

IROHA^{nature}

Live
with
passion

HISTORY

When we founded Sensalia in 2004, we were a visionary company.

We bet on a sure thing, tissue masks as an effective practical beauty treat for modern women.

An unknown concept in Western Culture but an essential **for them** is takes part of their daily routine and is known to be the secret of their beauty

The logo for IROHA nature, featuring the brand name in a white sans-serif font on a black background, with a white curved line underneath.

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The background of the slide is a top-down photograph of various natural ingredients. Three wooden spoons are arranged diagonally, each containing a different type of dried herb or flower. There are also loose dried flowers, including purple and pink buds, and a small tea ball. In the foreground, a white, circular sheet mask with eye, nose, and mouth cutouts is visible. The entire scene is set against a light-colored, textured wooden surface.

*Our masks had to contain **high quality formulas with natural serums, paraben free and an affordable and attractive price.** Shortly after, our first line in Europe came out, was launched in Europe, starting with 6 monodose tissue masks. At first many of our clients were surprised by the technology, but after trying our masks they instantly fell in love with its results and effectivity. Little by little, just like the Japanese bamboo, we've expanded, putting down solid roots and **satisfying our consumer's desires in over 20 countries.***

The Iroha woman

LIVES

in the city. She is a city dweller but tries to follow a practical way of life without giving up on her most authentic side.



The Iroha woman

WORKS

actively. Her daily life is busy and she is used to constant movement. Self-demanding with results but aware of time, she looks for the practical way of life.



The Iroha woman

HOBBIES

She is sporty, travels, goes out, has fun, spends time with family and lives every moment intensely..



The Iroha woman

DAY BY DAY

Everything she does is practical, fast and easy.



LloydsPharmacy

allbeauty.com



PARFUMERIE
Pieper

VITA



Hondos
Center
Υπέροχα ταξίδια ομορφιάς

GRUPO
DinoSol



eurokos

cascada
PROFESSIONAL



KRÓNAN



GOODIEBOX

coop city

MANOR



Douglas



monop'beauty



de la Uz
PERFUMERÍA & COSMÉTICA



sorli discau

Aromas
PERFUMERIAS



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INTERNATIONAL POINTS OF SALE



BEAUTY★STAR

LillaPois
ti curi, ti coccoli, ti conviene



ESSELUNGA[®]
S

PROSHOP
la vendita che conviene

IperSoap[®]
igiene & bellezza

PB
PASSION BEAUTÉ

VENTA
PEIO[®]
CENTRES COMMERCIAUX

Saponi & Profumi

troja,
BIPA

ANA
Perfumerías
Comprometidos con tu Belleza

XARIG
PERFUMERIES

 superdroma
PERFUMERIAS

Cosmetics 

il tulipano
PROFUMI - COSMETICI - DETERSIVI

D. Zons

elitθ
perfumerías

Douglas

Excelsior
Perfumerías



TISSUE



100% COTTON



HAIR MASK



CREAMY



EYE AND LIPS PADS



NOSE STRIP



SOCKS MASKS



GLOVES MASKS



MEN LINE



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DETOX LINE

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DETOX LINE - CHARCOAL



TISSUE FACE MASK

INTENSIVE FACE MASK
DETOX - TISSUE



PEEL-OFF MASK

PEEL-OFF FACE MASK
DETOX



NOSE STRIP

5 CLEANSING NOSE STRIPS
FOR BLACKHEADS

The logo for IROHA nature, featuring the brand name in a clean, sans-serif font with a curved line underneath.

IROHA nature

*That more women than men turn
when they see you walking around*

*Although they won't look at your
outfit but your amazing hair*

HAIR MASK

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HAIR MASK CAP – SAUNA EFFECT

We invite Iroha Nature women to get excellent hair without needing treatments that take almost an entire afternoon in a salon. Its innovative cap format, pioneered in the European market, gives a better penetration of the active ingredients. All this, thanks to its sauna effect, to enjoy healthier silkier hair

- ✓ **BENEFITS:**
- ✓ **Moisturizing and deep repair**
- ✓ **Breakage Reduction**
- ✓ **Improves hair texture and prevents frizz**



HAIR MASK CAP
IN/HAIR-1

- ✓ **MOISTURIZING AND DEEP REPAIR**
- ✓ **INSTANT EFFECT**
- ✓ **NATURAL INGREDIENTS**
- ✓ **PARABEN FREE**

TISSUE FACE MASK

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TISSUE

YOUNG skin

23 ml of concentrated serum in each mask
Equivalates to a whole jar of serum



BRIGHTENING
MT-IN/08



MOISTURIZING
MT-IN/02*



ANTI-WRINKLES
MT-IN/03



DETOX
MT-IN/13



HYDRA VITAL
MT-IN/09

Intensives treatments – flash effect
Natural ingredients - Paraben free
Practical, without rinsing
Professional results at home
Serum with a concentrated base
of hyaluronic acid

Flash effect
in just
15 min

FACE MASKS

100% COTTON FACE AND NECK



ANTI-AGE
Ref: MT-IN/12



REGENERATING
Ref: MT-IN/11



FIRMING
Ref: MT-IN/10

MATURE skin
30 ml of concentrated
serum in each mask



Intensives treatments - Flash effect in just 15 min
Natural ingredients - Paraben free
Practical, without rinsing
Professional results at home
*Formulas in serum with a concentrated base of
hyaluronic acid*

New product in
the market
including
NECK



**CREAMY FACE
MASKS**

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Aromatherapy
Natural ingredients. Paraben-free
25gr - Up to 5-6 uses
Intensives treatments



SOFT SCRUB

PEEL-OFF

CREAMY MASKS



CLEANSING
PG-IN/02



DETOX
MC-IN/08



PURIFYING
MC-IN/01



BRIGHTENING
MC-IN/02



MOISTURIZING
MC-IN/03



SMOOTHING
MC-IN/04



NOURISHING
MC-IN/05

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SPECIFIC TREATMENTS

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HIDROGEL



ANTI-AGE
P-IN/05



ANTI-FATIGUE
P-IN/05

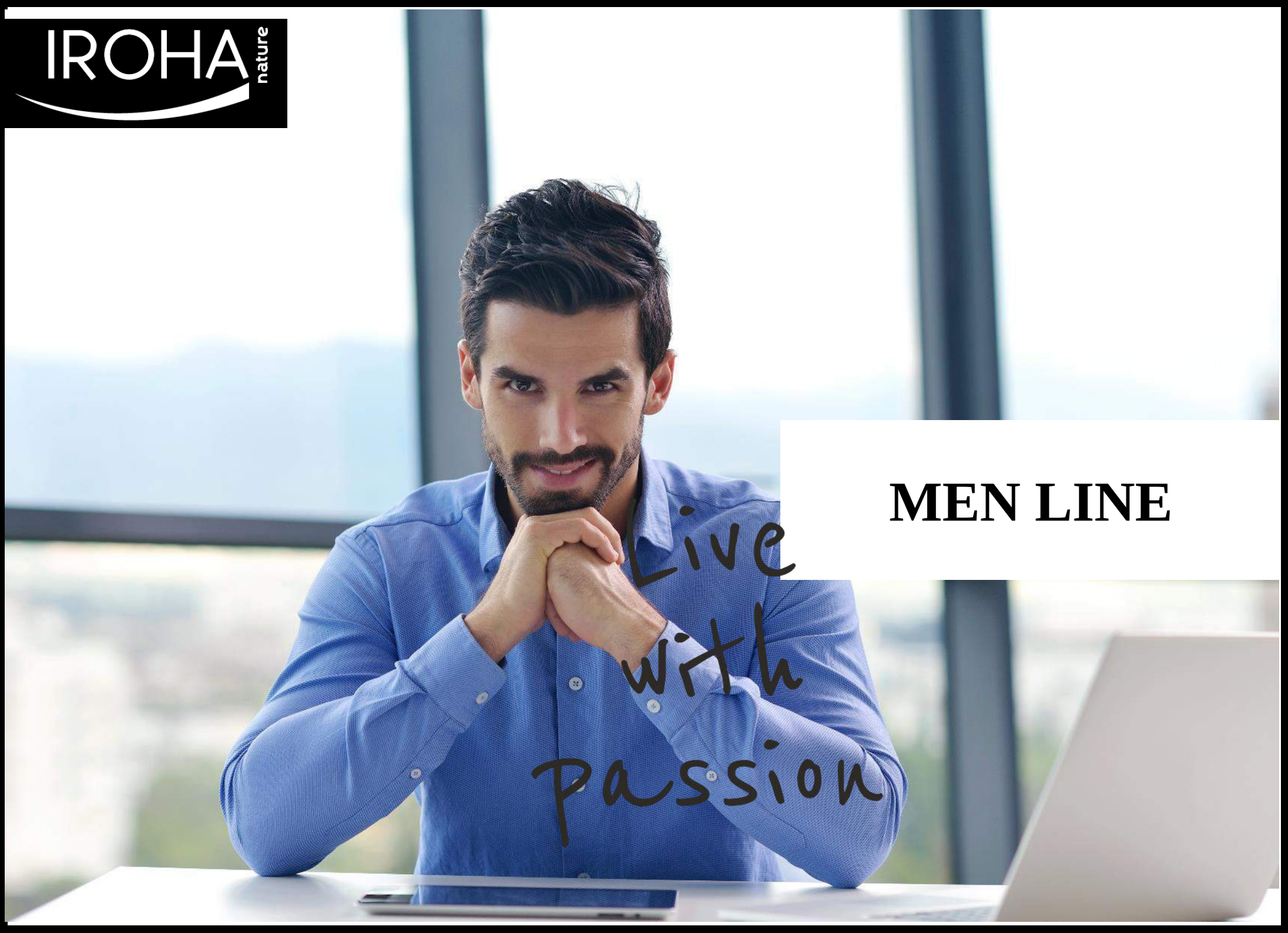
NOSE STRIS



DETOX
S-IN/01

*Intensive treatments flash effect
Just in 15 minutes
Paraben free
Natural ingredients*

For different
zones and needs



MEN LINE

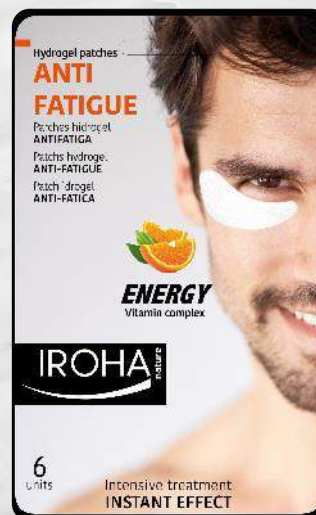
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TISSUE



HYDRA VITAL
MT-IN/09

HYDROGEL



ANTI FATIGUE
P-IN/06

*Specific treatments for man skin
Intensive treatment instant
Effect. Only in 15 minutes
Natural ingredients -Paraben free
Practical, no need to rise
Serum with a concentrated
base in acid hyaluronic*

Specific
Treatments for
men skin.

***GLOVES AND SOCKS
MASK***

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DOUBLE-LAYER TECHNOLOGY

Deeply nourishes hands and feet due to the SAUNA EFFECT provided by our pre-imbibed in serum double layer gloves and socks.

Natural ingredients
Paraben free

GLOVES FOR HANDS AND NAILS



ANTI-AGE
IN/HAND-3



REPAIR
IN/HAND-1



NOURISHING
IN/HAND-4

SAUNA EFFECT

DOUBLE-LAYER TECHNOLOGY

Deeply nourishes feet due to the SAUNA EFFECT
provided by our pre-imbibed in serum double layer gloves and
socks.

Natural ingredients

Paraben free



SOCKS FOR FEET AND NAILS



RELAX
IN/FOOT-1



REPAIR
IN/FOOT-2



NOURISHING
IN/FOOT-4



EXFOLIATING
IN/FOOT-3

SAUNA EFFECT

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Coming soon

DIVINE COLLECTION

At times it can be hard to tell the difference
between the real and the divine
One such time is when magic touches your skin

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INTERNATIONAL RECOGNITION

Peel-off mask
DETOX
Impurities

Mascarilla peel-off
DETOX - Carbón
Impurezas

Masque peel-off
DÉTOX - Charbon
Impuretés

Maschera peel-off
DETOX - Carbone
Impurità



READERS' CHOICE

**COSMOPOLITAN
BEAUTY
AWARD
2017.**

Cleansing strips
DETOX
Blackheads

Tiras limpieza
DETOX - Carbón
Puntos negros

Patches purifiants
DÉTOX - Charbon
Points noir

Strips Pulizia
DETOX - Carbone
Punti Neri



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5
uses

charcoal
Intensive treatment
INSTANT EFFECT

**PURE BEAUTY
AWARDS
2017**

**Highly
Commended**

IROHA nature

**POS
MATERIAL**

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Exhibitor Floor Stand –
Iron



183 x 37 x 32 cm
IN-FLOOR-7

Under demand

Exhibitor Floor Stand Cardboard



146x 50 x 50 cm
IN-FLOOR-5

Exhibitor 4 references



49,5 x 14,6 x 20 cm
EXP-IN-PS/01

Exhibitor $\frac{3}{4}$ references



43 x 31 x 11 cm
EXP-IN-PE//01

Strip



5 x 53 cm
IN-STRIP-01

Exhibitor Box Men Range



33 x 30 x 9 cm
IN/EXPC-02

Exhibitor Box Hair Mask Launch



23,5 x 29,5 x 18,5 cm
IN/EXPC-03



23,5 x 29,5 x 10 cm
EXP-IN-H&F/3



23,5 x 29,5 x 10 cm
IN/EXPC-01

Triptych



DIN A4
IN/TRIP-5

Hair Mask Insert



DIN A4
IN-CHU-11

Detox Line Insert



DIN A4
IN-CHU-04

Recommendation Guide

Detox

Detox	Exfoliation	Moisturizing	Intensive treatment	Exfoliation	Moisturizing	Intensive treatment
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation
Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation	Exfoliation

A4
IN-CHU-07 : ESP
IN-CHU-08 : IT

Brand

Brand	Exfoliation	Moisturizing	Intensive treatment	Exfoliation	Moisturizing	Intensive treatment
Brand	Brand	Brand	Brand	Brand	Brand	Brand
Brand	Brand	Brand	Brand	Brand	Brand	Brand
Brand	Brand	Brand	Brand	Brand	Brand	Brand
Brand	Brand	Brand	Brand	Brand	Brand	Brand
Brand	Brand	Brand	Brand	Brand	Brand	Brand
Brand	Brand	Brand	Brand	Brand	Brand	Brand
Brand	Brand	Brand	Brand	Brand	Brand	Brand
Brand	Brand	Brand	Brand	Brand	Brand	Brand
Brand	Brand	Brand	Brand	Brand	Brand	Brand

A4
IN-CHU-02 : ESP
IN-CHU-9: IT

Toiletry bag



2 x 18 cm
GDSN2x18-17

Spatula



Headband with Logo



64 x 7 cm
GDSN64X7-2

Corporate Bag



28 x 22 x 9 cm
IN-BOLSA-1

Travel with
Passion Notebook



10,5 x 14,8 cm
IN-NOTE-01

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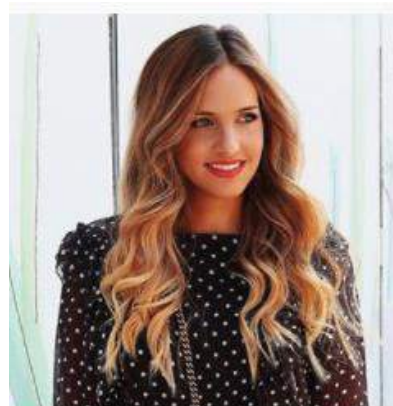
MEDIA



Paid campaigns on social media with:



Celebrities



Influencers



**Youtube
ADS**





SANITAS TELVA RUNNING



Iroha Nature SUPPORTIVE

Iroha Nature contributes with breast cancer investigation by donating 20% of the benefits when buying Q10 masks

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CUORE
magazine

WOMAN
magazine

STILO
BELLEZA

STILO
magazine

Nº 579 From the 7th to the 13th of June, 2017



Nº 576 From the 7th to the 23rd of May, 2017



Nº 574 From the 3rd to the 9th of May, 2017



Nº 578 From the 31st of May to the 6th of June, 2017



Nº 577 From the 24th to the 30th of May, 2017

Nº 573 From the 26th of April to the 2nd of May, 2017



Nº 572 From the 19th to the 25th of April, 2017



Nº 571 From the 12th of March to the 18th of April, 2017



Nº 570 From the 5th to the 11th of April, 2017

Nº 75 July, 2017



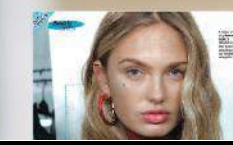
Nº 74 June, 2017



Nº 569 From the 29th of March to the 4th of April, 2017



Nº 73 May, 2017



Nº 74 April, 2017



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