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## A Winning Formula

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Authors: Willy Waller (Script writer) - Pierre Lecrenier (Drawings)

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1972: pioneers of organic farming found a company—but who'll take them seriously?

In the late '60s, in the Orléans region of France, fearless and energetic young Gilles Garnaud took on an insane gamble: transposing ecological ideals almost no one at the time took seriously onto creating a business. Without means but the strength of his convictions, he and his wife Jeanne-Marie founded an organic company, first in cleaning products and then in cosmetics. The road was long, hard, and exhausting... but it worked! This book is the picturesque chronicle of this singular entrepreneurial adventure.

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