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## ABOUT US

Biobloom Organic Products was co-founded in 2014 by Pragati & Rohit Anand and owns the online brand '**Biobloom**'. Biobloom is a successful and highly respected **online** brand that deals in natural and chemical-free skin, hair, bath, and baby care products, as well as a line of aromatherapy well-being products.

### THE *BIOBLOOM* STORY – IT STARTED WITH THE REALIZATION THAT 'PREVENTION IS BETTER THAN CURE'

In the year 2008 destiny confronted Rohit & Pragati with a severe illness in their immediate family. It was going to be painful & extended journey lasting 5 prolonged years. Both of them had numerous, unpleasant interactions with modern medicine and comprehended that all forms of modern medicine were (severely) destructive in nature, treating something now but paving way for something worse to go wrong tomorrow. This inspired them to move a holistic way of life with the belief that "*Prevention is better than cure*". Soon, Pragati was blogging about a healthy skin & hair care routine. Then came the formulations using age old wisdom and some modern research and finally the entire personal care range free from harmful chemicals and enriched with natural actives.

### PRODUCT CATEGORIES

- Skin Care
- Hair Care
- Bath Care
- Baby Care
- Aromatherapy & Personal Wellness

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## WHY US

### WHAT SETS US APART?

- We are NEVER out of stock – 0% sales loss in the last 4 years
- 100% on-time dispatch – it doesn't matter if it's a public holiday or we are on vacation
- 95% customer satisfaction – Mostly positive feedback & very rare customer complaint
- 100% Transparency – we only claim the truth & print everything on the label
- We avoid the following in our products:
  - All our products are Paraben Free
  - All our products are Petrochemical Free – No LLP or Petrolatum in our oils & creams
  - All our products are Formaldehyde Free
  - All our products are Sulfate Free – No SLS or SLES
  - All our products are Silicon & Triclosan Free
  - We DO NOT use artificial colours in our products
  - We avoid using Synthetic Fragrances in our products
  - We avoid using Alcohol in our products – even if we have to use alcohol we make sure that it is Naturally Derived and used in minimum quantity
- Our products are enriched with
  - Cold Pressed Base Oils
  - Pure Essential Oils
  - Herb & Root Extracts
  - Natural Actives





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## OUR VALUES

### VALUES

We are a responsible brand that DOES NOT indulge in animal testing and avoids ingredients that are harmful to our environment or leave a carbon footprint. We treat all our employees, partners, suppliers & manufacturers with equal respect & dignity.

### MISSION

Incepted with the ideology that 'Prevention is better than cure', our mission is to provide our customers with chemical free products & options that can fit into their daily skin care & personal care routines with ease and comfort as far as possible.



### VISION

Our vision is to be a respected & leading brand in the natural & organic personal care space with a reach far enough to realize our dream of 'A Beautiful You... Naturally!' for as many people as possible.

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