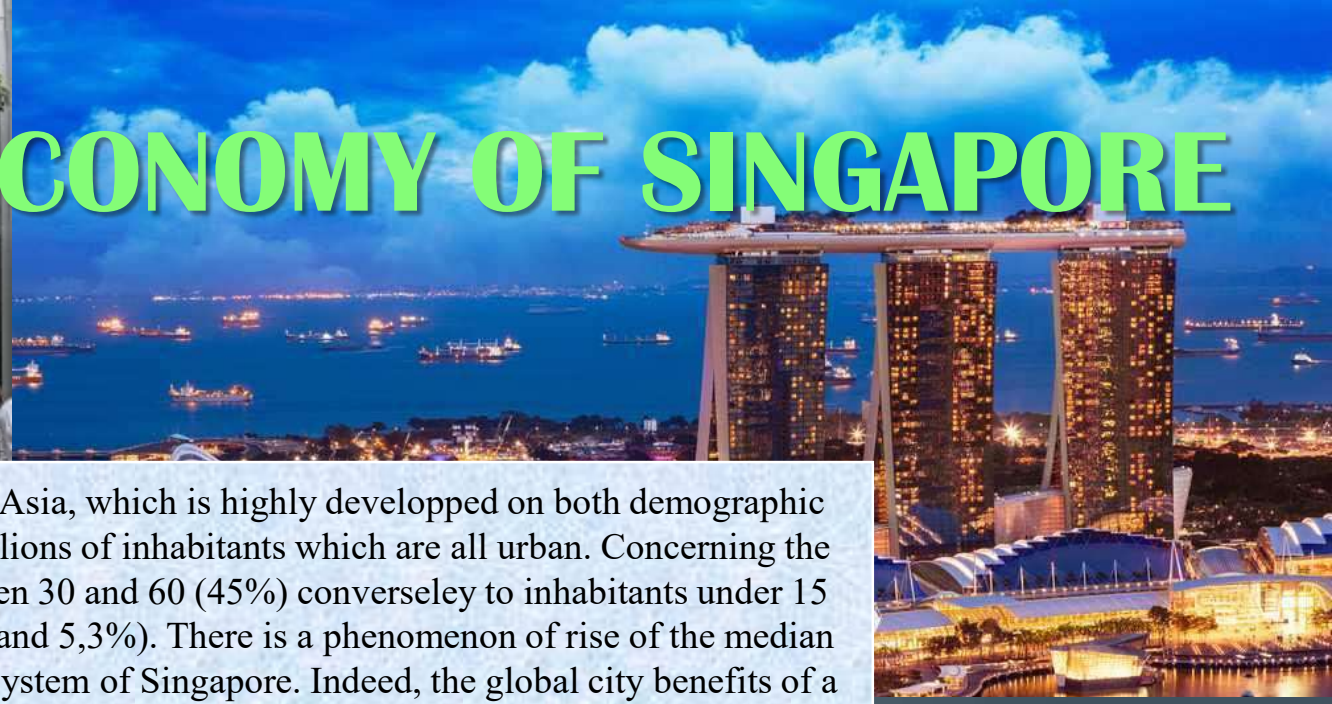
SG

singapore

Passion Made Possible

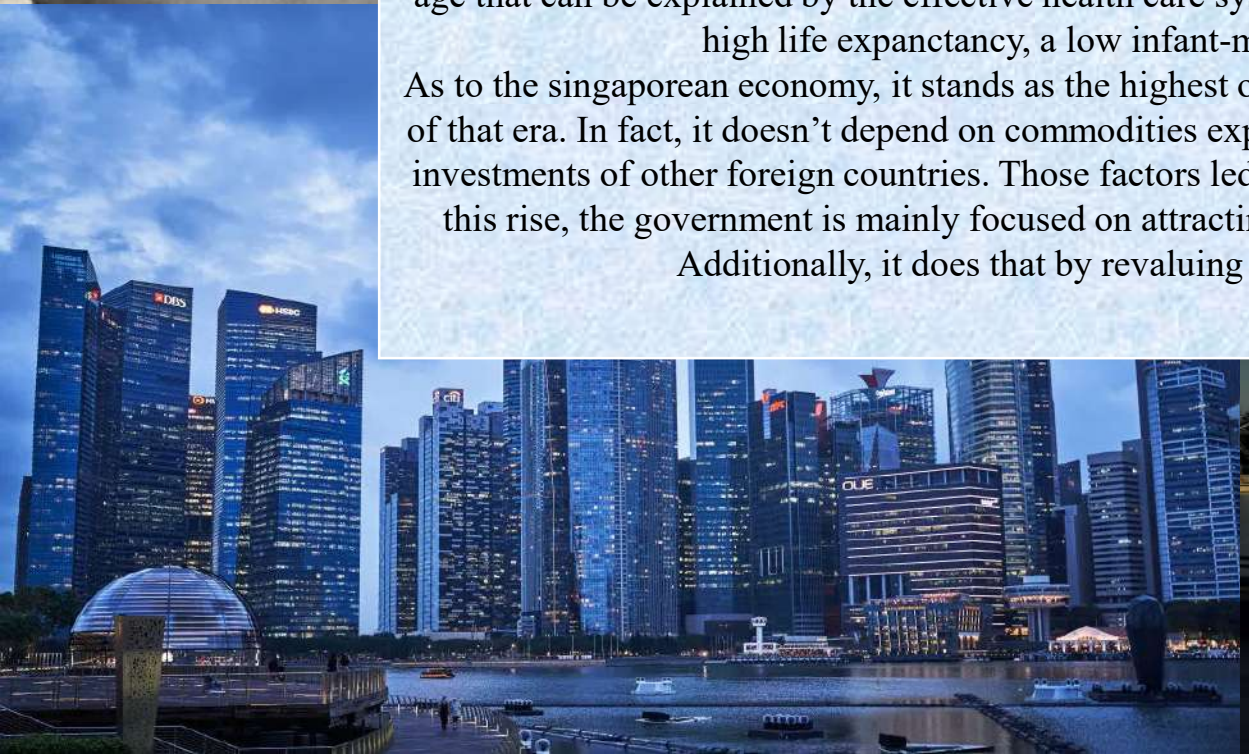


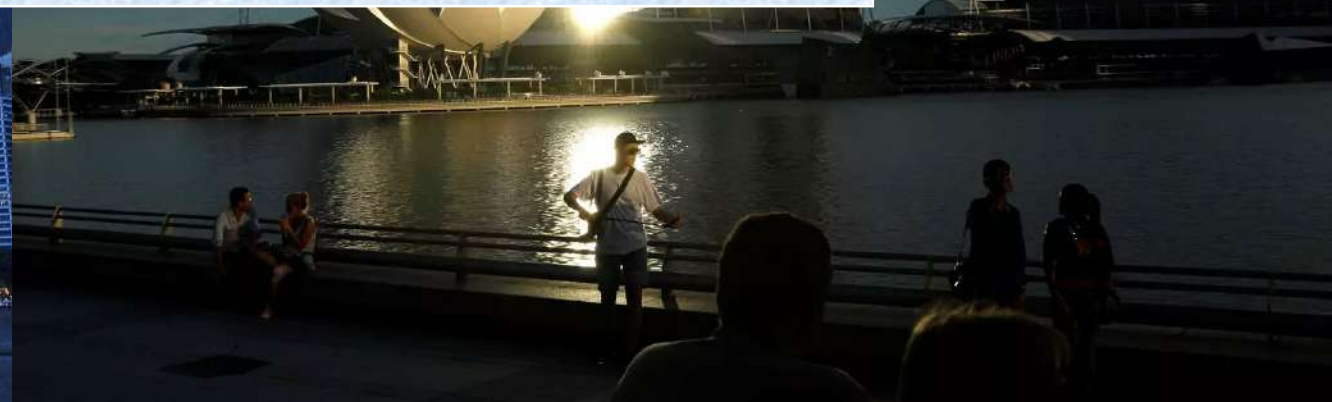
DEMOGRAPHY AND ECONOMY OF SINGAPORE



Singapore is a global city, located in the Southeast of Asia, which is highly developped on both demographic and economic aspects. Its population stands at 5,5 millions of inhabitants which are all urban. Concerning the age range, the majority of the singaporeans are between 30 and 60 (45%) converseley to inhabitants under 15 and over 75 who are less present (respectively 14,5% and 5,3%). There is a phenomenon of rise of the median age that can be explained by the effective health care system of Singapore. Indeed, the global city benefits of a high life expanctancy, a low infant-mortality as well as a low birth rate.

As to the singaporean economy, it stands as the highest of Southeast Asia, and differs itself from other countries of that era. In fact, it doesn't depend on commodities exports therefore, it is supported by the trade field and the investments of other foreign countries. Those factors led to an economic growth in the 60's. In order to pursue this rise, the government is mainly focused on attracting investments and boosting export competitiveness. Additionally, it does that by revaluing the worth of labour and productivity.





EURO CLASS GRADE 11

PASSIVE ENERGY HOUSING

Barbie green house

We are four girls, and we are all concerned by the environmental issue. A few months ago, we noticed that most people could not lower their carbon footprint because of their house, which was not insulated or north oriented for instance. That's how we started to want to create our company to fulfil this need for ecological houses. Today we have reached our goal with the creation of the prototype of our first green house.

This house is the Barbie Green House, and it quickly became famous. How do you explain its success?

Everyone can notice it with its name: the aim of this house is to be eco friendly and fun at the same time. Nowadays, a lot of people think that it is boring and tedious to care for the planet. So, with the Barbie Green House we tried to show everyone that it was possible to have a pink house which makes a huge difference for the environment. So, we think that this new way of being 'green' might be the cause of this success.

Eco-friendly

- First, the house is self-sufficient in energy. The electricity is produced by solar panels on the roof. To heat the home as little as possible, there is a double flow ventilation not to lose any heat, the walls are very well insulated, there are no thermal bridges, and the staircase is outside (it is usually where we lose the most heat). Some low energy consumption light bulbs, triple glazed windows and south orientation allow the electricity consumption to be very low as well. But we were not satisfied with energy solutions alone, so we decided to go further. There are a lot of water issues in the world thus we put a rainwater recuperator not to use tap water for tasks like watering plants. And finally, for the furniture, we have favoured raw materials that are not or only slightly transformed and recyclable: wood, steel, copper, etc, and we have not used any products from the petrochemical industry that contain solvents, glue or additives.

Obligation to build this house

- Not one. It is accessible to everyone and can be adjusted to suit the customer. For example, if the house cannot be south facing, it doesn't matter, and we will find another solution like a better insulation to counter this drawback. Our goal is not to force everyone to buy the perfect green house. We just want each consumer to be able to have a home with the ecological features corresponding to their needs.

The role of each one of us

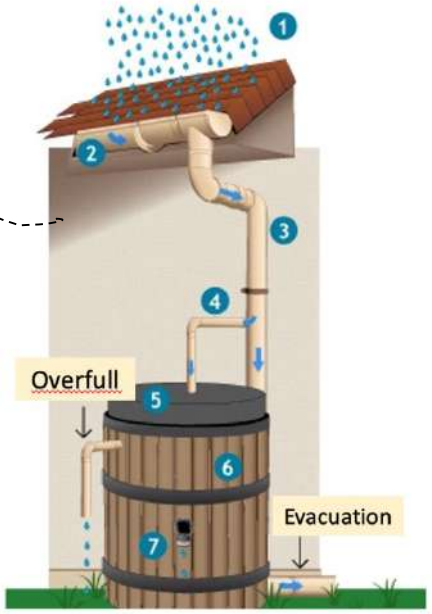
- Most of the time, we like working all together. However, Irene is in charge of the design, because she is an interior architect. Anahita is the communication director for the company and for all the projects. Jeanne-Marie is the energy engineer to find the best eco-friendly solutions. And finally, Clarisse is the project manager: she coordinates with all our works.

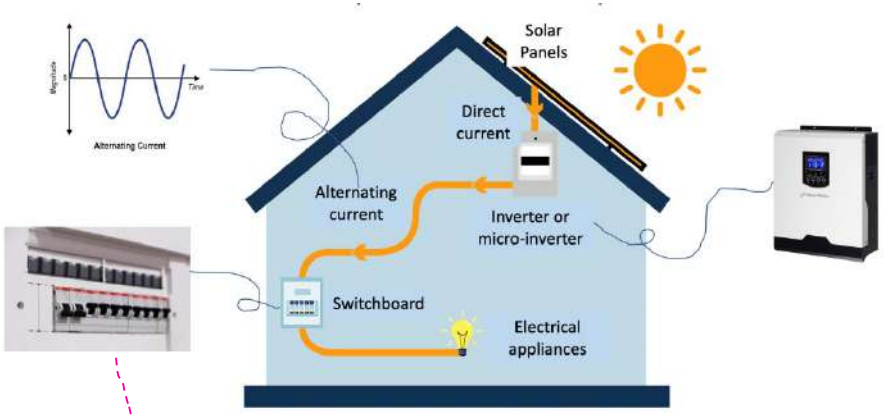
Jeanne-Marie, Clarisse, Anahita, Irène

Our eco-friendly hospital

For this project, we had to create an innovate eco-friendly habitat with a leaflet to present it. Our group decided to imagine an eco-friendly hospital to fight against the futur waste of water in the world and the overuse of non-renewable energies, thanks to the use of solar power, a rainwater collector, and geothermal energy. Indeed, by nature, hospitals are very large consumers of energy. Their equipments are all more energy-intensive elements . Therefore, our hospital would not only help people but also help save the planet. Finally, we didn't encounter any difficulties except the fact that the modeling was a bit long to do.

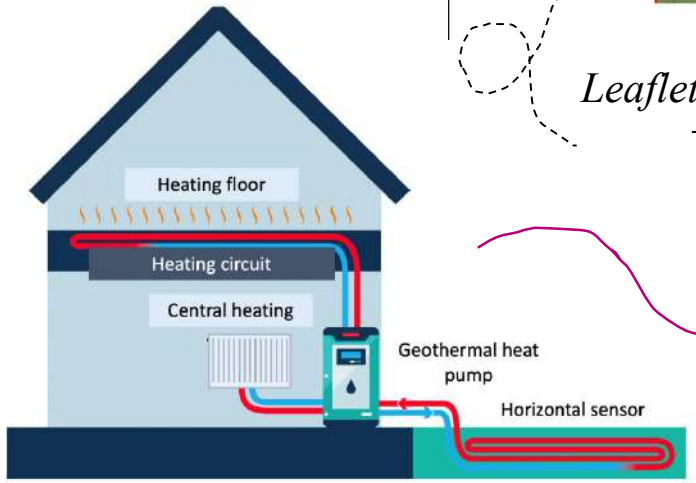
How does a water collector work ?
- Myriam and Alice





How does a photovoltaic solar pannel work ? -Noémie

Leaflet made by Hermine
-Modeling by Maud



How does a geothermal heat pump work ? -Myriam and Alice

Sustainable airports : when the dream becomes reality…

Since Humans will always need to travel, we decided to tackle the growing transportation issue by designing an innovative and visionary airport layout and concept. The takeaway is that almost all the carbon emitted will be offset.

To function properly, an airport requires electricity for its setups and fuel for aircraft. Our airport takes advantage of natural resources to produce green, local and non polluting energy. Thanks to recent breakthroughs, aircraft will operate with SAF, which is an eco-responsible fuel.

Offshore wind turbines, located in the sea (next to the airport), with tidal turbines and machines to capture wave energy will create electricity. Our airport also uses thermal energy from the sea, with a system that exploits the temperature difference between surface and deep waters to generate energy. Furthermore, a dam in the river next to the airport is used to capture hydropower energy. Solar panels are placed on the roof and in between the runways.

As far as the planes' carbon dioxide emissions are concerned, a huge forest around the airport will further collect the CO_2 released. As we previously mentioned it before, airplanes will use SAF, produced from sustainable feedstocks. In fact, it is very similar in its chemistry to traditional fossil jet fuel nonetheless it emits 75% fewer emissions compared to classic fossil jet fuel. As you see, our airport is 100% eco-responsible and might exist in the real life. It just has to be placed next to a sea and a forest. Nevertheless, the cost of eventual construction would probably be prohibitive, which forms the only drawback of our project. It boils down to the priorities of modern society: low-cost flights or preserving the Earth…

Marius, Julien, William, Maximilien.

"A new generation school for a more responsible student generation"

We interviewed the creators of the Greta Thumbersg School :

"First of all, we immediately thought about an eco-friendly school. Indeed, we think it's important to inform the next generations about global warming because they are our planet's only saviors. "

- ***What solutions do you propose***

"Moreover, we listed all the issues we could encounter and all the solutions to these problems. We decided to focus on the problem of fossil energy overuse. Therefore, after searching for the benefits of each energy source, we chose to supply our school with water and solar energy. In fact, after that, we started to construct our school, named Greta Thunberg to pay a tribute to her, with Sketchup. We added some solar panels to the school roof and built the school's walls with bricks to insulate the main building. Furthermore, we created a parking lot for bikes, because a lot of students come to school by bikes, scooters or skateboards. We also installed some electric car terminals and a lot of green space. Then, we decided to focus on water harvest thanks to a water mill and power plants. "

- ***Where is located your school?***

" Greta Thunberg's school is located in Limoges, a city in France that has a huge advantage; it has a river near the city. That's the reason why we installed a water mill which manages to work thanks to the water flow and power plants where the energy is converted into electricity. This investment is vital and allows the school to be supplied with electricity. After making this new and eco-friendly school on Sketchup, we started to work on the leaflet. For us, the leaflet needs to support our work by being attractive and eye-catching. Consequently, we put a lot of green on it to remind nature, several images of our Sketchup model and we wrote our slogan, the main information, and some links that refer to the school website. Furthermore, this eco-friendly school has also a vegan cafeteria and a lot of modern classes. Finally, these modern classes allow teachers and students to test a new way to teach and learn at school, with an innovative chairs and desks set up. This set up allows working more as groups."

SUNBRIGHT

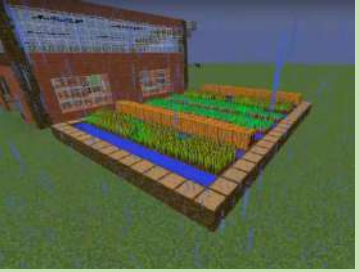
The city of tomorrow

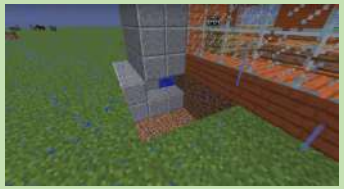
THE GUARDIAN : Sunbright, the revolutionary city

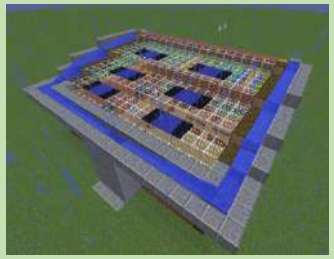
The Sunflower, is a new company based in New York City. Their goal is to make your lifestyle ecological, starting with our environment. You may know them from their last invention: the sunflower panel that they put in the market 4 years ago.
Their new project: an eco-friendly society called Sunbright. This city will not be like any city of the world. In fact, it will be a smart one thought to be self-sufficient. There will be everything a normal city has such as a city hall, restaurant, school, offices, park and a residence.

However, this city is eco-friendly. Electricity will be supplied using two different sources of energy. Indeed, they will use solar energy with solar panels on every infrastructure and wind energy by installing wind turbines.
Moreover, all the food in the city is provided by their little farm and vegetable garden. A restaurant will be built using the product from the farm and garden. A market will take place almost everyday selling local and organic products for the inhabitants. You must be aware that in the city, cars are forbidden. Residents will have to use bicycles thus we will install bicycle parking. A highly developed railway system will go around the city and allow rapid trave without greenhouse emission since the train is entirely powered by electricity.

In order to create this city of the future, they worked together. indeed, teamwork is the key of an efficient and qualitative work.
However, Dieu-Linh, the main architect of the project designed the sketch of it for six hours at a stretch all by herself , while Eugenie, Lîna and Eva did the research work about the alternatives of carbon energy.







The eco-friendly restaurant: *«BETWEEN THE PAST AND THE FUTURE »*

In this article, we are going to talk about our first Euro class project. To achieve a greener future, we chose to focus on the waste of water in the world and on renewable energy alternatives with no greenhouse gas emission. Thus, we decided to make an ecological restaurant with 2 major systems: rainwater storage and solar panels, 1 secondary system which is sludge to energy system and finally a vegetable garden.

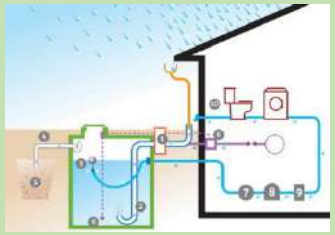
We thought about building a restaurant since it has an economical aspect. Then, we aimed at showing people that an ecological building can be esthetic. Therefore, it was a sort of challenging to convey an image that appears to be contrary to the popular belief. We also thought about choosing a comfortable place that make clients feel relaxed and distressed. Besides, since restaurants in general welcome a lot of tourists, an ecofriendly one helps sensitize a large public insisting on human responsibility to act against climate change.

Our restaurant is in Nice and measures a surface area between 300 and 315 square meters for both guests and waiters. It is capable of accommodating around 190 people . The restaurant has a triangular shape with a sloped roof, a water filtration and storage system located under the ground, a vegetable garden measuring 300 square meters and a composting system next to the vegetable garden. This garden contains all kinds of fruits and vegetables according to the restaurant's menu and contains a lot of greenery like trees and bushes which deposit an exceptional product quality.

We started by implanting a rainwater storage system for reuse. The rainwater will be used for the toilets and the watering of the vegetable garden. Then, this water as well as other organic waste from sources like gardens and kitchens will be used to heat the restaurant and to supply electricity essential for the functioning of the kitchen equipments that decompose in an oxygen free environment. We added solar panels to the roof that convert sunlight into electrical energy to supply the kitchen’s machines and the lightening. Finally, customers will be able to plant and take care of their vegetables on their own. We also thought of a composting system located next to the vegetable garden to recycle food waste to accelerate the speed of the growth of fruits and vegetables

The garden in the restaurant includes the vegetable garden which measures 300 square meters and contains all kinds of fruits and vegetables according to the restaurant menu and contains a lot of greenery like trees and bushes.

We found this project really interesting because we had to use our knowledge and our creativity to find concrete solutions for the environmental issues. The first difficulty was to find the suitable building to make, then to find the right energy systems. Indeed, they have to be easy to set up, suitable for the building we chose and capable of supplying it. We didn’t have specific difficulties with the 3D modalization, but it was time consuming. Finally, we are proud of the outcome we presented.



Green restaurant, future restaurant

Lucas, Nour, Louis, Célestin

Our eco-friendly project

Hello, my classmates and I were told to create an eco-friendly building. We thought a lot about which infrastructure we should produce and we finally chose a boarding school. Indeed, we felt like it was important for the new generation to work in a place where they feel at ease. Furthermore, this school could make them realize the importance of ecology and how to have an eco-friendly mindset.

Thus, we had to divide our parts. First of all, we knew that Victor was really talented in everything that deals with IT. This is why he entirely created the whole school and the classrooms with a particular 3D designing app. Moreover, **Laurette, Angelina and Clarène** were so excited about the project and so enthusiastic that they came up with tons of ideas, which then were turned into all the concrete initiatives actually implemented. On top of that, Laurette, who has a really creative side, decided to make two logos: one for the architectural company which is called 2morrow, and another one for the school, which is called C&C ; and the beautiful leaflet. Finally, Clarène was eager to sum up all of these ideas on a PowerPoint.

As we said before, three of us found all of the eco-friendly projects. And we all had our own ideas to use less energy or even produce energy. First of all, we thought that solar panels were essential for this building. Indeed, it is a sustainable way to create electricity for the whole school. Electric shuffles will also be put in place, in order to help the students to get to their home or the city center. Moreover, not only environmental school projects but gardening and ecological reflection classes will help the students to develop their eco-friendly mindset. Finally, programmed radiators (7a.m - 6p.m ; October-April) will reduce the unneccessary continuous use of electricity and recycling bins will be implemented because it will prevent wasting any types of material.

Victor

2MORROW ARCHITECTURAL AGENCY

THOUGHT AND DESIGNED FOR YOU AND FOR OUR PLANET

C&C'S

LUXURY BOARDING SCHOOL

C&C's boarding school's 3D Plan

3D plan of a typical classroom

EURO CLASS GRADE 10

COSMETICS

Making an efficient poster

In September 2022, in the Euro class we had to make a promotional poster to sell a cosmetic product .
Firstly, the five groups were instructed to create cosmetics and design them . They also had to describe it components. Then, secondly, they had to produce a brand and its logo.
Thanks to this product, they learned how to create an ad poster, and what the commercial approach was in creating a design.

To attract customers, the product needs a good advertisement. We can focus on the colors, for example some color patterns are more targeted to a more specific audience. Like pink, white, or red seem more “feminine”. Or dark colors, dark blue, black, or grey seem more “masculine” and there are some shades that more neutral.

We can use colors that remind people of our product for example the scent or the components. The ambassadors are important as well, it can be a celebrity like a singer, an actor or an athlete. For example Celine Dion, Serena Williams, Tom Holland in so far as they have a bigger fan base and can influence more people to use our product.

A simple yet precise catchphrase can attract attention and make you want to purchase it. Social medias can be a good way to advertise like online poster ads or sponsored influencers. We can also add a small description of the effects and results of the product. (In the description we can also add a message).

Alixe, Paul, Léa, Boubacar

Beauty marketing :Selling a cosmetic efficiently ?

To sell efficiently we need to think about reaching the public, children, teenagers, adults and simultaneously pay heed to some basic allergies and the various skin types.

A great design , an impactful catchphrase for people to remember, like Nike or Dior catchphrase. Just a little sentence to be convincing and which grabs your attention are the most essential .

Moreover, we need a famous ambassador to persuade potential buyers. In fact, people are more convinced when a famous person who they admire represent the product.

Furthermore, we need to add some photos with flashy ,vivid , eye-catching , bright colors,. We need to portray it to the public. They won't buy a product that they 've never seen.

We need to share our idea though social networks. Today, everyone uses social network because it's necessary to be a part of the society. So, it's a good way to broadcast a message.

Additionally, it's important to have an accessible price that can fit in with an average household income .We need to be mindful! .

To develop a product around the world, it's better and easier to have a sponsor; a brand or a person who will help us with funds. They can also highlight the message on their social network to help us.

To sell efficiently, we need to be sure of our product. Be positive and convincing because if you aren't nobody will.

Creating an online sales market would make it more easier for one and all.

Nowadays , a majority of people is very careful with product ingredients and compositions. So to please many people and be responsible for the planet we need use good products.

Maëlle, Lisa, Ruben, Michaël

Cosmetics in the market

For our European section class, we had to do a final project: we created a cosmetic and a brand. Moreover, in order to sell it, we learned about the key aspects to create an efficient ad. After studying different cosmetic ads, we found a pattern in them: the product is always shown, just like the brand. But it is also important to have an ambassador: some of them are famous actors, others are just random models and these ambassadors represent the target of the product.

Each brand has a slogan that buyers will remember the most. And for each cosmetic, the brand creates a catchphrase to illustrate the product, for instance “Because no train, no gain” or “Rejuvenate your skin though your genes’ “ vital impulse”, Finally, if we look at the whole ad, we can guess the marketing strategies the brand used for this ad: appropriate color schemes and specific messages they want to communicate through the ad.

We realized it’s also crucial to choose a suitable layout, and to make the ad attractive with special fonts ,interesting backgrounds good and striking images..

How did we do our poster?

As a group, we first focused on choosing a cosmetic and a general theme, We then used this as a base in order to make our brand logo and pick a catchphrase and a slogan, which arc “Will make you shine like a star in the night” and ‘“It’ll make you dream”. Afterwards, we researched for a famous ambassador that could make our product THE one that people want to buy. Of course, we had to make a |poster as attractive as Zendaya, which was a bit tricky. We eventually succeeded in making it while keeping our theme in mind.

To put it in a nutshell, to sell a cosmetic efficiently,

it’s important to create a good ad and make it attractive Nowadays, it’s also useful to focus on social

medias for the marketing,

Our revolutionary serum

The poster ad is something really important for a brand. That's what catches the potential buyers' eyes and increases the desire to buy the product. We worked on poster ads in our European classes and we decided to use them as an inspiration to create our own.

Firstly, we chose our ambassador and the shades we wanted on our ad. Then, we created our brand logo and brand name. We took quite some time to decide on our slogan and catchphrase because we knew that's what people would remember of our product.

The main ingredient in the product is niacinamide. It is a natural vitamin widely used in cosmetics for its multiple benefits. Niacinamide is used to combat skin aging, redness, irritation and inflammation.

We decided to create a serum because the members of our group all use serums on their skincare routines, so it s a product that we really have affection about and knew we would be in position to create the best ad poster about. In fact serums have a lots of benefits and they are good for every skins ; We all need a great serum for the health of our skins !

Serum hydrate the face and it's reduces the presence of pimples and other imperfections ; in addition to create a radiant and glowy skin .It's also makes the skin softer.

Esther, Nelly, Charlotte,
Naomi, Valentin