

puroBIO®

BELIEVE IN
ORGANIC

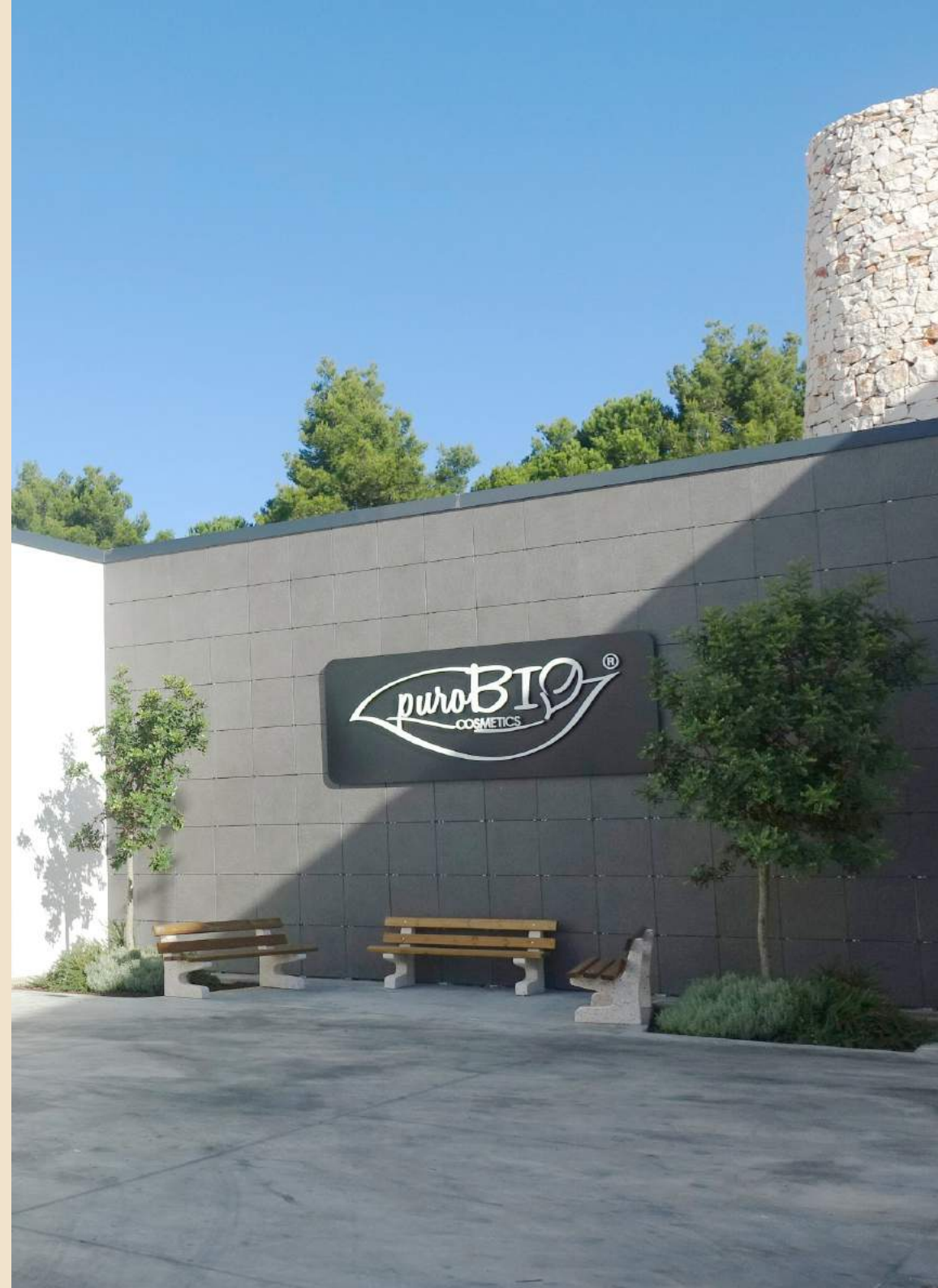
MADE IN ITALY

ABOUT US

After working in the organic make-up field, **Mr. Massimo Bruno** and **Mr. Michele D'Onghia**, found **MAMI SRL**. In **April 2014** they chose to create their own organic certified make-up brand, **100% Made in Italy**.

During these years **puroBIO COSMETICS** became the **TOP BRAND of ORGANIC CERTIFIED MAKE-UP** in Italy, combining the cooperation between research labs and highly specialized firms that share passion and respect for the skin.

The same values are the base of **puroBIO FOR SKIN**, launched in **2019**, and of **puroBIO FOR HAIR**, launched in **2020**.





OUR VISION

Inspiring, sensitising, and changing the world of cosmetics towards a **healthier** and **more sustainable** future.

OUR MISSION

We want to **eliminate the differences between the performances of synthetic cosmetic products and the biological ones**, so as to guarantee **everyone** the possibility to use beauty products that do **not harm the health of the skin**.

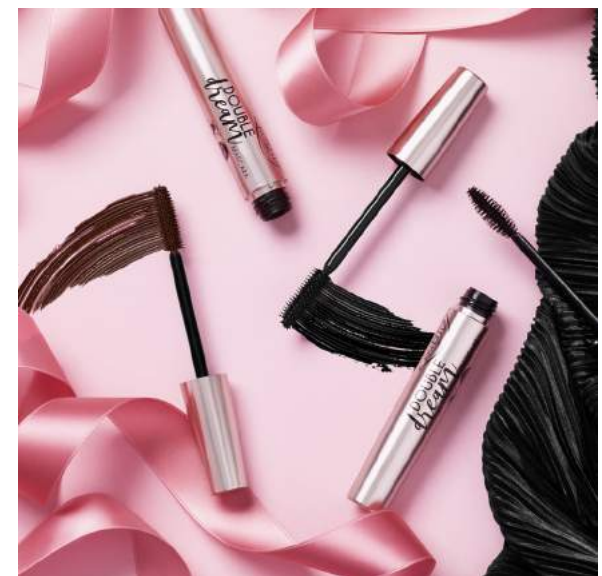
WHY CHOOSE PUROBIO?

- More than **300 SKUs**
- **HIGH PERFORMANCE**
- **CLEAN INCI**
- The **GOOD QUALITY | PRICE RATIO**
- **CAPTIVATING PACKING**
- **ORGANIC** certified
- **MADE IN ITALY**



SILICONE FREE | PARABENS FREE | PETROLEUM SUBSTANCES FREE | NO SYNTHETIC PRESERVATIVES





OUR CHOICES



Our products **do not contain microplastics.**



We have **REFILL SYSTEM** for different products.

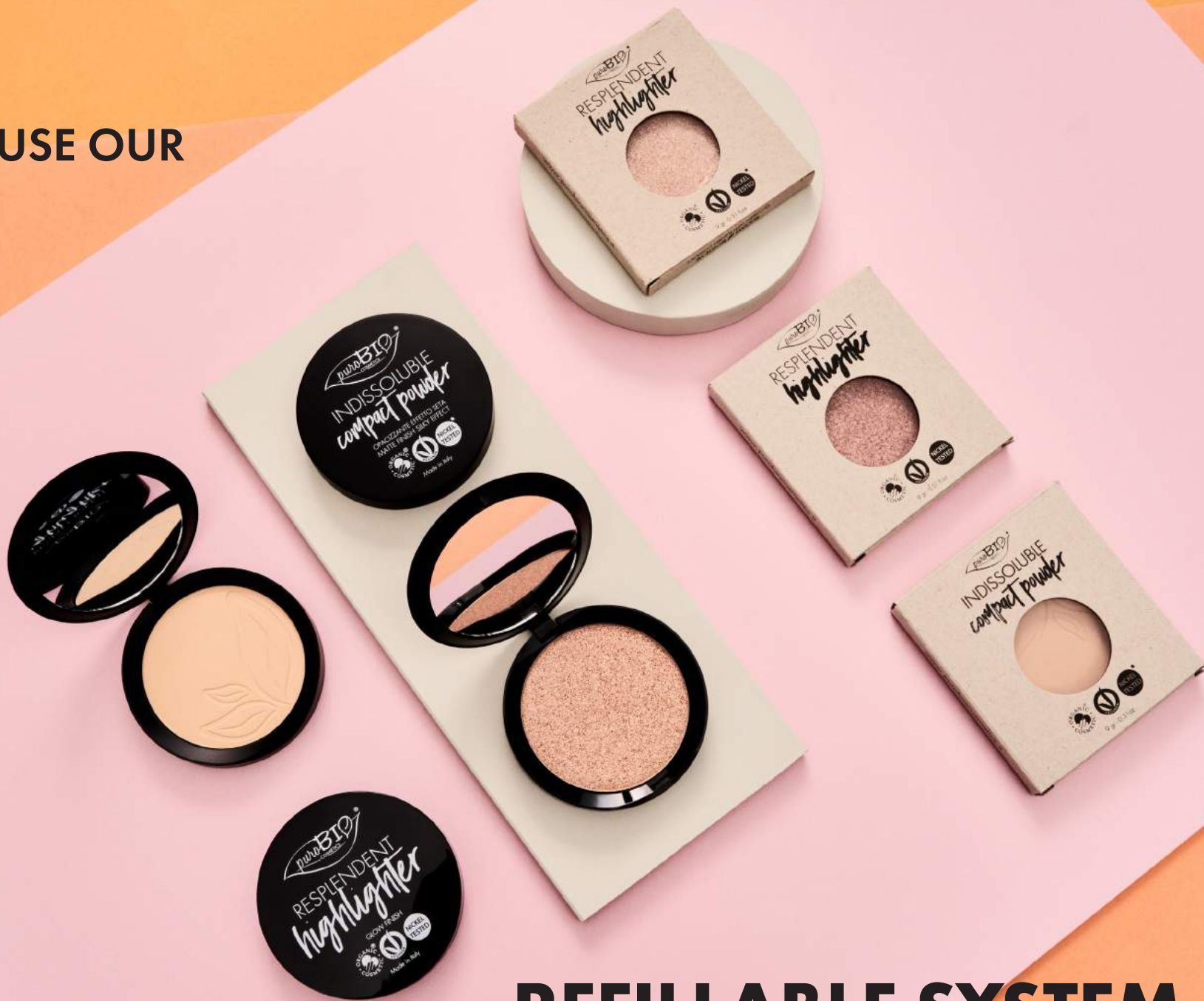


We try to **avoid secondary packaging.** In case of it, we use **FSC certified paper.**



When possible, we choose packaging made of **recycled plastic or green plastic.**

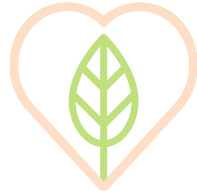
CHOOSE OUR



REFILLABLE SYSTEM

THE IMPORTANCE OF CHOOSING REFILLABLE PRODUCTS

Is good for the environment,
less waste, less plastic.



Customers can **customize their own palette** with products they love, colours they prefer.



Is good for your wallet.
Refill products are **cheaper**,
so, **customers save money!**



Moreover, there is a **website exclusively dedicated to the environmental labelling of our products**. You'll find all the information on how to properly **recycle products packaging**.





SALE CHANNELS

ONLINE & OFFLINE

PHARMACIES

PARA PHARMACIES

DRUGSTORES

PERFUMERIES

ORGANIC SHOPS

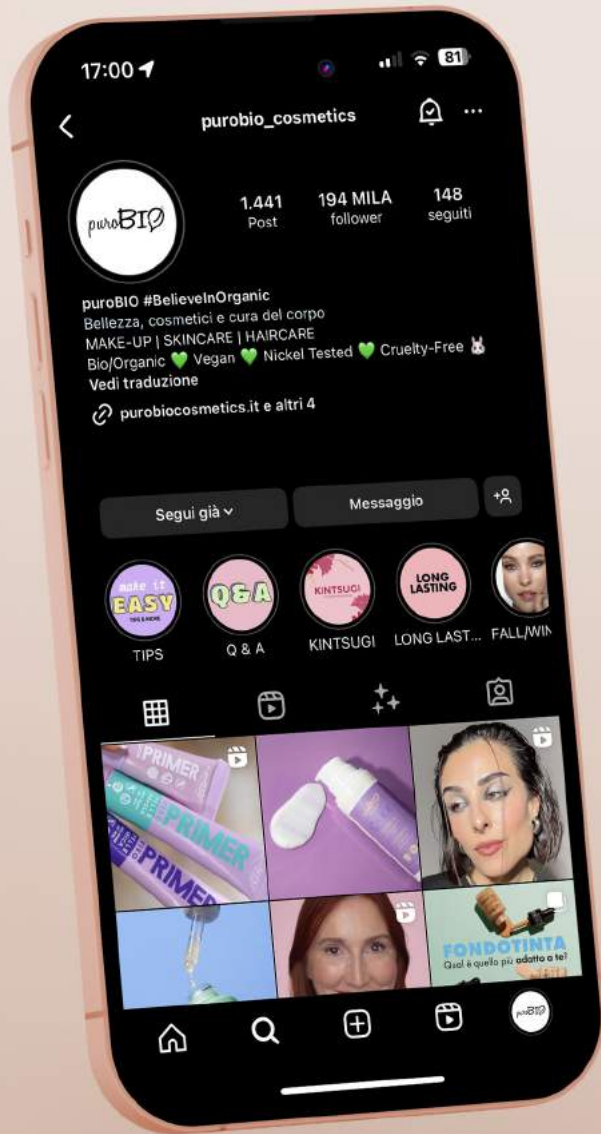
BEAUTY SALONS & SPA

puroBIO believes in **the strength of communication**. We chose to confer on puroBIO a **different image considering the one that organic cosmetics usually have**.

So, we use to invest in different marketing activities, from **POS** to **tv channels**.



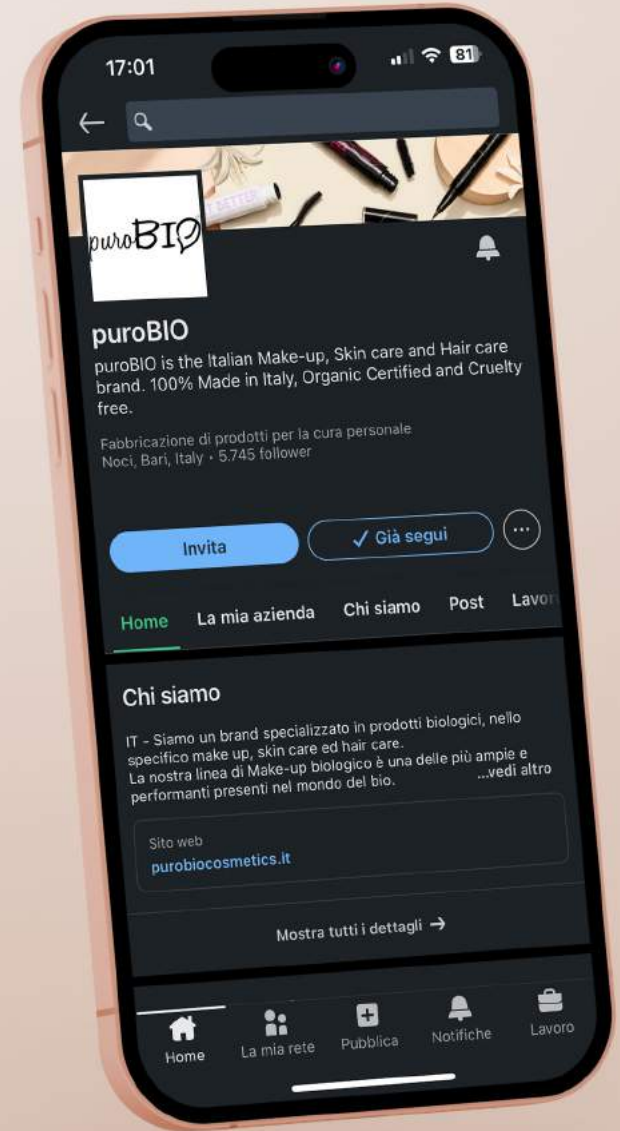
SOCIAL NETWORKS



PUROBIO_COSMETICS



PUROBIO

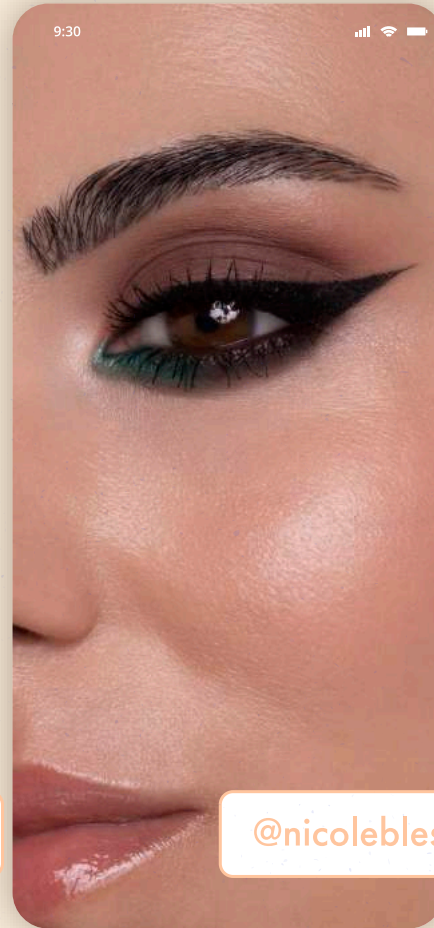


PUROBIO

INFLUENCERS AND MAKE-UP ARTISTS



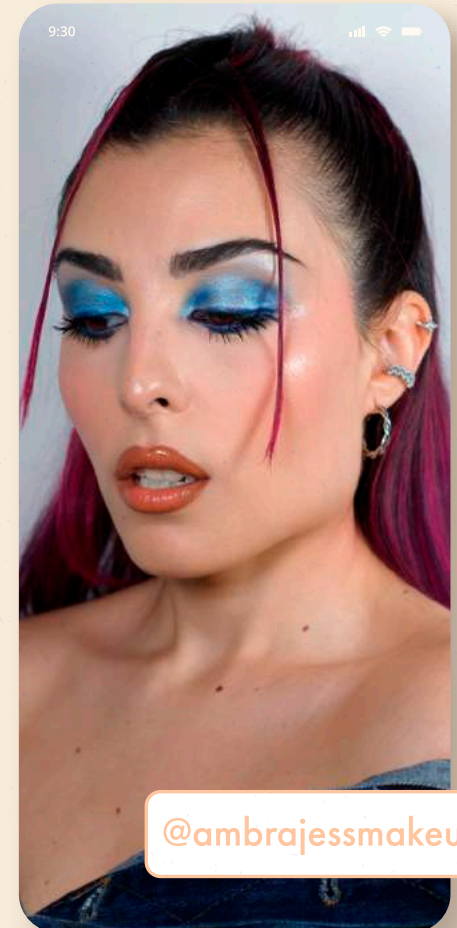
@minimalist



@nicoleblessy



@rosangela.pappalepore



@ambrajessmakeup

FAIRS



COSMOPROF
WORLDWIDE BOLOGNA

sana

natexpo

VIVANESS

into natural beauty

MAGAZINES
ONLINE & OFFLINE

VOGUE

VANITY FAIR

BEAUTYDEA
Beauty & Fashion Blogzine

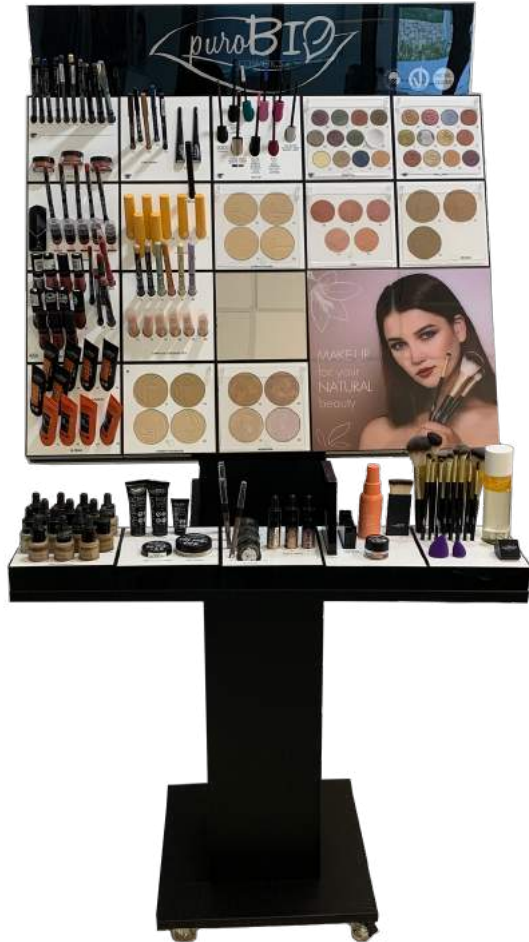
edra

l'Erborista

Farmacista**33**



DISPLAYS AND POS MATERIAL
(many more options available)



GENERAL TESTER



COUNTER DISPLAY



BOX

SPORT

puroBIO is a company created for women, for their well-being, for their health, to ensure all women a make-up with no compromise between beauty and health.

We have looked for the best way to combine our principles: the combination between community and health is sport. In our case, female sports. For this reason, puroBIO is the main sponsor of the major Italian female futsal league called Serie A, on air on SKY SPORT.



sky sports



**THROUGH THE YEARS
WE HAVE WON SEVERAL
NUMBERS OF AWARDS**



LONG LASTING PENCIL

**GLAMOUR HUNGARY
BEAUTY AWARDS**



LIPSTICK

**MAKE-UP CATEGORY
2023**



LIPGLOSS

**BEST MAKE-UP LIPGLOSS
2023**



HIGHLIGHTER

**BEST MAKE-UP HIGHLIGHTER
2023**





**LIPSTICK
MAKE-UP
2022**



**ORGANIC HAND
SANITISER SPRAY
SANITISER PRODUCT
2021**



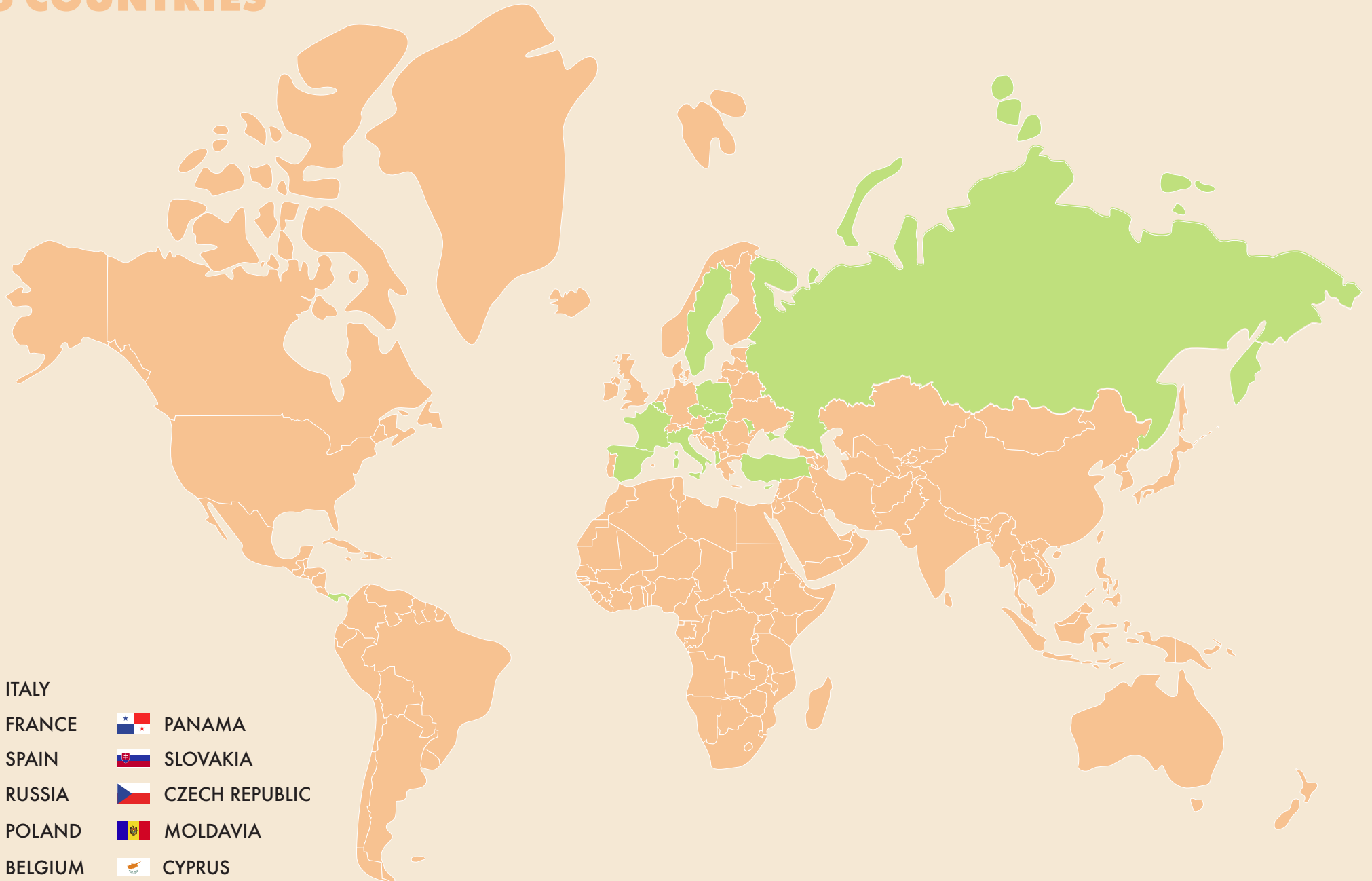
**MASCARA DOUBLE DREAM
MAKE-UP MASCARA
2019**





MAIN MARKETS

15 COUNTRIES



- | | | | |
|------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------|----------------|
|  | ITALY |  | PANAMA |
|  | FRANCE |  | SLOVAKIA |
|  | SPAIN |  | CZECH REPUBLIC |
|  | RUSSIA |  | MOLDAVIA |
|  | POLAND |  | CYPRUS |
|  | BELGIUM |  | ALBANIA |
|  | TURKEY |  | HUNGARY |
|  | SWEDEN | | |

OUR STORY IN NUMBERS

2014

180 shops in Italy, turnover **€350K**.

2019

1500 shops worldwide, exporting in **10 countries** for a 20% of a total volume.

2020

2020 and 2021 due to COVID 19, brick and mortar stores suffered, but we achieved a revenue increase thanks to online shops.

2023

2000 shops worldwide, sales in more than **15 countries** for a business volume of about **€7M**.

**THANK YOU
FOR WATCHING!**

CONTACT US



<https://purobiocosmetics.com>
<https://purobioforskin.com/it/>
<https://purobioforhair.com>



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