



PURESIA

Healing Rituals



About Us

PURESIA is a brand of high-quality, vegan-friendly wellness essentials inspired by the vast botanical diversity of Indonesia. By sourcing the nation's most exquisite essential oils, we bring the soul of the islands to the modern consumer.

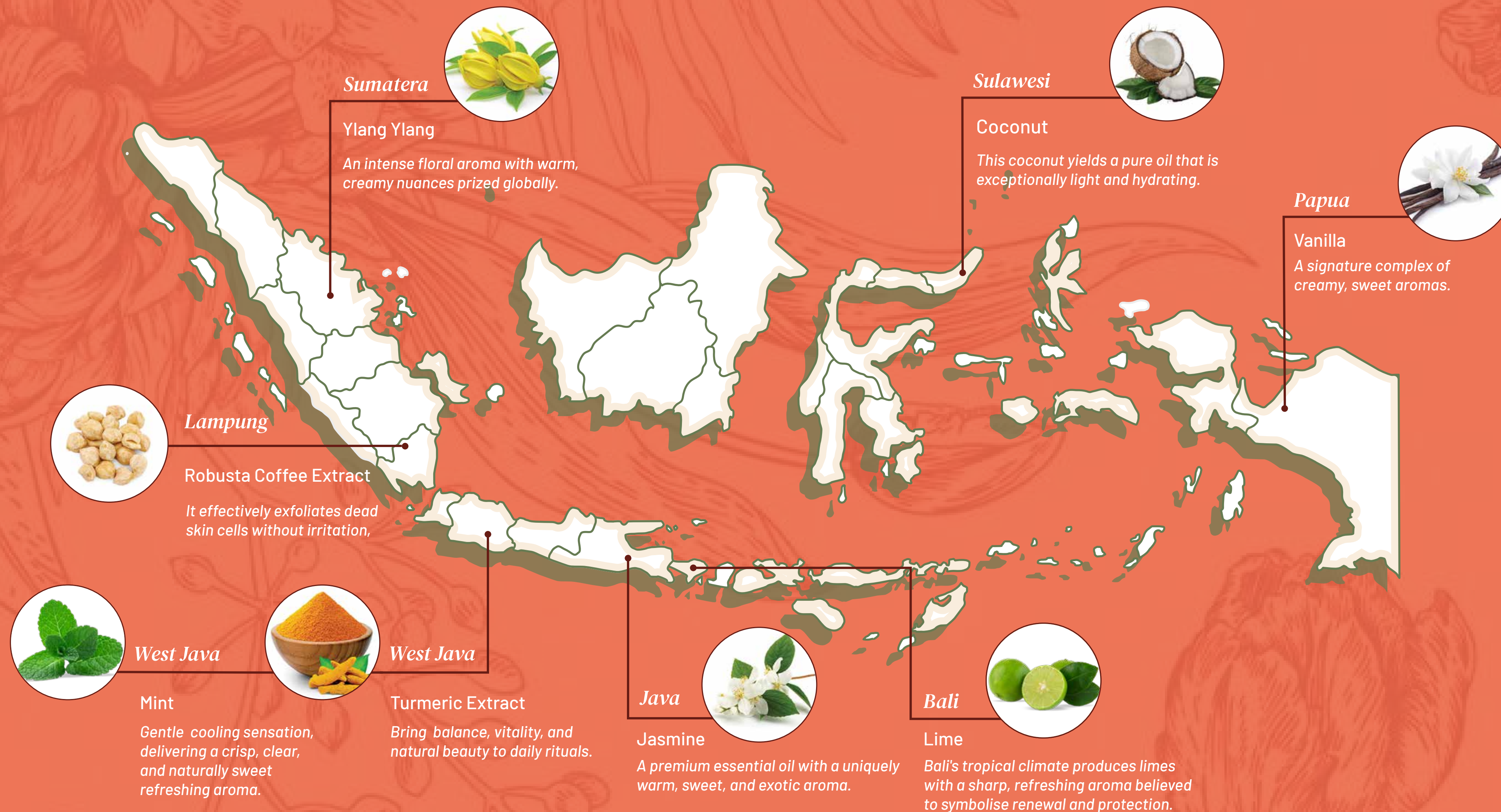
We elevate Indonesia's natural treasures through innovative natural technologies and rigorous European safety benchmarks. This commitment to clinical-grade naturalism ensures that every product delivers professional-level results while remaining strictly ethical and eco-conscious.

Inspiration

A LAND BEYOND THE HORIZON.

PURESIA is inspired by the vibrant soul of the Indonesian archipelago, where ancient wellness traditions meet modern vitality across a vast world of pristine nature. From the morning mist of Java to the golden sun of Papua, we harvest Indonesia's most resilient treasures, including our signature Jasmine and Ylang-Ylang. Rooted in a culture of mindful cultivation, we capture the Earth's raw affection and refine it into a sensory gift that we tenderly place in your hands.

BOTANICALS VITALITY





Harvesting Indonesia's finest botanical

Our primary mission is to eradicate single-use plastic by utilizing recycled materials and dedicated circular solutions.

Our Value

PURITY

At PURESIA, we embrace the purity of nature, using only natural, sustainably sourced ingredients to craft our products.

SUSTAINABILITY

We are dedicated to eradicating single-use plastics and formulating environmentally safe products, leaving a positive impact on our planet.

INDONESIA

Our commitment to Indonesia runs deep. We source our ingredients exclusively from the abundant natural resources of our homeland, ensuring authenticity and quality.

WELLNESS

PURESIA products are thoughtfully designed to nourish both body and mind, promoting overall wellness and harmony.

VEGAN

Every PURESIA formulation is **Vegan Certified**, adhering to rigorous **European Standards** to ensure that no animals are exploited or harmed at any stage of our production.



Our Main Ingredients



JAVANESE JASMINE

A heritage from the lands of Java, this jasmine is hand-picked by local farmers before sunrise, just as its fragrance peaks. The aroma is renowned for uplifting the mood and calming nerves, while the oil deeply hydrates and improves skin's elasticity.



SUMATRAN YLANG-YLANG

Sustainably harvested from the forests of Sumatra, where villagers climb tall trees to pick the flowers by hand. Its prized aroma eases stress and promotes peace. The oil is also known to balance the skin's natural sebum production.



PAPUAN VANILLA

This rare Papuan vanilla is traditionally sun-dried for weeks, creating a complex, creamy-sweet aroma. This comforting scent helps calm the mind, while its rich antioxidant properties soothe and protect the skin from environmental stressors.



WEST JAVANESE MINT

Grown in the volcanic highlands of West Java, the cool climate produces mint leaves with a high menthol content. It provides an instant cooling sensation to soothe skin, while its scent awakens the senses.

Our Main Ingredients



SULAWESIAN COCONUT

Nurtured by Sulawesi's volcanic soil and salty sea breezes, this coconut yields a pure oil that is exceptionally light and hydrating. Rich in nourishing fatty acids, it locks in moisture to deeply condition skin and hair.



LAMPUNGNESE ROBUSTA COFFEE

Sourced from the lush highlands of Lampung, where coffee farming is a generational tradition. Its beans are famously large and dense, creating the perfect texture for a gentle body scrub.



BALINESE LIME

Holding deep cultural meaning in Bali, where its water is used in melukat (purification) ceremonies to cleanse the body and spirit. This zesty oil helps to purify and brighten the skin's appearance, while its uplifting aroma energises the senses and clears the mind.



WEST JAVANESE TURMERIC

A golden symbol of Indonesia's jamu wellness culture, this West Javan root is prized for its potent anti-inflammatory properties. It helps to visibly brighten the complexion, even skin tone, and calm irritation.

Primary Target: Millennials (Gen Y)

Profile: The Wellness Investor (Age 29 – 44 The "Sandwich" Generation)

Shopping Triggers:

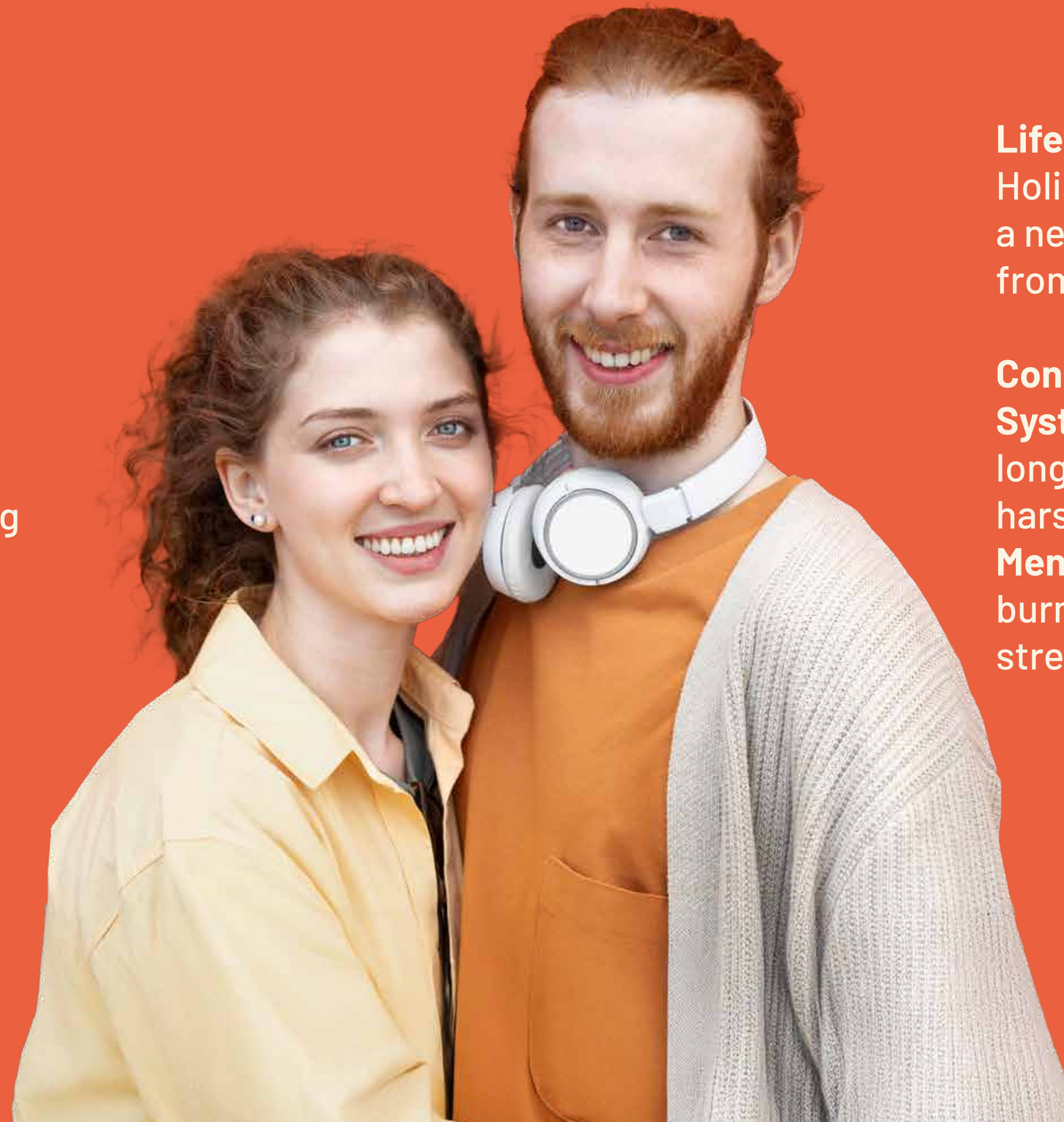
Uncompromising Safety Claims such as "Safe for Family," "Non Toxic," and "Biocompatible."

Multifunctional Efficiency Products that cleanse, hydrate, and soothe simultaneously, respecting their limited time.

The Puresia Proposition:

Biocompatible Formulas (Non SLS) Addressing their need for safety with gentle, family-friendly ingredients.

Therapeutic Aromatherapy: Transforming daily hygiene into a private spa experience through signature Indonesian aromatherapy.



Lifestyle & Psychographics:

Holistic thinkers who treat their daily shower as a necessary mental sanctuary to decompress from professional burnout.

Consumer Concerns (The Pain Points):

Systemic Safety: Deep concern over the long-term systemic effects of parabens and harsh sulfates on family health.

Mental Fatigue: Overwhelmed by professional burnout and seeking simplified, stress-reducing rituals.

Secondary Target: Adults (Gen Z)

Profile: The Ethical Trendsetter (Age 18 – 28 The Digital Native and "Skintellectuals", who view consumption as their identity and value)

Lifestyle & Psychographics:

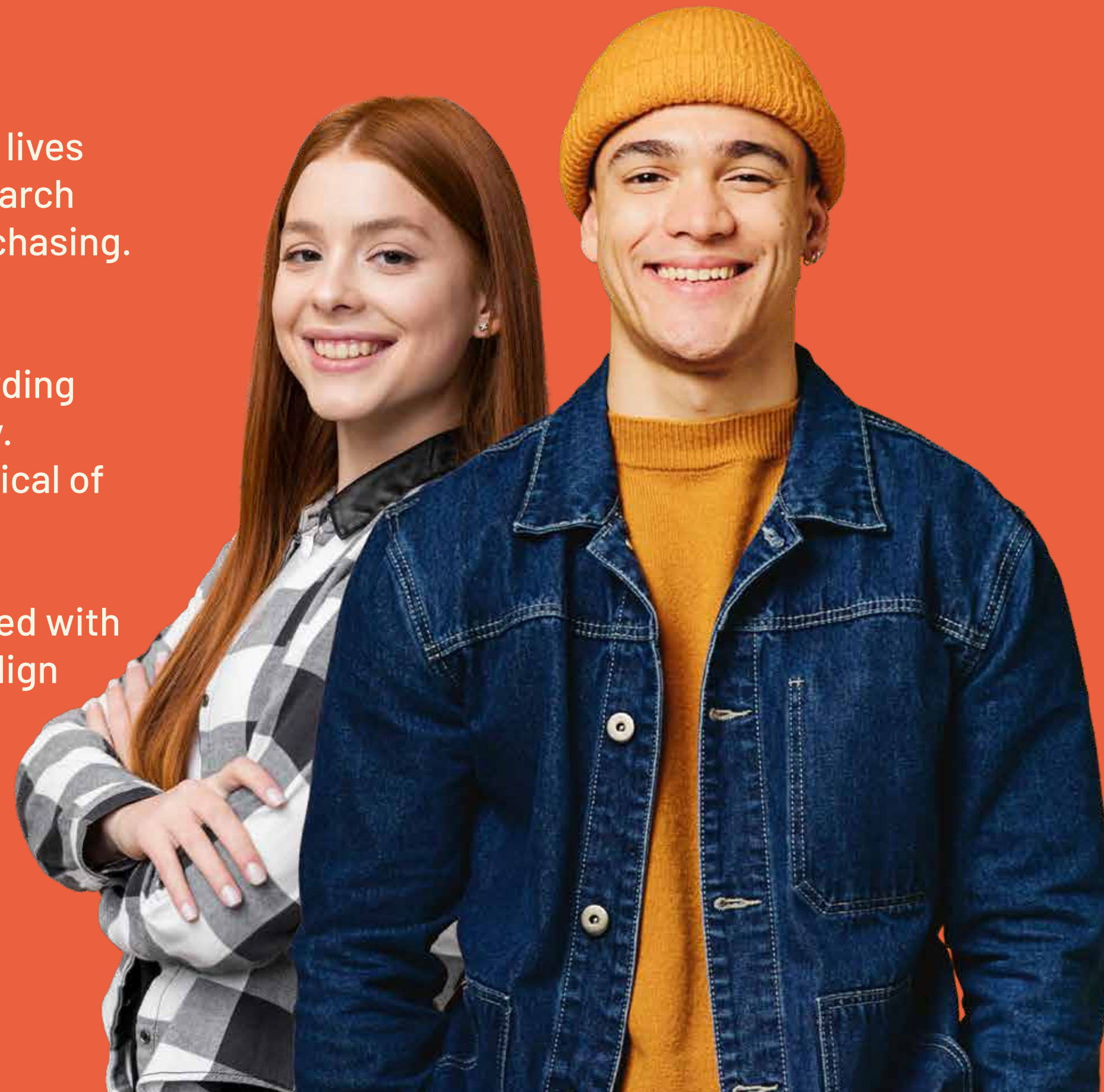
Hyper-aware activists who curate their lives around progressive aesthetics and research ingredients via social media before purchasing.

Consumer Concerns (The Pain Points):

Ethical Dissonance: Genuine guilt regarding environmental waste and animal cruelty.

Authenticity Gap: They are highly skeptical of "greenwashing" and demand radical transparency from brands.

Visual Currency: Fear of being associated with "uncool" or outdated brands that don't align with their digital brand aesthetic.



Shopping Triggers:

Badge Values: Certifications like "Vegan," "Cruelty Free," and "Refillable."

Visual Storytelling: Aesthetically pleasing packaging that signals a modern, conscious lifestyle.

The Puresia Proposition:

Radical Ethics (Vegan & Cruelty Free):

Validating their moral compass.

Eco Refill System: Providing a tangible way for them to participate in sustainability.

Exotic Narrative: The story of "Tropical Heritage" provides the unique content and cultural appreciation they value.

Jasmine & Ylang-Ylang



Body Lotion - 100ml, 400ml, and Refill.



Body Wash - 100ml, 400ml, and Refill.



Shampoo - 100ml, 400ml, and Refill.



Conditioner - 100ml, 400ml, and Refill.



Hand Wash - 100ml, 400ml, and Refill.



Body Butter - 275gr



Body Scrub - 300gr



Body Mist - 100ml



Vanilla & Mint



Body Lotion - 100ml, 400ml, and Refill.



Body Wash - 100ml, 400ml, and Refill.



Shampoo - 100ml, 400ml, and Refill.



Conditioner - 100ml, 400ml, and Refill.



Hand Wash - 100ml, 400ml, and Refill.



Body Butter - 275gr



Body Scrub - 300gr



Body Mist - 100ml



Coconut & Lime



Body Lotion - 100ml, 400ml, and Refill.



Body Wash - 100ml, 400ml, and Refill.



Shampoo - 100ml, 400ml, and Refill.



Conditioner - 100ml, 400ml, and Refill.



Hand Wash - 100ml, 400ml, and Refill.



Body Butter - 275gr



Body Scrub - 300gr



Body Mist - 100ml



Keraton Rose & Aren

*Body Lotion and Body Wash in 400ml and 100ml volume

NEW VARIANT



Cinnamon & Cendana

*Body Lotion and Body Wash in 400ml and 100ml volume

NEW VARIANT



Ginger & Orange

*Body Lotion and Body Wash in 400ml and 100ml volume

NEW VARIANT





Massage Oil

Frangipani & Vanilla



Massage Oil

Jasmine & Cinnamon



Massage Oil

Eucalyptus & Lemongrass

Stretch Mark Oil

Apple Stem Cell & Eucalyptus Oil blend

100ml

NEW VARIANT



Essential Oil

10ml

NEW VARIANT



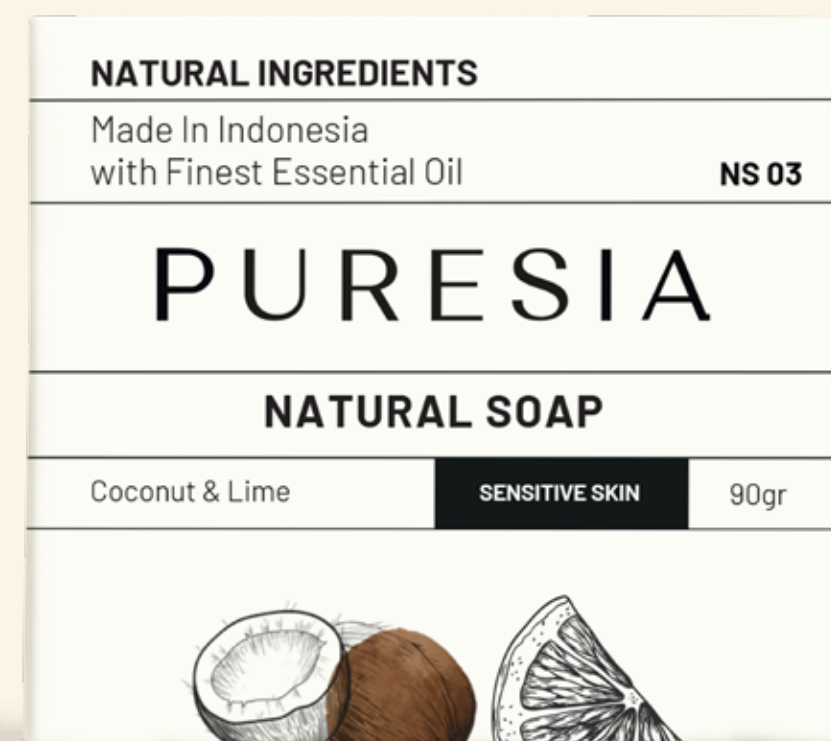
Bar Soap
Jasmine
& Ylang-Ylang



Bar Soap
Vanilla
& Mint



Bar Soap
Coconut
& Lime



Bar Soap
Coffee



Bar Soap
Coffee
& Aren



Body Lotion

Body Wash

5 Litres Size

Body Lotion, Body Wash, Shampoo, Conditioner, and Hand Wash.



Shampoo

Conditioner

Handwash



**PURESIA HAVE WORKED WITH OVER
20+ BRANDS AND BUSINESSES**

Retail Chains



B2B Partner



Award & Recognition

Recognized for Excellence in Natural & Vegan Body Care

In 2026, PURESIA (PT Pure Nature Indonesia) was honored with the prestigious:

Most Popular Brand Iconic Award 2026

Category: Most Popular Iconic Natural & Vegan Body Care Brand

Presented by Star Iconic Award Management, this recognition highlights PURESIA's growing impact in the beauty and personal care industry—particularly in promoting natural, sustainable, and vegan-certified products.





PURESIA

www.puresia.com

  @puresia.id

  Puresia Official Shop