



Parli
P A R L I

PERSONAL CARE
PERFUME

2022

www.parli.ru



COLLECTION OF BRANDS



Men and women
perfume



Parli personal care and perfume products

GO GO GIRL

Skin care for teens



«OILS DE LUXE»

Oil-based luxury
collection



«LE CORE»

Professional hair
care product line



«SENDO»

Korean personal
care product line



«O HANAMI»

Japanese personal
care product line



About the company

Parli is one of the largest perfume and personal care producers in Russia.

Prominent, well-equipped production line complies with international GMP standards. Parli produces more than 5 million high-quality items per month.

It is no wonder that Parli's products are well accepted among the consumers: the fragrances are developed by famous perfumers while the formulas are created in our own laboratory's research and development center based on Korean and Japanese cosmetology expertise.

Our products go with latest beauty trends, have won many prestigious awards and is suitable for various age categories.



Sales territory



PARLI personal care and perfume products

We have a wide sales territory: Russia, CIS countries: Kazakhstan, Uzbekistan, Belarus, Ukraine, as well as export to UAE.



More than 4000 stores around Russia

Парфюм *Лидер*
красивой быть легко!

familia
Бренды, свободные от цен!



О'КЕЙ
ГИПЕРМАРКЕТ

ozon.ru
выбирайте

ОПТИМА

Мила

улыбка радуги

eva

ЧУСТЫЙ ДОМ

ЛЕНТА

ВПРОК
ТОВАРЫ ПОВСЕДНЕВНОГО СПРОСА

WILDBERRIES

СЕМЬ ДНЕЙ
СЕТЬ МАГАЗИНОВ

Ашан

магнит
КОСМЕТИК

сеть магазинов
СЕМЬЯ

ЗОЛОТОЕ ЯБЛОКО
парфюм-бренды супер-дисконт

НОВЭКС

LAMEL

РУБЛЬ
БУМ

беру!



Marketing activity

Company is a regular participant in international and national exhibitions like INTERCHARM and CosmoProf.



Company was partner of XXVII World Universiade Summer Games.



Our perfumes have won prizes in FIFI Russian Fragrance Awards



Premium Perfume



PREMIUM PERFUME

Parli
PARLI PARFUM



Competitive advantages

- Exclusive bottle | • Designed packaging
- Individual perfume composition from GIVAUDAN | www.givaudan.com

MISSION 24 UNITS IN A BOX

MISSION
LIMITED EDITION 65 ML.



Top notes: mandarin, neroli, lemon
Heart notes: elemi, tar, lovage
Base notes: beans Tonka, cedar, musk, amber

FRAGRANCE FAMILY
BERRIES / CITRUS

MISSION 65 ML.



Top notes: pink pepper, bergamot
Heart notes: rose, white flowers
Base notes: benzoin, cedar, musk, amber, patchouli

FRAGRANCE FAMILY
FLOWERY/EASTERN

MISSION 2 100 ML.



Top notes: bergamot, black currant, pineapple, apple
Heart notes: birch, patchouli, rose, Moroccan jasmine
Base notes: musk, oak moss, amber

FRAGRANCE FAMILY
FOUGERE / CITRUS

SHE IS CONFIDENT AND INDEPENDENT, ACHIEVING ONE MISSION AFTER ANOTHER. HER AIM IS TO BE SUCCESSFUL AND TO RUN THE CITY. WITH MISSION PERFUME THIS AIM CAN BE ACHIEVED.

IT IS NOT JUST A PERFUME, IT IS AN ENERGY CHARGE! FRESH AND TASTY PERFUME WILL UNDERLINE MAN'S ATTRACTIVENESS IN ANY AGE. THE FRAGRANCE THAT PERSONIFIES ELEGANCY!

Premium Perfume

The elegance of classics
The attractiveness of freedom

KAZANSKI
KAZANSKI *life*

MEN PERFUME



New line of fragrances KAZANSKI is created for real man - brave, active and confident KAZANSKI. JUST THE ONLY ONE.

KAZANSKI 24 UNITS IN A BOX

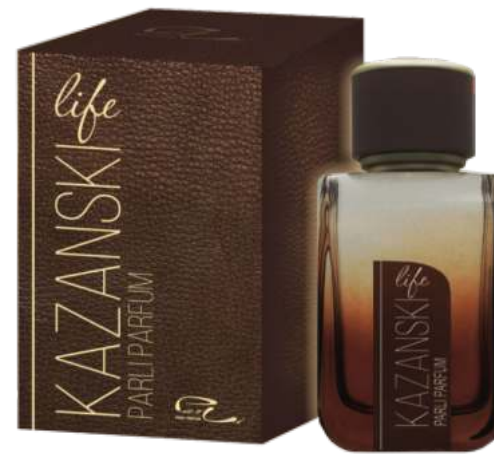
KAZANSKI 100 ML.



Top notes: grapefruit, ginger, rosemary
Heart notes: naharmota, white cedar, leather
Base notes: amber and sandalwood

FAMILY FRAGRANCE
WOODY/ EASTERN

KAZANSKI LIFE 100 ML.

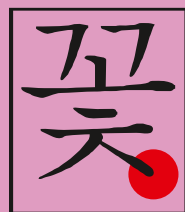


Top notes: bergamot, cardamom, violet leaf
Heart notes: geranium, fir balsam, vetiver
Base notes: beans Tonka, vanilla, Kashmir wood

FAMILY FRAGRANCE
EASTERN/WOODY

THE FRAGRANCE WHICH UNDERLINES STRENGTH, INDEPENDENCE AND CONFIDENCE.
UNIQUE COMBINATION OF AUDACITY AND LIFE FRESHNESS, ATTRACTIVE CLASSIC AND ELEGANT FREEDOM.

SENDO



«SENDO»

Korean personal care
product line

UNIQUE FORMULA BASED ON KOREAN
COSMETOLOGY EXPERTISE

RECENT TREND

MULTI-STEP SKINCARE



Multi-step skincare for face



1 Makeup removal

Micellar water
Micellar pads



BASIC CARE

2

Cleansing

Cleansing gel
Foaming gel



3 Deep cleansing

Peeling pads
Mineral cleansing
Peeling
Enzyme powder



BASIC CARE

4

Toning

Toner
Toning powder



BASIC CARE

5

Moisturizing and Hydrating

Face cream



6 Additional care

Serums and masks



7 Additional eye skin care

Liquid patches



NOT PRETENDING – RATHER HAVING A BEAUTIFUL, HEALTHY AND YOUNGER LOOKING SKIN!



Korea is famous for its beautiful, younger-looking and cherished skin owners.

Korean women can rightfully be called women without age because of their magnificent appearance.

That is why a thorough Korean personal care has quickly become popular among women all around the world. It has truly become one of the biggest beauty trend.

SENDO is our main brand of personal care

- 1** BASED ON KOREAN COSMETOLOGY EXPERTISE
- 2** MULTI-STEP SKINCARE
- 3** WIDE PRODUCT RANGE
- 4** INNOVATIVE PRODUCTS
(e.g. peeling pads, enzyme powder, peel-off mask)
- 5** ATTRACTIVE DESIGN





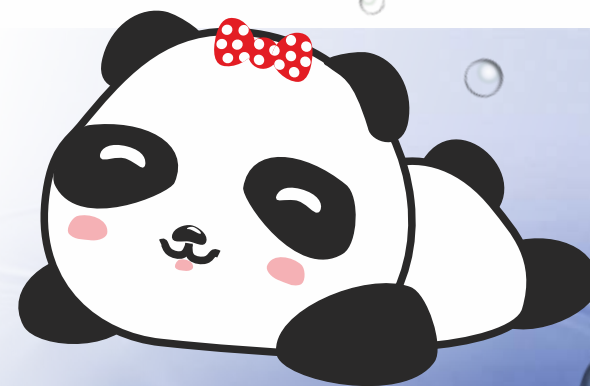
MICELLAR CLEANSING WATER

250ML.

24 UNITS
IN A BOX

EUCALYPTUS EXTRACT HAS ANTISEPTIC EFFECT.
PROTECTS SKIN AND NARROWS PORES
D-PANTENOL SOFTENS SKIN AND MAKES IT MORE ELASTIC

SOFTLY AND EFFECTIVELY
CLEANS SKIN FROM
MAKE-UP AND IMPURITIES



SENDO BASIC CARE FOR ALL SKIN TYPES

GEL

FOR ALL SKIN TYPES
200ML.



THE FOAMING GEL ALLOWS YOU TO CAREFULLY AND THOROUGHLY CLEAN THE SKIN FROM IMPURITIES AND COSMETICS, WITHOUT CAUSING DRYNESS AND REDNESS. THE PANTHENOL IN THE GEL RECOVERS AND MOISTURIZES THE SKIN, GIVES IT ELASTICITY.

RECOMMENDED FOR DAILY USE.

TONER

FOR ALL SKIN TYPES
250ML.



TONES AND REFRESHES THE SKIN, MOISTURIZES, REDUCES THE FEELING OF TIGHTNESS, RECOVERS WATER BALANCE. THE MOISTURIZING EFFECT OF ALOE EXTRACT ENHANCES HYALURONIC ACID, WHICH PREVENTS EVAPORATION OF MOISTURE.

RECOMMENDED FOR DAILY USE.

FACE CREAM

FOR ALL SKIN TYPES
50ML.



WITH HYALURONIC ACID AND ALOE EXTRACT

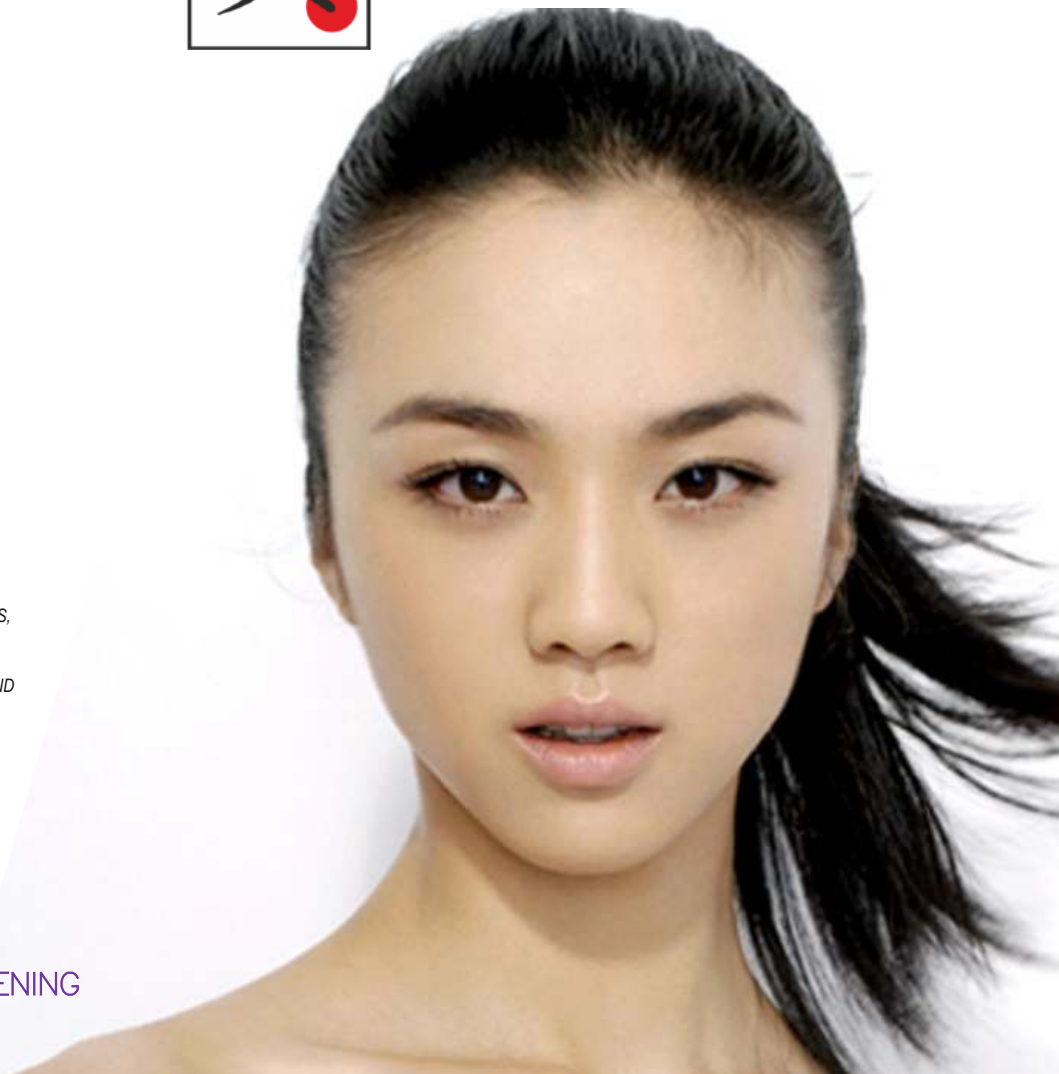
PROVIDES LONG LASTING SOFTNESS, PROVIDES PROTECTION FROM INTERNAL FACTORS

HYALURONIC ACID SOFTENS SKIN AND PROTECTS FROM MOISTURE LOSS.



24 units
in a box

KOREAN PERSONAL CARE PRODUCT LINE
UNIQUE FORMULA BASED ON KOREAN COSMETOLOGY EXPERTISE
SAME AS SENDO - FLOWER, THE BEAUTY OF A YOUNG LADY IS OPENING



SENDO BASIC CARE FOR ALL SKIN TYPES

GEL
AHA-ACID
200ML.



REGENERATING

HAS SOFT PEELING OFF EFFECT. SOFTLY REMOVES SKIN IMPURITIES. CLEANS PORES
STIMULATES COLLAGEN AND ELASTIN PRODUCTION
RECOMMENDED FOR DAILY USE.

TONER
AHA-ACID
250ML.



REGENERATING

FACE TONER FOR ALL SKIN TYPES
TONES AND REFRESHES THE SKIN, MOISTURIZES, REDUCES THE FEELING OF TIGHTNESS, RECOVERS WATER BALANCE. THE MOISTURIZING EFFECT OF ALOE EXTRACT ENHANCES HYALURONIC ACID, WHICH PREVENTS EVAPORATION OF MOISTURE.
RECOMMENDED FOR DAILY USE.

FACE CREAM
AHA-ACID
50ML.



REGENERATING WITH AHA ACIDS

HAS SOFT AND COMPLEX EFFECT: REMOVES INFLAMMATION, PROVIDES CELL RENEWAL, EVENS SKIN RELIEF, PROVIDES HEALTHY LOOK
AHA ACIDS REGULATES WORK OF THE SEBACEOUS GLANDS AND INFLAMMATION
CHAMOMILE EXTRACT REMOVES IRRITATION, SOFTENS SKIN AND INCREASE REGENERATION PROCESS.



KOREAN PERSONAL CARE PRODUCT LINE
UNIQUE FORMULA BASED ON KOREAN COSMETOLOGY EXPERTISE
SAME AS SENDO - FLOWER, THE BEAUTY OF A YOUNG LADY IS OPENING

SENDO BASIC CARE FOR ALL SKIN TYPES

GEL
MATTE
200ML.



BALANCING

GEL SOFTLY CLEANS SKIN
HELPING TO PRESERVE OPTIMAL
LEVEL OF ELASTICITY
IMPROVES CELLS METABOLISM.
AMINO ACIDS FILL IN CELLS WITH
MOISTURE
RECOMMENDED FOR DAILY USE.

TONER
MATTE
250ML.



BALANCING

TONES AND REFRESHES THE SKIN,
MOISTURIZES, REDUCES THE FEELING
OF TIGHTNESS, RECOVERS WATER
BALANCE. THE MOISTURIZING EFFECT
OF ALOE EXTRACT ENHANCES
HYALURONIC ACID, WHICH PREVENTS
EVAPORATION OF MOISTURE.
RECOMMENDED FOR DAILY USE.

FACE CREAM
MATTE
50ML.



BALANCING

EVENS SKIN TONE, REDUCES SEBUM QUANTITY,
MATE THE SKIN AND IMPROVES PORE
CONDITIONS.
VITAMIN B3 PROVIDES SOFT WHITENING EFFECT
ZINK HAS ANTIBACTERIAL EFFECTS AND
NORMALIZES THE WORK OF THE SEBACEOUS
GLANDS



24 units
in a box



KOREAN PERSONAL CARE PRODUCT LINE
UNIQUE FORMULA BASED ON KOREAN COSMETOLOGY EXPERTISE
SAME AS SENDO - FLOWER, THE BEAUTY OF A YOUNG LADY IS OPENING





face pads



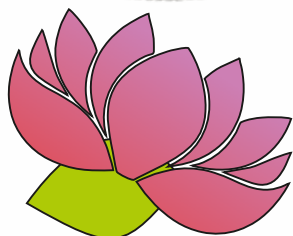
RENEWAL WITH BHA ACIDS

Intended for delicate cleansing and skin renewal: salicylic acid easily penetrates into deeper layers of the skin, dissolving dead cells and unclogging pores.

BHA-Acids normalize the secretion of sebum, allowing to visibly reduce the oiliness of the skin.

Lotus extract cleanses and regenerates the skin.

Tea tree extract is known for antiseptic and anti-inflammatory properties



MOISTURIZING AND TONING WITH HYALURONIC ACID

Recovers the moisture balance of the skin after cleansing, protecting it from dehydration.

Allows to adjust the pH balance of the skin, helping the cream or vitamin serum to be better absorbed.

Hyaluronic acid provides skin hydration and protects from premature aging. Stimulates cellular renewal.

Aloe extract retains moisture in the skin, softens and tones it.

Cactus extract soothes and moisturizes the skin.



CLEANSING AND WHITENING WITH VITAMIN C AND AHA ACIDS

Cleansing peeling pads with vitamin C are suitable for skin prone to pigmentation, as vitamin C helps fade pigmentation and reduces post-acne.

AHA-Acids cleanse and tighten pores, refresh and improve the complexion.

Niacinamide improves metabolic processes in the skin, effectively diminishes traces of post-acne and other imperfections

PEELING FRUIT ACIDS



PEELING OFF MASK
WITH FRUIT ACIDS
50ML.



24 units
in a box



Gel is suitable for careful and deep cleaning of any type skin. It effectively cleans pores, stimulates natural rejuvenation of cells and evens skin tone. Fruit acids have a softening, moisturizing, cleansing and toning effect, increase skin elasticity. Application of peeling-off gel makes skin soft and fresh and pores less visible.

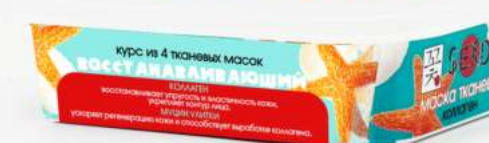
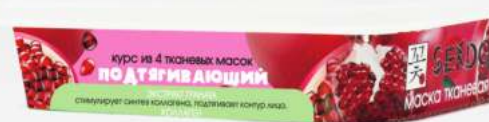
FOR FACE

KOREAN MULTI - STEP SKIN CARE SYSTEM

SENDO

SHEET FACE MASK

Express care for all skin types.



Express care for all skin types.
The advantage of Sendo sheet masks is quick effect and convenience of use: one package contains four masks and it is designed for a week-long course.

week-long course: Mo Tu We Th Fr Sa Su

MOISTURIZING COURSE

NOURISHING COURSE

TIGHTENING COURSE

REJUVENATING COURSE



GOLDEN FACE MASK

anti-age

24 units
in a box

GOLDEN FACE MASK
PEEL-OFF
50ML.

GOLDEN MASK IS A KNOW-HOW IN THE DEVELOPMENT OF POWERFUL SMALL SYNTHETIC PEPTIDES AND HAS COMPLEX ACTION: REJUVENATES TONE AND NOURISHES THE SKIN

Mix the mask and apply on the skin (better with brush), moving from the chin up towards massage lines. After total dryness, remove the mask from down to up. Apple extract has Vitamin C, pectins, polyphenols which recover skin structure, easing effect of free radicals, improves blood circulation. Tripeptides imitates natural mechanism of the skin which provides collagen stimulation and protection of skin from wrinkles.





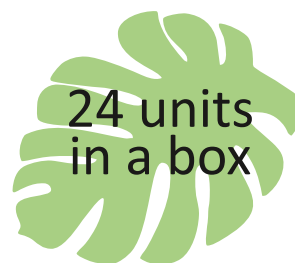
JAM MASK

WITH AVOCADO AND LIME

WHITENING EFFECT
ENLIGHTENS SKIN TONE

70ML

*Perfectly lightens the skin, evens its tone.
Smooths the skin. Effectively fights with pigmentation,
Lime extract whitens the skin
Avocado extract intensively nourishes the skin and evens
the tone.*



JAM MASK

WITH STRAWBERRY AND RASPBERRY

NOURISHING EFFECT

70ML

*Provides nourishment and moisture for the skin.
Has anti-oxidant effect.
Raspberry extract makes your skin look young for
a longer time and protects it from wrinkles
D-Panthenol removes dryness and skin roughness*



FACE YOGURT

indelible night care

The mask is specially developed for night usage as the skin is quicker to renew and recover at night

SENDO



24 units
in a box



MANGO YOGURT

100ML.

Provides intensive nourishment and moisture, fights hyperpigmentation. Mango seed oil treats the skin with its microelements, relieves irritated skin, makes skin look healthy.



BLACKBERRY YOGURT

100ML.

Treats skin inflammation, softens, nourishes and vitaminizes the skin. Blackberry hydrolat helps maintain skin elasticity and effectively protects from negative environmental impacts.





MULTIACTIVE COMPLEX

FACE SERUM

Combination of active ingredients to recover the beauty of your skin.
A highly concentrated formula gets absorbed instantly and functions for 24 hours.

comfortable
texture

quickly
absorbed

effective
result



REVITALIZATION

MANDELIC ACID STIMULATES CELL METABOLISM, TIGHTENS THE SKIN AND FIRMS SKIN TEXTURE. **LACTIC ACID** EXFOLIATES AND MOISTURIZES SKIN, UNCLOGS PORES.

REGENERATION

SNAIL MUCIN ACCELERATES REGENERATION OF SKIN CELLS. **HYALURONIC ACID** RETAINS MOISTURE IN THE SKIN. **CAFFEINE** PERFECTLY TONES UP THE COMPLEXION. **VITAMIN E** IS AN ESSENTIAL ANTIOXIDANT.

MOISTURIZATION

CACTUS EXTRACT RESISTS DEHYDRATION AND RESTORES ELASTICITY, FIRMNESS AND COMFORT TO THE SKIN. **CENTELLA ASIATICA EXTRACT** STRENGTHENS THE SKIN FROM WITHIN AND BRIGHTENS COMPLEXION BY RESTORING NATURAL FUNCTIONS OF THE SKIN.

REJUVENATION

PEPTIDES ENHANCE THE SYNTHESIS OF SKIN'S OWN ELASTIN, RESTORING TURGOR AND YOUTH. **COLLAGEN** SMOOTHES AND FIRMS THE SKIN, ELIMINATING IMPERFECTIONS.

LIQUID PATCHES

LIQUID PATCHES
CIRCLES AROUND THE EYES
50ML.



Patches are good assistants in a fight with under eye dark circles.

Provides freshness and tonus to the skin, charge with energy and removes fatigue.

With a regular usage, the under eye skin becomes tighter, the tone becomes brighter.

FACE SERUM

SENDO FACE SERUM
PEARL ELIXIR
50ML.



Anti-age serum reduces vivid signs of aging, stimulates collagen production, has strong antioxidant effect, evens the skin tone

Hydrolysate of pearl is natural UV filter, makes the skin more elastic, evens the skin

Vitamin E slows down the aging process of the skin, protects from negative environmental impacts.

SENDO FACE SERUM
POMEGRANATE EXTRACT
50ML.



Highly concentrated complex in no time moistures the skin.

Anti-pollution effect: serum reduces evaporation for 48 hours

Vitamin E improves skin tonus and reduces aging.

Pomegranate extract softens skin, has antioxidant effect.

Cosmetic line with papaya enzymes



The innovative approach in skincare:

- Delicate skin renewal
- Soft removal of impurities
- Gentle cleansing and care



ENZYME POWDER CLEANSER WITH PAPAYA ENZYMES

- Deep cleansing and exfoliating;
- Prepares skin for the further care, increasing the effectiveness of subsequent procedures;
- Cleans and smoothens the skin without feeling of dryness;
- Suitable for the sensitive skin.

Papaya enzymes, which transform into a light foam upon contact with water. The foam intensively and gently cleanses the skin while preserving the hydro-lipid layer.

How to use: mix a small amount of powder with warm water in your palms and apply to pre-cleansed skin. Massage into skin avoiding the eye area. Wash it off with warm water and apply skin care products.



PEELING
POWDER WASH



FOAM FACE WASH

FOAMING GEL
CLEANSER WITH
PAPAYA ENZYMES

+

Anti-
Pollution

- Effectively removes impurities and maintains the skin water balance;
- Gives a feeling of freshness without tightness effect;

Papaya enzymes carefully cleanse and stimulate skin cell renewal. They also improve the complexion.

How to use: Apply the foaming gel to a wet skin with massaging movements and rinse off with the water



FACIAL TONING POWDER WITH PAPAYA ENZYMES + Anti-Pollution

- Tones and recovers pH balance;
- Moisturizes and mattifies;
- Protects from the external impact.

Papaya enzymes stimulate skin cell renewal.

Vitamin C smoothens the skin tone.

Collagen recovers skin elasticity and slows down the aging process.

Herbal Anti-Pollution Complex enhances the skin barrier function to the negative environmental impact.

How to use: Close your eyes and spray on a cleansed face at a distance of 15-20 cm.



TONING POWDER



Shampoo and balm softly cleanses
hair and scalp

cucumber

SHAMPOO

WITH CUCUMBER EXTRACT



24 UNITS IN A BOX



- CUCUMBER EXTRACT MOISTURIZES HAIR AND NOURISHES IT WITH HEALTHY NUTRIENTS. PREVENTS BREAKAGE OF THE TIPS, STRENGTHENS HAIR STRUCTURE, TREATS OILY SCALP
- CUCUMBER EXTRACT SOFTENS HAIR, PREVENTS BREAKAGE OF TIPS, MAKES HAIR SILKY.



Shampoo and balm softly cleanses
hair and scalp



carrot

SHAMPOO
WITH CARROT EXTRACT



24 UNITS IN A BOX

- SHAMPOO SOFTLY CLEANS HAIR AND SCALP
CARROT EXTRACT RESTORES HAIR STRUCTURE,
HELPS FIGHT DANDRUFFS AND NORMALIZES SEBACEOUS GLANDS WORK.
HAS ANTIOXIDANT EFFECT.
- CARROT EXTRACT RESTORES HAIR STRUCTURE, SMOOTHES THE ENTIRE
LENGTH, HAS ANTIOXIDANT EFFECT, PROVIDES SHINE AND VOLUME.



GO GO GIRL

Perfumed Body Sprays

**perfectly moisturizes
the skin, gets absorbed
instantly, envelopes in
delightful perfumed
aromas**

100 ml

**DO NOT
CONTAIN
ALCOHOL**



GO GO GIRL

ANGEL



GO GO GIRL

WILD CITY



Perfumed Body Sprays

GO GO GIRL

JUNGLE



DO NOT
CONTAIN
ALCOHOL

GO GO GIRL

PASSION



MARKETING SUPPORT

- Promo activities
- Testers for products
- POS – materials
- Educational program (online webinars)



MERCHANDISING STANDARDS:

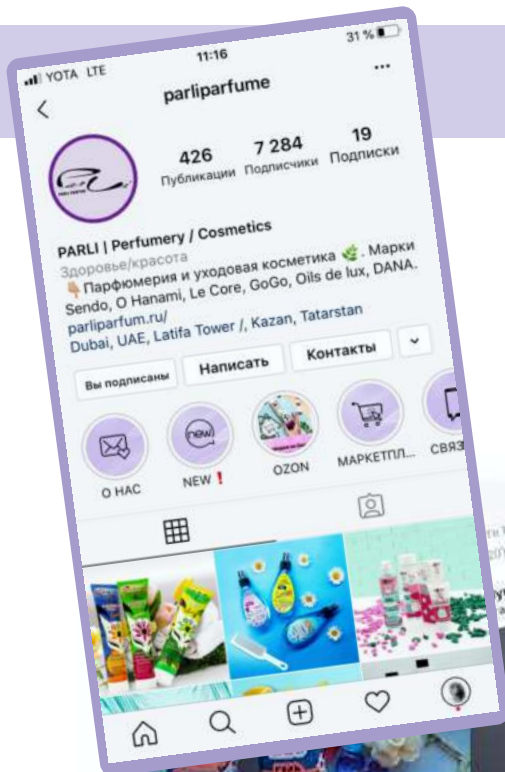
- Compliance with the planogram
- Maintaining a full range of products on the shelf
- Decoration with Shelf talkers





STANDARDS FOR SHELF PLANOGRAMS







Active communication with clients
on Instagram pages





 www.parli.ru  [parliparfume](https://www.instagram.com/parliparfume)

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