

Sales Detailer

mamaearth[®]
goodness inside

Wash Away Oil & Pimples

with

Multani Mitti



mamaearth[®]
DAILY GLOW FACE CREAM

Glow Daily

with the balance of
Vitamin C & turmeric

Upto **100%** More Glow*



*With regular use of the product for 4 weeks based on clinical studies done in an independent facility in 2022.

BRAND MANIFESTO

1. At Mamaearth, we live to spread a little love and goodness everyday. We do it through the purest and the most nurturing products that the world deserves.
2. For us, beauty is a verb that reveals itself in every little act of goodness. Acts that are good for me, good for us, and good for the Earth.
3. Our love will always have a moral compass. What's right for Mother Earth is right for us all. And so, we'll stay loyal to our product roots of toxin-free purity & natural goodness. And, bottle the best of Mother Earth's wisdom in the most beautiful way.
4. We believe that little acts of goodness go a long way. So we'll urge 'Gen Good' to pay forward the love every day. In doing so, we'll catalyze our own goodness revolution.
5. We will invite consumers into this world with open arms, not just to buy, but to share, ideate, and co-create. After all, none of us is as smart as all of us.

REASONS TO BELIEVE



Made safe
certified



Made
using natural
ingredients



Free from
harmful chemicals
& toxins



Dermatologically
tested



Highest quality
standards



Cruelty-free
and plastic
positive



Unique
products

mamaearth[®]
goodness inside

Natural & Toxin-Free Baby Care



mamaearth[®]
goodness inside

Pure Milky Soft Goodness

for Your Baby



BABY

BABY BODY LOTION



Daily Moisturizing

Milky Soft

Coco Soft

100 ml | ₹125

200 ml | ₹199

400 ml | ₹399

400 ml | ₹449

KIDS BODY LOTION



Major Mango

Original Orange

Agent Apple

Super Strawberry

Brave Blueberry

400 ml | ₹399

FACE CREAM



Coco Soft

Milky Soft

60 ml | ₹199

SUNSCREEN



Mineral Based Sunscreen

SPF 30 & PA+++

50 ml | ₹150

100 ml | ₹299

80g | ₹329

BABY SHAMPOO



100 ml | ₹125



200 ml | ₹199



400 ml | ₹399



Milky Soft

400 ml | ₹449



Coco Soft

NEW

BABY BODY WASH



100 ml | ₹125



200 ml | ₹199



400 ml | ₹399



Milky Soft

400 ml | ₹449



Coco Soft

NEW

KIDS BODY WASH



Major Mango



Original Orange



Agent Apple



Super Strawberry



Brave Blueberry

300 ml | ₹299

BABY

HEAD TO TOE WASH

NEW



Head to Toe Wash

400 ml | ₹429

BABY BATHING BAR

NEW



Coco Soft



Milky Soft



Moisture-Rich

75 gmX2 | ₹249

BABY BATHING BAR

Pack of 5



Fruit Punch

75 gmX5 | ₹449

KIDS ORAL CARE



Berry Blast



Fruit Punch

50 gm | ₹149



Orange

OIL



Nourishing Hair Oil

100 ml | ₹299



Soothing Massage Oil

100 ml | ₹299

NEW



Coco Soft Massage Oil

200 ml | ₹399



Anti Mosquito Fabric Roll-On

8 ml | ₹99



Natural Mosquito Repellent Spray

100 ml | ₹299



Mosquito Repellent Patches

24 pcs | ₹199



Easy Tummy Roll-On

40 ml | ₹249



Breathe Easy Vapour Rub

50 ml | ₹199



Milky Soft Diaper Rash Cream

50 gm | ₹299



Dusting Powder

150 gm | ₹199



Oatmeal & Arrowroot

300 gm | ₹349



200 ml | ₹199



Plant-Based Laundry Detergent

1 Lt | ₹599



Bamboo-Based Baby Wipes

72 Pcs | ₹249



Foaming Face Wash

150 ml | ₹349



Welcome Baby Essential Kit

₹1143



Winter Essential Kit

₹1243

mamaearth[®] Onion Shampoo

Makes Roots Stronger,
Reduces Hair Fall by
90%*



*Post 3 washes of Mamaearth Onion Shampoo vs Non-Conditioning Shampoo, based on clinical studies done in an independent facility in 2023 (Hair fall due to breakage)

HAIR CARE

SHAMPOO



100 ml | ₹125



200 ml | ₹249



250 ml | ₹349



400 ml | ₹499

Onion



600 ml | ₹749



1 Ltr. | ₹999

SHAMPOO



Curd



Tea Tree



BhringAmla

250 ml | ₹349



Argan



Rice Water

SHAMPOO



Lemon



Eggplex



Henna



Rosemary

NEW



Almond



Apple Cider Vinegar

250 ml | ₹349

ONION CONDITIONER



100 ml | ₹125



200 ml | ₹249



250 ml | ₹349



400 ml | ₹559

CONDITIONER



Curd



Tea Tree



BhringAmla



Argan



Rice Water

250 ml | ₹349

CONDITIONER



Lemon



Eggplex



Henna



Rosemary



Almond



Apple Cider Vinegar

250 ml | ₹349

HAIR CARE

ONION HAIR OIL



50 ml | ₹199



100 ml | ₹299



150 ml | ₹419



250 ml | ₹599

HAIR OIL



Almond

150 ml | ₹319



Castor

150 ml | ₹299



Rice

150 ml | ₹319



Henna

150 ml | ₹319

HAIR OIL

NEW



Rosemary

100 ml | ₹319



Argan

250 ml | ₹599



Tea Tree

250 ml | ₹499



BhringAmla

250 ml | ₹499

HAIR OIL BOOSTER



Almond



Rice



Onion



Tea Tree

30 ml | ₹349

HAIR CARE

BEARD CARE



Almond



Tea Tree



Onion

30 ml | ₹499

HAIR CARE



Henna

200gm | ₹249



Henna Paste (Pack of 2)

200gm | ₹498

STYLING CREAM



Onion

100gm | ₹299

HAIR CARE

HAIR MASK



Argan



Tea Tree



Apple Cider



Onion

200 gm | ₹599

HAIR MASK



BhringAmla



Rice Water



Almond

200 gm | ₹599

SCALP & HAIR SERUM



Onion Scalp Serum

50 ml | ₹599



Onion Hair Serum

100ml | ₹299

RICE WONDER WATER



Rice Wonder Water

100ml | ₹349

mamaearth[®]
goodness inside

VitaminC
Goodness for Glowing Skin



FACE CARE

FACE WASH



Ubtan



Vitamin C

50 ml | ₹ 125



Ubtan



Vitamin C

80 ml | ₹ 199



Tea Tree

FACE WASH



Ubtan



Vitamin C

100 ml | ₹ 249



Rice Water

NEW



Multani Mitti

100 ml | ₹ 259



Bye Bye Blemish

NEW

FACE WASH



Aloe Vera



Charcoal

100 ml | ₹ 259



Retinol



Green Tea

100 ml | ₹ 399



Aqua Glow



Ubtan

150 ml | ₹ 375

FACE WASH



Vitamin C



Tea Tree



Charcoal

250 ml | ₹ 449

SUNSCREEN

NEW



Vitamin C

80 g | ₹249

NEW



Rice Water

50 g | ₹449

FACE CARE

ULTRA LIGHT INDIAN



Carrot Seed & Turmeric

80 ml | ₹499

HYDRAGEL INDIAN



Aloe Vera and Raspberry

50 gm | ₹399

HYDRATING SUNSCREEN GEL



Aqua Glow

50 gm | ₹399

DAILY FACE CREAM



Honey Malai

80 gm | ₹249



Vitamin C



Vitamin C

150 gm | ₹399

FACE SERUM

NEW



Vitamin C Daily Glow

10 ml | ₹225

FACE CARE

FACE SERUM

NEW



Daily Glow

30 ml | ₹399



Retinol

30 ml | ₹799



Bye Bye Blemishes



Rosehip Face Serum

30 ml | ₹499



Aloe Vera Face Serum



Rice Face Serum



Tea Tree

30 ml | ₹599

MOISTURIZER (OIL-FREE)



Ubtan



Vitamin C



Tea Tree

80 gm | ₹319



Apple



Aloe Vera

MOISTURIZER (OIL-FREE)



Rice



Green Tea

80 gm | ₹319

FACE SCRUB

NEW



Honey Malai



Rice



Ubtan



Vitamin C

100 gm | ₹349

FACE SCRUB



Tea Tree



Charcoal



Green Tea

100gm | ₹349

FACE MASK



Ubtan



Vitamin C

100 gm | ₹499

FACE CARE

FACE MASK



Tea Tree



CoCo



Apple Cider



Retinol



Neem

100 gm | ₹ 499

FACE MASK

NEW



Charcoal

NEW



Multani Mitti

100 gm | ₹349

UNDER EYE CREAM



Vitamin C



Bye Bye Dark Circle

20 ml | ₹399

CLEANSING MILK



Ubtan Cleansing Milk

150 ml | ₹ 349

FACE CARE

FOAMING FACE WASH



Ubtan



Vitamin C



Tea Tree



Apple Cider Vinegar

150 ml | ₹399

FOAMING MAKEUP REMOVER



Micellar Water

150 ml | ₹ 399

SLEEPING FACE MASK



Ubtan



Vitamin C



Aloe Vera



Rice



Green Tea

100 gm | ₹599

BAMBOO SHEET MASK



Ubtan



Vitamin C



CoCo



Rice Water

25 gm | ₹149



Retinol



Niacinamide



Hyaluronic



Rose Water

25 gm | ₹149

BAMBOO SHEET MASK

FACE CARE

MOISTURIZER

ULTRA LIGHT GEL MOISTURIZER



Ubtan



Vitamin C

200ml | ₹349

MOISTURIZER

GEL MOISTURIZER



Aqua Glow

100 ml | ₹699



Rice

100 ml | ₹599

MOISTURIZER

GEL MOISTURIZER



Aloe Vera

100 ml | ₹499

FACE CREAM



Ubtan Day Cream



Ubtan Night Cream



Vitamin C Night Cream



Radiance Day Cream



Overnight Repair Cream

50 gm | ₹599

FACE CARE

FACE CREAM



Rice Day Cream

50 gm | ₹599



Rice Night Cream



Aloe Vera Day Cream

50 gm | ₹499



Aloe Vera Night Cream



Skin Illuminate Face Cream

80 gm | ₹249

FACE CREAM



Tea Tree Spot Gel

15 gm | ₹299



Retinol Night Cream

50 gm | ₹599



Anti-Pollution Cream

80 ml | ₹349



Vitamin C Face Milk

100 ml | ₹449



Open Pores Face Cream

30 ml | ₹399

FACE CREAM



Bye Bye Wrinkles



Bye Bye Acne

30 ml | ₹419



Bye Bye Blemishes



Green Tea Day Cream

50 gm | ₹699



Green Tea Night Cream



Rose



Vitamin C



Niacin



Green Tea

200 ml | ₹399

100 ml | ₹399

FACE TONER

FACE CARE

SERUM GEL



Green Tea Serum Gel

50 ml | ₹599

SUNSCREEN SERUM



Aloe Vera

30 ml | ₹499

KIT



Ubtan Facial Kit

60 gm | ₹399



Vitamin C Facial Kit



Ubtan



Vitamin C



CoCo



Honey Malai

100 gm/200gm | ₹199/₹349

200 gm | ₹349

COLD CREAM

BODY CARE

BODY WASH



Ubtan



Vitamin C



Tea Tree



Charcoal



CoCo



Honey Malai

300 ml | ₹349

BODY LOTION



Ubtan



Vitamin C



Coco



Rose



Honey Malai

400ml | ₹449

SOAP



Ubtan



Vitamin C



Tea Tree



Charcoal

75gmX5 | ₹375

SOAP



CoCo

75gmX5 | ₹375



Natural

STRETCH MARKS CREAM



Stretch Marks Cream

100ml | ₹500

BODY CARE



Aloe Turmeric

150ml | ₹249



Aloe Vera

300ml | ₹349



Aloe Ashwagandha

300ml | ₹319

ALOE VERA GEL



Ubtan



Vitamin C

300ml | ₹399



Aloe Vera

FRAGRANCE

mamaearth[®]
goodness inside

Everyday Makeup ...Naturally!





Charcoal Black

0.35gm | ₹299



Woody Brown

0.35gm | ₹349



Forest Green

0.35gm | ₹349



Deep Ocean Blue

0.35gm | ₹349

KAJAL

MAKEUP

KOHL



Charcoal Black

1.2gm | ₹499

EYE LINER



Soothing Waterproof Eyeliner

3.5gm | ₹399

MASCARA



Lash Care Volumizing Mascara

1.3gm | ₹499



Ubtan



Vitamin C



Rose

2gm | ₹299



Cherry



CoCo

LIP BALM

100% NATURAL LIP BALM



Shea Butter

3gm | ₹149



Strawberry

3gm | ₹199



Raspberry

3gm | ₹199

NATURALLY MATTE LIQUID LIPSTICK



Pink Daffodil



Candylicious Nude



Beet It Red



Chocolate Truffle

3gm | ₹599

NATURALLY MATTE LIQUID LIPSTICK



Caramel Nude



Rosy Nude



Berryddict Magenta



Chirpy Cherry

3gm | ₹599



Carnation Nude



Plum Punch

2 gm | ₹499



Candyfloss Pink

MOISTURE MATTE LIPSTICK

MAKEUP



Cinnamon Nude



Bubblegum Nude

2 gm | ₹499



Melon Red

MOISTURE MATTE LIPSTICK



Raspberry Scarlet



Pink Tulip

2 gm | ₹499



Espresso Brown

MOISTURE MATTE LIPSTICK

MOISTURE MATTE LIPSTICK



Pink Lemonde



Cherry Punch

2 gm | ₹499



Berrylicious Magenta

MOISTURE MATTE LIPSTICK



Citrus Nude



Peach Nude

2 gm | ₹499



Grapefruit Pink

MOISTURE MATTE LIPSTICK



Hazelnut Brown



Raisin Punch

2 gm | ₹499



Lychee Pink



Macaroon Pink



Berry Red



Passionfruit Wine

2.4 gm | ₹599



Cappuccino Brown



Cafe Latte Nude



Raspberry Red

2.4 gm | ₹599

HYDRA MATTE LIP CRAYON

MAKEUP

HYDRA MATTE LIP CRAYON

SOFT MATTE LIPSTICK



Mocha Brown



Mulberry Pink

3.5gm | ₹399



Grape Wine

SOFT MATTE LIPSTICK



Berry Nude



Woody Rose

3.5gm | ₹399



Petal Pink

SOFT MATTE LIPSTICK



Ruby Red



Red Dahlia

3.5gm | ₹399



Honey Blush



Nude Cranberry



Nude Perfect



Nude Punch



Nude Brown

3.5ml | ₹499

FEATHER LIGHT LIPSTICK

MAKEUP



Nude Rose



Pink Orchid



Red Velvet



Nude Tea

3.5ml | ₹499

FEATHER LIGHT LIPSTICK



Nude Perfect



Pink Orchid



Nude Punch



Red Velvet

1.2ml | ₹249

MINI FEATHER LIGHT LIPSTICK

GLOW SERUM FOUNDATION



Ivory Glow



Crème Glow



Nude Glow



Sand Glow

30 ml | ₹599

GLOW SERUM FOUNDATION



Beige Glow



Almond Glow



Toffee Glow



Natural Glow



Warm Glow

30 ml | ₹599

GLOW SERUM MINI FOUNDATION.

MAKEUP



Ivory Glow



Crème Glow



Nude Glow

18ml | ₹349

CONCEALER



Ivory Glow



Crème Glow

6ml | ₹499



Nude Glow

LOOSE POWDER



Glow Mattifying Loose Powder

12 gm | ₹599

GLOW OIL CONTROL COMPACT



Ivory Glow



Crème Glow



Nude Glow



Almond Glow

9 gm | ₹499

GLOW FULL COVERAGE COMPACT



Pearl Glow



Ivory Glow



Crème Glow



Natural Glow



Almond Glow

9 gm | ₹599



Beet Red



Coco Nude



Rose Pink

4 gm | ₹399

LIP, CHEEK & EYE TINT

MAKEUP

HYDRA GLOW CC SERUM



Vanilla



Honey



Peach

30ml | ₹649

GLOW SERUM BB CREAM



Vitamin C & Turmeric

25 gm | ₹329



SKINCARE

BACKED BY SCIENCE





1% Salicylic Acid
Gel Face Wash

100 ml | ₹299



2% Salicylic Acid
Face Serum

10 ml | ₹249



2% Salicylic Acid
Face Serum

30 ml | ₹499

FOR ACNE MARKS



10% Niacinamide Face Serum

10 ml | ₹249



10% Niacinamide Face Serum

30 ml | ₹599

FOR ACNE MARKS



10% Vitamin C
Face Serum

10 ml | ₹349



10% Vitamin C
Face Serum

30 ml | ₹649



20% Vitamin C
Face Serum

20 ml | ₹899

FOR RADIANCE

FOR PIGMENTATION



2% Kojic Acid Face Serum

10 ml | ₹249



2% Kojic Acid Face Serum

30 ml | ₹499



2% Kojic Acid Face Cream

30 gm | ₹499

SUNSCREENS



1% Hyaluronic Tinted Sunscreen Gel

50 gm | ₹699



Ultra Matte Sunscreen Gel

50 gm | ₹699

SUNSCREENS



1% Hyaluronic Sunscreen Aqua Gel

30 gm | ₹299



1% Hyaluronic Sunscreen Aqua Gel

50 gm | ₹499

BBLUNT

Salons+Products+Expertise

GET SALON-LIKE HAIR AT HOME



CRÈME HAIR COLOURS



SALON SECRET HIGH SHINE CRÈME HAIR COLOUR
Natural Black



SALON SECRET HIGH SHINE CRÈME HAIR COLOUR
Chocolate Dark Brown



Salon Secret High Shine CRÈME HAIR COLOUR
Honey Mahogany Reddish Brown



SALON SECRET HIGH SHINE CRÈME Hair COLOUR
Coffee Natural Brown

108gm | ₹225

CRÈME HAIR COLOURS



SALON SECRET HIGH SHINE CRÈME HAIR COLOUR
HoneyLight Golden Brown



SALON SECRET HIGH SHINE CRÈME HAIR COLOUR
Wine Deep Burgundy



SALON SECRET HIGH SHINE CRÈME HAIR COLOUR
Fashion Shade Red

108gm | ₹225



SALON SECRET HIGH SHINE CRÈME
HAIR COLOUR NATURAL BLACK



SALON SECRET HIGH SHINE CRÈME
HAIR COLOUR CHOCOLATE DARK BROWN



SALON SECRET HIGH SHINE CRÈME
HAIR COLOUR NATURAL BROWN

152gm | ₹349

CRÈME HAIR COLOURS



5 Minute Shampoo
Hair Colour Natural Black



5 Minute Shampoo
Hair Colour Chocolate Dark Brown

100ml | ₹299

SHAMPOO HAIR COLOURS

SHAMPOOS



Intense Shine

300ml | ₹449



Intense Moisture



Curly Hair



Hair Fall Control



Anti-Dandruff



Repair Remedy

300ml | ₹399

CONDITIONERS



Intense Shine

250gm | ₹449



Intense Moisture



Curly Hair



Hair Fall Control



Anti-Dandruff



Repair Remedy

250gm | ₹399

LEAVE-IN CREAMS/SERUM



High-Definition Curl
Leave in Cream

150gm | ₹550



Intense Moisture
Hair Serum

75ml | ₹650

HAIR TONIC



Hot Shot
Hold Spray



Hot Shot
Finish Spray

50ml | ₹499



Hot Shot Heat Protection Mist

150ml | ₹499



Hot Shot Hold Spray

300ml | ₹599



Hot Shot Finish Spray

200ml | ₹599

SPRAYS

BBLUNT PRO HAIR STYLING DEVICES



Pro Titanium Glide Straightener

₹4500



Pro Insta Smooth Hair Straightening Brush

₹3999

SACHETS SHAMPOO



Natural Black 20ML Sachet
8 Sachets in one Ladi

₹49



Chocolate Dark Brown 20ML Sachet
8 Sachets in one Ladi

₹49



1 BLACK

BBLUNT
SALON LIKE COLOUR

8 weeks

Salon Secret

HIGH SHINE CRÈME HAIR COLOUR

4.20 DARK BROWN

BBLUNT
SALON LIKE COLOUR

8 weeks

Salon Secret

HIGH SHINE CRÈME HAIR COLOUR

4.56 RED BROWN

BBLUNT
SALON LIKE COLOUR

8 weeks

Salon Secret

HIGH SHINE CRÈME HAIR COLOUR

5.32 LIGHT BROWN

BBLUNT
SALON LIKE COLOUR

8 weeks

Salon Secret

HIGH SHINE CRÈME HAIR COLOUR

6.62 RED

BBLUNT
SALON LIKE COLOUR

8 weeks

Salon Secret
FASHION TRENDS

HIGH SHINE CRÈME HAIR COLOUR

4.31 NATURAL BROWN

BBLUNT
SALON LIKE COLOUR

8 weeks

Salon Secret

HIGH SHINE CRÈME HAIR COLOUR

3 CHOCOLATE DARK BROWN

BBLUNT
SALON LIKE COLOUR

8 weeks

Salon Secret

HIGH SHINE CRÈME HAIR COLOUR



Aqualogica®

Keep It Fresh, Keep It Light

Lightweight & Hydrating





Glow+



Hydrate+



Detan+



Radiance+

50 gm | ₹399

SUNSCREEN

SUNSCREEN



Glow+

80 gm | ₹599

DEW DROPS



Glow+
Dew Drops

30 ml | ₹699



Radiance+
Dew Drops



Glow+



Radiance+



Detan+



Hydrate+

100 ml | ₹249

FACE WASH

MOISTURIZER



Glow+Jello

50 gm | ₹499



Radiance+Jello

50 gm | ₹499



Hydarte+Jello

100 gm | ₹699

FACE SERUM



Glow+
Concentrate

30 ml | ₹599



Radiance+
Concentrate

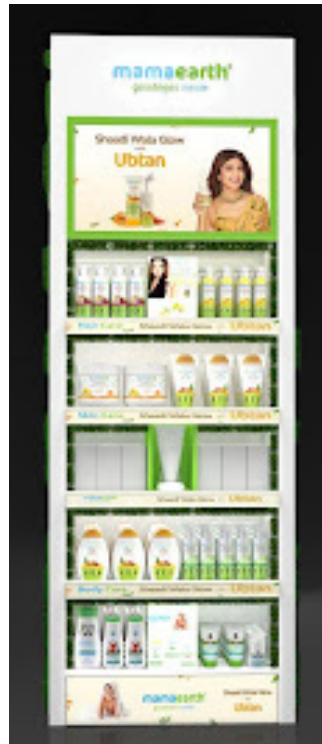
LIP MASK



Radiance+ Lip Mask

15 gm | ₹349

VISIBILITY ASSET CATALOGUE



Mamaearth Backwall Unit



BBLUNT Backwall Unit



Aqualogica Backwall Unit



The Derma Co. Backwall Unit



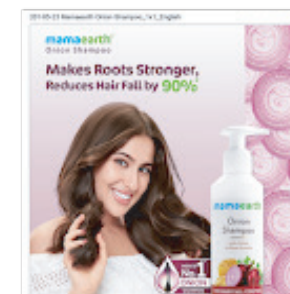
Shelf Strips



Hanger

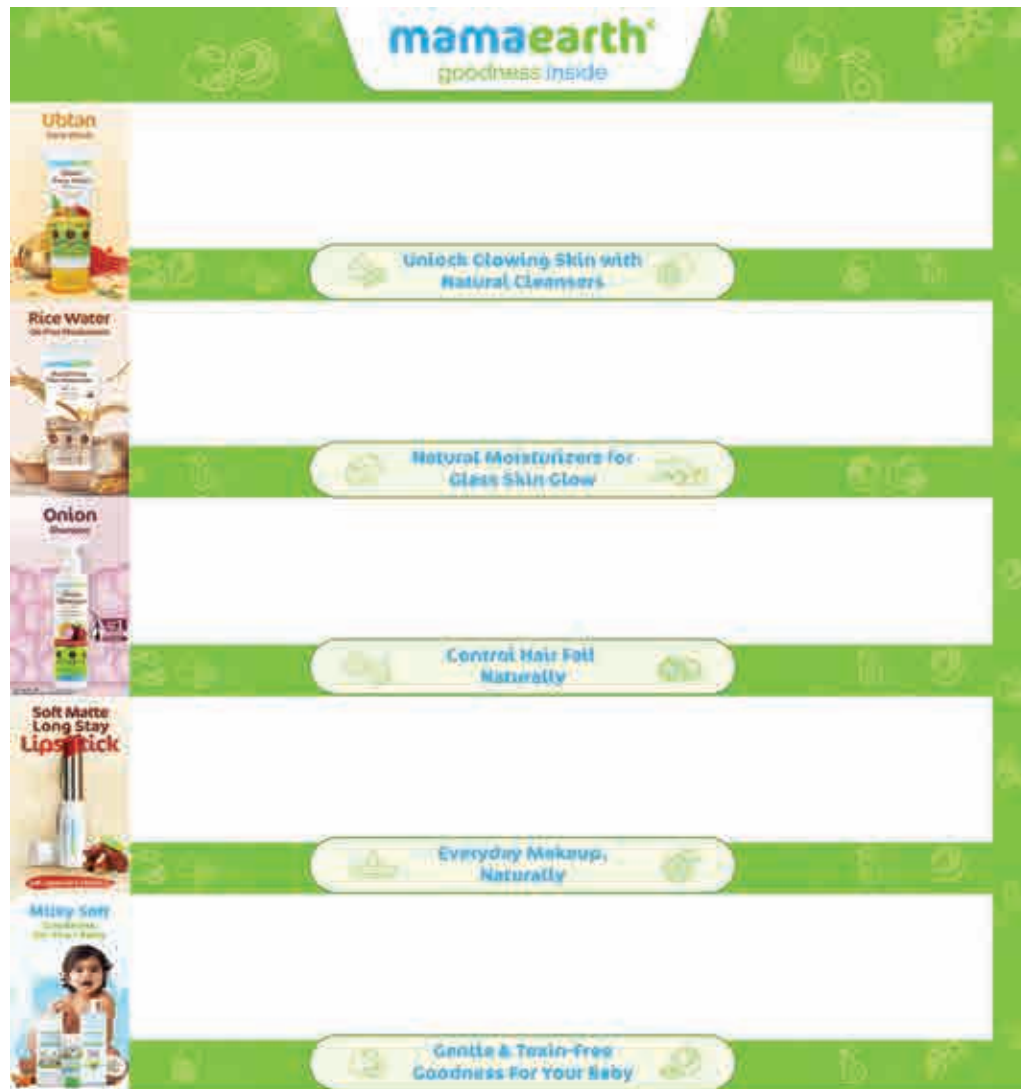


Window Kit



Poster

VISIBILITY ASSET CATALOGUE



Brand Block

VISIBILITY ASSET CATALOGUE



Product Highlighter Unit



Counter Top Unit



Hanger



Window Kit



Product Highlighter Unit

Planogram Baby Care



Planogram

Skin Care

3 Shelves



2 Shelves



1 Shelf



Planogram Hair Care

3 Shelves



2 Shelves



1 Shelf



Planogram

Body Care



BODY CARE - 2 Shelves







mamaearth[®]
goodness inside