

PIELOR®

BRAND PROFILE
Marketing Presentation
2025



ABOUT OUR BRAND

A Different Angle To Beauty With Pielor

With our Pielor brand, which adopts the concept of healthy beauty with our innovative concept and nature-friendly formulas, we continue to develop and offer privileges in all categories of cosmetics with hundreds of options including personal care, hair care, baby care, hand and foot care group.

Our brand focused on the Global and Turkish markets, creating quality, innovative and different products; By providing the right quality-price ratio, it has a future brand value that will make consumers feel good and support it with a pleasant use.

ABOUT OUR BRAND

OUR VISION

To be a popular, useful and preferred brand in the sector

OUR MISSION

To be a constantly developing brand with the values we add to our employees, consumers and the environment with our competitive and innovative approach.

OUR VALUES

- Customer happiness
- Quality and process oriented
- Providing enjoyable experiences
 - Innovative
 - Free
- Enjoys creating solutions
- Respectful to nature and labor



PIELOR®

Discover your
skin's beauty!



1. SKIN CARE SERIES

The background of the entire image is a dense, repeating pattern of green Moringa leaves. The leaves are oval-shaped with prominent veins and are arranged in clusters. The color is a vibrant green, and the lighting gives them a slightly glossy appearance.

Unique Beauty Secret of Nature: Moringa

Extracted from seeds of the most nutrient-dense tree on the planet, Moringa Oil is a rich source of powerful antioxidants, vitamins, and minerals that meets all your skin needs. In today's times, when protecting the skin and healing it from the harmful effects of environmental pollution is a big concern, Moringa Oil is a nature's gift for your skin. It helps to nourishes and revitalizes your skin thanks to vitamins and minerals that it contains.

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Pielor Moringa Leaf Extract Micellar Cleansing Water

Pielor Moringa Leaf Extract Micellar Cleansing Water helps moisturize and nourish your skin while cleansing, thanks to the Moringa Leaf Extract and Glycerin it contains.



Pielor Moringa Leaf Extract Purifying Facial Tonic

Pielor Moringa Leaf Extract Purifying Facial Tonic helps nourish your skin while moisturizing it, thanks to the Moringa Leaf Extract and Glycerin it contains. Its formula enriched with Panthenol and Vitamin E helps improve the appearance of the skin surface

Pielor Moringa Leaf Extract Purifying Cleansing Gel

Pielor Moringa Leaf Extract Purifying Cleansing Gel helps to cleanse clogged pores, while its special formula enriched with Glycerin and Moringa Leaf Extract supports the maintenance of the skin's moisture balance and nourishment.



Pielor Moringa Leaf Extract Two Phase Eye Make-Up Remover

Pielor Moringa Leaf Extract Two Phase Eye Makeup Remover helps moisturize your skin while cleansing it, thanks to its specially developed formula. Thanks to the Canola Oil and Moringa Leaf Extract it contains, it helps you gain a bright skin while eliminating your skin problems.

1. SKIN CARE SERIES 1.1. Cleansers

1. SKIN CARE SERIES

1.2. Moisturizers

Pielor Moringa Leaf Extract HyaluB5 Anti-wrinkle Eye Cream

Pielor Moringa Leaf Extract Hyalu B5 Anti-wrinkle Eye Cream helps moisturize your skin while helps tighten skin with its Moringa Leaf Extract, Glycerin, and Panthenol enriched formula. At the same time, thanks to its Hyaluronic Acid formula, it supports to reduce effects of aging

Pielor Moringa Leaf Extract Hyalu B5 Anti-wrinkle Eye Cream



Pielor Moringa Leaf Extract Hyaluronic Facial Serum



Pielor Moringa Leaf Extract Hyaluronic Facial Serum

Pielor Moringa Leaf Extract Hyaluronic Facial Serum helps revitalize your skin while moisturizing it, thanks to the Hyaluronic Acid, Moringa Leaf Extract and Glycerin it contains.

Pielor Moringa Leaf Extract Face Mist

Pielor Moringa Leaf Extract Face Mist, with its enriched formula containing Moringa Leaf Extract and Hyaluronic Acid, helps to protect your skin while feeling spaciousness and revitalized. It also contributes to a moisturized and radiant appearance. At the same time, its special developed formula helps to equalize your skin tone.

Pielor Moringa Leaf Extract Face Mist





Pielor Moringa Leaf Extract Moisturizing Day Cream

Pielor Moringa Leaf Extract Moisturizing Day Cream helps to hydrate and nourish your skin, leaving it with a soft feeling, thanks to its special formula enriched with Moringa Leaf Extract, Glycerin, and Vitamin E.



Pielor Moringa Leaf Extract Moisturizing Night Cream

Pielor Moringa Leaf Extract Moisturizing Night Cream moisturizes and helps nourish your skin throughout the night with its special formula with Moringa Leaf Extract, Shea Butter and Glycerin. Ceramide, which it also contains, helps protect the skin barrier and prevents moisture loss.





2. FACIAL SHEET MASKS

Renewal Code Hydrogel Sheet Mask

Renewal Code Hydrogel Sheet Mask series helps reduce wrinkles. It moisturizes and nourishes the skin thanks to its formula containing Hyaluronic Acid and Collagen. Its active ingredients help your skin look younger and more elastic.

- Wrinkle Defense Collagen
- Booster Collagen
- Boosting Lifting Maintenance

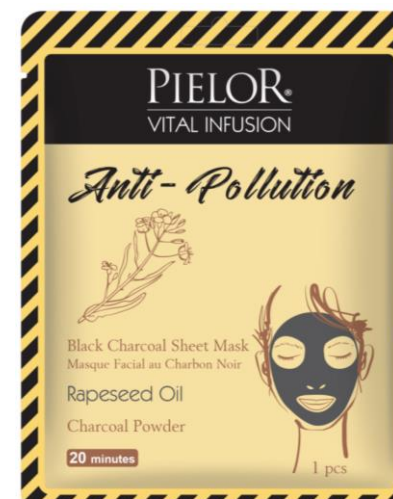
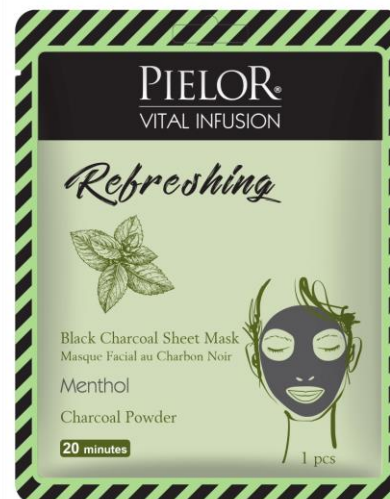
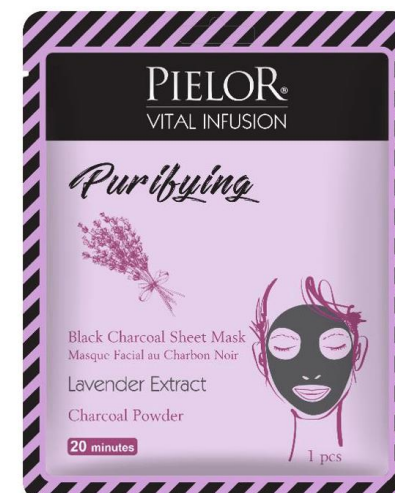
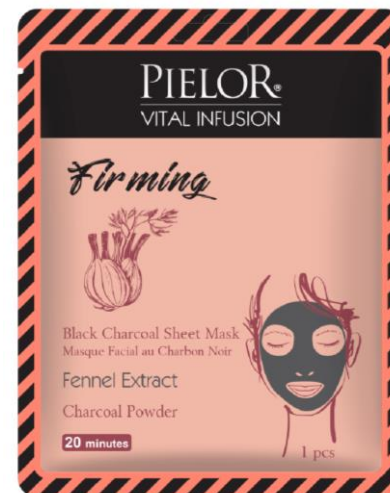




Vital Infusion Black Charcoal Sheet Mask

This series improved with Charcoal Powder, help to minimize the pores and exfoliate the dirt and dead skin cells. Its various natural ingredients help your skin look flawless.

- Purifying with Lavender
- Refreshing with Menthol
- Firming with Fennel
- Lightening with Mulberry
- Cooling with Earth Marine Water
- Anti-Pollution with Rapessed Oil

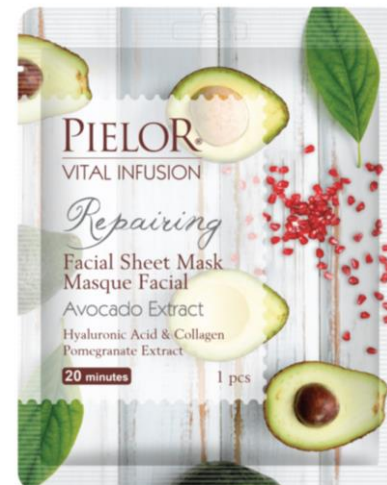




Vital Infusion Sheet Mask

Vital Infusion Sheet Mask series, contains a variety of natural ingredients, such as tea tree oil, pink grapefruit, sage extract and ect. The combinations of these ingredients help your skin look healthy and young.


- Sebum Control with Tea Tree Oil
- Brightening with Pink Grapefruit
- Deep Clean with Sage Extract
- Moisturizing with Coconut Oil
- Repairing with Avocado
- Soothing with Aloe Vera






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