

Caudalie USA Selects Marshad Technology Group for Design and Technology

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Press release from: [Marshad Enterprises, Inc. / Caudalie USA, Inc.](#)

Agency: **MediaCraft**



NEW YORK---Marshad Technology Group a leading provider of interactive strategy, design and technology to the global cosmetic beauty industry, and Caudalie, the French beauty brand known for its products made with natural grape extracts announced Marshad will be interactive agency of record for its ecommerce initiatives in the United States. Under the agreement, Marshad will provide design and technology to Caudalie USA Inc., and Caudalie will license Marshad Technology Group's WebDB Product Suite™ to power its ecommerce business at [Caudalie-USA.com](#). The project will be managed from Marshad's U.S. headquarters in New York City. Marshad Technology Group WebDB Product Suite™ automates many of the standard processes used by marketers in their online initiatives and ecommerce.

Caudalie USA, Inc. is the U.S. based licensee and distributor of the Caudalie product portfolio which sells in hundreds of retail stores across the United States, on Sephora.com, Beauty.com, and through its website [Caudalie-USA.com](#) which Marshad launched today. Caudalie recently announced its new 8000 sq ft spa at The Plaza in New York City will be ready soon to open its doors. Caudalie's founders also own the famous Chateau Smith Haut Lafitte in Bordeaux, France which has produced Grand Cru wines since the 1300's. Marshad provides Caudalie USA with online advertising design, technology, web design, video production, email marketing, strategy, ecommerce, web hosting, analytics, search engine optimization and other online marketing services.

Many of the world's leading beauty brands select Marshad as their online strategy, technology and design consultant. "We're very happy to be the interactive marketing partner for Caudalie in their North American initiatives." said Neal Marshad, CEO of parent company Marshad Enterprises, Inc. "We have a lot of experience marketing French luxury brands in the U.S. and feel very comfortable advising Caudalie, and see lots of opportunities to drive traffic and revenue to their website and their brick and mortar doors. We see increasing demand for our solutions from global companies who want our strategic experience to boost their market position, and extend their presence in the .com channel." Marshad has provided strategy, design and technology services to global beauty brands since 1995 when it was recruited by Estee Lauder to create the first Estee Lauder International website with streaming video.

Marshad provides strategy, software, technology, design and other services to enable leading companies to extract value from their ecommerce initiatives, and has provisioned its design services, technology and IT services to Shiseido, Estee Lauder, Wella, LaPrairie, Laura Mercier, Neiman Marcus Group, Van Cleef & Arpels, Chanel, Ahava, and others. Marshad is headquartered in NYC, and has a European office in Madrid, Spain. For additional information visit [marshad.com](#)

Marshad Technology Group's WebDB Product Suite™ is a registered trademark of Marshad Enterprises, Inc. and all other trademarks are recognized as proprietary to their owners.

About Marshad Enterprises, Inc.:

Marshad Enterprises, Inc., offers a broad portfolio of interactive, video, IT and web products and services that can be delivered individually or combined to create a comprehensive solution. Through two divisions: Neal Marshad Productions and Marshad Technology Group, the company provides Emmy award winning broadcast and webcast television production, proprietary and third party software on a licensed or hosted basis, eBusiness and eLearning applications, design and consulting services, and business services including: secure transactional websites, live and on-demand webcasts, intranets, extranets, web teleconferencing, live web cameras, interactive multimedia, virtual reality applications, web database applications, animation, special effects, and satellite communication services.

About Caudalie:

Caudalie was born in 1993 when Mathilde and Bertrand Thomas had a chance encounter with Dr. Vercauteren, professor at the University of Pharmacy, Bordeaux and the world's leading expert on grape and grapevine polyphenols. On the vineyards of the Chateau Smith Haut Lafitte in Bordeaux, the professor noticed the leftover skins and seeds of the grapes from the harvest and explained to the couple that the polyphenols in the grape and grapevines had extraordinary anti-oxidant power. It was then that Caudalie was created.

Two years later, Caudalie launched their first three products in European pharmacies and in 1994 established an exclusive worldwide patent for extracting and stabilizing Grape-seed Polyphenols (OPC). These polyphenols are the most powerful anti-oxidants occurring in the vegetable world and the best anti-aging shield for skin, halting free radical damage, the main cause of cutaneous aging.

In 1996, Caudalie signed an agreement with the Pharmacy Faculty of Bordeaux to set up its own Research team – a team which is still in place today. The ongoing research adheres to the philosophy of the brand to join the benefits of science and nature while maintaining the greatest respect for the skin and the environment.

Following this partnership, two more extraordinary patents were established. In 1999 Grapevine Resveratrol®, was patented from grapevine stalks, offering a powerful antidote against cutaneous ageing, aiding cell renewal and restoring skin's youthfulness and firmness. In 2004, Caudalie researchers identified and patented Viniferine®, a grapevine molecule that protects skin against dark spots, leaving your complexion incredibly radiant.

Committed to their own "cosm-ethics", Caudalie products are free of parabens, phenoxyethanol, mineral oil, artificial colorings or sodium laureth sulfate. No ingredients of animal origin are used, products are not tested on animals and a maximum of natural active ingredients can be found in all products.

In 1999, Caudalie created the world's first Vinotherapie® Spa in the heart of the Château Smith Haut Lafitte vineyard. In this magical location, luxurious treatments provide all the benefits that grapes and grapevines have to offer. Since this time, Caudalie has created three other Vinotherapie® Spas. One in the Piémont region of Italy housed in a 18th century Franciscan Monastery, a second in the Rioja region of Spain designed by acclaimed architect Frank Gehry and soon the brand will extend its unique spa offerings to the United States with the opening of the Caudalie Vinotherapie® Spa at The Plaza, a majestic and historic New York City location.

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