



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

ECOLATIER

Being "ECOLATIER" means that everything we do does no harm. It means working tirelessly to develop the products in a sustainable manner, enabling both the planet and its society to flourish

FACE • BODY • HAIR • INTIMATE • BABY • MAN

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 BENEFITS



Our cosmetics are formulated with natural and organic ingredients to provide maximum benefits to hair and skin



Our cosmetics are free of worrisome ingredients and don't contain refined petroleum products, silicones or parabens



Our products are not tested on animals



We respect life in all its forms. Our products are registered with The Vegan Society



Our production facilities don't pollute the environment and conserve water and energy resources. We use recycled packaging

ORGANIC
MiMi

WHAT IS ORGANIC MIMI COLOURS ?

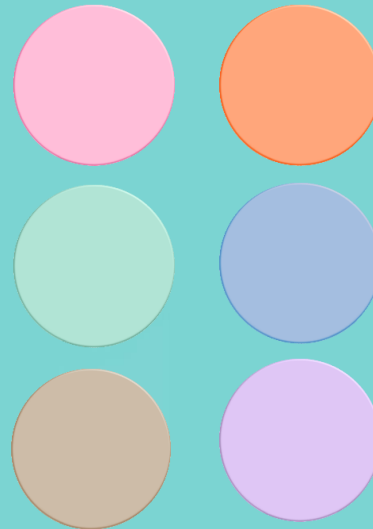
**ORGANIC MIMI COLOURS - A BLEND OF NATURAL INGREDIENTS, FRUITY AROMAS,
AND VIBRANT EMOTIONS!**

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



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

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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

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65 SKU

BODY CARE 40 SKU

HAIR CARE 25 SKU



ORGANIC Mini

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



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.



COCONUT-POWERED TROPICAL SCENT
FOR AN UPLIFTING SENSE**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!

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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
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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.



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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

MANGONIFICIENT 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.**

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.

BLOND STORM

ORGANIC
MiMi

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**

- **Collagen and Kukui Nut Oil** strengthen the hair structure along the entire length, moisturize and nourish dry and brittle hair.
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- **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

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!





CREATE YOUR OWN RULES.
TRY AND EXPERIMENT.

STAY VIBRANT BY BEING
YOUR EVER-CHANGING SELF,
BE

COLOURS!



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

66

SKU



ALL PRODUCTS ARE VEGAN CERTIFIED

ORGANIC MiMi



BODY CARE
46 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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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 BUTTER

BODY BUTTER

Nutrition & Hydration

Coconut & Shea, 100 ml

- This rich Body Butter effectively nourishes and softens the skin
- Organic Coconut Oil nourishes and moisturizes the skin, eliminates dryness and flaking
- Shea Butter restores the skin's protective functions, improves skin suppleness and elasticity
- Provides lasting hydration
- Gives a feeling of softness and comfort
- Shea Butter and Organic Coconut Oil are rich in fatty acids and vitamins A, C, D and E



8606032060894

BODY BUTTER

Nutrition & Hydration

Mango & Shea, 100 ml

- The blend of Shea Butter and Organic Mango Butter leaves skin velvety smooth
- Organic Mango Butter moisturizes and nourishes the skin with vitamins
- Shea Butter restores the skin's protective functions
- Shea Butter restores suppleness and elasticity



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MiMi

BODY BUTTER

Nutrition & Hydration

Argana & Shea, 100 ml

- The blend of Shea Butter and Organic Argan Oil nourishes the skin with intense hydration and essential lipids
- Organic Argan Oil moisturizes, softens and nourishes the skin
- Shea Butter restores the skin's protective functions
- Shea Butter restores suppleness and elasticity



8606032060948

BODY BUTTER

BODY BUTTER

Nutrition & Hydration
Shea & Jojoba, 100 ml

- The blend of Shea Butter and Jojoba Oil strengthens the skin's protective barrier
- Jojoba Oil provides cell regeneration process
- Organic Shea Butter restores the skin's protective functions, improves suppleness and elasticity
- This Body Butter leaves the skin soft and smooth



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BODY BUTTER

Nutrition & Hydration
Avocado & Shea, 100 ml

- The blend of Shea Butter and Organic Avocado Oil is rich in fatty acids and vitamins A, C, D and E
- Organic Avocado Oil nourishes and softens the skin, moisturizes, and eliminates dry and flaky skin
- Shea Butter restores the skin's protective functions, improves suppleness and elasticity
- This Body Butter provides long-lasting hydration and gives a feeling of softness and comfort



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MiMi

BODY BUTTER

Nutrition & Hydration
Shea & Cocoa, 100 ml

- Shea Butter and Cocoa Butter penetrate deep into the skin to nourish
- Shea Butter smooths and strengthens the skin's protective barrier
- Cocoa Butter intensely nourishes, moisturizes and softens. Organic Shea Butter restores the skin's protective functions, improves suppleness and elasticity
- This Body Butter provides long-lasting hydration and gives a feeling of softness and comfort



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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 CREAM

BODY CREAM

Deep Hydrating Almond & Yuzu, 100 ml

- This rich Body Cream supplies the skin with nourishing ingredients to improve skin tone and elasticity
- Organic Almond Oil improves skin tone and elasticity, softens and nourishes
- Yuzu Extract intensely moisturizes the skin, protects it from moisture loss



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BODY CREAM

Deep Hydrating Almond & Verbena, 100 ml

- This rich Body Cream leaves skin feeling pleasantly pampered and silky
- Organic Almond Oil improves skin tone and elasticity, while softening and nourishing
- Verbena Extract moisturizes, supports the skin's hydro-balance and makes the skin silky



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ORGANIC
MiMi

BODY CREAM

Deep Hydrating Almond & Cherry, 100 ml

- This rich Body Cream gives a velvety sensation and refines the skin texture when used regularly
- Organic Almond Oil improves skin tone and elasticity, softens and nourishes
- Cherry Extract moisturizes the skin, making it velvety smooth and firm



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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



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.

ORGANIC
MiMi



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

BODY SCRUB

Shea & Verbena, 120 g

- It helps to restore the skin's protective functions, suppleness and elasticity
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Verbena Extract moisturizes, supports the skin's hydro-balance and makes the skin silky
- Organic Shea Butter restores the skin's protective functions, suppleness and elasticity



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BODY SCRUB

Shea & Raspberry, 120 g

- Gently cleanses the skin and enriches it with vitamins and minerals
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- It helps to improve skin elasticity
- Organic Shea Butter restores the skin's protective functions, enhances suppleness
- Raspberry Extract provides vitamins and minerals, tones the skin



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BODY SCRUB

Avocado & Guava, 120 g

- A nourishing Body Scrub created for dry and extra dry skin, It improves the condition of the skin and increases its elasticity during exfoliation
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- 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



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ORGANIC
MiMi

BODY SCRUB

Argana & Mulberry, 120 g

- A nourishing Body Scrub based on natural ingredients that deeply moisturizes and eliminates dryness and flaking
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Organic Argan Oil softens and nourishes the skin
- Mulberry Extract intensely moisturizes, eliminates dryness and flaking



8606032061440

BODY SCRUB

BODY SCRUB

Mango & Pineapple, 120 g

- A moisturizing Body Scrub based on natural ingredients that gently cleanses the skin, improves its condition and increases its elasticity during peeling
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Organic Mango Butter moisturizes and nourishes the skin with vitamins, leaving it velvety and soft
- Pineapple Extract has an antioxidant effect, improves skin tone and elasticity



8606032060986

BODY SCRUB

Shea & Yuzu, 120 g

- This ultra-moisturizing Body Scrub is formulated with natural ingredients for dry and extra dry skin. The scrub effectively cleanses skin and strengthens the skin's protective barrier
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Yuzu Extract intensely moisturizes the skin
- Organic Shea Butter restores the skin's protective functions, suppleness and elasticity



8606032061402

BODY SCRUB

Shea & Cherry, 120 g

- This moisturizing Body Scrub restores the skin's protective functions, suppleness and elasticity
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Cherry Extract moisturizes the skin, making it velvety and firm
- Organic Shea Butter restores the skin's protective functions, suppleness and elasticity



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ORGANIC
Mimi

BODY SCRUB

Coconut & Papaya, 120 g

- This renewing Body Scrub effectively cleanses the skin and activates its regeneration
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Organic Coconut Oil nourishes and moisturizes the skin, eliminating dryness and flaking
- Papaya Extract has a renewing and regenerating effect
- The scrub makes the skin soft and smooth



8606032061006

BODY SCRUB

BODY SCRUB

Coffee & Cinnamon, 120 g

- Body Scrub with antioxidant action that gently cleanses the skin and stimulates its regeneration
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Natural Coffee tones the skin and has an anti-cellulite effect
- Cinnamon has an antioxidant effect, activates the regeneration of skin cells
- Organic Macadamia Oil deeply nourishes the skin, improves its firmness and elasticity, slows down the aging process



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BODY SCRUB

Coffee & Chocolate, 120 g

- This Body Scrub gently cleanses the skin, while enriching it with vitamins and antioxidants
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Natural Coffee tones up the skin and has an anticellulite effect
- Organic Almond Oil and Cocoa Butter improve skin tone and elasticity, soften and nourish



8606032060955



ORGANIC
MiMi

BODY SCRUB

Coffee & Orange, 120 g

- This nourishing Body Scrub restores the skin's protective functions
- Scrub based on Sugar and Sea salt deeply cleanses and exfoliates the skin, giving it softness and smoothness
- Natural Coffee tones the skin and has an anti-cellulite effect
- Organic Shea Butter restores the skin's protective functions and its firmness and elasticity
- Orange Oil has a regenerating, toning effect, prevents the appearance of "orange peel"



8606032061433

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

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

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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



8606032062423

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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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



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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



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

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MiMi



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



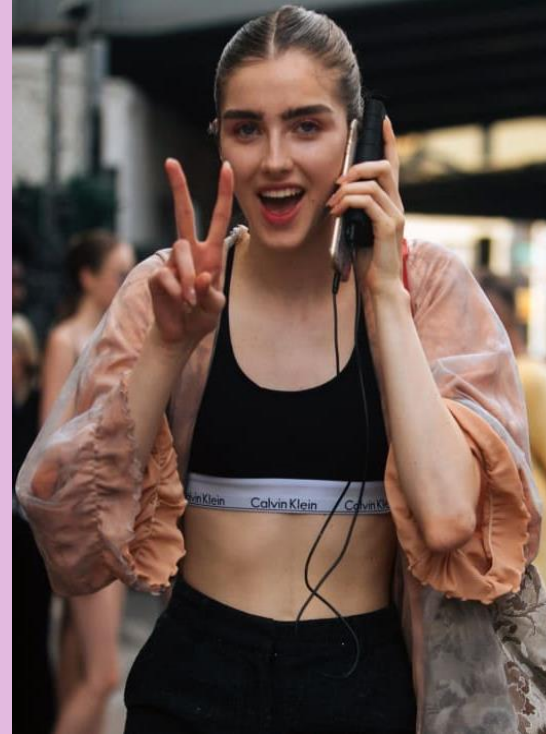
TARGET AUDIENCE



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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