

A close-up, profile photograph of a woman's face. Her blue eyes are looking directly at the camera. She has dark brown hair and is wearing light pink lipstick. The image is framed by large, bright green leaves, with a vertical vein running down the center of each leaf. The background is a soft, out-of-focus green.

PIELOR®



Renew your skin with the fascinating
effect of **Moringa**.



PIELOR®

Our Brand Story

*Inspired by the healing power of nature and guided by modern skincare science, Pielor represents a beauty philosophy rooted in naturalness. By bringing the purifying and nourishing properties of moringa leaf extract into skincare, we create safe, effective, and reliable products. With our slogan "**Look Natural, Love Yourself**," we invite everyone to embrace their natural beauty and care for their skin.*

Brand Positioning & Target Audience

Pielor is positioned as an accessible premium skincare brand, combining high-quality formulations with affordable prices.

- **Price / Quality:** Dermatologically tested, inspired by nature-based formulas provide safe skincare at a fair and reachable price point.
- **Target Audience:** Consumers aged 18-45, women and men alike, who value natural ingredients, embrace a healthy lifestyle, and seek effective yet clean skincare solutions.



A close-up photograph of a woman's face, focusing on her eyes, nose, and lips. She has dark hair and is wearing a dark top. In the foreground, several thick, green, ribbed plant stems are positioned to partially obscure the left side of her face. The lighting is soft and warm, highlighting her skin texture. The background is a plain, light color.

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Our Strengths & Unique Differences

- ✓ *Nature-inspired formulas enriched with moringa leaf extract*
- ✓ *Dermatologically tested, skin-friendly ingredients*
- ✓ *A complete skincare routine: from cleansers and moisturizers to serums, eye creams, and facial mists*
- ✓ *Affordable pricing without compromising on quality*
- ✓ *Elegant, modern packaging design that reflects the purity of nature*



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.

*Discover your
skin's beauty!*

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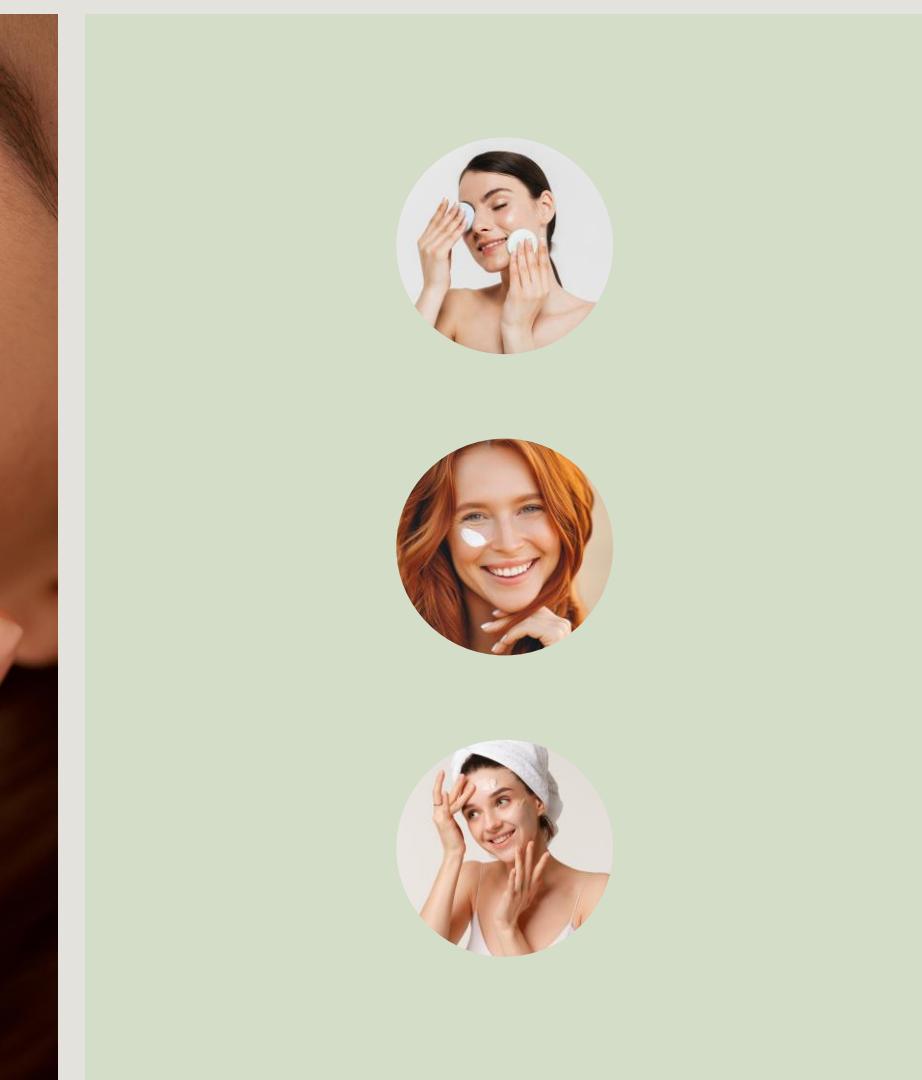
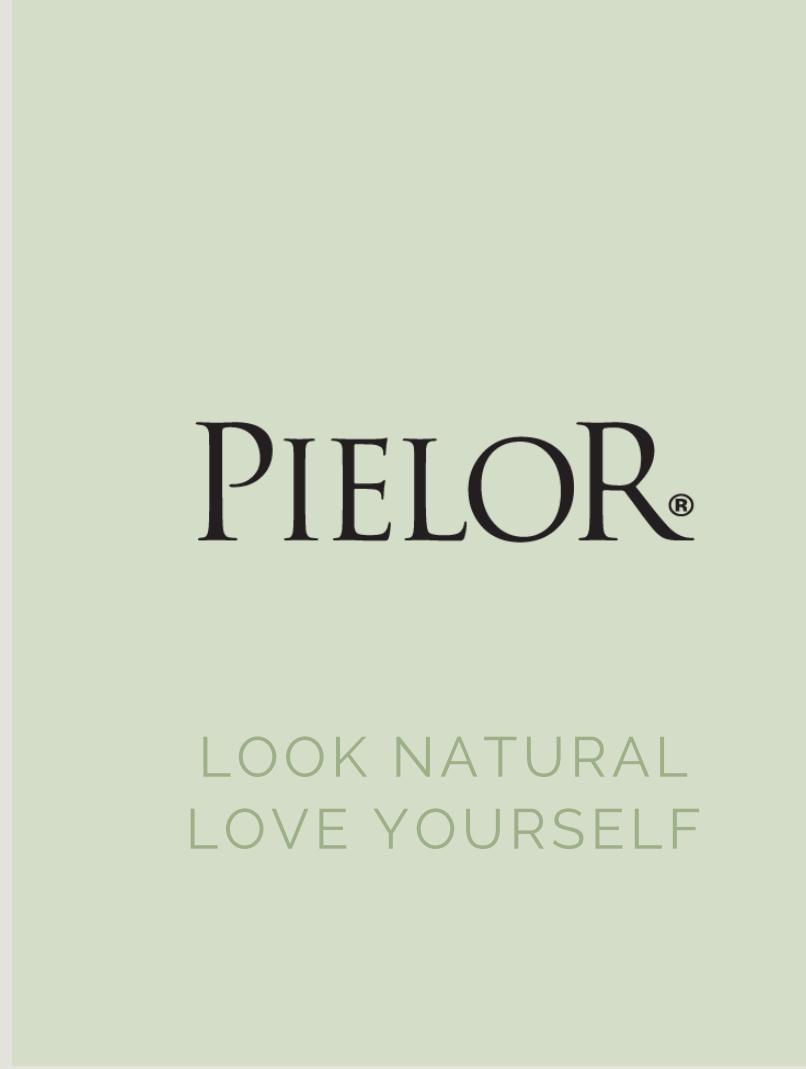
Pielor Around The World

PIELOR has strengthened its strong position in the industry over the years and has become a trusted brand in personal care in international markets. PIELOR, which stepped into international markets in 2010, is now exporting to over 20 countries, proving its quality worldwide.

Our upcoming goals:

- Strengthening brand awareness in the European market
- Launching new products to broaden the moringa skincare line
- Becoming a leading brand in the skincare category





it's a chance to
change your
skincare
routine

CLEANSING

1

TONING

2

TREATMENT

3

MOISTURIZING

4



CLEANSING



PIELOR MORINGA LEAF EXTRACT TWO
PHASE EYE MAKE-UP REMOVER



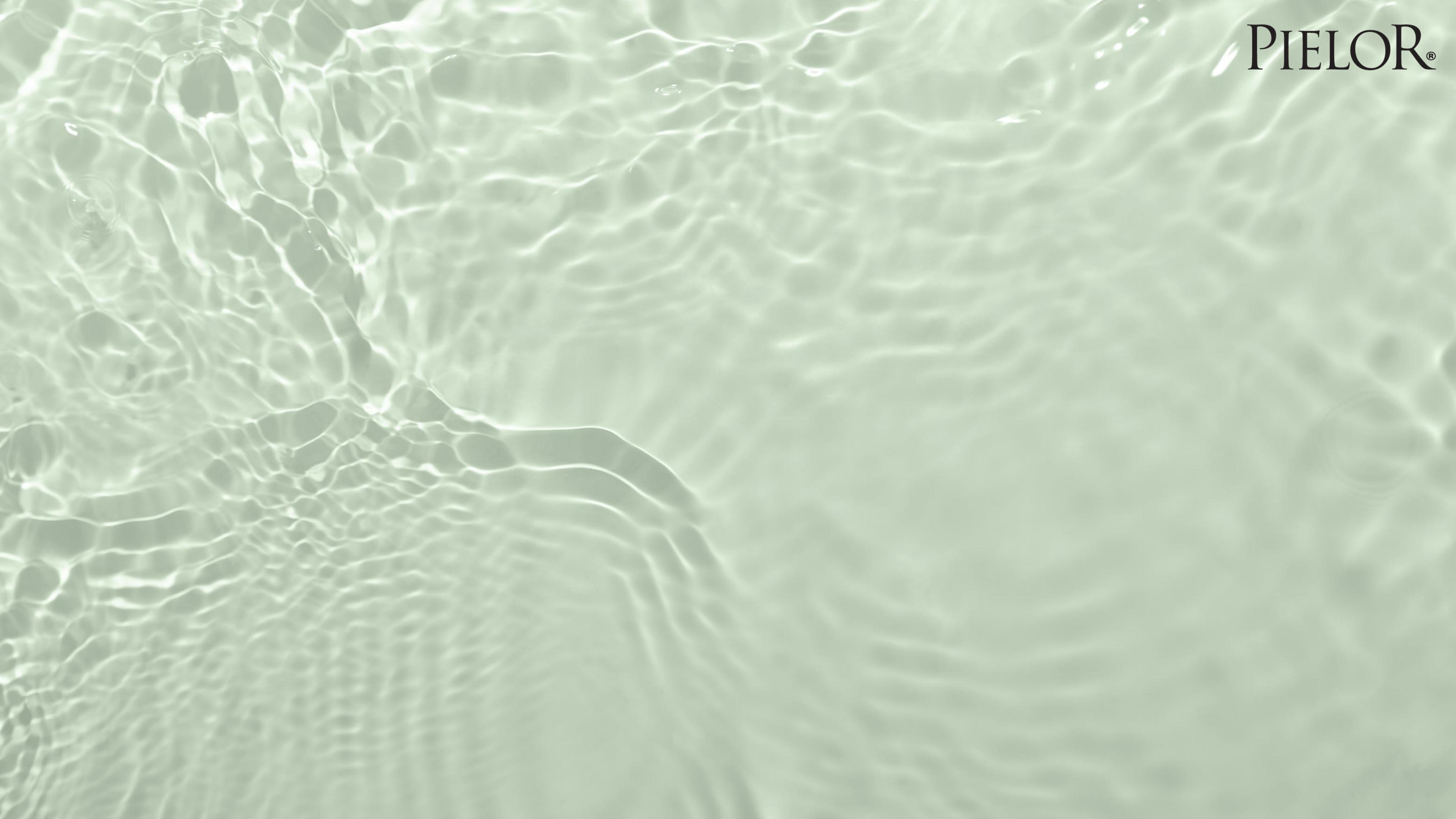
PIELOR MORINGA LEAF EXTRACT
MICELLAR CLEANSING WATER



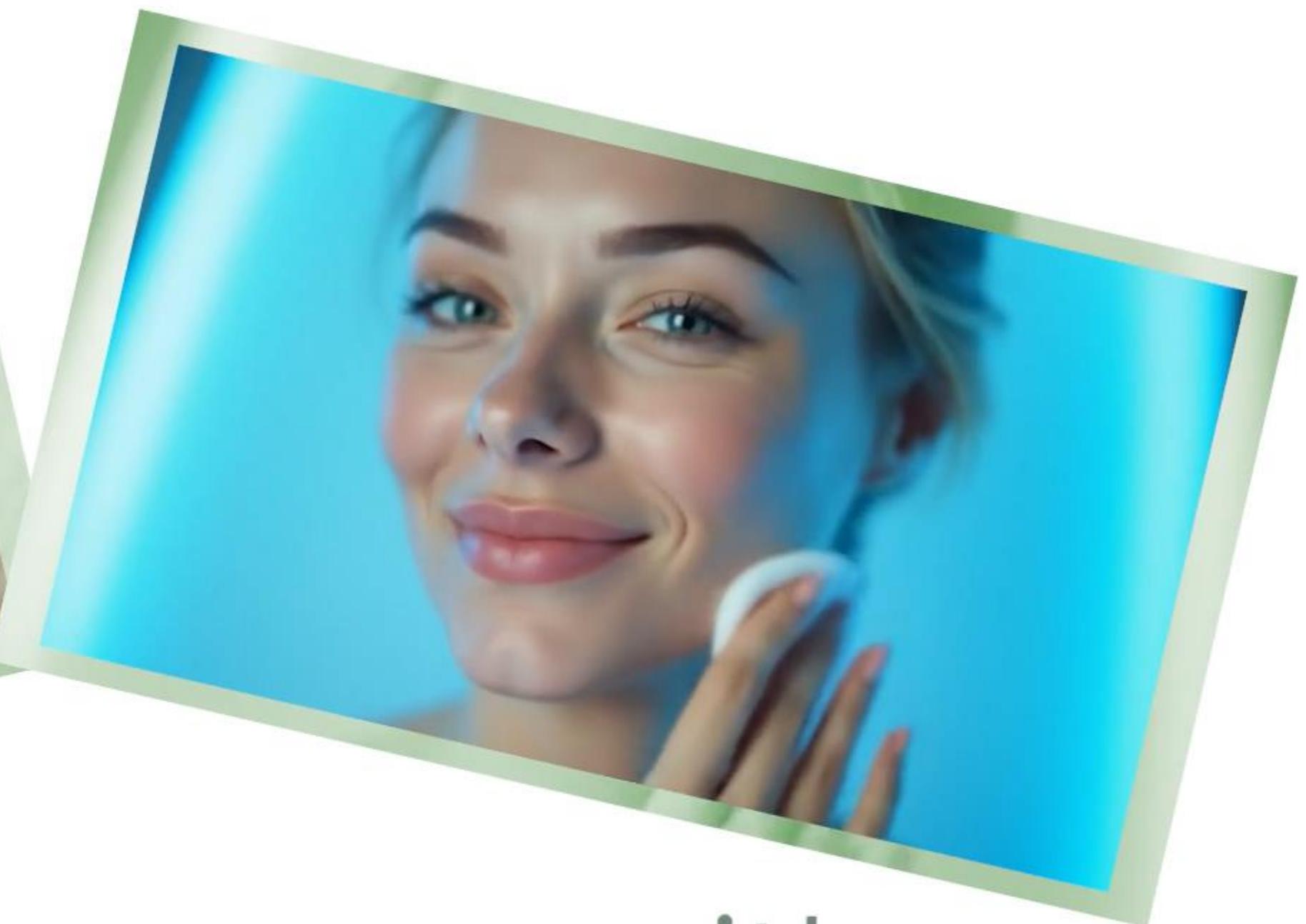
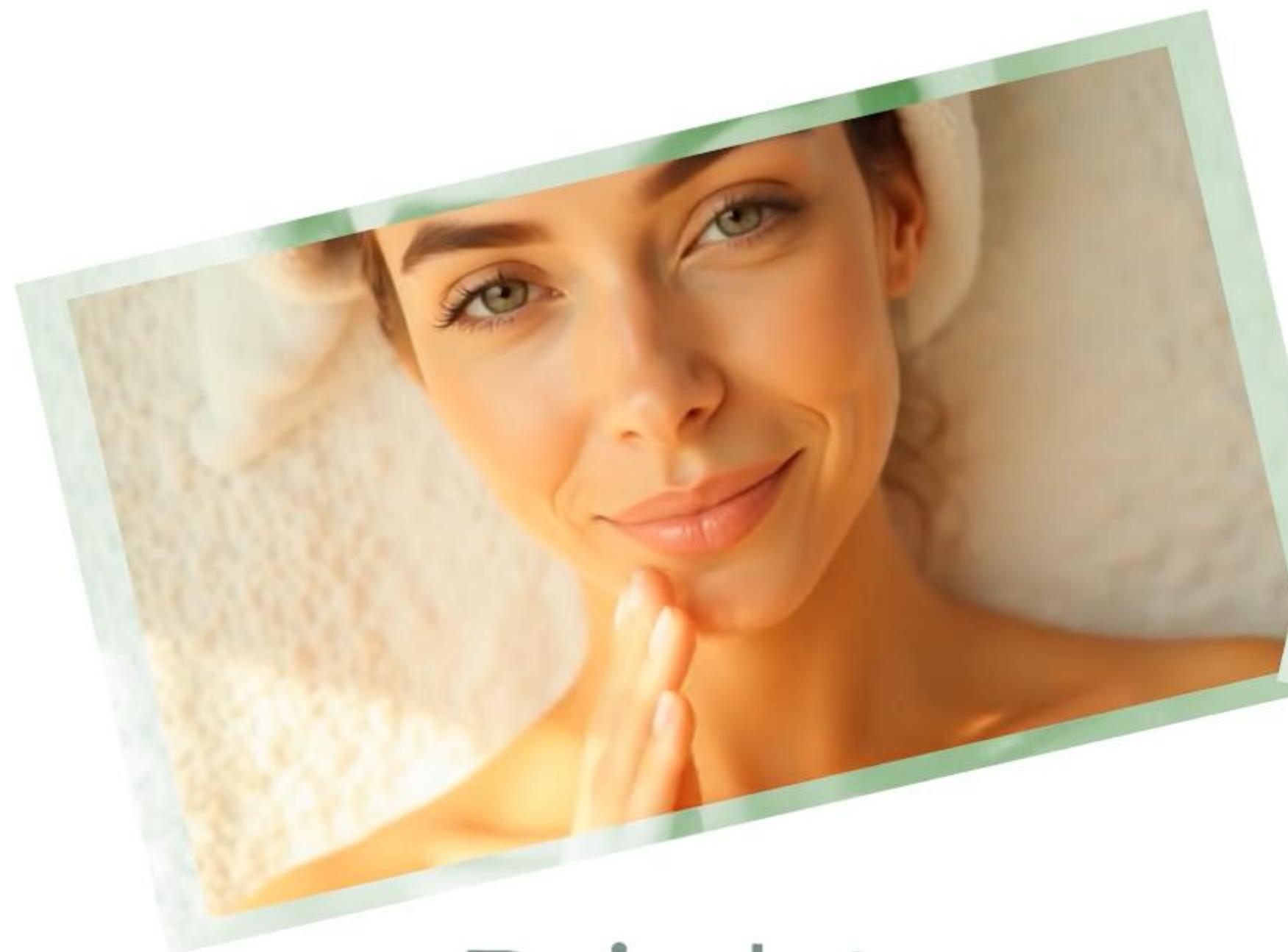
PIELOR MORINGA LEAF EXTRACT
PURIFYING CLEANSING GEL

PIELO®





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Brighten your eyes with
every gentle touch!

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

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it helps moisturize and nourish as it cleanses.



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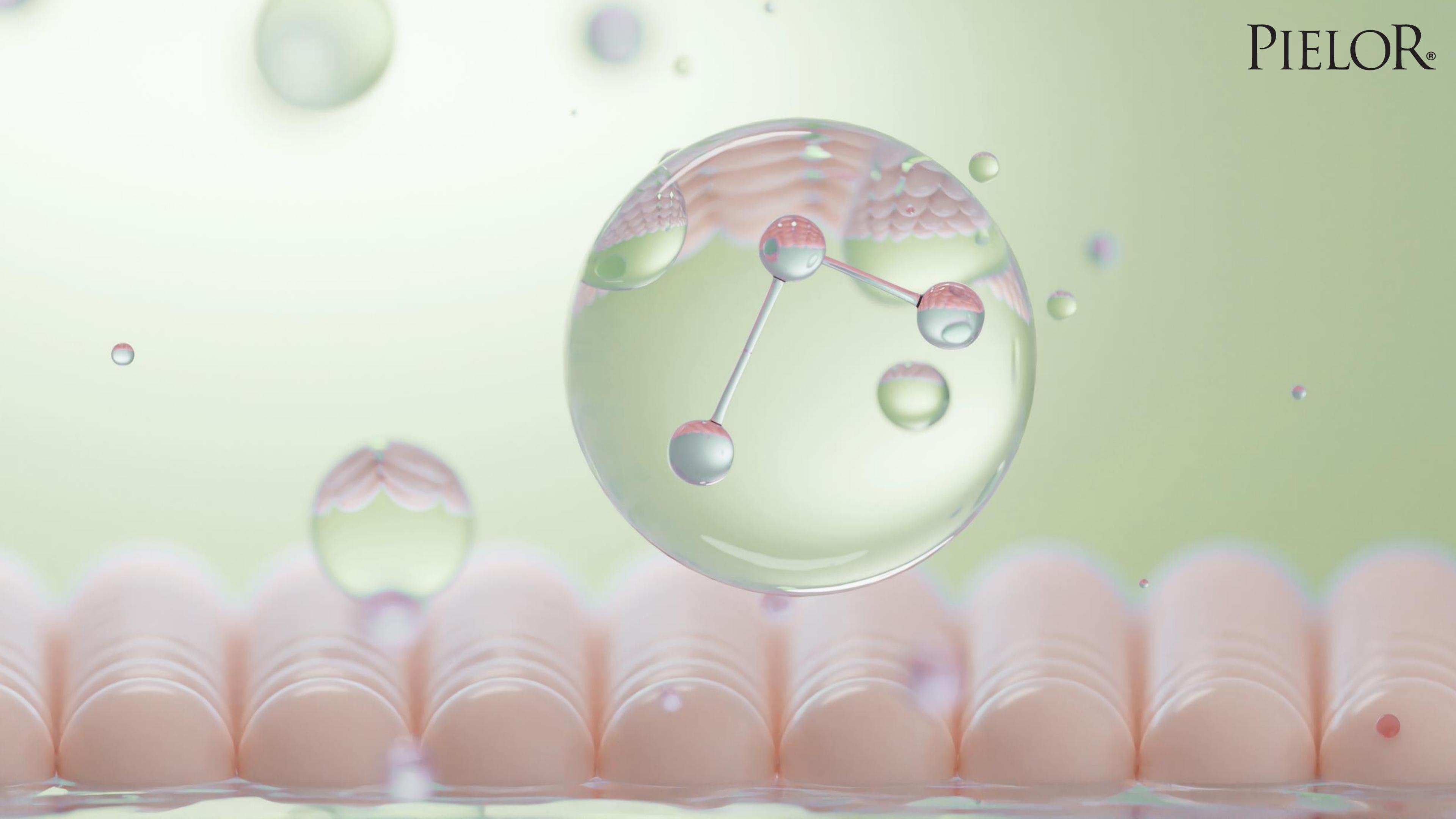
Pielor Moringa Leaf Extract Micellar Cleansing Water

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.

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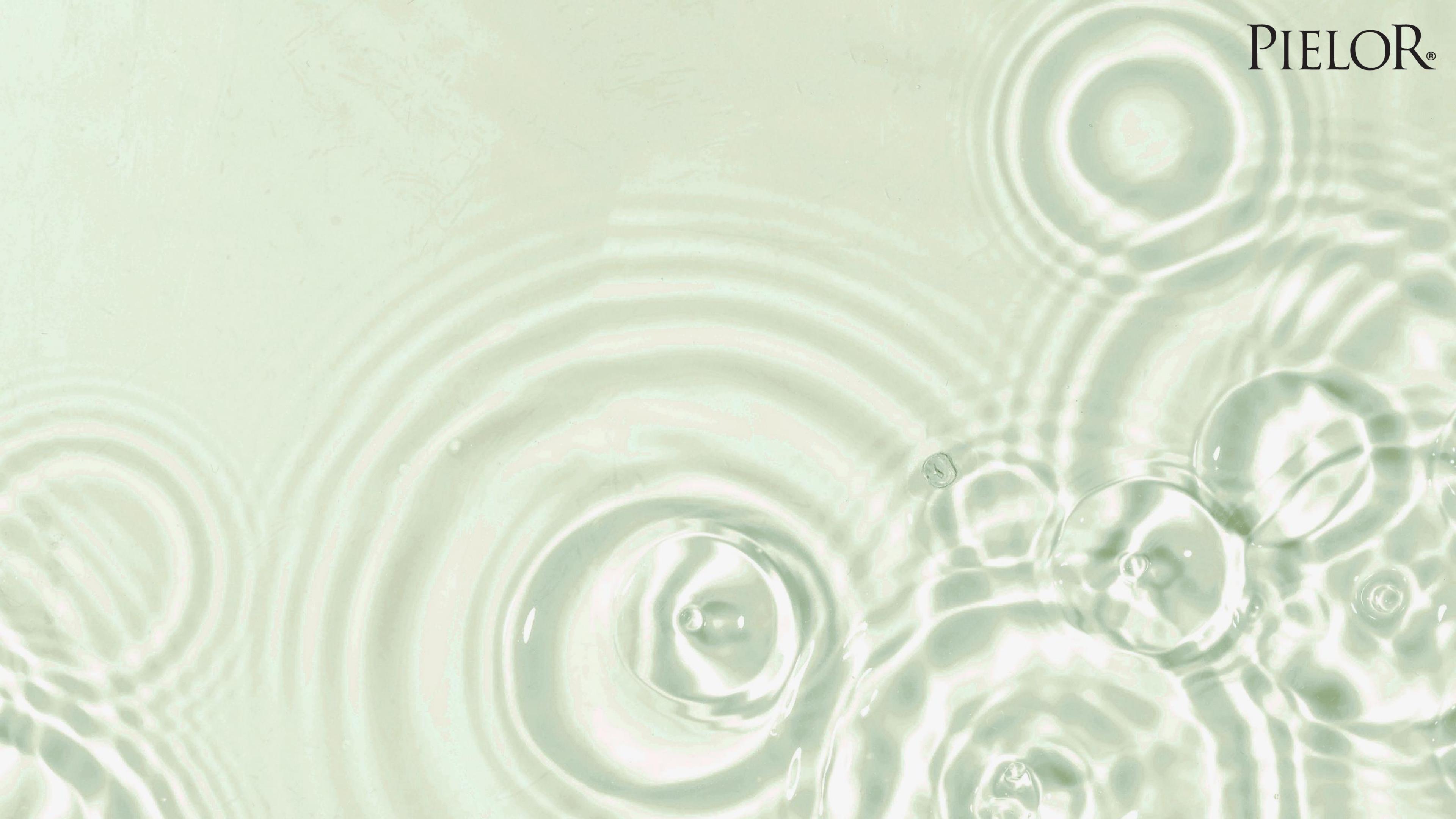
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Deep Cleanse, Pure Radiance!



Effectively cleanses clogged pores
and removes excess oil without
drying the skin.



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.

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TONING

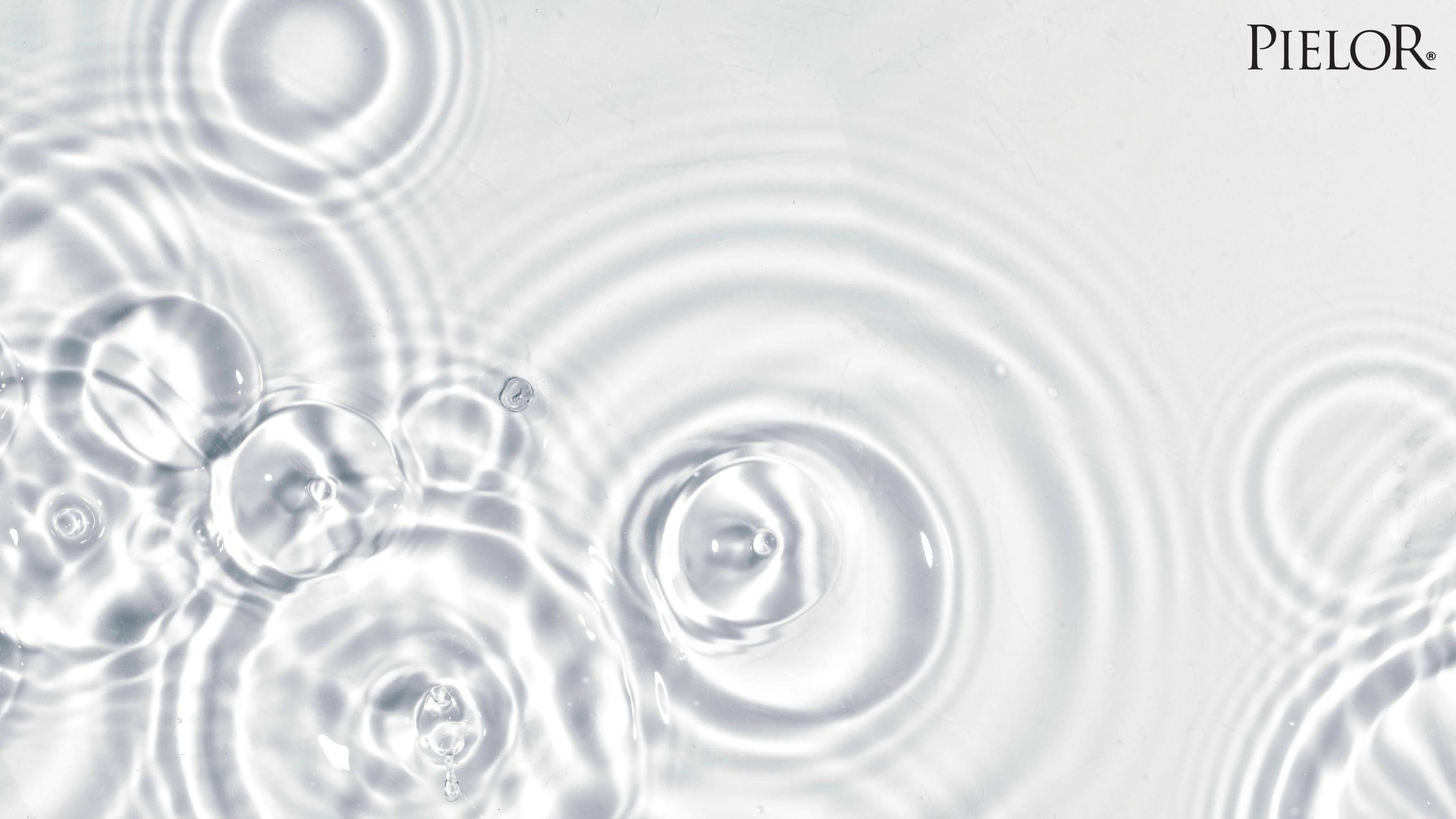


PIELOR MORINGA LEAF EXTRACT
PURIFYING FACIAL TONIC



PIELOR MORINGA LEAF EXTRACT
FACE MIST

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Helps **soothe**
and
revitalize skin.



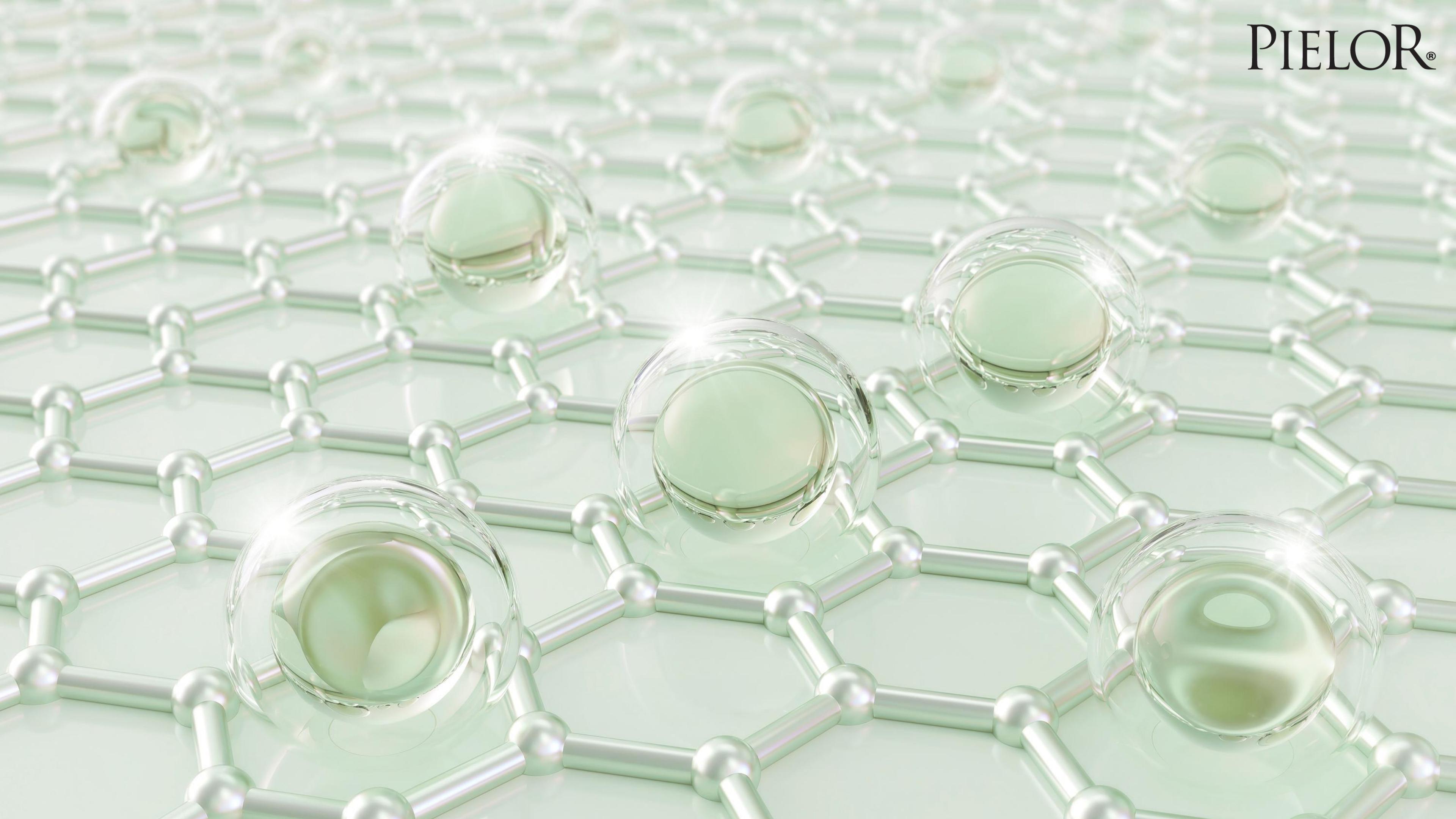
Pielor Moringa Leaf Extract Purifying Facial Tonic

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

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- Refresh.
- Hydrate.
- Glow.
- Anytime.

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

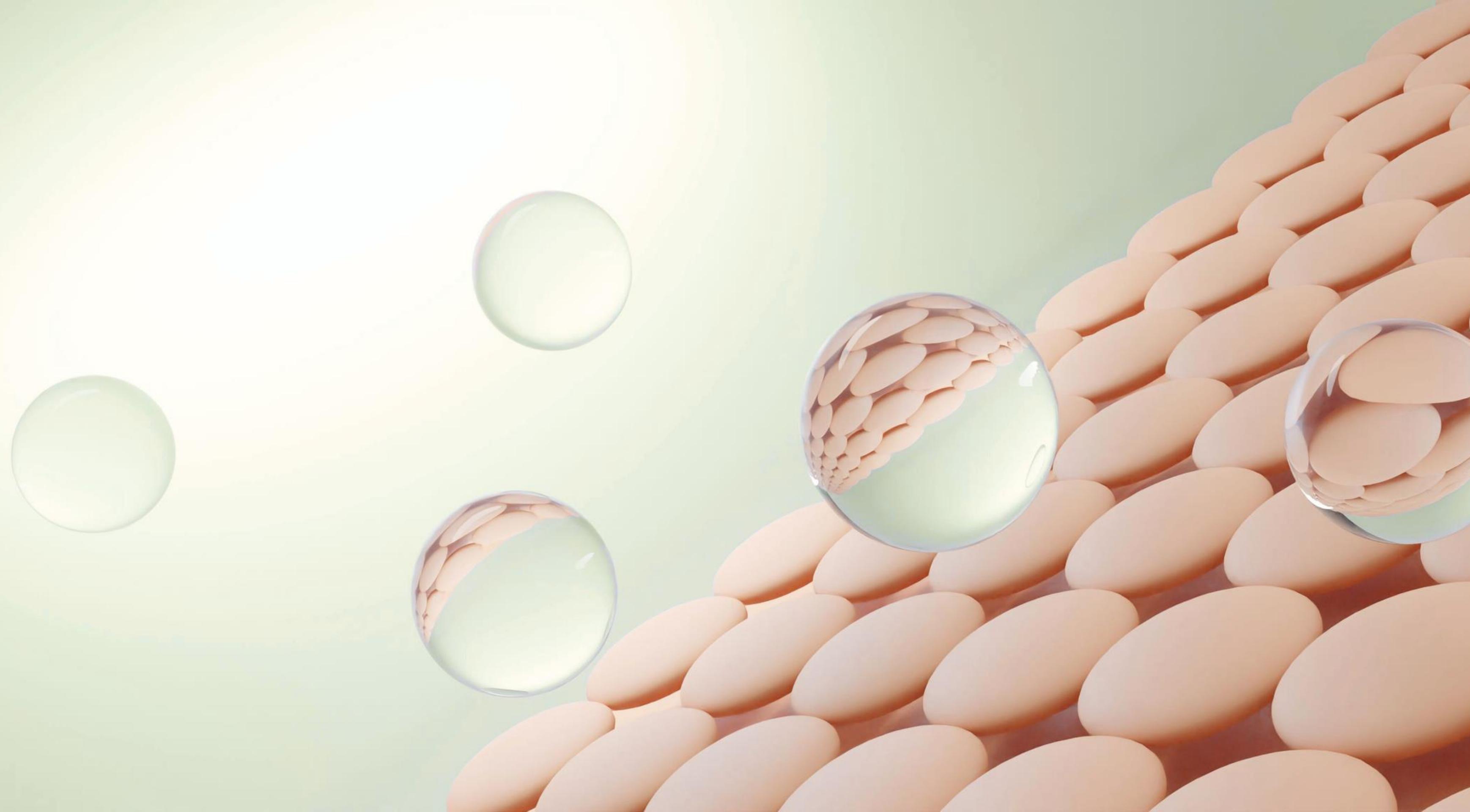
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TREATMENT



PIELOR MORINGA LEAF EXTRACT
HYALURONIC FACIAL SERUM



PIELOR MORINGA LEAF EXTRACT
HYALU B5 ANTI-WRINKLE EYE CREAM

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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.

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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

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MOISTURIZING



PIELOR MORINGA LEAF EXTRACT
MOISTURIZING DAY CREAM



PIELOR MORINGA LEAF EXTRACT
MOISTURIZING NIGHT CREAM

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A close-up, shallow depth of field photograph of a woman's face. The focus is on her eyes, which are a light blue-grey color. Her skin is a warm, golden-brown tone, appearing smooth and radiant. The lighting is soft, highlighting the contours of her eyes, nose, and lips. Her hair is dark and appears to be pulled back. The overall mood is intimate and focused on the natural beauty of the skin.

Soft
Smooth
Radiant

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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.

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REVITALIZED

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.

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Marketing Activities

We actively use social media as one of the most powerful communication channels for our brand. Through Instagram, Facebook, Pinterest, and YouTube, we share product highlights, skincare tips, and user experiences, reaching a wide audience. These platforms allow us to engage directly with our target consumers while enhancing both brand awareness and trust.

For more detail:



www.pielor.com



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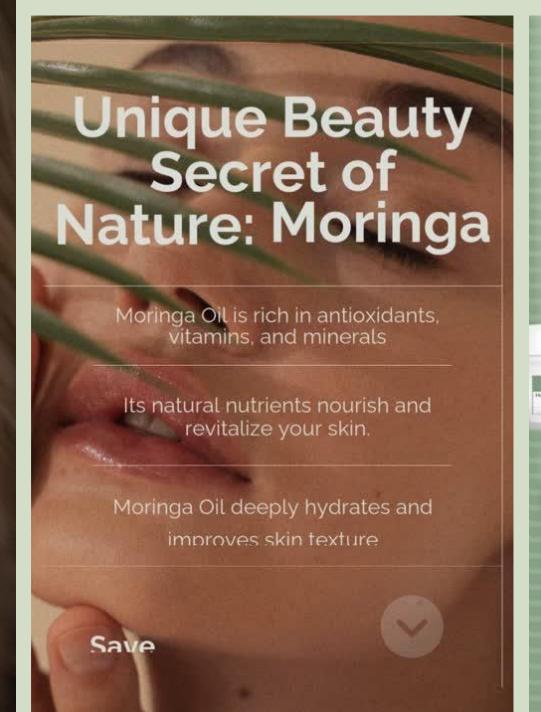
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Nature-powered beauty

From glow-up guides
to beauty rituals

Daily inspiration for your
natural beauty



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THANKS

- 👤 BFF COSMETICS
- 📞 +90 216 593 13 13
- ✉️ info@beautyff.com
- 📍 Aydınlı Kosb Mah. Melek Aras Bulvarı KOSB, 34953
Tuzla/Istanbul

