

# plóm

— we have chemistry™ —

## sales detailer

# chemistry for happy skin. since 2014.



# at the heart of everything we do, is chemistry with heart.



**NO ANIMAL  
INGREDIENTS**



**NO HARMFUL  
CHEMICALS**



**RECYCLE  
WITH US**



**ANIMAL  
TEST-FREE**  
PETA



**100%  
VEGAN**

# present in

300+  
towns & cities

10+  
countries

Available in  
45+  
e-commerce  
websites

15,000+  
outlets

## a few of our achievements



IMA D2C Award for  
Best Content Marketing Strategy.



Tira's Vogue Beauty & Wellness  
Honours for 10% Niacinamide Serum.



Tira's Vogue Beauty & Wellness  
Honours for 10% Niacinamide Serum.



5 times winner of Nykaa  
Femina Beauty Awards.



afaqs! Marketers' Excellence  
Awards 2025 for Skin City Content.



## skincare



## haircare



## bodycare



where skincare is a celebration  
of chemistry in life.

skincare



skincare

# brighter days start here.

removes 99%  
pore-clogging  
impurities.

rice water & 2% niacinamide  
face wash

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50ml | ₹199

100ml | ₹299

150ml | ₹375



^32-user clinical study at an independent, expert-graded lab; Dec 2024.

# dermat-tested face washes.



## rice water & 2% niacinamide face wash

- removes 99% pore-clogging impurities
- instantly brighter, softer skin with every wash
- dermatologically tested, non-irritant
- suits all skin types

size	MRP	case pack
50ml	₹199	48
100ml	₹299	48
150ml	₹375	48

^ 32-user clinical study at an independent, expert-graded lab; Dec 2024



## green tea face wash

- removes 99.9% pore-clogging impurities
- up to 2-hour oil control after wash
- acne reduction in 7 days
- dermatologically tested
- suits oily, acne-prone skin

size	MRP	case pack
50ml	₹199	48
100ml	₹285	48
150ml	₹360	48

^ 32-user clinical study at an independent, expert-graded lab; Oct 2024



## saffron & papaya face wash

- enhances glow
- brightens & evens out skin tone
- gentle & non-drying
- suits all skin types

size	MRP	case pack
100ml	₹275	48

# #trending because it works.

- tighter pores in 3 days
- dermatologically-tested
- non-comedogenic

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150ml | ₹440



^ 34-user clinical study at an independent, expert-graded lab; Feb 2025

# pore-fect toners.



## rice water & 3% niacinamide toner

- visibly tighter pores & brighter skin in 3 days
- 97% users noticed smoother skin
- pH-balanced, dermat-tested, non-comedogenic
- alcohol-free, non-drying
- suits all skin types

size	MRP	case pack
150ml	₹440	48

^ 34-user clinical study at an independent, expert-graded lab; Feb 2025



## bulgarian valley rose water toner

- tightens pores
- instantly soothes & hydrates
- makes skin plump & bouncy
- dermatologically tested
- alcohol-free, non-drying
- suits all skin types

size	MRP	case pack
100ml	₹255	48
150ml	₹360	48



## green tea alcohol-free toner

- tightens pores
- controls excess oil
- fights pimples
- pH-balanced, dermat-tested
- alcohol-free, non-drying
- suits oily, acne-prone skin

size	MRP	case pack
150ml	₹390	48

# glow with '3C'.

**vitamin C**  
reduces dark spots

**calendula**  
soothes skin

**ceramides**  
repairs skin barrier

calendula & 10% vitamin C  
serum

30ml | ₹649



# clinically-proven serums.



## rice water & 10% niacinamide face serum

- brightens skin from 1<sup>st</sup> use
- fades blemishes & marks in 14 days
- 2x instant hydration
- dermatologically tested
- suits all skin types

size	MRP	case pack
10ml	₹249	48
15ml	₹349	48
30ml	₹659	48
50ml	₹849	48

^ 36-user clinical study at an independent, expert-graded lab; Jan 2024



## calendula & 10% vitamin C face serum

- boosts glow & strengthens barrier
- visibly fades pigmentation & dark spots
- helps improve skin texture by refining pores
- delivers effortless hydration

size	MRP	case pack
30ml	₹649	36



## mandarin & 15% vitamin C face serum

- visibly glowing skin in 2 weeks
- reduces dark spots in 2 weeks
- dermatologically tested
- suits all skin types; except hyper-sensitive skin

size	MRP	case pack
10ml	₹299	48
15ml	₹550	48
30ml	₹790	48

^ 36-user clinical study at an independent, expert-graded lab; Aug 2023

# must-have moisturizers.



## CeraSense™ moisturizing crème

- provides 72-hr moisturization
- instantly repairs barrier
- nurtures balanced microbiome
- feather-light formula
- shields against environmental stressors
- suits all skin types, especially dry skin

size	MRP	case pack
25gm	₹299	48
50gm	₹499	48

^ clinically, instrumentally & in-vivo tested for SPF 50 at independent, expert-graded labs; Jan 2023, Aug 2024, and Aug & Oct 2025.



## rice water & 2% niacinamide gel cream

- delivers 2x hydration
- instant oil reduction
- brightens skin in 2 weeks
- superlight, non-sticky gel
- dermatologically tested
- suits all skin types

size	MRP	case pack
25gm	₹349	48
50gm	₹525	48

^ 2x hydration v non-moisturized skin; 36-user clinical study at independent, expert-graded labs; Jan 2024 & Aug 2025

# must-have moisturizers.



## saffron & kumkumadi oil moisturizer

- brightens skin
- enhances glow
- SPF 35 UVA/UVB protection
- suits all skin types

size	MRP	case pack
50gm	₹415	48



## calendula & 1% vitamin C gel cream

- visible glow in 2 weeks
- fades spots in 4 weeks
- lightweight gel texture
- dermatologically tested
- suits all skin types

size	MRP	case pack
50ml	₹549	48

^33-user clinical study at an independent, expert-graded lab; July 2025.

**3x** tan  
reduction

not just promised.  
clinically proven.

rice water & 2% niacinamide  
sunscreen

50gm | ₹399

80gm | ₹599



^ 36-user clinical study at an independent, expert-graded lab; Jan 2023



## rice water & 2% niacinamide hybrid sunscreen

- in-vivo & in-vitro tested for SPF 50
- 4-hr water resistant
- 3x tan reduction
- lightweight, non-sticky, no white cast
- dermatologically tested
- suits all skin types

size	MRP	case pack
50gm	₹399	48
80gm	₹599	48

^ clinically, instrumentally & in-vivo tested for SPF 50 at independent, expert-graded labs; Jan 2023, Aug 2024, and Aug & Oct 2025.



## green tea & zinc super-matte sunscreen gel

- instant oil reduction
- 2-hr water resistant
- lightweight, non-sticky, no white cast
- dermatologically tested
- suits oily, acne-prone skin

size	MRP	case pack
50gm	₹425	48

^ results of clinical & instrumental studies conducted at an independent, expert-graded lab; Dec & Nov 2024.



kajal

for your eyes only.



**naturstudio**  
all-day-wear kohl kajal

- intense pigment
- smudge-proof & water-proof

shade

black brilliance

size	MRP	case pack
1.2gm	₹499	48



**eye-swear-by**  
kohl kajal

- creamy glide, single stroke application
- smudge-proof & water-proof

shade

deep black

size	MRP	case pack
0.35gm	₹279	48

kajal



haircare

# soft hair. hard to forget.

22x softer hair in 1 wash.  
clinically proven.

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coconut milk & peptides  
shampoo

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250ml | ₹345

500ml | ₹535



haircare

^36-user clinical study at an independent, expert-graded lab; July 2024



## coconut milk & peptides shampoo

- 22x softer hair in 1 wash
- gently cleanses without stripping
- enhances hair's natural shine
- suits all hair types

size	MRP	case pack
250ml	₹345	36
500ml	₹535	16

^ 36-user clinical study at an independent, expert-graded lab; July 2024



## volcanic minerals & salicylic acid shampoo

- delivers 72-hr dandruff & frizz control
- supports balanced, healthy scalp barrier
- soothes itchy, irritated scalp
- prevents dryness, frizz & breakage
- restores microbiome balance

size	MRP	case pack
250ml	₹399	36



## coconut milk & peptides conditioner

- softens rough hair
- strengthens hair fiber
- conditions hair strands
- adds volume to your hair
- prevents hair breakage

size	MRP	case pack
175gm	₹375	36



## cherry blossom & glycolic acid hair serum

- 72-hr humidity-proof frizz control that works from within
- provides effective heat protection up to 230°C
- UV protection for hair
- lightweight & non-greasy

size	MRP	case pack
50gm	₹490	48



## coconut & squalane hair serum

- softens rough hair
- makes hair smooth & silky
- reduces frizz
- detangles hair
- lightweight & non-greasy

size	MRP	case pack
75ml	₹475	36



## hibiscus & ceramides hair serum

- helps prevent split ends
- makes hair smooth & silky
- hydrates, reduces frizz
- adds shine & nourishment
- lightweight & non-greasy

size	MRP	case pack
75ml	₹475	36



bodycare

internet's yummiest bodycare.



### vanilla caramello body lotion

- irresistible & warm vanilla-caramel fragrance
- awarded best moisturizer by ELLE beauty
- enriched with cocoa butter & vitamin B5
- non-greasy & lightweight

size	MRP	case pack
200ml	₹299	40
400ml	₹475	24



### marshmallow melt body lotion

- warm & cozy marshmallow cocoa fragrance
- provides soft, moisturized & glowing skin
- enriched with shea butter & vitamin B5
- non-greasy & lightweight

size	MRP	case pack
400ml	₹475	24

bodycare



### **hawaiian rumba** shower gel

- fruity cocktail long-lasting fragrance
- aloe-infused super lathering formula
- non-drying & hydrating
- SLS-free

size	MRP	case pack
240ml	₹380	24



### **vanilla caramello** body wash

- warm & delicious vanilla caramel fragrance
- aloe-infused super lathering formula
- non-drying & hydrating
- SLS-free

size	MRP	case pack
240ml	₹380	36

# internet's yummiest fragrances.



## vanilla vibes body mist

- iconic & best-selling fragrance
- sweet, warm & irresistible notes of vanilla
- long-lasting formula
- travel-friendly & easy to carry

size	MRP	case pack
10ml	₹395	48
150ml	₹550	48



## hawaiian rumba body mist

- tropical fruity-cocktail fragrance
- juicy notes of white musk, vanilla & warm musk
- long-lasting formula
- travel-friendly & easy to carry

size	MRP	case pack
100ml	₹395	48
150ml	₹550	48



## vanilla caramello body mist

- yum caramel fragrance
- sweet notes of warm vanilla & salted caramel
- long-lasting formula
- travel-friendly & easy to carry

size	MRP	case pack
150ml	₹575	48

**planogram**

# shelf planogram.

## 1-shelf planogram



## 2-shelf planogram



planogram

## must-have SKUs.

	product name	pack size	MRP	case pack
face wash	rice water & 2% niacinamide face wash	50ml	199	48
		100ml	299	48
		150ml	375	48
	green tea pore cleansing face wash	50ml	199	48
		100ml	285	48
		150ml	360	48
saffron & papaya face wash	100ml	275	48	
toner	rice water & 3% niacinamide toner	150ml	440	48
	bulgarian valley rose water toner	100ml	255	48
		150ml	360	48
green tea alcohol-free toner	150ml	390	48	
face serum	rice water & 10% niacinamide face serum	10ml	249	48
		15ml	349	48
		30ml	659	48
		50ml	849	48
	mandarin & 15% vitamin C face serum	10ml	299	48
		20ml	550	48
		30ml	790	48
calendula & 10% vitamin C face serum	30ml	649	36	
moisturizer	CeraSense moisturizing crème	25gm	299	48
		50gm	499	48
	rice water & 2% niacinamide gel cream	50gm	525	48
	saffron & kumkumadi oil moisturizer	50gm	415	48
	calendula & 1% vitamin C gel cream	50ml	549	48

# must-have SKUs.

	product name	pack size	MRP	case pack
sunscreen	rice water & 2% niacinamide SPF50	50gm	399	48
	PA++++ hybrid sunscreen	80gm	599	48
	green tea & zinc super-matter SPF50	50gm	425	48
	PA++++ sunscreen gel			
kajal	naturstudio all-day-wear kohl kajal	1.2gm	499	48
	eye-swear-by kohl kajal	0.35gm	279	48
shampoo & conditioner	coconut & peptides shampoo	250ml	345	36
		500ml	535	16
	volcanic minerals & salicylic acid shampoo	250ml	399	36
	coconut & peptides conditioner	175gm	375	36
hair serum	cherry blossom & glycolic acid hair serum	50gm	490	48
	coconut & squalane hair serum	75ml	475	36
	hibiscus & ceramides hair serum	75ml	475	36
body lotion	marshmallow melt body lotion	400ml	475	24
	vanilla caramello body lotion	200ml	299	40
		400ml	475	24
body mist & shower gel	hawaiian rumba shower gel	240ml	380	24
	vanilla caramello body mist	150ml	575	48
	vanilla vibes body mist	100ml	395	48
		150ml	550	48
	hawaiian rumba body mist	100ml	395	48
	150ml	550	48	

# plom

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*PETA*



**100%  
VEGAN**