

The logo features the word "Sther" in a white, elegant script font. A small, stylized leaf icon is positioned above the letter 'h'. The text is centered within a dark blue diamond shape, which is outlined by a thin white border. This diamond is superimposed on a background of two wavy, horizontal bands: a light green band on the bottom and a dark blue band on the top. The entire composition is set against a light gray background.

*Sther*

# INSTITUTIONAL



- 47 years of experience
- Annual production capacity of 24 million units
- Own facilities of 12.000m<sup>2</sup> build area and 40.000m<sup>2</sup> floor area
- Over 100 employees
- Specialized in body and hair treatment for adults, children and babies
- Committed to bridge higher standards of quality with affordability

# INTERNATIONAL PRESENCE

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...more than 45 countries

- Global products – selected mix
- Mix in line with international trends
- Products developed in International Standards (SASO, FDA, ANVISA)
- Raw Materials are from renewable sources
- Products dermatologically tested
- Cruelty free



# Our Brands

LORYS

RICARDI®

Lorys  
Baby

*Suavity*®

Lorys  
Kids

Lory's  
Baby





# Lorys<sup>®</sup> Baby



## Chamomile

It helps to calm and control their emotion.



## Melissa

Brings tranquility in the sleep time besides the refreshing touch



## Calendula

It has a strong regenerating action.



## Passiflora

Passion flower brings a peaceful night's sleep.



## Fennel

Soothing and soothing action.

### Fun product with natural ingredients:

Passiflora, Chamomile, Calendula, Melissa and Fennel

**Dermatologically and Ophthalmological tested**  
**pH neutral – Without Dye – Soft Formula**  
**Not tested on animals**

Shampoo + Conditioner + Liquid Soap  
For children from 0 to 3 years-old.

PT ING ESP



## Blue e Pink Cologne



- Soft fragrances, without irritation
- Best option for the babies

## Liquid Soap

- Passiflora, Chamomile and Fennel
- Neutral pH





# Lorys Kids





# Lorys<sup>®</sup> Kids



**GREEN APPLE**



**ORANGE**



**RASPERRY**



**GRAPE**



**TUTTI FRUTI**



**PEACH**

- Neutral pH
- Dermatologically tested
- Ophthalmologically tested
- Does not contain dye
- For children from 4 years old
- Delicious and funny fragrance



# Lorys princess



For all hair types, perfect for romantic girls like a real princess. Delightful sweet fragrance + soft and shiny hair.



Detangles and reduces hair volume, for all hair types, with a delicious fragrance, perfect for an adventurous princess.



For the little stars who like to shine and perfume with a striking scent their bunches that will be defined and more beautiful than ever.



Specially developed with a delicate fragrance for the princesses of smooth hair who want the movement of the yarns, control of the frizz and hydration.





# Lorys Teen

Curly Hair



Curly Hair



Wavy Hair



- Focused on curly and wavy hair
- With Dendê Oil that brings intense moisturize effect.
- Brings the perfect and defined curls.





# LORYS

## Complete line for Hair Treatment

- 1000g
- Internationally recognized
- Exclusive Formula Mousse
- High quality and performance
- For Different Types of Hair
- Ingredients Effectively proven
- Natural ingredients
- Modern and Exclusive Design



# LORYS – Complete line for Hair Treatment



# LORYS®

PT ING ESP ARA



# LORYS – Complete line for Hair Treatment



# LORYS®

PT ING ESP ARA



- **Snake Oil:** For damaged and chemically treated hair Enriched with a special blend of silicon, developed to protect, restore and increase flexibility.
- **Fruit Cocktail:** For all hair types Was developed for care and conditioning. The fruit extracts helps to nourishes and softens the strands.
- **Garlic:** weak hair and roots Specially formulated to strengthen and treat weak hair. Stronger, healthier and brighter hair.
- **Argan:** dry and damaged hair Helps to revitalize the hair, seals cuticles, reduces volume and gives softness and intense shine.
- **Keratin:** dry and damaged hair High in keratin, an efficient active that helps strengthen and repair damages caused by chemicals.
- **Keratin and Coconut:** dry and damaged hair The two main actives combined provides restorative and moisture action, and more protection against external aggressions.
- **Olive:** dry and dull hair Olive oil is a natural source of Omega 6 and 9, providing nourishment, hydration and softness.



LORYS<sup>®</sup>

- **Shea Butter:** opaque and damaged hair Developed to improves softness and increases shine
- **Bamboo and Keratin:** dry hair and with splits ends Exclusive formula with bamboo extract, that helps to revitalize the strands and repairs the split ends.
- **Mousse chocolate:** chemically treated hair Provides instant hydration and repair to damaged hair. replaces vitality and shine to chemically treated hair.
- **Strawberry:** dry and brittle hair Rich in vitamins that provides antioxidant treatment. Leaving a softer, healthier and restored hair.
- **Duo Chocolate:** opaque and damaged hair For intensive care, cauterization of damaged and sensible hair. Contains thermo activated technology
- **Jaborandi:** weak and broken hair Developed to control the oiliness, combat hair loss and to stimulate the cellular renewal. Stronger hair.
- **Goat:** weak and damaged hair Formulated to restore the natural flexibility and repair the hair fiber completely.



LORYS®

- **Clove:** dull and weak hair Designed for intensive care and conditioning of hair that needs vitality. Restores and intensifies hair shine.
- **Blueberry:** opaque and brittle hair Blueberry extract is a powerful antioxidant active, which protects, softens and repairs the hair fiber.
- **Ceramides:** opaque and damaged hair Developed to deeply treat and condition the dull and damaged hair. Strengthens the structure of hair fiber.
- **Keratin and Rosehip:** dry and dull hair The extract of Rosehip is a moisturizing and revitalizing agent that provides hair smoothness.
- **Orchid:** rebel or disordered hair Developed to care and give a maximum moisture for rebel hair. Repairs, seals pellicles, reduces volume, offers softness and intense bright.
- **Coffee:** damaged and lifeless hair Coffee extract, an active with antioxidant properties, protects against aging and breaking hair.
- **Crystal Shine:** opaque and brittle hair Moisturizes and protects the fibers. Contains Silicone that repairs the hair, leaving it softer and brighter.

The logo for LORYS, featuring the brand name in a large, white, serif font. A registered trademark symbol (®) is positioned at the top right of the letter 'S'. The logo is set against a dark, wavy background that resembles a close-up of hair texture.



# LORYS – Launches

## ALOE VERA



Powerful ingredient that improves brightness and softness. Focused on straight hair.

## COCONUT



Contains active antioxidants that aid in yarn protection and as a hair restorer. Delicious coconut fragrance. For dry and damaged hair

## FRUIT COCKTAIL



For all types of hair, this moisturizing acts protecting the yarn against external aggressions. In addition, it has a delicate blend of fruit fragrance.

# LORYS®

ING ESP BUL ARA

# LORYS – Launches

## ARGAN



Provides maximum hydration and control of frizz and delicate fragrance. For dry and damaged hair.

## SNAKE OIL



Increases strength and flexibility of wires with a fruity fragrance. For chemically treated hair.

## MACADAMIA



Brings balance and strength for all hair types.

## GARLIC



Its formula contains deodorized garlic for weakened hair and roots. Helps repair damaged hair. With a floral fragrance.

# LORYS®

ING ESP BUL ARA

# LORYS – Launches

1 liter package brings the amazing benefits from the line and offers a great value for money.



It was developed to moisturize and to nurture, bringing shine and softness. Also, it helps to remove frizz and give more movement. Perfect for dry and brittle hair, with chemical or colored treatments.



It helps to treat hair loss, bringing strength and less brittle, in addition to being a great hair moisturizer. Perfect for dry, brittle straight hair

# LORYS®

ING ESP BUL ARA

# LORYS – Launches

1 liter package brings the amazing benefits from the line and offers a great value for money.



Macadamia line helps to protect the scalp, penetrates the pores of the hair keeping them hydrated, reduces frizz, gives shine, repairs the natural elasticity avoiding brittle threads and split ends. Perfect for all types of hair.



Guarana and Ginger line combats excessive oiliness and acts as a hair decongestant, prevents and treats seborrhea and dandruff. Perfect for oily hair.

# LORYS®

ING ESP BUL ARA



# RICARDI

D-Pantenol + Shea Butter  
Straight or Chemically Treated

Dende Oil + Coconut  
Curly Hair

Açaí + Chamomile  
Blondifier

Dende Oil + Pantenol  
Wavy Hair



PT

1 liter package brings the amazing benefits from the line and offers a great value for money.

# RICARDI

*Nature's Secrets*



PT ING ESP ARA

# Complete line for skin

- Based in International perfume
- All items with double actives
- Perfect fixation
- Diversified olfactory families to please all women



*Suavity*<sup>®</sup>



# Body lotion

- Prolonged moisturizing
- Velvety touch
- Smooth Texture
- Double Actives
- Not Oily
- Fast Absorption



**Avocado & Vitamin E**



**Milk Protein & Cotton**



**Aloe Vera & Lemongrass**



**Fragrance Free & Hypoallergenic**



**Almond & Hazelnut**



**Oat & Royal Jelly**



**Roses & Vitamin B5**



**Argan Oil & Macadamia**



**Seaweed & Aloe Vera**

*Suavity*<sup>®</sup>

# Suavity

ternura

## Body Oil

- Emollient's Ingredients
- High nutritional power
- Deep hydration
- Great for massages





Soft & Fresh fragrance



# Intimate Soap

- Daily woman protection
- Gynecologically Tested
- Dermatologically Tested
- Prevents Natural Odor
- Prolongs Hygiene Sense
- Hypoallergenic soft fragrance
- Bacteriostatic = Balances the genital flora

PT ING ESP





# Suavity®

Developed with excellent perfuming power, associated with natural fragrances. Sanitizes without damaging the skin due to its pH, preventing dryness. 500 ml package, offers a great value for money.



Obrigado  
Thank you  
Gracias  
Благодаря  
شكرا

The logo for 'Sther' is a dark blue diamond shape with a white double border. Inside the diamond, the word 'Sther' is written in a white, elegant script font. A small, stylized leaf icon is positioned above the 'h'. The diamond is set against a background of two wavy, overlapping bands: a light green band on the left and a dark blue band on the right.

*Sther*