

PJ

PETIT JARDIN
M I L A N O

Petit Jardin is a trademark of Solale s.r.l

Petit Jardin Milano Brand History



Petit Jardin Milano is an Italian Skincare brand owned by Solale Srl. PJ milano is a prestigious name in the Italian market. Our organization has been serving in the cosmetic industry for many years, offering a full range of skin care cosmetic and beauty products.

Petit Jardin Milano:

2009: Founded in Milan, Italy.

2012: Became property of Solale Srl.

2013: Introduced new E-Commerce platform for B2C.

2016: Added many languages for the B2B channel.

Today: PJ Milano has successfully entered in 27 countries covering Asia, Africa, Middle East and Europe.



PJ Milano Active Customers:

2013: 4000

2016: 27000

Within three years, there is an increase of 23000 new active customers.



January 2016: Started expanding into foreign markets:

First phase: Europe, Middle East, and Africa - EMEA region, continuing to Asia and Pacific - APAC and the Americas.

Today: Company grows steadily day after day around the world.



December 2016:

Increase of 35% in turnover on a year vs. year comparative.

Starting in 2017:

PJ Milano deployed its global expansion strategy with a projected minimum increase of 70% in the international market.

Petit Jardin Milano International Markets



PJ Milano has successfully entered in 26 countries covering Asia, Africa, Middle East and Europe.

Petit Jardin Milano is expanding its seeds to new markets.



You can find Petit Jardin Milano's Bio products in the following countries:

CHINA, KINGDOM OF SAUDI ARABIA, UNITED ARAB EMIRATES, IRAN, EGYPT, SULTANATE OF OMAN, JORDAN, KUWAIT, IRAQ, BAHRAIN, PALESTINE, YEMEN, PAKISTAN, NIGERIA, CAMEROON, TOGO, BENIN, GHANA, DEMOCRATIC REPUBLIC OF THE CONGO, GABON, EQUATORIAL GUINEA, SOUTH AFRICA AND SRI LANKA.

Petit Jardin Milano Bio-Certificate



PJ Promotes Bio concept, certified by AIAB to respond all the criteria of environmentally friendly and natural skin care.

AIAB – BIO Certificate

CRITERIA OF AIAB CERTIFICATE

This certificate is granted by fulfilling the following criteria:

1. Conducting Business 100% Bio.
2. Animal feed 100% Organic and Italian.
3. Raw materials / Ingredients of Italian Origin.
4. The foreign-sourced ingredients are allowed in the maximum percentage 35% of the total agricultural ingredients and must necessarily come from Fair Trade Certified in addition to having the characteristic of being GMO free.

Features - PJ Milano Products:

- ❖ Based on Natural Extracts
- ❖ Certified by A.I.A.B (Italian Association of Organic Agriculture)
- ❖ Suitable for all skin types
- ❖ Suitable for all ages
- ❖ Cruelty Free – Not tested on animals
- ❖ Dermatologically tested
- ❖ Made in Italy



The image shows a detailed AIAB Bio Certificate. At the top, it features the QCertificazioni logo and the text 'CERTIFICATO DI CONFORMITA' / CERTIFICATE OF CONFORMITY'. Below this, there are several fields: 'Numero / Number' (047/CA/2016), 'Operatore / Operator' (SOLALE S.R.L., Via Achille Grandi, 4 - 20015 PARABIAGO (MI)), and 'Codice identificativo / Identification code' (CA ITA 100271). The 'Marchio/Brand' section displays the 'BIO ECO COSMESI AIAB' logo. The certificate includes dates for 'Data di emissione / Issuing date' (19/09/2016), 'Data di prima emissione / Date of first issue' (19/09/2016), and 'Data di scadenza / Expiring date' (18/09/2019). It also contains a detailed declaration in Italian and English regarding the conformity of the products and the responsibilities of the operator and the certifying body. The bottom of the certificate features the signature of Roberto V. DE ROSA, Administrator, and the full contact information for QCertificazioni S.r.l.

Granted By: Italian Association of Organic Agriculture

Petit Jardin Milano Organic Beauty



Our products have been enriched with the "Organic Beauty".

This concept is based on natural and organic active ingredients
Aloe Vera, Extra virgin Olive Oil, Wheat Germ Oil, Shea Butter, Rosehip Oil, Apricot Kernel Oil and more.

- All formulations contain ingredients coming from certified organic farming that fully respect our clients, the environment and animals.

INGREDIENTS

What we use?

PJ Milano gives top priority to the welfare of the person and of the environment, that's why the main ingredients of the products strictly come from organic farming. Among the most important:

- + Aloe Vera
- + Extra Virgin Olive Oil
- + Wheat Germ Oil
- + Shea Butter
- + Rosehip Oil
- + Apricot Kernel Oil
- + Sage Extract Glycerine
- + Rosemary Extract Glycerine
- + Sweet Almond Oil

What we don't use?

A cosmetic's quality is measured not only by what it contains, but mostly by what it does not contain! Aware of this, PJ Milano has adopted a strict policy of 0% for the following ingredients.

- 0% Parabens
- 0% Silicons
- 0% Formaldehyde
- 0% Petrolatum
- 0% Mineral Oils
- 0% PEG
- 0% Sodium Lauryl Sulphate (SLS)
- 0% Diethanolamine (DAE)
- 0% Ethanolamine (MEA)



Petit Jardin Milano Organic Extracts



Natural Active Ingredients Based on Certified Organic Farming

The diversity of our ingredients comes not only from natural resources but from certified organic farming that keeps all ingredients free from any harmful effect of pesticides and other chemicals.

Precious Extracts For Extraordinary Results



Aloe vera



Extra Virgin Olive Oil



Argan Oil



Wheat Germ Oil



Shea Butter



Rosehip Oil



Sweet Almond Oil



Apricot Kernel Oil
www.petitjardinmilano.com

Petit Jardin Milano Product Lines



ANTI-AGE LINE



YOUNG LINE



COSMETICS TEXTILE



MUM&BABY LINE



SUN PROTECTION LINE

Petit Jardin encourages its customers to adopt a specific Wellness Ritual for their skin, through the use of our innovative formulas in our product lines.

Our Anti-age Line, Young Line, Cosmetics Textile, Mum and Baby Line, Sun Protection Line, are all based on carefully selected high quality ingredients.



Petit Jardin Milano Anti-Age Line



PJ Milano Anti-Age Line has 17 products including Body, Hair and Face.

BODY - 7 PRODUCTS



Anti-Aging
Body
Cream



Exfoliating Body
Lotion



Cellulite Treatment
Cream



Anti-Aging Hand Legs Relaxing Cream



Naturgel



Anti-Aging
Body
Wash



Gentle & Protective
Shampoo



Nourishing & Protective
Conditioner

HAIR - 2 PRODUCTS



Facial Cleansing
Milk



Revitalizing Tonic
Lotion



Delicate Face
Scrub



Global Anti-Aging
Mask



Anti-Age Day
Cream



Eye Contour Gel



Anti-Age Night
Cream



Anti-Aging
Intensive
Serum

Petit Jardin Milano Travel Kit



TRAVEL KIT Contains:

- 13 Products from Anti-Aging Line.

Anti-Aging Body Line: 5 Products

Anti-Aging Face Line: 8 Products



Petit Jardin Milano Travel Kit



This elegant travel kit is enhanced with graphics inspired by nature: the tree imprinted on the package tells the cycle seasons of nature to which we belong, showing the beauty of each period in every nuance and symbolism.

Like nature, the skin of women and men completes its cycle and needs care and attention to stay young with luminous natural beauty.

The attractive innovative travel kit offers the possibility to choose with confidence which product is right for you, putting at your disposal 13 cosmetic products in a travel size version.

You have the chance to try our beauty products, with an elegant pouch as a gift to carry them with you.

Try them directly on your skin, with our travel kit you can continue your beauty routine during travel or when out of home.



Inside the Travel kit, you'll discover a pleasant surprise: **8 face products** and **5 body** products, presented in a stylish containers. You're invited to try the velvety texture and fresh fragrances that will accompany you wherever you go.

A fantastic sensory and well-being experience has been composed especially for you by our specialized cosmetic biologists for you to pamper yourself and take care of your beauty, wherever you go.

Petit Jardin Milano Travel Kit Contents



Anti-Aging Face Line

- ◆ Facial Cleansing Milk (15 ml)
- ◆ Revitalizing Tonic Lotion (15 ml)
- ◆ Delicate Face Scrub (5 ml)
- ◆ Global Anti-Aging Mask (5 ml)
- ◆ Anti-Aging Day Cream (5 ml)
- ◆ Anti-Aging Night Cream (5 ml)
- ◆ Anti-Aging Intensive Serum (5 ml)
- ◆ Eye Contour Gel (5 ml)

Anti-Aging Body Line

- ◆ Anti-Aging Body Cream (15 ml)
- ◆ Exfoliating Body Lotion (15 ml)
- ◆ Cellulite Treatment Cream (15 ml)
- ◆ Anti-Aging Hand Cream (5 ml)
- ◆ Legs Relaxing Cream (15 ml)

Petit Jardin Milano Young Line



PJ Milano Young Line has 8 products including Face and Body in a complete Luxury Women Kit.

FACE - 4 PRODUCTS



Super Hydrating
Day face Cream



Face Night Cream
With Cornflower
Water



Eye Contour Gel
With Pomegranate



Purifying Peeling
With Jojoba Pearls

BODY - 4 PRODUCTS



Revitalizing Shower
Gel With Red Fruits



Anti-Cellulite
Cream With Green
Coffee



Velvet Mousse
With Lotus Flower
And poppy



Hand Cream With
Honey And Propolis

Luxury Women Kit:

Eight precious products including Body and Face in a complete Luxury Women Kit.



VOLUME

Features:

- Volumizing and breast shaping spray for the textile.
- Bra's Pump Filler that turns your bra into a cosmetic.
- Immediate visible results: Volumized and more elastic breasts.
- The product is suitable for all skin types.

Indications For Use:

- Spray the product on the bra on the inner side of both cups and let it dry;
- Repeat three times.
- When final application is dry, put on the bra and wear it as usual for at least 8 hours.
- Repeat every day.



The product does not stain or leave marks

The increase in the volume of the breasts is already visible after 14 days of use. After 30 days the breast appears more volumized. Starting on the first application, the skin becomes smooth, firm and elastic. The skin tissues are progressively more toned.



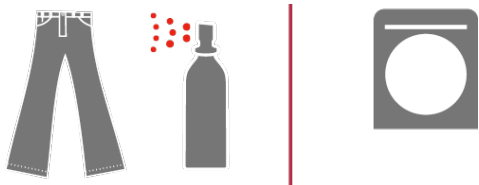
SLIMME

Innovative spray that enhances textiles from normal fabric to localized lipo-reducer.

The ultra-powerful formula; a concentrated mix of caffeine, rusco, hedera helix, carnitine, escin and tripeptide offers three main advantages:

- *Remodeling of the skin tissues*
- *Draining Effect*
- *Localized Adipose Cells Reduction*

Indications For Use:



The product does not stain or leave marks

- Turn trousers inside out and spray evenly at least 20 times for each side. Spraying may vary according to size.
- Wait for the trousers to dry and then wear them.
- Use on alternate days for 1 month.



Petit Jardin Milano Baby & Mum Line



MIOBIMBO *Our products for pregnant women & babies.*



Sweet Almond Oil

This product is a valuable aid during pregnancy & breast feeding.

It can be used for babies after bath.

suitable for all types of skin even the most sensitive one.

It's non-greasy and absorbs quickly.



Soothing Spray

Free from dyes and allergens.

Soothing Spray is an emulsion with high skin compatibility, rich in active ingredients of natural origin.

Its formula has a protective, regenerating and nutrient properties.



Zinc Oxide Cream

Zinc oxide cream can be used from the first days of newborn babies.

This product is suitable for all skin types, even the most sensitive one.

It is non-greasy and absorbs quickly.



Baby Oil

Baby Oil is a very gentle massage oil with a pleasant fragrance, rich in ingredients of plant origin.

It can be used from the first days of newborn babies.

Gives relief to the respiratory system. Additionally, menthol gives a pleasant balsamic sensation which helps breathing.



Balsamic Gel

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Petit Jardin Milano Sun Protection Line



SUN PROTECTION LINE

Petit Jardin develops a special line of products for sun protection and the harmful rays: Long Wave Ultraviolet A - UVA and Short Wave Ultraviolet B - UVB rays:

****UVA Rays:** Penetrate deep into the dermis, the skin's thickest layer.

****UVB Rays:** Burn the superficial layers of your skin. It plays a key role in the development of Skin Cancer.

2 Tanning Creams

- High Sun Protection Cream with a 30 SPF
- Medium Sun Protection Cream with a 15 SPF

1 Body Tanning Oil

- Bronzing Body Oil

1 Hair Oil

- Protective Hair Oil



These products of Petit Jardin deeply moisturize the skin, leaving it nourished, soft and luminous. They protect the skin from the aggression of sun.

**While you're outdoors,
PJ takes care for you!**



SUN
PROTECTION

Petit Jardin Milano Sun Protection Line



Soft emulsion for effective protection of sun exposure **specially for light or medium-light skin.**

High sun protection cream have a light and velvety texture that allows a perfect application and rapid absorption, while the presence of selected UVA and UVB filters guarantee the protection of the skin from the damaging effects of sunlight.

High Sun Protection Cream
For Sensitive Skin



Bronzing Body oil is ideal for those who want to intensify their tan and at the same time enjoy a very pleasant comfort care.

Bronzing Body oil is a rich and valuable product formulated with emollients, selected of vegetable origin known for their virtues regenerating and restoring properties.

Bronzing Body Oil
For A Perfect Tanned Skin



Soft emulsion for effective protection of sun exposure **specially for light or medium-light skin.**

High sun protection cream have a light and velvety texture that allows a perfect application and rapid absorption, while the presence of selected UVA and UVB filters guarantee the protection of the skin from the damaging effects of sunlight.

Medium Sun Protection Cream
For Sensitive Skin



Protective hair oil is ideal product for visibly damaged hair due to sun exposure or subjected to stress which need an immediate and effective restorative nutrition.

It always gives you a pleasant scent that evokes the warmth of sunlight.

Protective Hair Oil
For Hair Exposed To Sun

Petit Jardin Milano & Global Market



Our SUCCESS in the *Europe, Middle East, Africa and Asia*

The deep *needs, knowledge and understanding* of the global market, allowing Petit Jardin to become one of the most important innovative luxury skincare brand.

Three factors make Petit Jardin a strong competitor and a perfect skincare brand:

Extraordinary,
Highly Efficient
Organic Natural
Ingredients



Elegant,
Attractive and
Feminine
Design Studied
For Fascinating
The Woman



Highly innovative
System –
PJ Milano App In
order To Get All
The Product
Indications Easily



PJ & DISTRIBUTORS

In order to make a long, sustainable and profitable relationship with distributors, Petit Jardin Milano is offering:

1. COMPETITIVE PRICES

PJ Milano provides quality of products with competitive prices allowing distributors to earn great margins.

2. EFFECTIVE BUSINESS MANAGEMENT

A high profile multilingual export management team is available for any consultation and a highly qualified marketing team provides support for marketing plans.

3. SATISFACTION TO ALL THE SKIN NEEDS

A magical combination of highly concentrated organic natural ingredients that immediately illuminates the skin and combat wrinkles in a highly efficient way.

Petit Jardin Milano Commitment to Innovation



PJ Milano invests in communications. The company has developed a Smart Application for Iphone and Android, a new way of communication, an opportunity to learn every secret of the product (active ingredients, benefits and methods of use) with videos realized by our specialized beauty consultant available 24 hours a day.

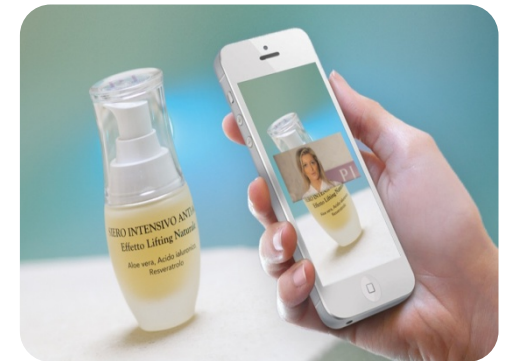
Currently the App is available for **free** in English, Italian, Arabic, and Polish. Additional languages will soon be available.

App: How To Use It?

Download the App for free from **Apple Store** or **Google Play**.

Then approach the phone or tablet camera on the product name printed on the box or paper catalogue of PJ products.

Videos will start immediately and show you in details each product information: description, ingredients, benefits and mode of use.



Petit Jardin Milano PR & Media



Petit Jardin Milano is proud to have as an important Testimonial for our cosmetics line:

Giada chooses Petit Jardin for her beauty rituals. Together we created a professional shooting featuring videos for promoting our body and face lines.

Giada Pezzaioli,
Miss World - Italy 2010.



Petit Jardin Milano has an important collaboration with Media shopping, the most important Italian TV program for selling products.

The conductor of our spots is Chiara Babilani, the star of the famous TV show Donna Avventura.



Chiara Babilani, Star of Famous
TV show: Donna Avventura

Facebook, Twitter, Google+, Pinterest, Instagram

Petit Jardin is actively present in all the most important social media channels with an ever growing number of followers from all over the world who are engaged every day with news, activities, beauty tips, curiosity, emotional pictures and fantastic promotions.

Increasingly bloggers from various markets are involved with reviews and product tests on YouTube.



www.petitjardinmilano.com

THANK YOU FOR YOUR ATTENTION!

SOLALE S.r.l.

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