



BRAND PROFILE

Marketing Presentation
2025





**we care for your baby's
delicate skin**

safe, gentle, and high-quality formulas




PIELOR®
BABY LOVE

It begins with love, and
grows with trust.

DISCOVER NOW

Read more about our
brand and products

www.pielor.com



Our Brand Story

For every mother, her baby is the most precious and special being in her life. Hearing the very first breath, feeling the very first touch, witnessing the very first smile creates an indescribable bond between mother and baby—one that grows stronger with each passing day. Naturally, mothers always want the very best for their little ones. Pielor Baby Love, we stand beside mothers on this journey with products specially developed for the delicate skin of babies. A newborn's skin is much thinner and more vulnerable to irritation compared to that of an adult. That is why we carefully formulate each of our products to meet the unique needs of babies. Our goal is simple: to support healthy development, ensure comfort, and give mothers complete peace of mind. In every stage of production, we place safety and quality at the forefront. We use skin-friendly, dermatologically tested ingredients, free from parabens, silicones, and harmful chemicals—providing gentle yet effective solutions. This allows mothers to care for their babies' skin with confidence and ease. With the international quality standards and years of expertise of the Pielor brand, Pielor Baby Love products are developed to be safely used from the very first days of life. Today, we are proud to bring purity, safety, and trust to mothers and babies in many countries around the world. Because we know that every baby is truly priceless. And at Pielor Baby Love, we say:

It begins with love, and grows with trust.

Mother's Choice:
PIELOR BABY LOVE



Brand Positioning & Target Audience

Pielor Baby Love is positioned as a trusted partner for parents who seek safe, dermatologically tested, and affordable baby care solutions. Our target audience includes new parents, caregivers, and families who value high-quality products that protect and nourish sensitive baby skin. We speak to modern, conscious families who prioritize both health and affordability, ensuring they never have to choose between safety and value.



PIELOR®
BABY LOVE



Our Strengths & Unique Differences

- **Specially Formulated for Babies** – Every product is developed with the delicate needs of newborn skin in mind.
- **Dermatologically Tested** – Safe, gentle, and clinically approved formulations.
- **Uncompromising Quality** – High production standards with strict quality control.
- **Affordable Care** – Premium protection at accessible prices for every family.
- **Global Reach** – Trusted by parents across multiple continents.
- **Commitment to Love & Responsibility** – We care for babies as much as parents do.



formulated for babies
skin friendly pH value



- ✓ No tears
- ✓ No irritation
- ✓ Special formulation for babies
- ✓ Pleasant smell
- ✓ Soft texture
- ✓ Extra moisture

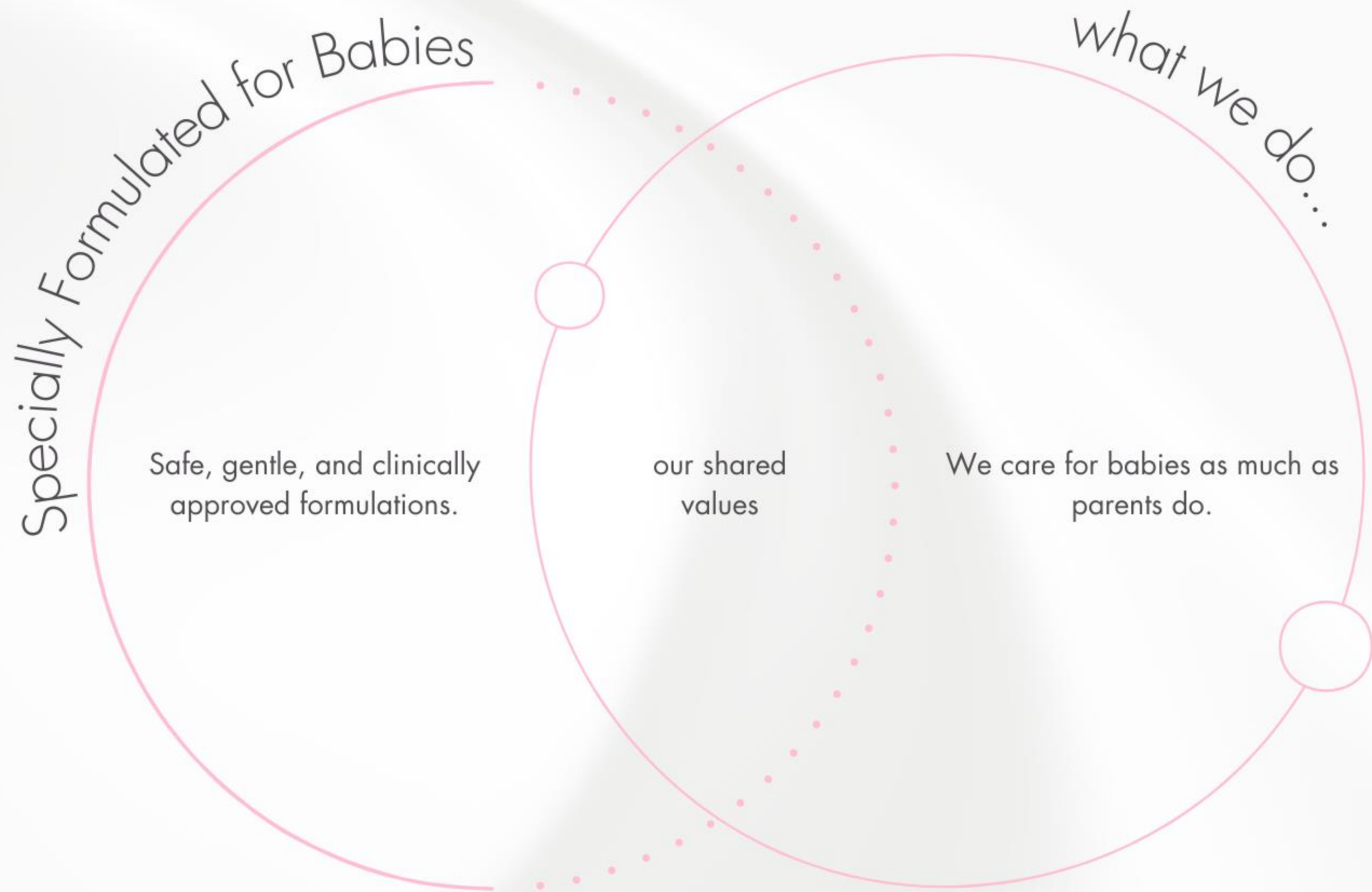


formulated for babies
skin friendly pH value

Pielor Baby Love Around The World

With a growing presence across global markets, Pielor Baby Love is reaching families in Europe, the Middle East, Asia, and Africa. Our international expansion reflects the universal trust parents place in our products. By participating in global trade fairs and collaborating with strong distribution partners, we continue to share our promise of gentle, effective, and affordable baby care with parents worldwide.







BABY SHAMPOO

Gentle care for tiny strands.

Specially formulated for delicate hair and scalp, this mild shampoo:

Cleanses gently without causing dryness or irritation.



Pielor Baby Shampoo

200 ml - 400 ml - 750 ml

Pielor Baby Shampoo, formulated especially for kids, cleanses without damaging your baby's hair and scalp with its pleasant smell and soft texture. Provides necessary care.

Directions

Rinse well after shampooing your baby's hair.

Warnings

Use only external. Avoid direct contact with eyes. In case of contact rinse thoroughly with water. Keep out of reach of children. Store at room temperature



formulated for babies
skin friendly pH value





PIELOR®
BABY LOVE





Baby Shampoo



Pielor Baby Body Wash 400 ml

Pielor Baby Body Wash is ideal for your baby's tender skin with its special formula. Relaxes your baby while cleansing the body.



Directions

Rinse well after cleansing your baby's skin

Warnings

Use only external. Avoid direct contact with eyes. Keep out of reach of children. Store at room temperature.







PIELOR®
BABY LOVE

Baby Wash

Bathing Moments,
Happy Moments



Pielor Baby Lotion 200 ml - 400 ml



Pielor Moisturizing Baby Lotion provides moisture for your baby's tender skin with its special formula. Softens and smoothes the skin.



Directions

Apply gently to baby skin and massage.

Warnings

Use only external. Avoid direct contact with eyes. Keep out of reach of children. Store at room temperature



formulated for babies
skin friendly pH value







PIELOR®
BABY LOVE

Baby Lotion

Nourish & Cleanse
Baby's Sensistive Skin





Baby Lotion

Smooth & Soft Care

Aloe Vera Extract
Vitamin E





Moisturizing Baby Lotion

provides moisture for your baby's tender skin

with its special formula.



Pielor Baby Oil 200 ml

Vitamin E enriched Pielor Baby Oil moisturizes baby skin after bath and diaper change, adds softness.

Directions

Apply gently to baby skin after bath.

Warnings

For external use only. In case of contact with the eyes, wash with plenty of water. Keep out of reach of children. Store at room temperature. If rash occurs, discontinue use



formulated for babies
skin friendly pH value







Baby Oil

Vitamin E enriched baby oil
moisturizes baby skin after bath and
diaper change, adds softness.



Pielor Baby Powder 100 g

Pielor Baby Powder helps to keep the skin fresh and smooth. It makes the baby's skin soft throughout the day, absorbing additional moisture.



formulated for babies
skin friendly pH value



Directions

Distribute the powder equally on the palm of your hand, away from your face, before applying it to the baby's skin, away from the face. Close firmly after each use and store in a cool, dry place.

Warnings

Keep the powder away from the baby in order to avoid inhalation, which may cause breathing problems. Avoid direct eye contact. For external use only. Keep out of the reach of children. Store at room temperature





Baby Powder

Soft & Silky

Absorbing Additional Moisture





Baby Powder

Soft & Silky
For a happy baby





Pielor Baby Cologne 200 ml

Pielor Baby Cologne has a gentle, fresh fragrance that leaves your baby smelling clean and fresh. Its mild formula is suitable for your baby's delicate skin.

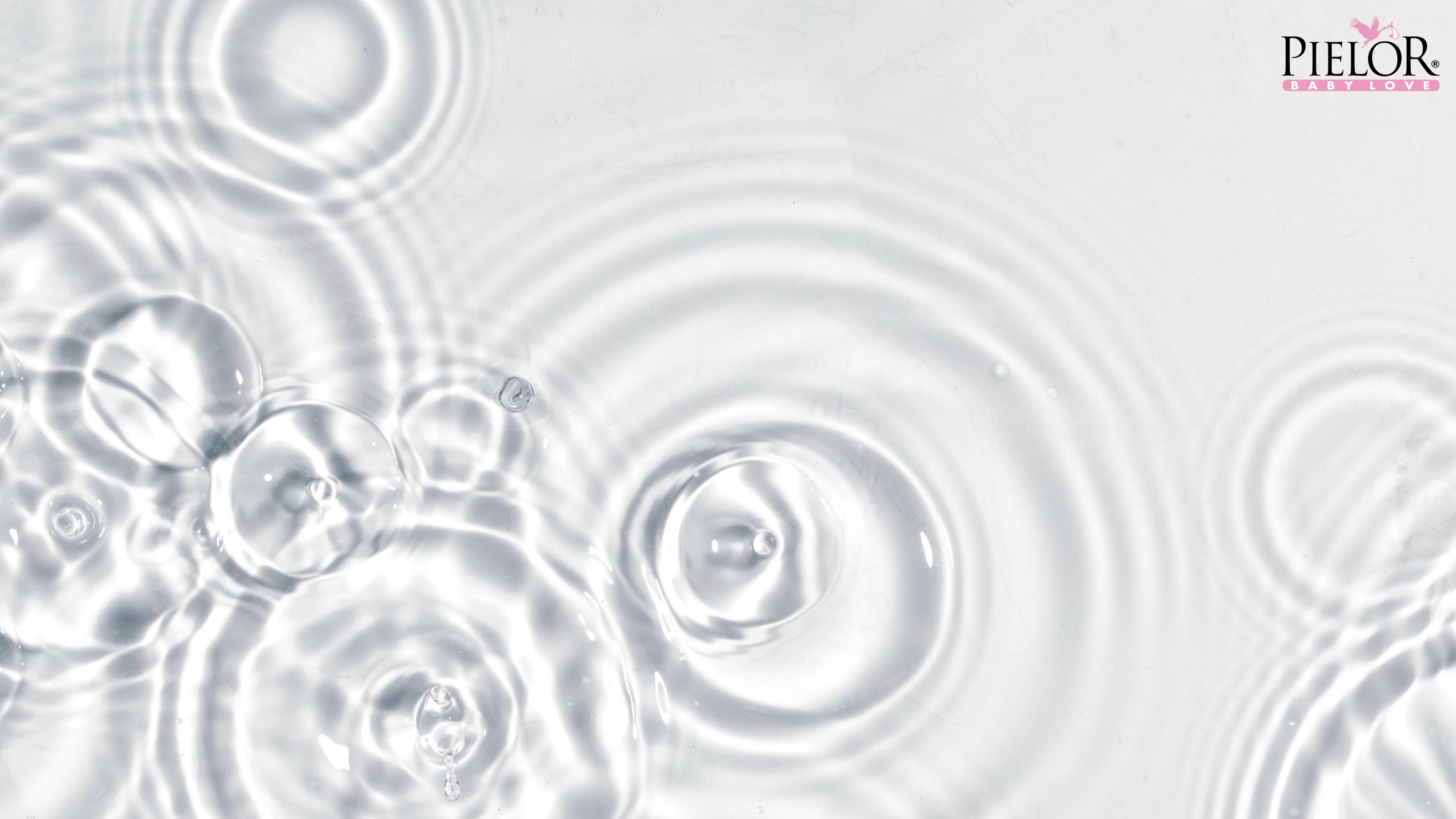
Directions

Pour desired amount of baby cologne in the palm of your hands and gently apply to the baby skin.

Warnings

For external use only. Avoid direct contact with eyes. In case of contact, rinse immediately with plenty of water. Keep out of reach of children. Store at room temperature







PIELOR®
BABY LOVE

Baby Cologne

Nice & Fresh
Special Formula for Babies



Baby Cologne Girl

Because Your Baby Deserves
the Sweetest Scent







It begins with love, and grows with trust.



BFF COSMETICS

Aydınlı Kosb Mah. Melek Aras Bulvarı KOSB,

34953 Tuzla/İstanbul

T: (0216) 593 13 13

Email: info@beautyff.com

www.pielor.com