



**DE LEAF**  
THE BEAUTY OF NATURE

# THE BRAND

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## De Leaf Thanaka

**De Leaf Thanaka** was established in 2011 with the belief that natural ingredients are the key to healthy skin. We rediscover nature and resemble it with science to create a key to unlock natural beauty in women's skin.

Partnering with an accredited team of skin specialists and renowned cosmetic manufacturer, our products are produced, distributed and marketed internationally across South East Asia region with assurance for high quality, efficacy and safety.

## MISSION

“Our mission is to dedicate our business to the pursuit of well-being of the people and society related to our presence, without compromising on the quality of the environment.

We are committed to create great natural-based products made from specially selected plants that have long heritage and excellent benefits to make people look and feel naturally better”



# OUR PRODUCT RANGE

## DE LEAF THANAKA



## DE LEAF POMEGRANATE



# 9 Benefits of Thanaka



1 Brightens the skin

2 High Antioxidants reduces aging skin

3 Reduce acne

4 Visibly Lightens melasma, dark spots and blemishes

5 Reduces red rashes and skin allergy

6 Body Odor Protection!

7 Natural Sun Protection

8 Oil Control

9 Mild & Sensitive Skin

# 6 Incredible Benefits of Pomegranate



1

High antioxidants revive aging skin

2

Improves skin texture

3

Contains “Keratinocytes” which helps reveal youthful skin

4

Soothe skin inflammation

5

Moisturizes and soften skin

6

Rehydrates and make skin plump



# POSITIONING

'De Leaf Thanaka is an *affordable natural-inspired* skin care and cosmetics brand that nourishes the skin.'

## THE PROPOSITION

Effective skin treats derived from exotic natural Ingredients suitable for all skins

### THANAKA RANGE

Whitens  
Oil Control  
Moisturizes  
Pleasant scent

THANAKA +  
Aloe Vera  
Pomegranate  
Rose hip oil  
Wild Berries  
Green Tea

Paraben-Free  
SLS-Free  
Dermatologist  
tested  
Organic Certified

### POMEGRANATE RANGE

Rejuvenation  
Reduces Aging Signs  
Younger looking  
Moisturizes  
Pleasant scent

POMEGRANATE +  
Grape seed oil  
Oat Kernel

Paraben-Free  
SLS-Free  
Dermatologist  
tested





# THE PORTFOLIO

## DE LEAF THANAKA REFRESHING TALCUM POWDER

Net weight 100g. and 200g.

- ✓ Enrich with Thanaka extract which helps protect skin from UV rays
- ✓ Oil control and gives natural look coverage
- ✓ Perfect for face and body
- ✓ Refreshing scent, soothing your skin and protect your skin from rash

## DE LEAF THANAKA SUPERIOR NATURSL COVER FOUNDATION POWDER SPF20PA+++

Net weight 7g.

- ✓ Thanaka Extract controls oiliness and protects skin from harmful sun rays
- ✓ Vitamin C stimulates the formation of collagen and reduces dark spot. Naturally enhance skin brightness.
- ✓ Vitmain E nourishes and moisturizes skin, protects skin from premature aging





## GET NATURALLY GLOWING SKIN

- ✓ 2X moisturizer
- ✓ Paraben Free and No SLS
- ✓ Rich of Thanaka, Turmeric, Vit B3& E



## DE LEAF THANAKA MOISTURIZING & WHITENING SOAP

Net weight 50g. and 100g.

- ✓ Thanaka extract reduces premature aging of skin cells
- ✓ Turmeric reduces skin inflammation and irritation
- ✓ Vitamin B3 naturally brighten skin
- ✓ Vitamin E nourishes and moisturizes skin
- ✓ Natural Glycerin with its foamy, gentle and high-moisture formula, It effectively cleanses and nourishes your skin



HYDRATE AND GENTLY NOURISH YOUR SKIN  
with Thanaka Extract, Multi-Vitamin A, C, E  
and Aloe Vera Extract  
EXTRA MOISTURIZING & WHITENING CREAM



## DE LEAF THANAKA MOISTURIZING & WHITENING CREAM

Net weight 45ml. 10g and 8g.

- ✓ Thanaka extract reduces premature aging of skin cells and suppress early melanin activation, thus minimizing formation of dark spots.
- ✓ Vitamin A reduces wrinkles and nourishes skin. Repair skin damage from UV rays.
- ✓ Vitamin C stimulates the production of skin collagen and reduces skin hyper-pigmentation. Also reduces dark spots and enhance skin radiance
- ✓ Vitamin E nourishes and moisturizes skin. Protect skin from premature aging.
- ✓ Aloe Vera Extract moisturizes and protects skin from irritation caused by sun exposure and pollution.



NATURALLY FAIR  
& MOISTURIZED SKIN  
WHITE & SMOOTH BODY SERUM



## DE LEAF THANAKA WHITE & SMOOTH BODY SERUM

Net weight 180ml. and 70ml.

- ✓ Thanaka extract reduces premature aging of skin cells and minimizing formation of dark spots.
- ✓ Organic Rose Water soothing your skin and protect your skin from irritation
- ✓ Red Berries Complex Extract naturally whiten and rejuvenate your skin
- ✓ Dermatologist tested for sensitive skin
- ✓ Paraben-free
- ✓ Light texture, easily absorbed
- ✓ Organic ingredients with ECOCERT Certified





## De Leaf Thanaka Duo Translucent Loose Powder

Net weight 15g.

A translucent powder with a soft and silky texture combining two shades in one. For a bright, pearly sheer and oil-free skin all day. The two shades work on all skin tones giving you flawless skin.

**1st Twist:** The light yellow powder enriched with Thanaka Extract gives natural coverage and helps control excess oil giving you shine-free skin.

**2nd Twist:** The pearly pink powder enriched with Pomegranate extract and delicate shimmer gives skin a pinkish bright glowing look.

**3rd Twist:** Apply 2 shades together for a naturally flawless look.

- ✓ The powder is translucent and can be used for foundation setting without changing your make up colors.
- ✓ **The Light Yellow Thanaka Extract** effectively helps control excess facial oil giving you shine-free skin.
- ✓ **The Pearly Pink Pomegranate Extract** with light sheer shimmer helps brighten your skin leaving a naturally pinkish fair look.
- ✓ Thanaka and Pomegranate extracts have high antioxidants which helps in anti-aging and preventing acne.
- ✓ Fragrance free formulation.



## De Leaf Thanaka Bright & Firm Mask

Net weight 22ml.

New!! De Leaf Thanaka Anti aging and Brightening Facial Mask 2 in 1 benefits from Thanaka and Pomegranate

A soft thin mask, intensely formulated with natural extracts - Thanaka and Pomegranate with high antioxidants, capsulated in LIPOMASK Technology that helps reduce sign of aging and leaving you with bright radiant youthful skin

- ✓ Thanaka Extract helps to fight deep spot, uneven skin tone and uneven skin texture giving skin brighter and smoother.
- ✓ Pomegranate Seed Extract effectively decreases wrinkles and significantly enhances skin firmness.
- ✓ LIPOMASK TECHNOLOGY helps to protect goodness of extracts for a longer period and help to penetrate deeper into skin layer for a better skin repairing



## DE LEAF POMEGRANATE AGELESS GLOW SOAP

Net weight 100g.

Rebirth your skin with Pomegranate

De Leaf Pomegranate is made from the composition of Pomegranate, Grape Seed Extract and natural glycerin. With its foamy, gentle and rich anti-aging formula, it effectively cleanses, firms and reduces anti-aging spots, giving you a plump and younger-looking skin.

- ✓ Pomegranate extract promotes smooth and firm skin by promoting collagen and elastin production
- ✓ Ellagic Acid works as an antioxidant and enzymes inhibitor for melanin production helps lighten skin and reduces sign of aging
- ✓ No SLS and SLES

## DE LEAF POMEGRANATE AGELESS GLOW MOISTURIZING GEL

Net weight 6g and 40ml

"Experience firmer and younger looking skin after first few uses"

The moisturizing gel is enriched with natural extracts from pomegranate seed oil, grape seed oil and oat kernel, specially formulated with "Bounce Back Technology" that hydrates skin, soothes away appearance of fine lines and wrinkles, brings back youthful and luminous glowing skin.

- ✓ Pomegranate seed oil help rejuvenate skin and reverse damage skin to get more youthful appearance
- ✓ Grape seed oil improves skin's moisture, softness and ability to bounce back resulting in firmer looking skin
- ✓ Oat Kernel Extract from France helps tighten the skin and revitalize the skin to fade away wrinkle naturally
- ✓ Colorant, Paraben & Alcohol Free
- ✓ Dermatologist tested for sensitive skin

