



# ALHERBO·LAB

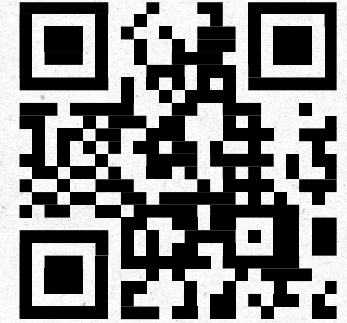
made on earth, inspired by nature

WE PRODUCE PERSONAL CARE COSMETICS FOR EVERY NEED

# MADE ON EARTH, INSPIRED BY NATURE

REVIVE NATURAL BEAUTY THROUGH EACH AND EVERY PRODUCT WE CREATE WITH CARE FOR PEOPLE AND DEEP RESPECT FOR THE PLANET

OUR AIM IS TO CREATE PRODUCTS THAT ARE AS NATURAL AND HIGHLY EFFECTIVE AS POSSIBLE. OUR FORMULAS ARE BASED ON HIGH-QUALITY, RENEWABLE PLANT-BASED INGREDIENTS FROM LEADING MANUFACTURERS.



>97%  
NATURAL  
ORIGIN

## ORGANIC MIMI

It's a cool cosmetics brand with natural ingredients, inspiring fragrances, nice textures, and fast results for hair, face, and body. An uncompromising pleasure!

BODY • HAIR • BATH

# BRAND, 101 SKU



OVER   
**97.5%**  
OF PACKAGING  
IS RECYCLABLE

OVER   
**100%**  
PLEASURE  
OF USING

# ORGANIC MiMi

ORGANIC MIMI  
COLOURS, 65 SKU



ORGANIC MIMI  
SUN CARE, 7 SKU



ORGANIC MIMI  
PERFUMED BODY & HAIR MISTS,  
4 SKU



ORGANIC MIMI  
CLASSIC, 25 SKU



**ORGANIC**  
**MiMi**

The logo consists of the word "ORGANIC" in a bold, white, sans-serif font. A small green sprout with two leaves is positioned above the second 'i' in "ORGANIC". Below "ORGANIC" is the word "MiMi" in a similar bold, white, sans-serif font. Two small white hearts are placed above the 'i's in "MiMi".

# WHAT IS ORGANIC MIMI COLOURS ?

**ORGANIC MIMI COLOURS - A BLEND OF NATURAL INGREDIENTS, FRUITY AROMAS,  
AND VIBRANT EMOTIONS!**

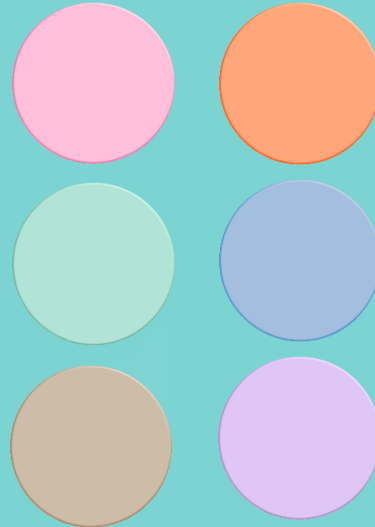
A COLLECTION OF SKIN AND HAIR CARE PRODUCTS INSPIRED BY THE SUMMER VIBES  
OF HAPPINESS, ABUNDANCE OF FRUITS AND BERRIES, AND UPLIFTING AROMAS. EXPERIENCE  
THE EPITOME OF NATURAL COMPOSITIONS, ENRICHED BY INNOVATIVE FORMULAS TAILORED  
FOR SKIN AND HAIR CARE NEEDS.



# MIMI CONCEPT

## EMOTIONAL MARKETING

**ORGANIC**  
**MiMi**



### THE MAGIC OF ECSTATIC COLOR\*

THE PRODUCT'S APPEARANCE IS THE MAIN CRITERION FOR THE MAJORITY OF CONSUMERS WHEN MAKING A PURCHASE

USING VIBRANT AND BRIGHT COLORS IN THE DESIGN ATTRACTS ATTENTION AND CREATES AN EXPRESSIVE IMAGE OF THE PRODUCT

CATCHY AND LIVELY NAMES ELEVATE THE MOOD AND EVOKE POSITIVE EMOTIONS

### THE ECSTATIC COLORS TREND

AIMS TO EVOKE FEELINGS OF JOY, EXCITEMENT, AND ENTHUSIASM. THE ECSTATIC COLORS TREND IS ALL ABOUT EMBRACING VIVID AND EXHILARATING COLORS TO CREATE AN ENERGETIC AND IMPACTFUL VISUAL EXPERIENCE

# 17 KEY ACTIVE INGREDIENTS

THE MOST ADVANCED INGREDIENTS WITH PROVEN EFFECTIVENESS  
FOR THE PURE FORMULAS OF OUR SKIN & HAIR CARE PRODUCTS

- PANTHENOL
- PREBIOTICS
- BISABOLOL
- AMINO ACIDS
- CERAMIDES
- CAFFEINE
- ALLANTOIN
- COLLAGEN
- HYALURONIC ACID
- PHOSPHOLIPIDS
- VITAMINS C, E, F
- BETAINE
- AHA-ACIDS
- NIACINAMIDE
- KERATIN
- ARGININE
- UREA

# ASSORTMENT ORGANIC MIMI COLOURS

**65** SKU

BODY CARE 40 SKU

HAIR CARE 25 SKU



# CATEGORY

## BODY CARE

### SHOWER GELS

delicately cleanses and maintains the skin's natural pH balance while providing moisture, nourishment, and the delightful essence of invigorating aromas that uplift the spirit

### BODY LOTIONS, CREAMS, BUTTERS

packed with delightful, fast-absorbing textures and natural ingredients that work wonders to strengthen and protect your skin. The result? A gorgeous, glowing complexion that's irresistibly soft to the touch

### BODY SCRUBS

based on natural ingredients gently cleanses the skin, improves skin condition and increases its elasticity during peeling

### LIQUID HAND SOAP

enriched with a gentle cleansing formula, effectively cleanses while maintaining the skin's natural pH balance, leaving your hands moisturized and softened

### HAND, FOOT CREAMS

generously nourishes the skin with oils and nutrients, moisturize the skin, improves cell regeneration and has a powerful protective effect

### INTIMATE CARE

collection features products specifically formulated to provide skin soothing and hydration for the intimate feminine area

### SHAVING CREAM AND AFTERSHAVE LOTION

The shaving cream provides a soft and smooth shave for the legs and sensitive areas without irritation, while the aftershave lotion moisturizes and restores the skin after shaving



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## KEY INGREDIENTS FOR BODY CARE

- ALLANTOIN
- HYALURONIC ACID
- PANTHENOL
- LACTIC ACID
- PREBIOTIC
- NIACINAMIDE
- BISABOLOS
- COLLAGEN
- CAFFEINE
- PHOSPHOLIPIDS
- VITAMINS C, E, F
- BETAINE
- AHA (ALPHA HYDROXY ACID)
- UREA
- ORGANIC COCONUT OIL
- ORGANIC ALMOND OIL
- ORGANIC JOJOBA OIL
- ORGANIC VERBENA EXTRACT
- ORGANIC MANGO BUTTER
- ORGANIC AVOCADO OIL
- ORGANIC ALOE VERA JUICE
- ORGANIC CHAMOMILE
- ORGANIC MACADAMIA OIL



# BODY CARE COCO

GET READY TO DIVE INTO THE COCO SPLASH COLLECTION,  
PACKED WITH THE GOODNESS  
OF COCONUT EXTRACT AND OIL, KNOWN  
FOR THEIR LAVISH NOURISHMENT  
AND INVIGORATING TROPICAL AROMA

**LET THE WAVES OF BLISS WASH OVER YOU  
AS YOU EMBARK ON A JOURNEY TO YOUR PERSONAL  
PARADISE OF BEAUTY  
AND RELAXATION!**



COCO

## COCONUT-POWERED TROPICAL SCENT FOR AN UPLIFTING SENSE

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### SHOWER GEL COCO SPLASH, 400 ml

- **Organic Coconut Oil** nourishes and softens, saturates the skin with vitamins, tones and refreshes.
- **Papaya Extract** has antioxidant properties, leaving skin radiant, smooth and supple.
- **Prebiotic (Inulin)** supports skin hydration and a healthy microbiome.



### BODY LOTION SOFTENING COCO SPLASH, 300 ml

- **Organic Coconut Oil** nourishes and softens, saturates the skin with vitamins, tones and refreshes.
- **Papaya Extract** has antioxidant properties, leaving skin radiant, smooth and supple.
- **Niacinamide** stimulates collagen and elastin synthesis and improves skin barrier function.



### LIQUID HAND SOAP COCO BUBBLE, 300 ml

- **Organic Coconut Oil** nourishes and softens the skin.
- **Lemongrass Extract** hydrates, tones and saturates the skin with healthy compounds.
- **Vitamin E**, a potent antioxidant, shields the skin from harmful environmental factors while aiding in its restoration.



COCO

## COCONUT-POWERED TROPICAL SCENT FOR AN UPLIFTING SENSE

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### BODY BUTTER COCO MAGIC, 200 ml

- **Collagen** smooths the skin's micro-relief, improving firmness and elasticity.
- **Organic Coconut Oil** revitalizes, nourishes and moisturizes the skin, restoring smoothness and suppleness.
- **Papaya Extract** tones and stimulates cell regeneration.



### BODY SCRUB COCO JUNGLE, 250 g

- **Caffeine** improves blood circulation, fights cellulite and improves skin elasticity.
- **Organic Coconut Oil** deeply moisturizes, softens and nourishes the skin, eliminating dryness and tightness.
- **Papaya Extract** saturates the skin with vitamins, improves tone and firmness.



### FOOT BUTTER COCO FUN, 50 ml

- **Allantoin** soothes the skin and stimulates skin renewal and collagen production.
- **Organic Coconut Oil and Shea Butter** revitalize, nourish and moisturize the skin, restoring its softness and smoothness.



## BODY CARE

# SWEET

TREAT YOURSELF TO THE ENCHANTING SWEET SHAKE SERIES, A HARMONIOUS FUSION OF DELIGHTFUL AROMAS AND NATURAL EXTRACTS FROM JUICY BERRIES, BURSTING WITH ANTIOXIDANT AND TONING BENEFITS

IMMERSE YOURSELF IN THE SWEET MOMENTS OF SELF-CARE, CULTIVATING GLOW SKIN AND A RADIANT MOOD WHEREVER YOU GO!



SWEET

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## BERRYSPECIAL BODY CARE COLLECTION FOR VIBRANT SPIRIT & GLOWING SKIN



### SHOWER GEL SWEET SHAKE, 400 ml

- **Organic Almond Oil** moisturizes and tones the skin, improves its firmness.
- **Raspberry Extract** has antioxidant properties, refreshes and tones the skin, and improves its texture.
- **Prebiotic (Inulin)** supports skin hydration and a healthy microbiome.



### BODY LOTION HYDRATING SWEET SHAKE, 300 ml

- **Organic Shea Butter** nourishes, smooths and softens the skin, restoring its radiance and firmness.
- **Raspberry Extract** has antioxidant properties, refreshes and tone the skin, and improves its texture.
- **Hyaluronic Acid** intensely hydrates the skin, leaving it soft and supple.



### LIQUID HAND SOAP SWEET SMOOTHIE, 300 ml

- **Organic Shea Butter** nourishes and softens, enhances the smoothness and elasticity of the skin on hands.
- **Mulberry Extract** tones and moisturizes, preventing dryness and peeling.
- **Vitamin E**, a potent antioxidant, shields the skin from harmful environmental factors while aiding in its restoration.



SWEET

## BERRYSPECIAL BODY CARE COLLECTION FOR VIBRANT SPIRIT & GLOWING SKIN

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**BODY CREAM  
SWEET TOUCH, 200 ml**

- **Phospholipids** promote the regeneration of skin cells.
- **Organic Macadamia Oil** deeply moisturizes, nourishes and softens the skin.
- **Raspberry Extract** has antioxidant properties and improves skin tone and firmness.



**BODY SCRUB  
SWEET BERRY, 250 g**

- **Vitamin C** has antioxidant properties and makes the skin firm and smooth.
- **Organic Macadamia Oil** moisturizes and nourishes the skin, eliminating dryness and flakiness.
- **Mulberry Extract** saturates the skin with vitamins, improves skin tone and elasticity.



**BODY SCRUB JAM  
SWEET TOUCH, 250 g**

- **Organic Cherry Extract** offers antioxidant properties and makes the skin smooth and firm.
- **Organic Macadamia Oil** moisturizes and nourishes the skin, eliminating dryness and flakiness.
- **Sugar** gently massages and renews the skin.



**HAND CREAM  
SWEET JOY, 50 ml**

- **Hyaluronic Acid** provides instant hydration and improves skin firmness and elasticity.
- **Organic Macadamia Oil** nourishes and restores the skin's hydrolipidic film balance.
- **Mulberry Extract** has antioxidant properties and stimulates skin cell regeneration.

**BODY CARE**

# MATCHA

THE MATCHA LOVER SERIES IS A COLLECTION OF SKINCARE PRODUCTS INSPIRED BY THE TRANQUIL ESSENCE OF JAPANESE GREEN TEA MATCHA. IT IS TAILORED FOR THOSE WHO SEEK HARMONY AND THE GENTLE EMBRACE OF A SOOTHING AROMA

STEP INTO THE ENCHANTING REALM OF THE GREEN TEA RITUAL AND EXPERIENCE THE REINVIGORATION AND LUMINOSITY OF YOUR SKIN!



# MATCHA

## ZEN OUT WITH OUR MATCHA GREEN TEA BODY INDULGENCES

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### SHOWER GEL MATCHA LOVER, 400 ml

- **Organic Matcha Green Tea Extract** strengthens the skin's barrier function, tones and stimulates skin cell regeneration.
- **Organic Verbena Extract** hydrates and nourishes the skin, increasing its softness and elasticity.
- **Prebiotic (Inulin)** supports skin hydration and a healthy microbiome.



### BODY LOTION RESTORING MATCHA LOVER, 300 ml

- **Organic Jojoba Oil** nourishes, hydrates and softens the skin, leaving it firmer.
- **Organic Matcha Green Tea Extract** strengthens the skin's barrier function, tones and stimulates skin cell regeneration.
- **Panthenol** restores and protects the skin.



### LIQUID HAND SOAP MATCHA PURE, 300 ml

- **Organic Aloe Vera Juice** moisturizes, softens, and calms the skin.
- **Organic Matcha Green Tea Extract** tones and stimulates skin cell regeneration.
- **Vitamin E**, a potent antioxidant, shields the skin on your hands from harmful environmental factors while aiding in its restoration.



# MATCHA

## ZEN OUT WITH OUR MATCHA GREEN TEA BODY INDULGENCES

ORGANIC  
MiMi



### BODY CREAM MATCHA GREEN, 200 ml

- **Hyaluronic Acid** deeply hydrates and improves skin elasticity and firmness.
- **Organic Jojoba Oil and Matcha Green Tea Extract** nourish and soften while stimulating skin cell regeneration.
- **Vitamins E and F** have antioxidant properties and help eliminate dry and flaky skin.



### BODY SCRUB MATCHA POWER, 250 g

- **Vitamin E** has antioxidant properties and supports skin tone and hydrolipidic film balance.
- **Organic Jojoba Oil** moisturizes and nourishes the skin, improving firmness and elasticity.
- **Matcha Green Tea Extract** strengthens the skin's barrier function, tones and stimulates skin cell regeneration.



### FOOT CREAM MATCHA TWIST, 50 ml

- **Urea** intensely regenerates and moisturizes the skin, eliminating dryness and flakiness.
- **Organic Jojoba Oil** retains moisture, nourishes and softens dry skin.
- **Matcha Green Tea Extract** tones and stimulates skin cell regeneration.



**BODY CARE**

# FRUIT

SUPER FRUIT COLLECTION –  
A JUICY DELIGHT FOR YOUR SKIN  
BURSTING WITH THE SCENT OF SUN-PAMPERED  
FRUITS, AVOCADO OIL, AND FIG EXTRACT

**ENRICHED WITH NOURISHING AVOCADO OIL AND  
REVITALIZING FIG EXTRACT, THIS COLLECTION  
INDULGES YOUR SKIN WITH NATURE'S BOUNTY**



# FRUIT

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FRUIT IT!

MAKE YOUR SKIN DELIGHTFUL



**SHOWER GEL  
SUPER FRUIT, 400 ml**

- **Organic Avocado Oil** hydrates and deeply nourishes the skin with all necessary nutrients, restoring its smoothness and elasticity.
- **Fig Extract** tones and improves the skin's elasticity and barrier function.
- **Prebiotic (Inulin)** supports skin hydration and a healthy microbiome.



**BODY LOTION SMOOTHING  
SUPER FRUIT, 300 ml**

- **Organic Avocado Oil** hydrates and deeply nourishes the skin with all necessary nutrients, restoring its smoothness and elasticity.
- **Fig Extract** tones and improves skin's elasticity and barrier function.
- **Bisabolol** moisturizes and smooths the skin, adds radiance.



FRUIT IT!

MAKE YOUR SKIN DELIGHTFUL



**BODY CREAM**  
**FIG FRUIT, 200 ml**

- **Bisabolol** intensely moisturizes, stimulates skin cell regeneration processes, increases elasticity and firmness.
- **Organic Avocado Oil** nourishes and softens, leaving skin smooth, soft and supple.
- **Fig Extract** tones and strengthens the skin's barrier functions.



**BODY SCRUB**  
**FRUIT MOOD, 250 g**

- **Niacinamide** stimulates collagen and elastin production while soothing and softening the skin.
- **Organic Avocado Oil** nourishes and moisturizes, restoring the skin's hydrolipidic film balance.
- **Fig Extract** has antioxidant properties and improves skin firmness and smoothness..



**HAND CREAM**  
**FRUIT MIX, 50 ml**

- **Collagen** smooths the skin's texture and improves firmness and elasticity.
- **Organic Avocado Oil** deeply moisturizes, nourishes and softens the skin.
- **Fig Extract** revitalizes and tones the skin of the hands, improving smoothness.



**BODY CARE**

# MANGO

PREPARE TO BE SWEEPED AWAY BY THE CAPTIVATING ALLURE OF THE MANGO COLLECTION – A TRUE SENSORIAL DELIGHT THAT CELEBRATES THE BELOVED TROPICAL FRUIT'S OIL IN ALL ITS GLORY.

**JUST ONE WHIFF OF THIS IRRESISTIBLE FRAGRANCE, AND YOU'LL BE TRANSPORTED TO A SUN-DRENCHED PARADISE. YOUR SENSES WILL BE ENVELOPED IN A SYMPHONY OF JUICY, VIBRANT NOTES THAT ARE SIMPLY IMPOSSIBLE TO RESIST.**



MANGO

## MANGONIFICENT SKINCARE FOR YOUR DAILY ROUTINE

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### SHOWER GEL MANGO MANIA, 400 ml

- **Organic Mango Butter** nourishes and softens the skin, has antioxidant properties, improves skin firmness and elasticity.
- **Lemongrass Extract** hydrates, tones, and saturates the skin with healthy compounds.
- **Prebiotic (Inulin)** supports skin hydration and a healthy microbiome.



### BODY LOTION NOURISHING MANGO MANIA, 300 ml

- **Macadamia Oil and Organic Mango Butter** nourish, moisturize and soften the skin, have antioxidant properties, and increase skin firmness and elasticity.
- **Allantoin** soothes the skin and stimulates collagen and elastin production.



# MANGO

## MANGONIFICENT SKINCARE FOR YOUR DAILY ROUTINE

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### BODY BUTTER MANGO LAND, 200 ml

- **Betaine** moisturizes and softens, restores and strengthens the skin's protective barrier.
- **Organic Mango Butter** intensely nourishes the skin, making it smooth and soft and increasing its firmness.
- **Peach Extract** improves skin tone, stimulates cell renewal and regeneration.



### BODY SCRUB MANGO GOLD, 250 g

- **AHAs (Alpha hydroxy acids)** improve skin texture and stimulate skin renewal.
- **Organic Mango Butter** nourishes, soothes and improves skin smoothness, eliminating dryness and flakiness.
- **Lemongrass Extract** helps improve skin elasticity and adds firmness and softness.



### BODY SCRUB JAM MANGO BOOM, 250 g

- **Organic Mango Butter** nourishes, soothes and improves skin smoothness, eliminating dryness and flakiness.
- **Passion Fruit Extract** tones the skin, enhances its firmness, and boosts the skin's barrier functions.
- **Sugar** gently massages and renews the skin.



### HAND BUTTER MANGO GO, 50 ml

- **Bisabolol** revitalizes, hydrates and softens the skin.
- **Organic Mango Butter and Kukui Nut Oil** deeply nourish the skin, eliminate dryness and flakiness, and improve skin firmness.

## BODY CARE

# DELICATE

GENTLE CLEANSING AND CARE FOR THE INTIMATE AREA WITH OUR INTIMATE HYGIENE SERIES. CRAFTED WITH YOUR COMFORT IN MIND, OUR INTIMATE WASH AND MOISTURIZER ARE PH-BALANCED AND FREE FROM HARSH CHEMICALS, PARABENS, AND ARTIFICIAL FRAGRANCES.

**MAINTAINING OPTIMAL INTIMATE HEALTH IS AN ESSENTIAL PART OF OVERALL WELLBEING. OUR SPECIALIZED INTIMATE HYGIENE LINE IS FORMULATED WITH GENTLE, NATURAL INGREDIENTS TO PROVIDE SOOTHING, EFFECTIVE CLEANSING AND HYDRATION FOR YOUR MOST SENSITIVE AREAS.**



DELICATE

## GENTLE CARE FOR DELICATE ZONE

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### INTIMATE HYGIENE GEL SENSITIVE CARE, 300 ml

- **Panthenol** reduces irritation and redness, soothes the skin, and provides added protection and conditioning.
- **Bisabolol** heals and accelerates skin cell regeneration.
- **Organic Aloe Vera Juice** moisturizes and softens the skin.
- **Prebiotic (Inulin)** supports and protects the natural microflora of the intimate area, eliminates the feeling of discomfort.



### INTIMATE HYGIENE GEL COMFORT CARE, 300 ml

- **Panthenol** reduces irritation and redness, soothes the skin, and provides added protection and conditioning.
- **Lactic Acid** helps maintain natural pH level
- **Organic Chamomile** Extract intensely moisturizes and softens delicate skin.
- **Prebiotic (Inulin)** supports and protects the natural microflora of the intimate area, eliminates the feeling of discomfort.



**BODY CARE**

# COMFORT SHAVE

**A LINE OF SHAVING AND AFTERSHAVE PRODUCTS, FORMULATED WITH NATURAL AND FUNCTIONAL INGREDIENTS, THAT PROVIDE A SMOOTH RAZOR GLIDE DURING SHAVING AND EXCEPTIONAL SKIN SOFTNESS AND COMFORT AFTERWARD**

**ACHIEVE FLAWLESS RESULTS AND ENJOY THE TRUE PLEASURE OF NURTURED SKIN THAT IS INCREDIBLY SOFT, SMOOTH, AND FREE OF IRRITATION**

**THE PERFECT SHAVE, PROVIDING COMFORT AND CARE FOR THE SKIN**



# SHAVE

## GENTLE SKIN CARE SYSTEM FOR SHAVING AND AFTERSHAVE TREATMENT



### SHAVING CREAM SILK GLIDE, 300 ml

- **Allantoin** softens and moisturizes the skin, restores and strengthens its barrier function.
- **Vitamin E** has antioxidant properties, supports the hydrolipid balance, and stimulates the skin cell regeneration process.
- **Cotton Extract** intensely soothes the skin, reducing irritation and redness.
- **Organic Shea Butter** deeply nourishes the skin, enhancing its smoothness and elasticity.



### AFTERSHAVE LOTION SMOOTH TOUCH, 300 ml

- **Bisabolol** moisturizes the skin, eliminates dryness and tightness, reduces the risk of post-shave inflammation, and restores the skin's barrier function.
- **Cotton Extract and Aloe Vera Juice** intensely soothe and tone the skin while stimulating skin cell regeneration.
- **Organic Shea Butter** deeply nourishes the skin, enhancing its smoothness and elasticity.



# WHY WE RECOMMEND USING SPECIAL AFTERSHAVE AND SHAVING PRODUCTS:

YOUR SKIN NEEDS SPECIAL CARE AFTER SHAVING, AS WELL AS PROTECTION DURING SHAVING!  
THE UNIQUE FORMULAS WITH **ALLANTOIN, BISABOLOL AND ALOE VERA JUICE** PROVIDE COMFORT DURING THE SHAVING PROCESS AND HELP THE SKIN TO RECOVER AFTER SHAVING.

IMPROVED RAZOR  
GLIDE

SOOTHING AND  
HEALING EFFECTS

MOISTURIZING AND  
RESTORING

- By creating a protective layer on the skin, it reduces razor blade friction, **minimizes the risk of cuts and irritation, and makes shaving easier.**
- The formula's active ingredients **soothe** irritated skin, **reduce redness, promote the healing** of microabrasions, and **stimulate skin cell regeneration.**
- Instantly **moisturizes** and **revitalizes** the skin upon contact with the razor blade, **while strengthening the skin's protective barrier.**

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## CATEGORY HAIR CARE

### SHAMPOOS

Infused with nourishing botanical extracts and aromatic essential oils, this gentle, softening shampoo formula removes impurities and excess oil while respecting the natural balance of your hair and scalp. The uplifting fragrance elevates your mood as the nutrient-rich blend cleanses away impurities, leaving your locks soft, healthy, and radiantly revitalized

### SHAMPOO BARS

Is a concentrated, waterless product with beneficial properties based on mild surfactants. It cleans the hair and scalp perfectly from the first wash

### SHAMPOO SCRUBS

is a new format of well-known product. It contains natural sea salt that give a detox effect, scalp care and the feeling of freshness for a long time. Sea Salt deeply cleanses the scalp, prevents dandruff and gives the hair extra volume

### CONDITIONERS, MASKS

our nourishing hair conditioners & masks, enriched with natural botanical extracts, effortlessly detangle, prevent knots, and eliminate static for silky-smooth, manageable locks. The luxurious, creamy formula envelops your senses in an uplifting fragrance journey, while intensely conditioning and hydrating each strand from root to tip



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## KEY INGREDIENTS FOR HAIR CARE

- AMINO ACIDS
- KERATIN
- PLANT PROTEINS
- ARGININE
- PANTHENOL
- NIACINAMIDE
- ORGANIC COCONUT OIL
- ORGANIC MACADAMIA OIL
- ORGANIC ARGAN OIL
- ORGANIC JOJOBA OIL
- ORGANIC ALOE VERA
- ORGANIC OLIVE OIL



**ORGANIC**  
**MINI**

## **GOLD SET**

### **RESTORING**

#### **FOR DAMAGED HAIR**

DEEPLY RESTORES DAMAGED HAIR, NOURISHES AND SOFTENS.  
RESULT: SMOOTH, SHINY AND HEALTHY HAIR

## **LONG STRONG**

### **STRENGTHENING**

#### **FOR FRAGILE HAIR**

STRENGTHENS HAIR STRUCTURE, ACTIVATES VITALITY AND INCREASES ELASTICITY.  
RESULT: STRONG, RESILIENT AND HEALTHY HAIR

## **SUPER BOOSTER**

### **DENSITY AND VOLUME**

#### **FOR FINE HAIR**

PROVIDES HAIR WITH VOLUME, SOFTNESS AND RESILIENCE, NOURISHES AND STRENGTHENS.  
RESULT: DENSE, STRONG AND GLOSSY HAIR

## **LOCO-LOCO**

### **ANTI-FRIZZ**

#### **FOR ALL HAIR TYPES**

SMOOTHS AND RESTORES HAIR STRUCTURE, NOURISHES AND HYDRATES.  
RESULT: SOFT, MANAGEABLE AND ELASTIC HAIR

## **BLOND STORM**

### **YELLOW TONE NEUTRALIZING**

#### **FOR BLEACHED & HIGHLIGHTED HAIR**

SPECIFICALLY DESIGNED TO MAINTAIN VIBRANT AND HEALTHY HAIR. THE LINE FOCUSES ON NEUTRALIZING UNWANTED YELLOW TONES AND PROVIDING ESSENTIAL MOISTURE TO NOURISH THE HAIR, STRENGTHENING ITS STRUCTURE ALONG THE ENTIRE LENGTH.

# GOLD SET

## KERATIN-POWERED RESTORING FOR DAMAGED HAIR

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RESTORING SHAMPOO  
GOLD SET, 400 ml

- **Keratin** repairs and strengthens the structure of damaged and weakened hair, restoring its elasticity and luster.
- **Organic Coconut Oil and Cotton Extract** prevent hair loss and boost hair growth, leaving hair smooth and silky, intensely moisturized, nourished, and softened.



RESTORING CONDITIONER  
GOLD SET, 300 ml

- **Keratin** repairs and strengthens the structure of damaged and weakened hair, restoring its elasticity and luster.
- **Organic Coconut Oil and Cotton Extract** prevent hair loss and boost hair growth, leaving hair smooth and silky, intensely moisturized, nourished, and softened.



SHAMPOO SCRUB DEEP CLEANSING  
GOLD SET, 310 g

- **Niacinamide** tones the scalp, moisturizes and softens hair, making it easier to comb
- **Organic Coconut Oil** nourishes, softens and protects hair, preventing split ends.
- **Moringa Extract** reduces hair breakage, makes hair more manageable, leaving it smooth and silky.



MASK RESTORING  
GOLD SET, 200 ml

- **Keratin** repairs and strengthens the structure of damaged and weakened hair, restoring its elasticity and shine.
- **Organic Coconut Oil** deeply moisturizes, nourishes and softens hair.
- **Moringa Oil** strengthens hair, reduces breakage, makes hair more manageable, adds smoothness and silkiness.
- **Panthenol** prevents split ends and provides long-lasting moisturization.

LONG STRONG

## ARGININE-POWERED STRENGTHENING FOR FRAGILE HAIR

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**STRENGTHENING SHAMPOO  
LONG STRONG, 400 ml**

- **Arginine** fortifies and restores the hair structure, prevents hair loss and restores hair strength and resilience.
- **Organic Macadamia Oil and Aloe Vera Juice** promote hair growth, and smooth and condition the hair, moisturize and nourish, increase hair elasticity, and give hair shine and radiance.



**STRENGTHENING CONDITIONER  
LONG STRONG, 300 ml**

- **Arginine** fortifies and restores the hair structure, prevents hair loss and restores hair strength and resilience.
- **Organic Macadamia Oil and Aloe Vera Juice** promote hair growth, and smooth and condition the hair, moisturize and nourish, increase hair elasticity, and give hair shine and radiance.



**SHAMPOO SCRUB CLEANSING AND  
VITALITY LONG STRONG, 310 g**

- **Organic Aloe Vera Juice** fortifies and nourishes the entire length of the hair, restoring elasticity.
- **Organic Olive Oil** strengthens and softens dry hair, protecting it from breakage.
- **Lemon Balm** (Melissa officinalis) Extract moisturizes and softens hair, giving it a healthy shine.



**MASK STRENGTHENING LONG  
STRONG, 200 ml**

- **Amino Acid Complex** prevents hair loss, restores strength and bounce.
- **Organic Aloe Vera Juice** moisturizes and nourishes, improves hair elasticity, adds shine and radiance.
- **Organic Olive Oil** promotes hair growth, smooths and conditions hair.
- **Kukui Nut Oil** prevents dryness and breakage and improves hair texture.

DENSITY AND VOLUME  
WITH PROTEIN COMPLEX  
FOR FINE HAIR



VOLUME SHAMPOO  
SUPER BOOSTER, 400 ml

- **Plant Proteins** give hair density and volume, restore hair structure, and make it firm and elastic.
- **Organic Argan Oil** strengthens and nourishes hair, and prevents scalp dryness.
- **Rosehip Extract** promotes healthy luster and silkiness, makes hair smoother and more manageable.



VOLUME CONDITIONER  
SUPER BOOSTER, 300 ml

- **Plant Proteins** give hair density and volume, restore hair structure, and make it firm and elastic.
- **Organic Argan Oil** strengthens and nourishes hair, and prevents scalp dryness.
- **Rosehip Extract** promotes healthy luster and silkiness, makes hair smoother and more manageable.



SHAMPOO SCRUB CLEANSING AND  
VOLUME SUPER BOOSTER, 310 g

- **Organic Argan Oil** intensely moisturizes and revitalizes weakened hair, adds silkiness and smoothness, improves scalp condition.
- **Rosehip Extract** is rich in antioxidants, vitamins and nutrients that strengthen hair, giving it a healthy shine and making it stronger and more elastic.

## NOURISHMENT AND MOISTURE WITH AMINO ACIDS AND JOJOBA OIL FOR ALL HAIR TYPES



**SHAMPOO ANTI-FRIZZ  
LOCO-LOCO, 400 ml**

- **Amino Acids** hydrate and rebuild the hair structure, preventing split ends and making hair elastic.
- **Organic Jojoba Oil** strengthens, nourishes and softens hair, eliminating brittleness and adding a healthy shine.
- **Mandarin Extract** normalizes sebum production, makes hair more manageable, and reduces frizz.



**CONDITIONER ANTI-FRIZZ  
LOCO-LOCO, 300 ml**

- **Amino Acids** hydrate and rebuild the hair structure, preventing split ends and making hair elastic.
- **Organic Jojoba Oil** strengthens, nourishes and softens hair, eliminating brittleness and adding a healthy shine.
- **Mandarin Extract** normalizes sebum production, makes hair more manageable, and reduces frizz.



**HAIR MASK ANTI-FRIZZ LOCO-  
LOCO, 200 ml**

- **Ceramides** restore hair structure and add bounce and elasticity.
- **Organic Jojoba Oil** nourishes and smooths dry, damaged hair, preventing breakage and adding shine.
- **Panthenol** prevents split ends and provides long-lasting moisture.
- **Mandarin Orange Extract** deeply hydrates, softens, and adds strength to hair.

## YELLOW TONE NEUTRALIZING WITH COLLAGEN FOR BLEACHED & HIGHLIGHTED HAIR



**SHAMPOO ANTI-YELLOW  
BLOND STORM, 400 ml**

- **Collagen and Kukui Nut Oil** strengthen the hair structure along the entire length, moisturize and nourish dry and brittle hair.
- **Organic Olive Extract** has antioxidant properties and restores strength and shine to hair, prevents split ends and maintains a long-lasting moisturizing effect.
- **Special Violet Pigment** neutralizes unwanted yellow tones and prolongs the effect of silver tones.



**CONDITIONER ANTI-YELLOW  
BLOND STORM, 300 ml**

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- **Organic Olive Extract** has antioxidant properties and restores strength and shine to hair, prevents split ends and maintains a long-lasting moisturizing effect.
- **Special Violet Pigment** neutralizes unwanted yellow tones and prolongs the effect of silver tones.

## COCO STAR

### REPAIR

SUITABLE FOR DAMAGED HAIR

RESTORES AND STRENGTHENS THE HAIR STRUCTURE, MAKING IT SMOOTH AND SOFT  
RESULT: SMOOTH, HEALTHY AND BEAUTIFUL HAIR

## SWEET DREAMS

### VOLUME AND STRENGTH

SUITABLE FOR FINE HAIR

ADDS DENSITY AND VISIBLE VOLUME TO FINE HAIR WITHOUT WEIGHING IT DOWN  
RESULT: VOLUMINOUS, THICK AND STRONG HAIR

## MANGO JUICE

### NUTRITION AND SHINE

SUITABLE FOR ALL HAIR TYPES

INTENSIVELY MOISTURIZES AND NOURISHES HAIR, LEAVING IT SHINY AND RADIANT  
RESULT: SMOOTH, BEAUTIFUL AND SHINY HAIR

## FRUIT WAVE

### FORTIFYING AND GROWTH

SUITABLE FOR WEAKENED HAIR

NOURISHES, FORTIFIES AND STIMULATES HAIR GROWTH. SUITABLE FOR WEAKENED HAIR  
RESULT: STRONG, BEAUTIFUL AND HEALTHY HAIR

## MATCHA MINT

### BALANCING

SUITABLE FOR OILY HAIR

REGULATES SEBUM PRODUCTION, AND PREVENTS DANDRUFF  
RESULT: STRONG, HEALTHY AND BEAUTIFUL HAIR



# SHAMPOO BARS



**COCO STAR REPAIR SHAMPOO BAR, 50 g**

- **Organic Coconut Oil and Marula Oil** repair and strengthen hair from root to tip, leaving it smooth and supple
- **Moringa Extract** moisturizes hair, adding shine and radiance



**SWEET DREAMS VOLUME AND STRENGTH SHAMPOO BAR, 50 g**

- **Organic Avocado Oil and Babassu Oil** deeply nourish the hair roots, leaving hair softer and silkier, with added volume and shine
- **Mulberry Extract** has antioxidant properties and increases elasticity and suppleness of the hair



**MATCHA MINT BALANCING SHAMPOO BAR, 50 g**

- **Organic olive oil**, tea tree essential oil, and matcha green tea extract moisturize and regulate sebum production, fight dandruff, and strengthen hair roots
- **Menthol** has a cooling effect, tones the scalp and gives a feeling of cleanliness and freshness



**MANGO JUICE NUTRITION AND SHINE SHAMPOO BAR, 50 g**

- **Organic Mango Butter and Macadamia Oil** deeply nourish and revitalize hair, leaving it smoother and softer
- **Mango Extract** maintains the scalp's hydro-lipid balance, while improving hair's elasticity and shine



**FRUIT WAVE FORTIFYING AND GROWTH SHAMPOO BAR, 50 g**

- **Organic Jojoba Oil and Argan Oil** deeply nourish, strengthen and stimulate hair growth
- **Fig Extract** moisturizes and softens, restoring strength and elasticity to hair

# TRAVEL- SIZE COLLECTION 100ml

BEAUTY TO GO! TAKE YOUR HAIR AND BODY CARE ESSENTIALS WITH YOU WHEREVER YOU GO. FROM NOURISHING SHAMPOOS AND CONDITIONERS TO SOOTHING BODY GELS AND LOTIONS - OUR TRAVEL-SIZED FORMATS HAVE YOU COVERED.

READY FOR ADVENTURE?  
STREAMLINE YOUR ROUTINE WITH OUR CONVENIENT, TSA-FRIENDLY SERIES. SHED THE EXTRA WEIGHT AND ENJOY YOUR JOURNEY WITH HIGH-PERFORMING, COMPACT PRODUCTS TAILORED FOR LIFE ON THE GO.



# ORGANIC MiMi



SHOWER GEL  
COCO SPLASH,  
100 ml



BODY LOTION  
SOFTENING  
COCO SPLASH,  
100 ml



SHOWER GEL  
SWEET SHAKE,  
100 ml



BODY LOTION  
HYDRATING SWEET  
SHAKE,  
100 ml



SHOWER GEL  
MANGO MANIA,  
100 ml



BODY LOTION  
NOURISHING MANGO  
MANIA,  
100 ml



SHAMPOO RESTORING  
GOLD SET,  
100 ml



CONDITIONER  
RESTORING  
GOLD SET,  
100 ml



SHAMPOO  
STRENGTHENING  
LONG STRONG, 100  
ml



CONDITIONER  
STRENGTHENING  
LONG STRONG, 100  
ml

COCO

SWEET

MANGO

GOLD SET

LONG STRONG

# TARGET AUDIENCE



OUR CUSTOMERS ARE YOUNG PROFESSIONALS WHO ARE KEEPING PACE WITH THE MODERN WORLD. RESIDING IN BUSTLING METROPOLITAN AREAS, THEY HAVE A MIDDLE-TO-HIGH INCOME AND AN ACTIVE LIFESTYLE. INTELLIGENT AND OPTIMISTIC, THEY PRIORITIZE A HEALTHY WORK-LIFE BALANCE.



CONFIDENT AND SELF-ASSURED, THEY FAVOR AN ACTIVE LIFESTYLE. THEY EMBRACE THEMSELVES AS THEY ARE, PRIORITIZING SELF-ACTUALIZATION, FAMILY, AND FRIENDSHIPS.



ATTUNED TO THE LATEST FASHION AND BEAUTY TRENDS. ADVENTURE-SEEKERS AT HEART, THEY LOVE TO EXPERIMENT WITH THEIR EVERYDAY SELF-CARE ROUTINES.



THEY SEEK OUT FASHIONABLE, MODERN ORGANIC BRANDS THAT ALIGN WITH THEIR VALUES. HOWEVER, THEY ARE UNABLE TO AFFORD PREMIUM-PRICED ORGANIC BEAUTY PRODUCTS. CONCERNED ABOUT ENVIRONMENTAL POLLUTION, THEY STRIVE TO MAINTAIN A SUSTAINABLE LIFESTYLE.

# ORGANIC MiMi

# VIBRANT AND STYLISH BRAND

BOTANICAL-BASED BEAUTY RANGE WITH INVIGORATING FRAGRANCES, INDULGENT FORMULAS, AND REMARKABLE HAIR AND COMPLEXION IMPROVEMENTS, PACKAGED IN A VIBRANT, FASHIONABLE MANNER.

UNLOCK THE JOY OF BEING DELIGHTED WITH OUR COSMETICS BRAND.

with **ORGANIC MIMI**  
**COLOURS!**

DISCOVER SELF-CARE THAT BRINGS GENUINE JOY, SPARKED WITH VITALITY AND WHIMSY, THROUGH NATURAL INGREDIENTS, POWERFUL FORMULAS, AND A VARIETY OF DELECTABLE AROMAS!

CHERISH YOURSELF AND START YOUR DAY WITH A SMILE!



# ORGANIC MiMi

CREATE YOUR OWN RULES.  
TRY AND EXPERIMENT.

STAY VIBRANT BY BEING  
YOUR EVER-CHANGING SELF,  
BE

COLOURS!



**OM!**  
ORGANIC MiMi

**PERFUMED BODY & HAIR MISTS**  
FRAGRANCE THAT FEELS GOOD

# OM! CONCEPT



**+ HYDRATION  
AROMA**

**TWO PLEASURES  
IN ONE BOTTLE!**

**An uplifting scent that lingers  
Hydration that works**

**It's more than just a mist. It's a  
fragrance that plays with your  
mood and care that looks after  
you**

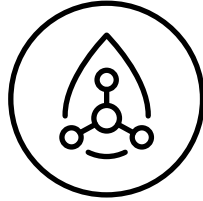
While you enjoy the scent, the formula works: **Betaine** and **Organic extracts** care for your skin and hair, intensively hydrating, leaving skin smooth, radiant, and firm, and hair soft and manageable

**No stickiness, no heaviness, just a feeling of  
happiness**

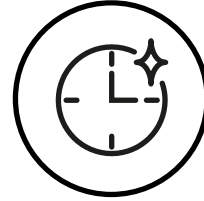
# PERFUMED BODY & HAIR MISTS



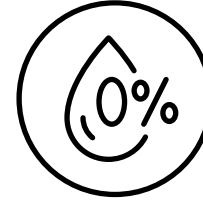
**NATURALLY-SOURCED  
AND DERIVED  
INGREDIENTS**



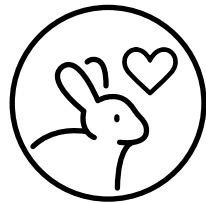
**SKINCARE-ENRICHED  
FORMULA**



**INSTANT  
CARE**



**ALCOHOL-FREE  
FORMULATIONS**



**NO ANIMAL  
TESTING**



**RESPONSIBLY  
SOURCED MATERIALS**



**THAT UPLIFTS  
YOUR SPIRIT**



**SUSTAINABLE  
PACKAGING**

**FRAGRANCE THAT FEELS GOOD**

## #moodmist

- **GLAM CHERRY**  
Each spritz feels like a moment of pure bliss with a spark of romance
- **TROPIC JOY**  
Every spritz is like a cheerful, sunny day with a hint of carefree joy
- **SOFT POWDER**  
Every spritz feels like diving into cloud-nine bliss
- **SUN-KISSED COCONUT**  
Each spritz feels like a golden sunset on glowing skin





## PERFUMED BODY & HAIR MIST GLAM CHERRY 100 ml/3.38 fl.oz

**2in1** hydration  
fragrance

**FRAGRANCE  
PYRAMID:** sun-ripened plum  
juicy cherry  
delicate musk

A mist formulated with organic cherry extract and betaine nourishes and deeply hydrates both skin and hair, leaving your skin smooth, radiant, and firm while keeping your hair soft and manageable

Suitable for all skin and hair types

It's a mood-lifting burst of juicy cherry, swirled with a heavenly tropical sweetness, all settling into a soft, skin-hugging musk.

**Go on, cherry your day!**

**#moodmist**

**Each spritz feels like a moment of pure bliss  
with a spark of romance**



## PERFUMED BODY & HAIR MIST SUN-KISSED COCONUT

100 ml/3.38 fl.oz

**3in1**

hydration  
fragrance  
shimmer

**FRAGRANCE  
PYRAMID:**

sweet caramel  
tropical coconut  
warm musk

A mist formulated with organic coconut oil and betaine nourishes and deeply hydrates both skin and hair, leaving your skin smooth, radiant, and firm while keeping your hair soft and manageable

Fine light-reflecting particles add a shimmering glow, stunning in sunlight or evening light. Shine bright!

Bless your day with a scent that feels like a vacation in a bottle. It's the creamy dream of sun-kissed coconut swirled with rich, buttery caramel—a vibe so warm and indulgent, it turns ordinary moments into escape. This delicious warmth settles into a cozy, skin-soft musk that lingers like the memory of a perfect summer day.

**Stay wild. Stay coco-nuts about life!**

**#moodmist**

**Each spritz feels like a golden sunset  
on glowing skin**



## PERFUMED BODY & HAIR MIST SOFT POWDER

100 ml/3.38 fl.oz

**2in1** hydration  
fragrance

**FRAGRANCE  
PYRAMID:**

sparkling tangerine  
juicy pear  
soft amber

A mist formulated with organic peach extract and betaine nourishes and deeply hydrates both skin and hair, leaving your skin smooth, radiant, and firm while keeping your hair soft and manageable.

Suitable for all skin and hair types.

Let this scent lift your spirits: the sunny energy of zesty tangerine meets the juicy splash of lychee, creating a vibe that's as refreshing as it is comforting. This luminous freshness settles into the softest powdery musk—a fragrance that feels like a happy, weightless embrace.

**SOFT POWDER. Your Invisible POWER.**

**#moodmist**

**Every spritz feels like diving  
into cloud-nine bliss**



## PERFUMED BODY & HAIR MIST TROPIC JOY 100 ml/3.38 fl.oz

**2in1** hydration  
fragrance

**FRAGRANCE  
PYRAMID:**

gold peach  
sweet pineapple  
buttery caramel

A mist formulated with organic peach extract and betaine nourishes and deeply hydrates both skin and hair, leaving your skin smooth, radiant, and firm while keeping your hair soft and manageable.

Suitable for all skin and hair types.

This is more than a scent. It's your daily dose of tropical happiness. It's that feeling when you close your eyes and you're somewhere brighter, warmer, better. **It's pure... Tropic Joy!**

**#moodmist**

**Every spritz is like a cheerful, sunny day  
with a hint of carefree joy**

# THE STRATEGY BEHIND THE SCENT:

**The increasing awareness surrounding the benefits of natural and organic ingredients** has become a significant driver in surging demand for body mists. Consumers today are more conscious about the ingredients used in their personal care products, seeking alternatives that are free from harsh chemicals and synthetic fragrances

**Body mists formulated with natural and organic ingredients appeal to this growing segment of health-conscious consumers who prioritize sustainability, eco-friendliness, and overall wellness.**

The rising popularity of body fragrances in unique flavors, most notably among youth across countries, will likely increase product demand in the coming years

According to a new report published by Allied Market Research, titled, "[Body Mist Market](#)," The body mist market size was valued at \$7.8 billion in 2023, and is estimated to reach \$14 billion by 2035, growing at a CAGR of 5% from 2024 to 2035.



# TARGET AUDIENCE



URBAN & AMBITIOUS

TREND-AWARE & SMART

BALANCED & POSITIVE MIDDLE-  
INCOME PROFESSIONALS



SELF-CONFIDENT

LOVE FOR AN ACTIVE AND VIBRANT  
VIBRANT LIFESTYLE

THEY PRACTICE SELF-ACCEPTANCE  
AND BODY POSITIVITY

THEIR CORE VALUES: GROWTH,  
MEANINGFUL RELATIONSHIPS &  
PERSONAL FULFILLMENT



THEIR PASSIONS

TREND-SAVVY & BEAUTY-  
INFORMED

ADVENTUROUS SOULS WHO  
LOVE TO EXPERIMENT WITH  
THEIR BEAUTY ROUTINE

ORGANIC  
MiMi



THEY SEEK OUT MODERN BRANDS  
BRANDS THAT ALIGN WITH THEIR  
THEIR PERSONAL VALUES

ENVIRONMENTALLY CONSCIOUS &  
CONSCIOUS & CONCERNED ABOUT  
ABOUT POLLUTION

COMMITTED TO A SUSTAINABLE  
SUSTAINABLE LIFESTYLE



# ORGANIC MiMi

SUNCARE SERIES

YOUR SOLARMATE  
FOR AN AWESOME STATE



ASSORTMENT  
ORGANIC MIMI  
SUN CARE

SUNSCREEN LOTION	100 ml	50spf
SUNSCREEN LOTION	100 ml	30spf
TAN ACTIVATOR OIL	100 ml	10spf
CALMING GEL	100 ml	
RESTORING CREAM	100 ml	
SHAMPOO	300 ml	
HAIR MASK	200 ml	

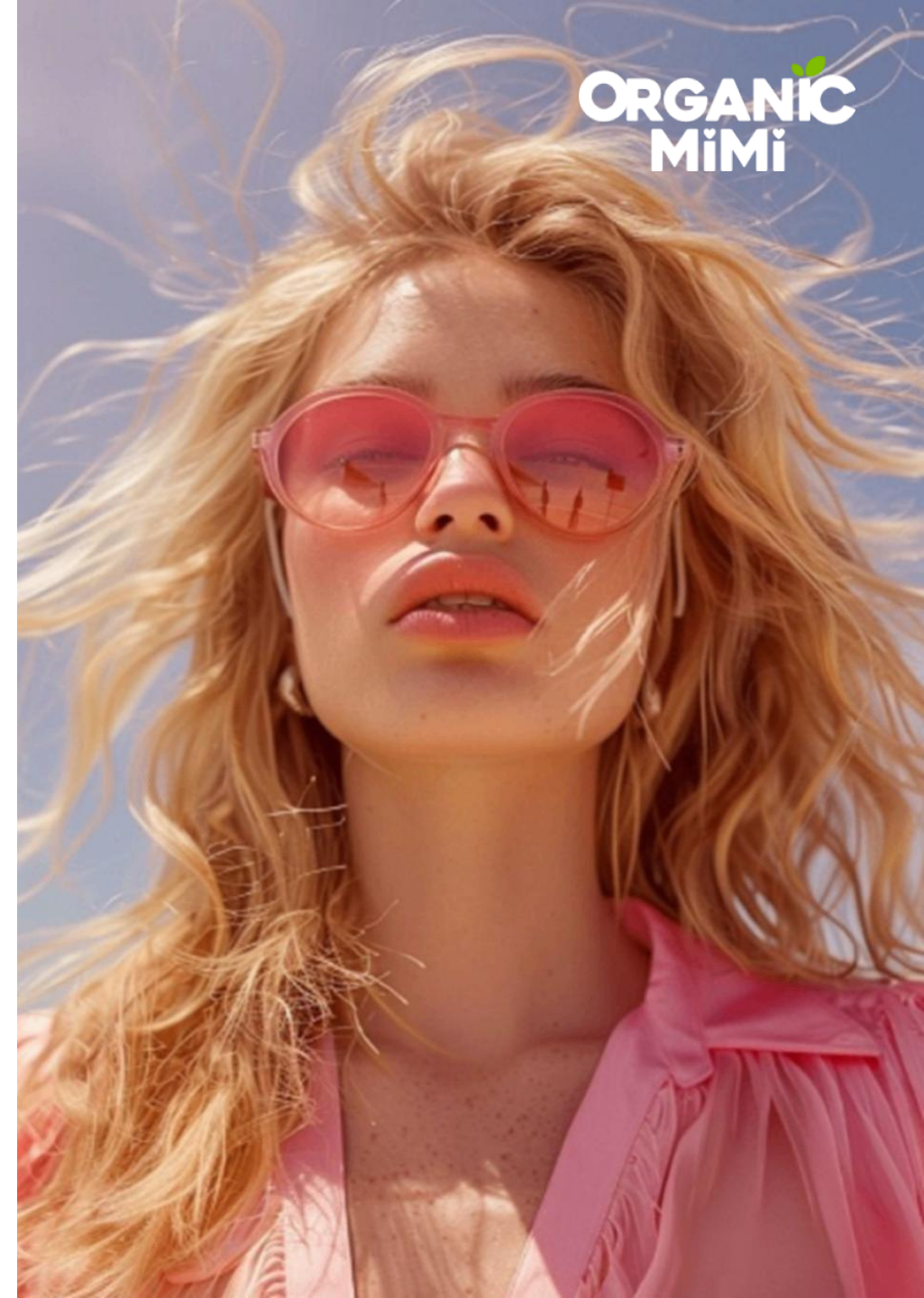
## SWEET POINTS OF SALE

OUR SUN CARE LINE PROVIDES SUPERIOR PROTECTION AGAINST BOTH UVA AND UVB RAYS WITH MODERN, EFFECTIVE FILTERS. ENRICHED WITH A BLEND OF POWERFUL ANTIOXIDANTS AND NURTURING ORGANIC INGREDIENTS, OUR FORMULAS DO MORE THAN JUST SHIELD THE SKIN - THEY HELP IMPROVE ITS ELASTICITY AND HYDRATION.

THE LIGHTWEIGHT, FAST-ABSORBING TEXTURES LEAVE NO WHITE CAST OR GREASY RESIDUE, ENSURING PERFECT PROTECTION WITHOUT STAINS ON WHITE CLOTHING. THE PRACTICAL 100 ML SIZE IS IDEAL FOR TRAVEL IN YOUR HAND LUGGAGE AND DAILY CITY USE.

SAFE FOR THE WHOLE FAMILY, OUR PRODUCTS ARE SUITABLE FOR CHILDREN FROM 3 YEARS OLD.

- MODERN UVA/UVB FILTERS
- ANTIOXIDANT PROTECTION
- NATURAL INGREDIENTS
- IMPROVES ELASTICITY AND HYDRATION
- COMPACT 100 ML SIZE FOR TRAVEL
- SUITABLE FOR USE IN THE CITY
- FOR THE WHOLE FAMILY (AGES 3+)
- NO WHITE STAINS ON CLOTHES
- NO GREASY FEELING, FAST ABSORPTION
- PRODUCT RANGE: SPF 50, SPF 30, TANNING OIL





**50** SPF

**SUNSCREEN LOTION  
FOR FACE AND BODY SPF 50  
100 ml**

The sunscreen lotion provides maximum protection against UVA and UVB rays and photoaging, while intensely moisturizing the skin of the face and body. The specially formulated lotion glides on effortlessly and absorbs quickly, leaving quickly, leaving no sticky or greasy afterfeel

**COLLAGEN AND ORGANIC AVOCADO OIL**

intensely moisturize, nourish and soften the skin, making it smoother and firmer

**VITAMIN E**

has antioxidant properties, prevents premature aging, and maintains the skin's hydrolipidic balance



**30** SPF

**SUNSCREEN LOTION  
FOR FACE AND BODY SPF 30  
100 ml**

The sunscreen lotion provides maximum protection against UVA and UVB rays and photoaging, while intensely moisturizing the skin of the face and body. The specially formulated lotion glides on effortlessly and absorbs quickly, leaving no sticky or greasy afterfeel

**NIACINAMIDE AND ORGANIC ORGANIC SHEA BUTTER**

deeply moisturize, nourish, and protect the skin from moisture loss, softening it and improving elasticity

**ORGANIC OLIVE LEAF EXTRACT**

has antioxidant properties, prevents premature aging, and maintains the skin's hydrolipidic balance



**PERFECT TAN OIL**

**PERFECT TAN ACTIVATOR OIL SPF 10  
100 ml**

The activator oil accelerates the tanning process, deeply nourishes and moisturizes the skin, and absorbs quickly without leaving a greasy residue. It is ideal for anyone who wants an even, long-lasting, and intense tan

**BETA-CAROTENE**

is a powerful antioxidant, antioxidant, protects the skin from ultraviolet rays and promotes an even even and deep tan

**BISABOLOL**

soothes, relieves irritation and flaking, softens the skin and restores its elasticity

**ORGANIC ARGAN OIL**

moisturizes and nourishes, nourishes, helps to rapidly restore the skin barrier, increases firmness, firmness, and evens out skin texture



## AFTER SUN

CALMING GEL FOR FACE AND BODY  
100 ml

The after-sun gel provides a comfortable sensation on the skin after sun exposure, intensely moisturizing and softening while helping to calm irritation, redness, and burning. The non-sticky gel texture melts into the skin, without leaving any film-like residue

### ALLANTOIN

has a regenerative effect, softens, restores, and enhances the skin's barrier functions

### CENTELLA ASIATICA

intensely soothes the skin, reduces irritation and redness, and stimulates collagen production

### ORGANIC ALOE ALOE VERA

deeply moisturizes and restores the skin, improving elasticity



## AFTER SUN

RESTORING CREAM FOR FACE AND BODY  
100 ml

The after-sun cream restores and soothes the skin after sun exposure, exposure, deeply nourishes and moisturizes, and preserves and prolongs a perfect tan. The soft texture glides on smoothly and feels comfortable on the skin, without leaving any film-like residue residue

### ECTOIN

moisturizes the skin, eliminates dryness and tightness, and restores the skin's barrier functions

### SQUALENE

protects the skin from from the negative effects of external factors and maintains maintains its hydrolipidic balance balance

### ORGANIC MANGO BUTTER

deeply nourishes nourishes and regenerates the skin, improving firmness and elasticity

### PANTHENOL

improves skin skin quality and tone, soothes, softens, and repairs



## AQUA MINT

SHAMPOO COOL & REVIVAL  
300 ml

The shampoo gently cleanses the scalp and hair, delivering an instant cooling and refreshing effect.

Its formula restores moisture levels and prevents over-drying caused by UV exposure, sea salt, and chlorine, while helping to preserve hair color and leaving hair shiny and smooth.

The result: a refreshed scalp and moisturized, soft, and healthy hair

### ORGANIC MINT EXTRACT

cools, tones, and refreshes the scalp

### BIOLIPID COMPLEX

repairs the hair structure, protects against breakage, adds natural shine, and preserves color brightness

### ORGANIC ALOE VERA

deeply moisturizes hair and soothes the scalp after sun exposure or intense workouts, leaving hair soft and smooth



## AFTER SUN

MASK REVIVAL & HYDRATION  
FOR VERY DRY AND SUN-STRESSED HAIR  
200 ml

The mask repairs the structure of hair damaged by sun exposure, sea salt, chlorine, or frequent workouts. It intensely nourishes and moisturizes, makes combing easier, and reduces frizz, restoring softness, elasticity, and shine without weighing hair down. Its formula restores moisture levels and prevents over-drying, helping to preserve hair color and leaving hair shiny and smooth.

The result: moisturized, soft, and healthy hair

### PANTHENOL

prevents breakage and split ends, deeply moisturizes hair, and makes it softer and more elastic

### HYALURONIC ACID

retains moisture and restores hydration balance even to the driest hair

### ORGANIC COCONUT COCONUT OIL

nourishes and smooths the hair cuticle, adds silkiness and natural shine, and helps preserve color brightness

**ORGANIC**  
**MiMi**



# ORGANIC MiMi



*Be yourself make your day*

# WHAT IS ORGANIC MIMI ?

NATURAL COSMETICS BRAND  
DESIGNED TO ENHANCE YOUR NATURAL BEAUTY, BE FUN  
AND PROTECT THE PLANET



CERTIFIED BY VEGAN

A BRIGHT AND STYLISH BRAND OF NATURAL COSMETICS WITH INSPIRING FRAGRANCES, PLEASANT TEXTURES, IMPRESSIVE SKIN AND HAIR CARE RESULTS IN COLORFUL PACKAGING. IT'S NOT JUST CARE, IT'S YOUR MOOD, YOUR JOY AND YOUR SENSATION



# 16 ACTIVE ORGANIC INGREDIENTS

PLANT-BASED INGREDIENTS CONTAIN BIOACTIVE ELEMENTS TO PROVIDE THE BEST FOR YOUR SKIN AND GIVE IT A SOOTHING AND COMFORTING EFFECT. IT MINIMIZES THE RISK OF IRRITATIONS AND ALLERGIC REACTIONS, MAKING THEM SUITABLE FOR PEOPLE WITH SENSITIVE SKIN

ORGANIC COCONUT OIL  
ORGANIC ALMOND OIL  
ORGANIC SHEA BUTTER  
ORGANIC JOJOBA OIL  
ORGANIC MACADAMIA OIL  
ORGANIC ARGAN OIL

ORGANIC MANGO BUTTER  
ORGANIC ALOE VERA JUICE  
ORGANIC CHERRY EXTRACT  
ORGANIC AVOCADO OIL  
ORGANIC OLIVE OIL

ORGANIC ARNICA EXTRACT  
ORGANIC VERBENA EXTRACT  
ORGANIC CAMELLIA OIL  
ORGANIC LAVENDER OIL  
ORGANIC PEPPERMINT EXTRACT



# STANDARDS IN ACTION



## INGREDIENT ASSESSMENT

WE FOCUS ON INGREDIENT ASSESSMENT, CAREFULLY CHOOSING THE ONES WE PUT INTO OUR PRODUCTS AND THE ONES WE LEAVE OUT



## LABEL TRANSPARENCY

LABEL TRANSPARENCY IS THE CORNERSTONE OF OUR PHILOSOPHY. WE LABEL WHAT'S REALLY INSIDE OUR PRODUCTS



## QUALITY CONTROL

WE TEST FINAL PRODUCTS IN THREE DIFFERENT AREAS: SAFETY, EFFICACY AND INTEGRITY

## RECYCLABLE PACKAGING

WE USE ENVIRONMENTALLY FRIENDLY PRODUCTION PROCESSES AND PACKAGING TO MAKE LIFE MORE SUSTAINABLE



# PRODUCT RANGE

**ORGANIC**  
**MiMi**

66

SKU



ALL PRODUCTS ARE VEGAN CERTIFIED



**BODY CARE**  
28 SKU



**HAND & FOOT CARE**  
10 SKU



**HAIR CARE**  
7 SKU



**BATH FUN**  
3 SKU

# BODY CARE

FORMULATED WITH ORGANIC OILS AND EXTRACTS,  
THE BODY CARE PRODUCTS PROMISE AN SUPERIOR  
HYDRATING EXPERIENCE



## A BODY BUTTER

has a rich texture, generously nourishes the skin with oils and nutrients. Perfectly fitted for people living in low temperature and windy climates, it provides nourishment and locks in moisture: the result – soft, hydrated and radiant skin

## A BODY CREAM

has lightweight texture, so it's absorbing easier, while providing a long-lasting hydration. Perfectly fitted for summertime and for people living in hot and humid climates

## A LEAVE-IN BODY CONDITIONER

has a dense texture which helps to hydrate the skin and increase its firmness and radiance. Easy to use. Just massage it gently into damp skin right in the shower. No need to rinse. Suitable for daily use for those who are in a rush or have no time for elaborate body rituals

## BODY SORBET

has lightweight & delight texture that melt on the skin like ice cream on a hot day.

Full of natural extracts and essential oils, it makes skin fresh and moisturized all day long. Sorbets moisturize, support the skin's hydro-balance and make the skin silky.

# ORGANIC MiMi



# BODY BUTTER

## BODY BUTTER

### Renewing Olive & Papaya, 200 ml

- Makes the skin soft and silky
- Intensely regenerates the skin
- Shea Butter nourishes and moisturizes
- Organic Olive Oil protects against negative factors
- Papaya Extract helps renew the skin
- Saturates the skin with vitamins and amino acids



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## BODY BUTTER

### Lifting Mango & Coffee, 200 ml

- Makes the skin velvety and soft
- Organic Mango Butter moisturizes and nourishes the skin with vitamins
- Shea Butter restores the skin's protective functions
- Increases skin firmness and elasticity
- Natural Coffee improves skin elasticity and contours



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**ORGANIC**  
**MiMi**

## BODY BUTTER

### Restoring Coconut & Grapefruit, 200 ml

- Literally melts onto the skin
- Organic Coconut Oil eliminates dryness and flaking
- Grapefruit Essential Oil has a regenerating and toning effect
- Helps to hydrate thirsty skin
- Shea Butter nourishes and moisturizes
- Restores firmness and elasticity



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# BODY CREAM

## BODY CREAM

### Moisturizing Avocado & Guava, 200 ml

- This nourishing Body Cream is created for dry and extra dry skin
- It improves skin condition and increases its elasticity
- Organic Avocado Oil has nourishing and softening properties, moisturizes, eliminates dry and flaky skin
- Guava Extract has soothing properties, improves skin condition and increases its elasticity
- Organic Aloe Vera Juice deeply moisturizes and prevents skin dehydration, soothes and softens the skin



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## BODY CREAM

### Moisturizing Coconut & Kumquat, 200 ml

- A rich Body Cream that restores the hydro-lipid balance
- The daily skincare cream leaves the skin feeling continuously nourished and well-hydrated
- Organic Coconut Oil nourishes and moisturizes the skin, restores firmness and elasticity
- Kumquat Extract saturates the skin with vitamins and minerals, has toning and antioxidant effects
- Organic Aloe Vera Juice deeply moisturizes and prevents skin dehydration, soothes and softens the skin



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## BODY CREAM

### Moisturizing Shea & Pomelo, 200 ml

- Strengthens the natural protective functions of the skin, preserving its health and youthfulness
- Organic Shea Butter moisturizes and nourishes, restores the skin's protective functions, and increases its elasticity and firmness
- Pomelo Extract is rich in vitamins and minerals, tones the skin, improves skin regeneration and accelerates cell renewal
- Organic Aloe Vera Juice deeply moisturizes and prevents skin dehydration, soothes and softens the skin



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# ORGANIC MiMi

## BODY CREAM

### Anticellulite Almond & Papaya, 200 ml

- This rich Body Cream supports skin firmness while reducing the appearance of cellulite with regular use
- Organic Almond Oil improves skin tone and elasticity, accelerates metabolic processes, moisturizes and nourishes
- Grapefruit Essential Oil and Papaya Extract have a regenerating, firming and toning effect, accelerate metabolic processes in skin cells, prevent the appearance of "orange peel"
- Organic Aloe Vera Juice deeply moisturizes and prevents skin dehydration, soothes and softens the skin



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# BODY CONDITIONER

## BODY CONDITIONER

### Leave In

#### Coconut & Hibiscus, 200 ml

- A leave-in cream conditioner that deeply moisturizes and softens the skin thanks to its delicate texture
- Organic Coconut Oil nourishes and moisturizes the skin, restores firmness and elasticity, eliminates dryness and flaking
- Hibiscus Extract has an antioxidant effect, helps to retain moisture in the skin, makes it soft and smooth
- Leaves skin feeling silky soft without being greasy



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**ORGANIC**  
**MiMi**

## BODY CONDITIONER

### Leave In

#### Mango & Lotus, 200 ml

- This leave-in cream conditioner, made from natural ingredients, is quickly absorbed
- Leaves skin feeling silky soft without being greasy
- Organic Mango Butter moisturizes and nourishes the skin with vitamins, leaving it velvety smooth and soft
- Lotus Extract keeps the skin naturally moisturized, gives it elasticity and tone



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# BODY SORBET

## BODY SORBET

### Hydrating

#### Arnica & Cherry, 200 ml

- Hydrating Body Sorbet with a light texture that quickly melts into skin
- Organic Arnica Extract tones up and softens the skin
- Organic Cherry Extract moisturizes the skin, making it velvety smooth and firm
- Jojoba Oil promotes cell regeneration process, making the skin soft and smooth
- Leaves body skin soft, supple, smooth, fresh and moist



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## BODY SORBET

### Hydrating

#### Avocado & Pear, 200 ml

- Hydrating Body Sorbet has a light texture
- Organic Avocado Oil moisturizes and nourishes the skin
- Pear Extract saturates the skin with vitamins and amino acids
- Vetiver Essential Oil has an antioxidant effect, preventing premature aging of skin cells
- This Body Sorbet has an anti-aging effect



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**ORGANIC**  
**MiMi**

## BODY SORBET

### Hydrating

#### Verbena & Pomelo, 200 ml

- Hydrating Body Sorbet melts quickly into skin
- Organic Verbena Extract moisturizes and supports the skin's hydro-balance
- Pomelo Extract has a rejuvenating effect, improves skin tone, firms and tightens the skin
- Shea Butter restores the skin's protective functions, increases its firmness and elasticity
- This Body Sorbet has a firming effect



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# BODY CARE

FORMULATED WITH ORGANIC OILS AND EXTRACTS, THE BODY CARE PRODUCTS PROMISE AN SUPERIOR HYDRATING EXPERIENCE



# ORGANIC MiMi

## BODY SCRUB

with natural ingredients and based on Sugar and Sea Salt instantly refreshes skin & senses.

Plant-based oils and extracts contained in each products already nourish the skin during the application.

Grains of sugar and sea salt effectively remove dry skin cells and stimulate skin regeneration.

## BODY SCRUB JAM

a delicate Sugar-based scrub formulated with berries and organic oil is the best choice for gentle cleansing of very sensitive skin.

Scrubs cleanse and exfoliate the skin without irritating it thanks to their delicious jam texture.



# BODY SCRUB

## BODY SCRUB

### Restoring

#### Coconut & Grapefruit, 250 g

- A scrub on the basis of sugar that provides a delightful healthy glow and smoothness to the skin
- Sugar and Sea Salt deeply cleanse and exfoliate the skin without damaging or irritating it
- Grapefruit Essential Oil has a regenerating and toning effect. The skin becomes smooth and soft, gets a healthy glow
- Organic Coconut Oil nourishes and moisturizes the skin, restores suppleness and elasticity, removes dryness and flaking



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## BODY SCRUB

### Renewing

#### Olive & Papaya, 250 g

- A revitalizing Body Scrub with pure natural ingredients
- The Scrub protects the skin from the negative urban environmental factors
- Sugar and Sea Salt deeply cleanse and exfoliate the skin without damaging or irritating it
- Papaya Extract has a renewing and regenerating effect, saturates the skin with vitamins and amino acids, making it smooth and soft
- Organic Olive Oil nourishes, moisturizes and intensely regenerates the skin, protects it from negative environmental factors
- For a vitalized, nourished and silky-smooth skin sensation



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**ORGANIC**  
**MiMi**

## BODY SCRUB

### Lifting

#### Mango & Coffee, 250 g

- A smooth and supple Body Scrub made from precious natural ingredients
- Naturally exfoliating grains of sugar and sea salt gently remove surplus skin cells to leave skin feeling smoother and more refined
- Sugar and Sea Salt deeply cleanse and exfoliate the skin without damaging or irritating it
- Organic Mango Butter and Coconut Oil moisturize and nourish the skin with vitamins, leaving it velvety and soft
- Natural Coffee improves tones and firms the skin, improves its elasticity and contours



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# BODY SCRUB

## BODY SCRUB

### Energy

#### Strawberry & Coffee, 250 g

- Improves tone and elasticity
- Sugar and Sea Salt deeply cleanse and exfoliate the skin without damaging or irritating it
- Natural Coffee tones the skin and improves its defense functions
- Strawberry Extract supplies vitamins, boosts energy, hydrates and tones the skin
- Organic Jojoba Oil intensively nourishes and softens the skin
- Leaves skin soft, supple and silky smooth



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## BODY SCRUB

### Detox

#### Sea Salt & Blue Clay, 280 g

- The deepest skin cleansing without the sensation of tightness and harsh peeling effect, It also supports skin firmness while reducing the appearance of cellulite with regular use
- Sea Salt deeply cleanses and saturates the skin with essential minerals and microelements, stimulates renewal and improves the skin elasticity
- Blue Clay has a lifting and toning effect and helps eliminate toxins
- Organic Avocado Oil deeply moisturizes and nourishes the skin



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**MiMi**

## BODY SCRUB

### Anticellulite

#### Red Pepper & Rosemary, 250 g

- An indispensable helper in the fight against cellulite
- Sugar and Sea Salt deeply cleanse and exfoliate the skin without damaging or irritating it
- Red Pepper Extract has a warming and lymphatic effect, prevents the "orange peel" appearance on problem areas of the body
- Organic Red Pepper Extract has a warming and lymphatic-drainage effect, prevents the "orange peel" appearance on problem areas of the body
- Rosemary Essential Oil improves skin elasticity and firmness



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# BODY SCRUB JAM

## BODY SCRUB JAM

### Coconut & Raspberry, 250 g

- A delicate sugar-based scrub formulated with raspberries and organic coconut oil is the best choice for gentle cleansing of very sensitive skin
- Sugar gently cleanses and exfoliates without damaging or irritating the skin
- Raspberry provides vitamins and minerals and tones the skin
- Organic Coconut Oil nourishes and moisturizes
- The Scrub generates a fresh, deeply moisturized skin sensation



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## BODY SCRUB JAM

### Olive & Black Currant, 250 g

- A delicate sugar-based scrub formulated with black currant berries and organic olive oil is the best choice for gentle cleansing of very sensitive skin
- Sugar gently cleanses and exfoliates without damaging or irritating the skin
- Black Currant tones the skin and supplies it with vitamins
- Organic Olive Oil nourishes, moisturizes and intensely regenerates the skin
- The Scrub instantly leaves skin feeling relaxed, well nourished, and velvety soft



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## BODY SCRUB JAM

### Almond & Strawberry, 250 g

- A delicate sugar-based scrub formulated with strawberries and organic almond oil is the best choice for very sensitive skin
- Sugar gently cleanses and exfoliates without damaging or irritating the skin
- Strawberry actively saturates the skin with vitamins and trace elements
- Organic Almond Oil tones the skin and improves its elasticity, speeds up metabolic processes, moisturizes and nourishes
- The Scrub leaves skin looking plump and smooth



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# HAIR CARE

ORGANIC  
MiMi

REAWAKEN YOUR HAIR AND REVEAL YOUR BEST SHINE WITH OUR NATURAL HAIR PRODUCTS. HAIR PRODUCTS POWERFULLY NOURISH, PROTECT AND BOOST SHINE FOR GLOSSY HAIR WITH ADDED VOLUME

WHATEVER YOUR TYPE, WE HAVE A NATURAL SHAMPOO SCRUB AND HAIR MASK THAT CAN WORK MAGIC ON YOUR LOCKS



## A SHAMPOO SCRUB

is a new format of a well-known product. It contains natural sea salt that provides a detoxifying effect, effective yet gentle scalp treatment and a long-lasting feeling of freshness. Sea Salt deeply cleanses the scalp, prevents dandruff and gives the hair extra volume

A HAIR MASK is like an intense conditioner to soak and cover your hair to make it better and stronger — whether it's dry, heat-damaged, chemically-colored, curly or even simply aging



# SHAMPOO SCRUB

## SHAMPOO SCRUB

### Strength & Restore

#### Sea Salt & Ginger, 280 g

- A multifunctional product that provides root-to-tip care
- Promotes a healthy scalp while natural ingredients provide hydration and shine to the hair
- Sea Salt deeply cleanses the scalp, prevents dandruff and gives the hair extra volume
- Organic Shea Butter nourishes and moisturizes hair, repairs split ends, strengthens hair follicles, and adds shine and vibrancy
- Ginger Extract stimulates microcirculation in the scalp and strengthens hair follicles



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## SHAMPOO SCRUB

### All in One

#### Sea Salt & Mint, 280 g

- Enriched with jojoba oil and organic peppermint
- Sea Salt deeply cleanses the scalp, prevents dandruff and gives the hair extra volume
- Jojoba Oil revitalizes and strengthens the hair, stimulates hair growth and prevents hair loss
- Organic Peppermint Extract has a toning and cooling effect, restores hair to its natural shine and luster
- Keeps the feeling of purity and freshness



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## SHAMPOO SCRUB

### Super Volume

#### Sea Salt & Mulberry, 280 g

- Gives the hair extra volume and shine
- Sea Salt deeply cleanses the scalp, prevents dandruff and gives the hair extra volume
- Organic Coconut Oil effectively moisturizes hair, repairs split ends, eliminates dry hair and scalp, prevents dandruff, makes hair manageable and shiny
- Mulberry Extract protects the hair from the harmful effects of the environment



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# HAIR MASK

## HAIR MASK

**Strength & Restore  
Shea & Magnolia, 200 ml**

- For weakened and damaged hair to make it soft and manageable
- Organic Shea Butter and Coconut Oil restore hair structure, nourish and moisturize, prevent split ends, give hair shine and radiance
- Magnolia Extract strengthens and protects fragile hair, forms a film on its surface, protecting from moisture loss and the aggressive environmental factors



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## HAIR MASK

**All in One  
Jojoba & Lotus, 200 ml**

- A must-have product for all hair types
- The mask solves several problems at once: protects hair from negative environmental factors, prevents breakage and split ends
- Provides extra volume without weighing hair down, gives natural shine and radiance
- Organic Jojoba Oil and Shea Butter restore and strengthen hair structure, stimulate hair growth
- Lotus Extract moisturizes and nourishes hair, adding natural shine and radiance



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## HAIR MASK

**Volume & Shine  
Argana & Mulberry, 200 ml**

- Harmonizes and strengthens your hair by providing volume and lift to the roots with nourishment and conditioning
- Plant Proteins thicken the hair structure from the inside and protect it from the outside
- Organic Argan Oil intensely repairs and strengthens weakened and damaged hair
- Mulberry Extract protects hair from the harmful effects of the environment, gives hair shine and vibrancy



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## HAIR MASK

**Express  
Recovery in 1 minute, 200 ml**

- Offers intensive care for damaged and dry hair, leaving it renewed with a silky, perfect look and radiant shine
- Organic jojoba oil, which contains antioxidants and vitamins A, E, and D, it promotes efficient hair repair
- Betaine hydrates and moisturizes dry, damaged hair leaving it soft, silky, and easier to manage



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# JELLY BATHFOAM

EAT GOOD FOOD, DRINK PURIFIED WATER, AND DETOX YOUR BODY AND MIND. SO WHY NOT BRING THAT 'ALL-GOOD, ALL-PURE PRACTICE' INTO YOUR BATHING ROUTINE WITH YUMMY, DELICIOUS PRODUCTS?

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**MiMi**



A JELLY BATHFOAM creates a rich foamy lather and leaves skin feeling hydrated and soft

Made with an expert blend of NATURAL EXTRACTS to boost you good-mood vibes

LET FEELINGS OF STRESS AND ANXIETY melt away with a relaxing bath foam. For when your body needs relaxation as much as your mind



# JELLY BATHFOAM

## JELLY BATHFOAM

### Spa Relax Lavender & Patchouli, 200 ml

- A gentle, soothing bath foam that turns from jelly to silky lather when touched by water
- Create your own RELAX SPA and let the feeling of calm wash over you
- Organic Lavender Essential Oil relieves fatigue, promotes deep relaxation and strength restoring
- Lavender scent is the perfect combo to help you relax and unwind after a long day
- Patchouli Essential Oil relaxes the body, leaves the skin hydrated and beautiful



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## JELLY BATHFOAM

### Deep Sleep Camellia & Lotus, 200 ml

- It is formulated with natural active ingredients and contains calming organic camellia oil
- Organic Camellia Oil relieves fatigue, promotes deep relaxation and restoration
- White Lotus Extract eliminates emotional stress and helps to fight insomnia



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## JELLY BATHFOAM

### Stress Off Verbena & Ylang Ylang, 200 ml

- Calm the senses, cleanse the body and balance the mind with this unique bath foam
- Organic Verbena Extract relieves physical and emotional fatigue, creates a pleasant atmosphere
- Ylang-Ylang Essential Oil is a natural antidepressant, promotes deep relaxation



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# HAND & FOOT CARE

AN ULTRA-GENTLE HAND CREAM HELPS TO RESTORE, NOURISH AND PROTECT THE SKIN, LEAVING YOUR HANDS PERFECTLY MOISTURIZED AND VELVETY SOFT



## HAND BUTTER

is like a body butter, except for your hands. It has a rich texture, generously nourishes the skin with oils and nutrients. Shea Butter helps to moisturize the skin, improves cell regeneration and has a powerful protective effect

## HAND CREAM

is like a body cream, except for your hands. It has a rich texture and generously nourishes the skin

## FOOT CREAM

gently soothes and softens, protecting feet from cracked heels, leaving them feeling baby soft, smooth, and silky

## FOOT GEL

alleviates tiredness and swelling, heaviness and painful sensations in the feet

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# HAND CREAM

## HAND CREAM

### Recovery

#### Mango & Basil, 50 ml

- A fast-absorbing hand cream that provides intensive hydration and leaves your skin feeling instantly nourished
- Organic Mango Oil, Grape Seed Oil and Basil Extract promote rapid recovery, protect, moisturize and soften the skin
- Leaves the skin smooth and silky soft



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## HAND CREAM

### Nutrition

#### Avocado & Oregano, 50 ml

- A fast-absorbing hand cream with natural ingredients for dry and very dry skin
- A blend of Organic Avocado Oil, Shea Butter and Oregano Extract is an effective nourishing treatment for very dry hands
- It deeply nourishes and moisturizes, leaving your hands smooth and velvety soft



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## HAND CREAM

### Moisturizing

#### Shea & Raspberry, 50 ml

- Provides effective protection against skin aging
- Organic Shea Butter, Almond Oil and Raspberry Extract intensively moisturize and nourish the skin of the hands, improving tone and elasticity and restoring suppleness and smoothness
- Hands appear softer, smoother, and more supple



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# FOOT CREAM

## FOOT CREAM

### Softening

#### Jojoba & Shea, 50 ml

- Pampers and smooths even the driest feet with its deeply-penetrating natural ingredients
- Organic Jojoba Oil, Shea Butter and Almond Oil effectively nourish and revitalize dry foot skin
- Leaves your heels feeling smooth and soft



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## FOOT GEL

### Cooling

#### Mint & Chestnut, 50 ml

- This cooling Foot Gel brings instant relief to tired feet and legs
- Organic Peppermint Extract, Chestnut Extract, Lime Oil and Menthol alleviates tiredness and swelling, heaviness and painful sensations in the feet
- Gives a comfortable feeling of lightness and coolness
- Olive oil moisturizes and softens the skin of the feet



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## FOOT CREAM

### Nutrition

#### Shea & Ylang Ylang, 50 ml

- A perfect skincare product for calloused feet and cracked heels
- Its deeply penetrating organic ingredients will leave skin feeling soft and smooth
- Organic Shea Butter, Cocoa Butter and Ylang-Ylang Hydrolat deeply nourish, soften and moisturize
- It is quickly absorbed to provide intensive care and comfort



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# HAND BUTTER

## HAND BUTTER

### Softening Macadamia & Shea, 50 ml

- This hand butter texture melts on contact with the skin
- Organic Macadamia Oil and Shea Butter soften, nourish and restore dry skin of the hands
- Leaves a pleasant feeling of softness without a greasy or sticky effect



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## HAND BUTTER

### Deep Recovery Coconut & Shea, 50 ml

- Restores moisture levels, leaving hands smooth, supple and repaired
- Organic Coconut Oil and Shea Butter intensively restore and promote rejuvenation
- Gives skin softness, smoothness and suppleness



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## HAND BUTTER

### Deep Nutrition Argana & Shea, 50 ml

- Deeply nourished and moisturized skin immediately upon applying the butter
- Organic Argan Oil and Shea Butter nourish and restore the skin of the hands, stimulate cellular renewal
- Leaves the skin soft and velvety



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## HAND BUTTER

### Deep Hydration Mango & Shea, 50 ml

- Soothes and restores hydration of your skin
- Organic Mango Butter and Shea Butter actively moisturize, promote the restoration of the lipid layer, provide a protective effect, eliminate dryness
- Leaves the skin of the hands replenished, soft and smooth



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# DRY BODY SCRUB

## DRY BODY SCRUB

Chocolate & coffee, 150 g

- Effectively exfoliates and cleanses the skin
- Sea salt deeply cleanses and saturates the skin with necessary minerals and microelements, stimulates renewal and improves the skin elasticity
- Natural coffee tones up the skin and has an anti-cellulite effect
- Cocoa butter and Organic macadamia oil soften, nourish and moisturize the skin



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## COCONUT DRY BODY SCRUB

Pink salt & mango, 150 g

- Cleanses and gently exfoliates the skin, prevents the appearance of orange peel skin, makes it smooth and elastic
- Pink salt nourishes the skin with minerals and microelements, stimulates skin regeneration, and has a revitalizing effect
- Organic mango butter and organic coconut oil provide moisture and nutrition to the skin, smooth and soften it



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## COCONUT DRY BODY SCRUB

Pink salt & papaya, 150 g

- Has a detox effect, gently exfoliates the skin, makes it smooth and elastic
- Pink salt nourishes the skin with minerals and microelements, stimulates skin regeneration, and has a revitalizing effect
- Organic coconut oil and papaya extract moisturize and soften the skin, prevent dryness and flaking, stimulate collagen production. The skin becomes soft and supple



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# DRY BODY SCRUB

## SHIMMER DRY BODY SCRUB

Mango & babassu, 150 g

- Gently exfoliates and cleanses the skin, gives it softness and silkiness
- Organic mango butter and babassu oil intensively moisturize and nourish the skin, have a rejuvenating effect, while the shimmering particles remain on the skin with a glimmering shine, instantly cheering you up



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## SHIMMER DRY BODY SCRUB

Passion fruit & avocado, 150 g

- Gently exfoliates and cleanses the skin, giving it softness and silkiness
- Organic avocado oil and passion fruit extract will take care of protecting your skin, will moisturize and soften it, while the shimmering particles will leave your skin with a glimmering shine, instantly cheering you up



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# WHY ORGANIC MIMI?

**DISCOVER THE JOY OF CARE WITH ORGANIC MIMI!  
WE COMBINE A SCIENTIFIC APPROACH WITH A PLAYFUL TWIST,  
CREATING AN ENJOYABLE AND EFFECTIVE SKIN AND HAIRCARE  
EXPERIENCE**

WE USE A VARIETY OF DELICIOUS FRAGRANCES TO TRANSFORM  
YOUR ROUTINE INTO AN EXCITING AND REWARDING SELF-CARE  
ADVENTURE

FOR THOSE WHO LOVE LIFE AND THOSE WHO STARTS THE DAY  
WITH A SMILE

BRIGHT AND STYLISH BRAND OF NATURAL COSMETICS WITH INSPIRING FRAGRANCES, PLEASANT TEXTURES, IMPRESSIVE SKIN AND HAIR CARE RESULTS IN COLORFUL PACKAGING. IT'S NOT JUST CARE, IT'S YOUR MOOD, YOUR JOY AND YOUR SENSATION



# BRAND BENEFITS



## AUTHENTIC ORGANIC AND NATURAL INGREDIENTS:

we believe that nature offers the best solutions that not only make you more beautiful, but are also effective and skin friendly. After all, real beauty comes from nature!



## SUSTAINABLE PACKAGING:

we care about what goes into our products, and we care about the materials for our packaging. We use environmentally friendly production processes and packaging to make life more sustainable



## WE WON'T COMPROMISE PERFORMANCE:

We believe you shouldn't have to choose between what works and what's good for you. We put a lot of research and development into our high-quality, genuine natural cosmetics



## POWERFUL ACTION FORMULATED WITHOUT:

parabens, petroleum, butylene, phthalates, silicones, mineral oils, microplastics. Our natural cosmetics are cruelty-free and certified according to the vegan quality standard



# TARGET AUDIENCE



Studying or working, progressive,  
with a middle income,  
living in the cities.  
Smart.  
Positive-thinking.  
Follow the work-life balance



Self-confident  
Prefers active lifestyle  
Love herself the way she is  
Willing for companions to trust  
and those who share the same  
values  
The most important thing is self-  
realization, family and friends



High awareness of fashion and  
beauty trends  
  
Adventure seeker, loving  
experiments in daily beauty routine



Looking for trendy and modern  
organic brands that reflect their  
values  
Can't afford expensive organic  
cosmetics  
Concerned about  
environmental pollution  
Lives a sustainable lifestyle



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