

www.livindo.co.id



COMPANY PROFILE

PT AROMA PRIMA LIVINDO

FACTORY
KAWASAN GRAHA INDUSTRI BALARAJA
ESTATE KAVLING B/2
TANGERANG BANTEN



ABOUT US

PT Aroma Prima Livindo was established in 2009 and had a modern production installation factory already GMP certified in the Balaraja Estate Area, Tangerang - Indonesia, concentrating on perfumes, skin care, and personal care.

VISION

PT Aroma Prima Livindo has been committed to being one of the leading perfume, skin care, and personal care companies in terms of innovation, quality, sales, and service.

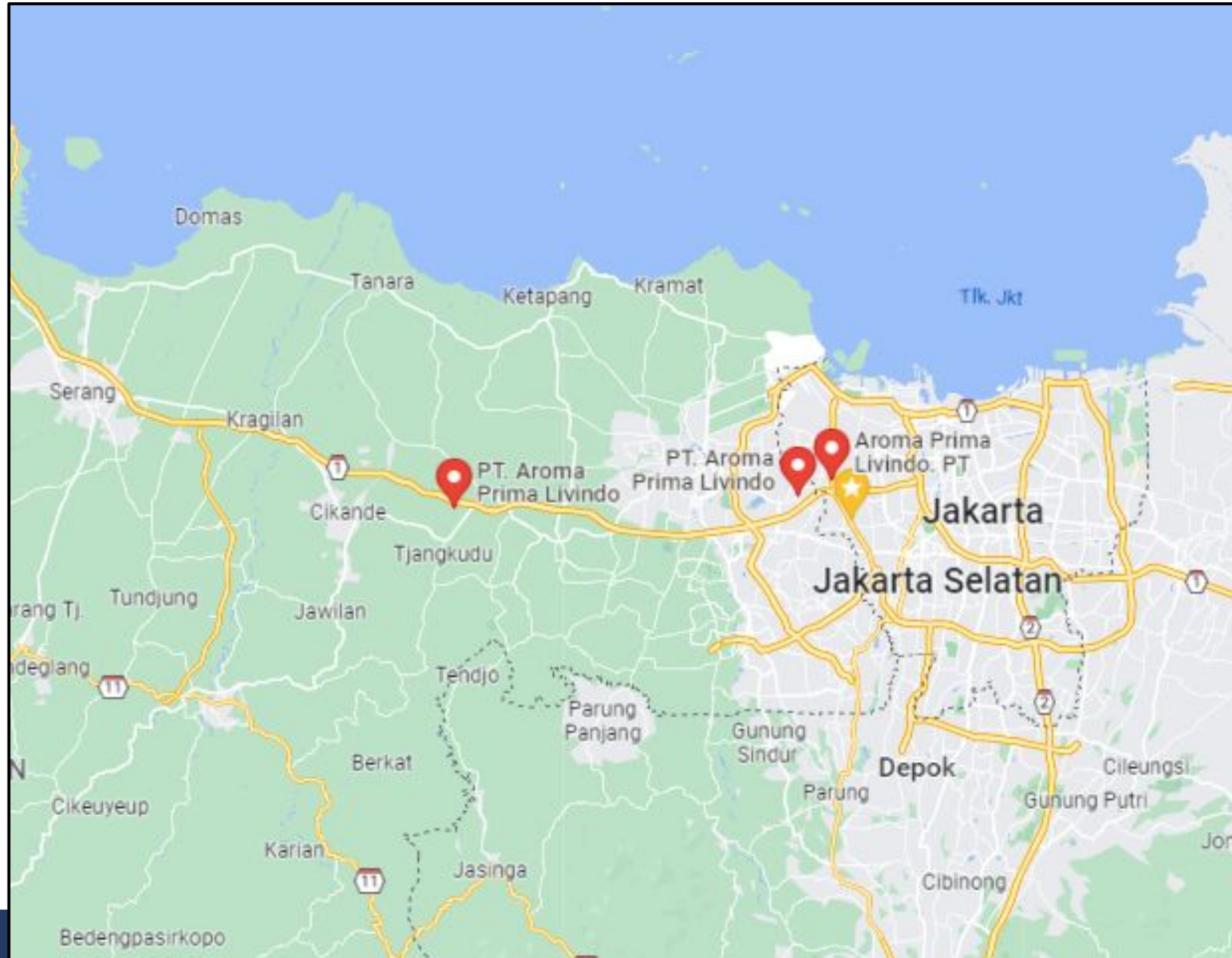
MISSION

PT. Aroma Prima Livindo only produces high-quality products at competitive prices to provide satisfaction and make customers feel comfortable using our products.



ABOUT US

LOCATION



FACTORY :

KAWASAN GRAHA INDUSTRI BALARAJA
ESTATE KAVLING B/2
TANGERANG BANTEN

HEAD OFFICE :

RUKAN CROWN GREEN LAKE BLOK A / 28
CIPONDOH, TANGERANG

PRODUCTION CAPACITY

2,5 millions products/ month

WORKFORCE

500 ++ employees

DOMESTIC DISTRIBUTION

- **General Trade**

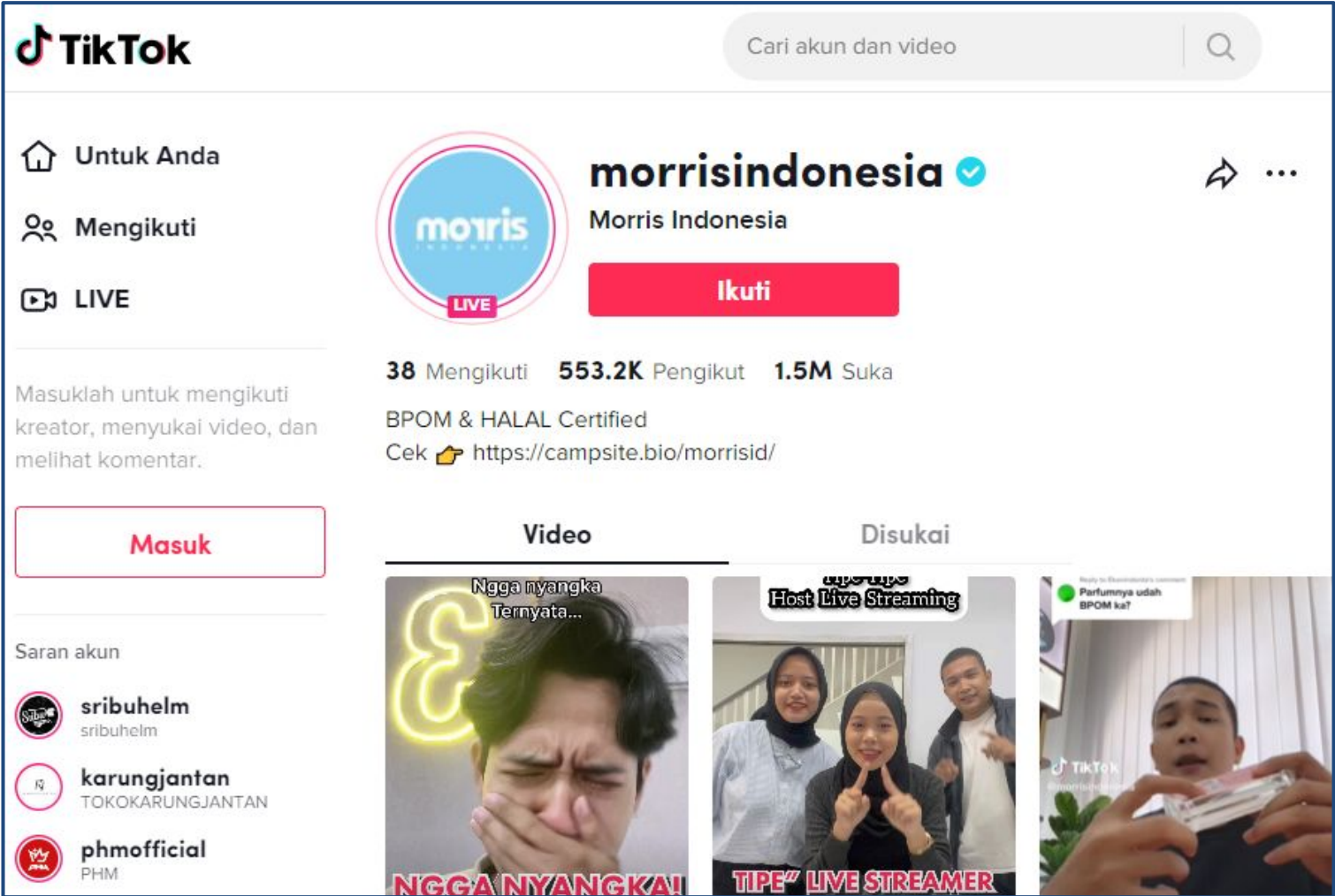
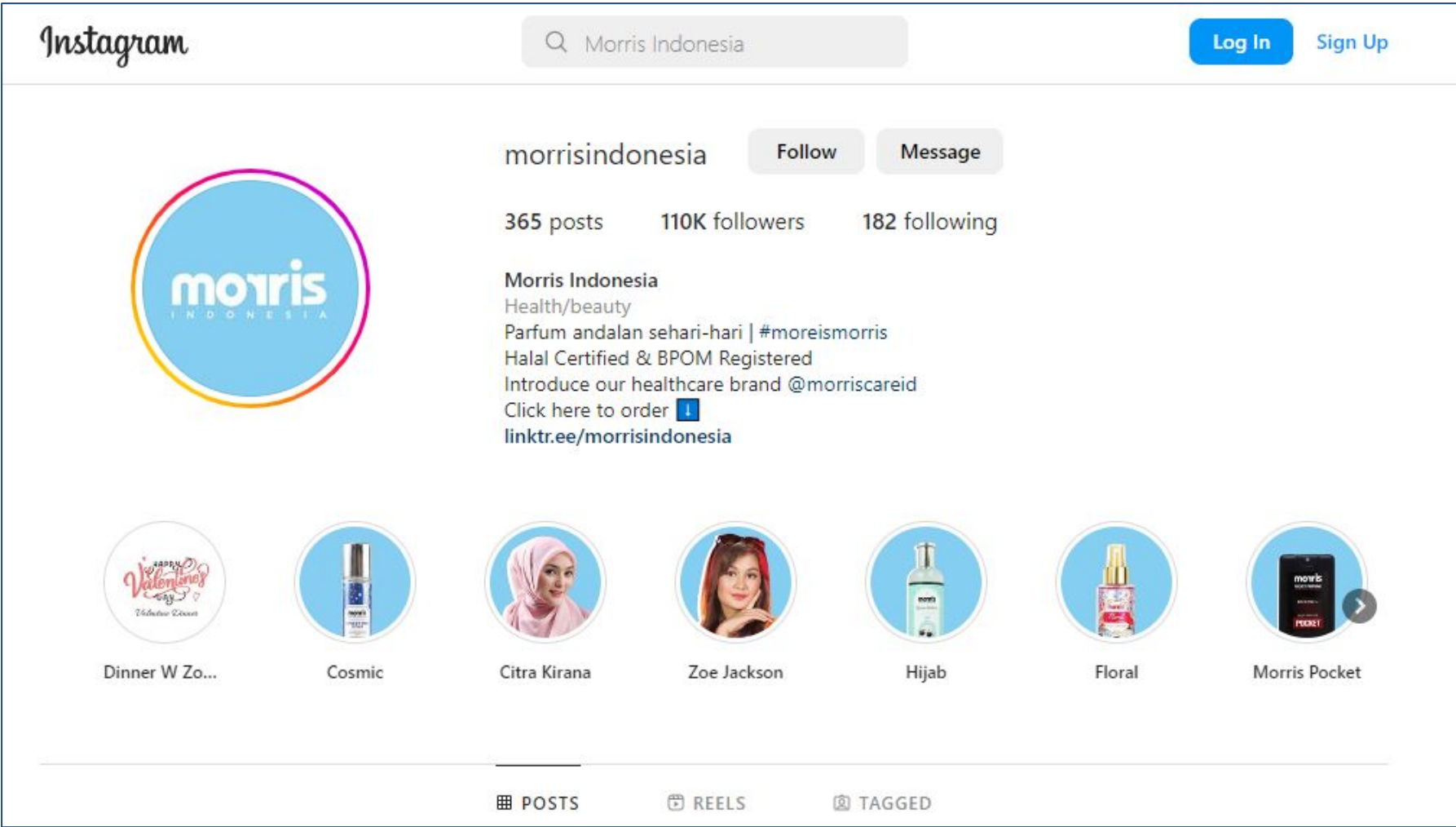
More than 100,000 outlets all throughout Indonesia.

- **Modern Trade**

30++ (supermarkets & convenience stores)



DIGITAL ASSETS



110K
INSTAGRAM FOLLOWERS



553.2K
TIKTOK FOLLOWERS

COLLABORATION WITH DISNEY AND WARNER BROS



22 | Bisnis Indonesia

— NIAGA & JAS —

► PEMASARAN PRODUK



Direktur PT Iberchem Didier Parizot (dari kiri), CEO PT Aroma Prima Livindo Hery Chen, Pacific License Danny Ang dan Ghotam Citizen Club Indonesia Billy Pratomo berbincang seusal jumpa pers tentang perayaan ulang tahun ke-10 PT Aroma Prima Livindo di Jakarta, Selasa (10/12). Perusahaan yang bergerak di bidang

cosmetics, perfume & toiletries manufactures itu telah merambah pasar internasional ke sejumlah negara yakni Malaysia, Singapura, Filipina, Taiwan, Fiji, Sri Lanka, Hong Kong, Madagaskar, Nigeria, dan beberapa negara Timur Tengah.

Aroma Prima Livindo Terus Garap Pasar Global

JAKARTA - Produsen pewangi tubuh, PT Aroma Prima Livindo semakin optimistis bersaing di pasar dalam negeri maupun luar negeri. Sebab, Perseroan di bidang cosmetics, perfume dan toiletries manufactures yang telah dikenal luas publik melalui merek Morris, Xchange, Morabito, Cressus, Andersen, Ginza dan Djeng Ayu yang telah mengantungi label Good Manufacturing Practices (GMP) dari Badan Pengawas Obat dan Makanan sejak 10 tahun lalu.

CEO Aroma Prima Livindo, Hery Chen, mengatakan pihaknya telah mendistribusikan produk secara nasional baik melalui jaringan perdagangan tradisional maupun jaringan pasar modern. Sedangkan untuk pasar internasional telah masuk ke Malaysia, Singapura, Filipina, Taiwan, Fiji, Sri Lanka, Hongkong, Madagaskar, Nigeria dan beberapa negara Timur Tengah.

"Di usia kami yang ke-10 tahun, kami semakin siap dan matang untuk menjadi perusahaan kosmetik, pewangi dan perawatan tubuh terkemuka dalam hal inovasi, kualitas, penjualan dan layanan," ungkap Hery Chen saat perayaan ulang tahun ke-10 di Jakarta, Selasa (10/12).

Tak hanya merayakan ulang tahun ke-10 ini, Perseroan juga meluncurkan produk baru yang mendapatkan lisensi dari Warner Bros seperti DC Batman, DC Superman, serta DC Wonder Woman. Lebih jauh Hery Chen menjelaskan bahwa, Perseroan sudah memiliki rencana dan strategi di tahun 2020, serta siap bekerja sama dengan berbagai institusi yang memiliki reputasi baik. ■ yml/AR-2



10 Tahun PT Aroma Prima Livindo
CEO PT Aroma Prima Livindo Hery Chen (dua dari kiri) bersama Direktur PT Iberchem Indonesia Didier Parizot (kiri), Citizen Club Indonesia Danny Ang (dua dari kanan) serta Billy Pratomo (kanan) berbincang terkait perayaan ke-10 tahun dan peluncuran produk baru yang mendapatkan lisensi dari Warner Bros. di Jakarta, Selasa (10/12/2019). PT Aroma Prima Livindo, perusahaan yang bergerak di bidang cosmetic, perfume & toiletries manufactures merayakan usianya yang ke-10, semakin optimis dalam bersaing di pasar dalam negeri maupun luar negeri.

PRODUCTS :



Pocket Perfume

Pomade



Aroma Prima Livindo 公司 10周年庆典
12月10日, 从事化妆品、香水和卫生纸等的 Aroma Prima Livindo 公司首席执行官 Hery Chen (左二) 同 Iberchem Indonesia 公司经理 Didier Parizot (左一)、Citizen Club Indonesia 的 Danny Ang (右二) 和 Billy Pratomo (右一), 在雅加达出席 APL 公司 10 周年庆祝会后互相亲切交谈。

APL Luncurkan Parfum Karakter DC Comics

Dunia yang ke-10 tahun pada 10 Desember 2019, Aroma Prima Livindo (APL) meluncurkan produk parfum dan sampo rambut baru dengan karakter super hero dari DC Comics seperti DC Batman, DC Superman, serta DC Wonder Woman.

CEO Aroma Prima Livindo, Hery Chen mengungkapkan, pihaknya ingin memperkenalkan yang terbaik 'tag power Indonesia.

"Kita launching DC Super Hero Edition dari mark Morris. Produk ini untuk kalangan remaja, orang-orang muda. Kita tahu bahwa masyarakat kita itu menyukai yang ada di dunia mereka, misalnya kita juga akan merilis Morris Pocket Super Hero Edition, Batman Superman, dan Wonder Woman," ungkap Hery Chen dalam pernyataan resminya, Selasa (10/12).

Hery Chen menyebut, kolaborasi produk baru tersebut akan menambah koleksi produknya. Selain itu, pihaknya juga akan meluncurkan produk sampo rambut yang memiliki karakter DC Comics.

"Kami sangat bangga dengan kualitas produk yang kami miliki. Kami yakin produk kami akan diterima dengan baik oleh masyarakat Indonesia," ujar Hery Chen.

Lebih lanjut, Hery Chen mengatakan, pihaknya akan terus berinovasi untuk memberikan produk terbaik bagi konsumen.



Aroma Prima Livindo 公司 10周年纪念
一家从事化妆品和香水领域的 Aroma Prima Livindo 公司 10 周年纪念, 并面对全球市场的竞争愈加乐观。图为周二 (10/12), Aroma Prima Livindo 公司首席执行官 Hery Chen (左二)、印尼 Iberchem 公司经理 Didier Parizot (左一)、印尼公民俱乐部代表 Danny Ang (右二) 与 Billy Pratomo (右一) 在雅加达该公司 10 周年纪念的新闻发布会上交谈。(本报 Hermawan 摄)

BULAN EKONOMI PERKARA NASAL 11 DESEMBER 2019
BURSA & FINANSIAL

Aroma Prima Livindo Bidik Pasar Global

Jakarta - Selagi awal satu perayaan peringatan ke-10 PT Aroma Prima Livindo (APL) untuk merayakan 10 tahun berdirinya perusahaan kosmetik, parfum, dan sampo rambut, perusahaan ini juga meluncurkan produk baru yang memiliki karakter DC Comics seperti DC Batman, DC Superman, serta DC Wonder Woman.

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Hand Sanitizers



Perfume

CORPORATE SOCIAL RESPONSIBILITY



INTERNATIONAL DISTRIBUTION



Our distribution network has reached local (in national supermarkets and modern market chains) and international audiences.

Until now we have already been exporting goods to 12 different countries, such as

Fiji, Nigeria, Hong Kong, Singapore, Brunei, Iraq, Iran, Madagaskar, Philippines, Malaysia, Taiwan, and Sri Lanka.



Fiji



Nigeria



Hong Kong



Singapore



Brunei
Darrusalam



Iraq



Iran



Madagaskar



Philippine



Malaysia



Taiwan



Srilanka

BRANDS.

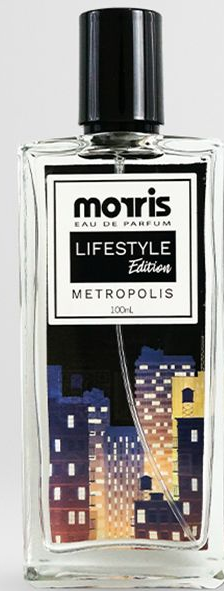
morris
EAU DE PARFUM



morris
EAU DE PARFUM

EAU DE PERFUME
LIFESTYLE EDITION
HARUM HINGGA 6-8 JAM

SEC B-C
18-24 TAHUN
MEN



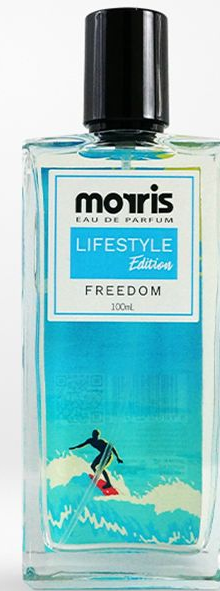
MUSCULIN
LIME



WOODY
WOODY



FRESH
CITRUS AMBER



FRESH
CITRUS FLOWER



SOFT
BERGAMOT



FRESH
LAVENDER

LIFESTYLE EDITION

Morris Lifestyle Edition is here as a Millennial Generation perfume with the characteristic Today's fragrance for Men in an attractive design according to the millennial character and contains more (100 ml) and affordable prices.

DESCRIPTION

- Main & Ingredient : Fine Fragrance
- Category : Eau De Parfum
- Customer gender: Men
- Expiry : 5 Years

UNIQUE SELLING POINT

- Modern Men's Fragrance
- Millennial Generation Perfume with the characteristic international fragrance in each variant
- Affordable prices
- Attractive 100 ml design packaging according to millennial character
- Eau de parfum lasts longer

morris
EAU DE PARFUM

EAU DE PERFUME
TROPICAL EDITION
HARUM HINGGA 6-8 JAM

SEC B-C
18-24 TAHUN
WOMAN



SWEET
FRUITY FLORAL



FRESH
CITRUS



FRESH
FLORAL



SOFT
VANILLA



FLORAL
TROPIS FLORAL



SWEET
FRUITY

TROPICAL EDITION

Morris Tropical Edition is formulated with an attractive scent, refreshing and increasing users confidence. Everybody can use it every day, any times as company to work, vacation or just hanging out with friends.

DESCRIPTION

- Main & Ingredient : Alcohol Denat, Parfum, Aqua
- Category : Eau De Parfum
- Customer gender : Women
- Expiry : 5 Years

UNIQUE SELLING POINT

- Perfume with the “Nowadays” fragrance
- Millennial Generation Perfume with a distinctive international fragrance
- Larger packaging 110ml
- Competitive Price

morris
EAU DE PARFUM

EAU DE PERFUME
HIJAB EDITION
HARUM HINGGA 6-8 JAM

SEC B-C
18-24 TAHUN
WOMAN



SWEET
LYCHEE



SWEET
GRAPE



FRESH
LILY OF THE VALLEY



SOFT
FRUITY



SOFT
POWDERY



SWEET
FRUITY FLORAL

HIJAB EDITION

Morris Travel is here as a Millennial Generation perfume with the characteristic “nowadays” fragrance in an attractive design according to the millennial character and contains more and affordable prices.

DESCRIPTION

- Main & Ingredient : Fine Fragrance
- Category : Eau De Parfum
- Customer gender: Unise
- Expiry : 5 Years
- Product Strength : Medium

UNIQUE SELLING POINT

- The smell of perfume that makes the users feel as if he is on vacation
- Eau De Parfum is more durable (Long Lasting)
- Exclusive packaging with a unique design
- Affordable price

morris
EAU DE PARFUM

EAU DE PERFUME
TRAVEL EDITION
HARUM HINGGA 6-8 JAM

SEC B-C
18-24 TAHUN
MEN & WOMAN



TRAVEL EDITION

Morris Travel is here as a Millennial Generation perfume with the characteristic “nowadays” fragrance in an attractive design according to the millennial character and contains more and affordable prices.

DESCRIPTION

- Main & Ingredient : Fine Fragrance
- Category : Eau De Parfum
- Customer gender: Unisex
- Expiry : 5 Years
- Product Strength : Medium

UNIQUE SELLING POINT

- The smell of perfume that makes the users feel as if he is on vacation
- Eau De Parfum is more durable (Long Lasting)
- Exclusive packaging with a unique design
- Affordable price

morris
EAU DE PARFUM

EAU DE TOILETTE
FLORAL EDITION
HARUM HINGGA 4-6 JAM

SEC B-C
18-24 TAHUN
WOMAN



FRESH
PEAR



SWEET
CHERRY



SOFT
VANILLA



FRUITY
CHERRY



FRESH
ORANGE MANDARIN



FRESH
BERGAMOT

FLORAL EDITION

Eau de toilette that formulated with an attractive floral scents, refreshing and increasing your confidence. You can use it every day, any time. To accompany you to work, vacation or just hanging out with friends. It is suitable for warm climates and atmosphere that does not require a long time.

UNIQUE SELLING POINT

- Main & Ingredient : Alcohol Denat, Parfum, Aqua
- Category : Eau De Toilette
- Customer gender : Female
- Expiry : 5 Years

- Soft fragrance
- Millennial Generation scents with a distinctive international fragrance
- Simple packaging that can be carried anywhere
- Competitive Price

morris
EAU DE PARFUM

BODY MIST
LITTLE KIDS
HARUM HINGGA 2-4 JAM

SEC B-C
6-13 TAHUN
BOY & GIRL



FRESH
ORANGE



FRUITY
CITRUS



SWEET
GRAPE



SWEET
MANGO



FRESH
APPLE



SWEET
CHERRY

LITTLE KIDS (GIRLS & BOYS) SERIES

Little kids series with 3 variants for girls, and other 3 for boys, has a fruity aroma that is fresh and sweet yet elegant giving a refreshing, warm and soft impression. Very suitable for use for children who are active outside the home which will give a refreshing impression throughout the day.

DESCRIPTION

- Main & Ingredient : Alcohol Denat, Parfum, Aqua
- Category : Body Mist
- Customer gender : Kids (Boys and Girls)
- Expiry : 5 Years

UNIQUE SELLING POINT

- Perfume with a sweet and fresh fragrance, and safe to use for children
- Attractive packaging and easy to carry everywhere
- Competitive Price



POCKET

EAU DE PERFUME

Morris Pocket 18ml is designed in a pocket size package so that it is easy to carry anywhere. Exclusive packaging is not easily damaged. More concentrated and durable. Smells uniquely international.

DESCRIPTION

- Main & Ingredient : Fine Fragrance
- Category : Eau De Parfum
- Customer gender: Men and Women (for pocket Wonder Woman)
- Expiry : 5 Years
- Product Strength : Medium

UNIQUE SELLING POINT

- Eau De Perfume that more durable (Long Lasting)
- Easy to carried and used anywhere
- Affordable price

morris
EAU DE PARFUM

BODY MIST
BODY MIST EDITION
HARUM HINGGA 2-4 JAM

SEC B-C
18-24 TAHUN
WOMAN



FRESH
LIME

MANLY
ORANGE

FLORAL
FLORAL & GRAPE

FRESH
LEMON

FLORAL
BASIL

SOFT
FLORAL

FRESH
LEMON

FLORAL
FLORAL

BODY MIST

Morris Body Mist is a body mist that will refresh your body since it formulated with an attractive aroma, refreshing and increasing your confidence. You can use it every day, any time to accompany you to work, vacation or just hanging out with friends. Morris Body Mists natural fragrance will always refresh the mood of the day.

DESCRIPTION

- Main & Ingredient : Alcohol Denat, Parfum, Aqua
- Category : Body Mist
- Customer gender : Men and Woman
- Expiry : 5 Years

UNIQUE SELLING POINT

- Refreshing scent
- Keep skin moist
- Fragrance lasts 5-7 hours
- Refreshing the body

MORABITO

EAU DE PERFUME
MORABITO MINI
HARUM HINGGA 6-8 JAM

SEC. C
18-24 TAHUN
MEN & WOMAN



FRESH
MELON

SWEET
FRUITY

FRUITY
FLORAL

WOODY
MUSK

FRESH
GREEN

SWEET
APPLE

MORABITO MINI

Perfume for men that is packaged in a mini size so that it is easy to carry and ready to use anywhere and anytime. Perfume made for men with a distinctive aroma taste to smell good all day long.

DESCRIPTION

- Ingredient : Fine Fragrance
- Customer gender : Men
- Product Strength : Medium

UNIQUE SELLING POINT

- Men's fragrance with international class
- Eau De Parfum is more durable (Long Lasting)
- Perfume with an attractive design and has a content of 22 ml so it is easy to carry anywhere
- Exclusive packaging with inner box
- Affordable price

GINZA

GINZABEAUTY.ID

Brightening Micellar
CLEANSING WATER

Calming Micellar
CLEANSING WATER

Hydrating Micellar
CLEANSING WATER

With the Vegan Micellar Water formulation which can remove make up, remaining dirt and dust on the face without making the skin dry and damaging the skin barrier.

Dermatologically Tested

Vegan Micellar Water Formula

Paraben Free

Fragrance-Free

Alcohol Free

24h

www.livindo.co.id

GINZA

Glow-Up Brightening Face Serum

Dermatologically Tested

Arbutin, Glutathione, Sodium Ascorbyl Phosphate, Vitamin C for brightening.

Vitamin E & Vitamin F antioxidants to maintain skin moisture.

10+ Types of Hyaluronic Acid moisturizes the skin to the deepest layers of the skin.

Glow Up Brightening Face Serum

Arbutin as a natural skin brightener.
Glutathione a skin brightening antioxidant.
Sodium Ascorbyl Phosphate Vitamin C for brightening.

Vitamin E & Vitamin F antioxidants to maintain skin moisture.
10+ Types of Hyaluronic Acid moisturizes the skin to the deepest layers of the skin.

GINZABEAUTY.ID

GINZA

-  Dermatologically Tested
-  Light-Weight Concentrate Formula
-  Paraben Free
-  Fragrance-Free



A light serum formula concentrate, *Dermatologically Tested Serum* to complement routine skincare with a combination of active ingredients that have proven their effectiveness in dealing with various kinds of facial skin problems.

GINZABEAUTY.ID

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GINZA

morris
EAU DE PARFUM



GINZABEAUTY.ID

Magic Color Lip Serum



Tripeptide-1 as Anti-Aging to prevent premature aging of the lips.



Vitamin E antioxidants that accelerate skin regeneration, increase lip moisture.



GINZA

Cleansing Oil

For Your Daily Double Cleansing



- ✓ Dermatologically Tested
- ✓ Melts Away Make Up and Impurities
- ✓ Transform Oil to Milk Formula
- ✓ Vegan Ceramide

Cleansing oil, Transform Oil to Milk Formula when exposed to water, which can help clean the skin from light make up to waterproof make up without making the skin dry and damaging the skin barrier.

GINZABEAUTY.ID

GINZA

GINZABEAUTY.ID

- ✓ Dermatologically Tested
- ✓ Expert Gentle Formula

Your Daily pH Balance Face Toner

With a Gentle Formula that is adapted to skin types and the needs of every skin problem, serves as a refresher, pH Balance, and helps clean facial skin optimally.

- ✓ Paraben Free
- ✓ Fragrance-Free




morris
EAU DE PARFUM

GINZA




morris
EAU DE PARFUM

Your Daily Instant
**Foaming
Mousse
Cleanser**

Minimal irritation surfactant formula.
Instant Foaming Cleanser as facial
skin cleanser according to skin
problems and types.

 Dermatologically Tested

 Low-irritation Surfactant Formula

 Paraben Free  Fragrance-Free  Alcohol Free



Daily Brightening
Mousse Cleanser

Arbutin as a natural skin brightener.
Glutathione a skin brightening antioxidant.
Sodium Ascorbyl Phosphate Vitamin C for brightening.
Vitamin E & Vitamin F antioxidants to maintain skin
moisture.

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WWW.IVIVINDO.CO.ID



THANK YOU

We are looking forward to
work with you

OFFICE



+62 21 54330013



Green Lake City Blok
A No. 28-29



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@morrisindonesia



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