

MAMI s.r.l.

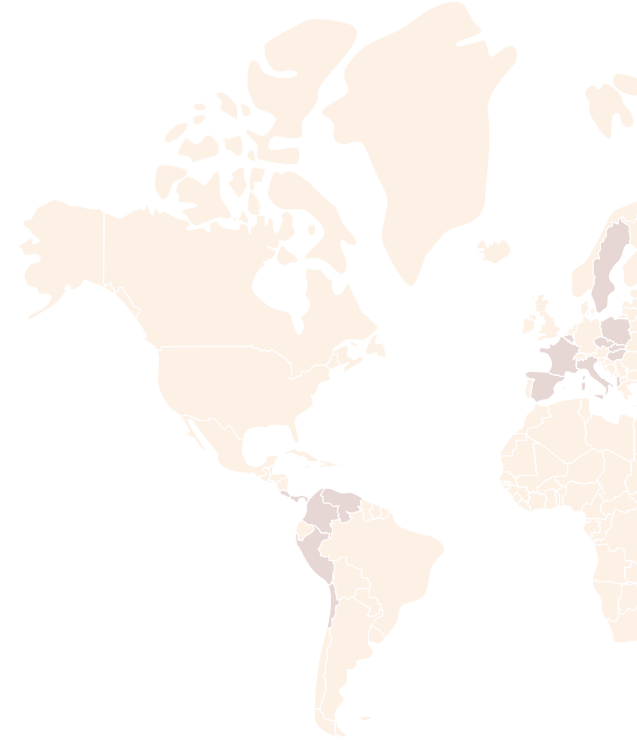


veramé
FEEL SAFE IN YOUR JEWELS

SKIN PROOF
tested for your skin

PAESAGGI
OLFATTIVI

ABOUT



MAMI s.r.l. is an Italian multi-brand company that develops, produces, and markets cosmetics and personal care products for pharmacies and natural store channels.

After working for many years in the organic cosmetics sector, Mr. Massimo Bruno and Mr. Michele D'Onghia, in April 2014 have chosen to create their own certified organic brand, 100% Made in Italy: puroBIO Cosmetics. In these last years puroBIO Cosmetics has become the ORGANIC MAKE-UP TOP BRAND in Italy, combining the cooperation between research laboratories and highly specialized companies, who shares passion and respect for the skin.

In 2023 Mami has introduced Hypoallergenic Jewelry line Veramé. For uncompromised elegance: high-quality Zirconia and synthetic pearls, all controlled and tested to be used by those with metal sensitivities or allergies.

In 2024 Skin Proof and Paesaggi Olfattivi joined the portfolio and enhanced it with natural, safe, and effective cosmetics, designed to meet your skin's real needs and with diffuser of natural fragrances for home.

Mami meets the "CLEAN BEAUTY" concept with sustainable production processes, recyclable packaging, and product certifications for a natural well-being.



4 brands, 1 sole mission

**PROMOTE SAFE,
HIGH-PERFORMANCE
AND AFFORDABLE BEAUTY**



veramé

SKIN PROOF

PAESAGGI
OLFATTIVI

puroBIO[®]
COSMETICS



BLACK TOO BLACK
mascara
puroBIO
COSMETICS

EYELINER BRUSH PEN
puroBIO
COSMETICS

GET BETTER
TRATTAMENTO CIGLIA - EYELASH PRIMER
puroBIO
COSMETICS



ORGANIC CERTIFIED SAFE SUSTAINABLE



In recent years the “CLEAN BEAUTY” has been confirmed as the main trend of the cosmetics industry. Natural and conscious beauty is a common goal based on pillars such as ethics, sustainability, safety and transparency; puroBIO perfectly meets the demands of these consumers.

The CLEAN BEAUTY trend is reflected in the growing demand for natural and sustainable cosmetic products by consumers, increasingly attentive to the environmental and social impact of their purchases.

Five hundred million people worldwide suffer from skin allergies and at least 40% of the population is in Europe.







PUROBIO IN THE PHARMACY STORES

Thanks to the perceived greater reliability and to the selection of formulations that respect the skin and consumer health, pharmacies are becoming a point of reference for purchasing, **NATURAL, ORGANIC CERTIFIED, SAFE** and **SUSTAINABLE** products as puroBIO cosmetics.

- **MORE THAN 300 SKUS**
- **HIGH PERFORMANCE**
- **CLEAN INCI**
- **THE GOOD QUALITY | PRICE RATIO**
- **ATTRACTIVE PACKAGING**
- **ORGANIC CERTIFIED**
- **MADE IN ITALY**

SILICONE FREE | PARABENS FREE | PETROLEUM SUBSTANCES FREE | NO SYNTHETIC PRESERVATIVES

KEY FEATURES

NATURAL AND ORGANIC PRODUCTS



SAFE



DERMATOLOGICALLY
TESTED



OPHTHALMOLOGICALLY
TESTED



SUSTAINABLE



NO MICROPLASTICS



REFILL SYSTEM

refillable packaging



RECYCLED PLASTIC

We prefer recycled plastic and single-material packaging

MAMI s.r.l. brands

are distributed in more than 2,000 stores nationwide and in over 20 countries worldwide.

The number of pharmacies served by our brands worldwide will reach 40,000 by 2025.



**puroBIO multiled display pharmacy point,
HYERES, FRANCE**



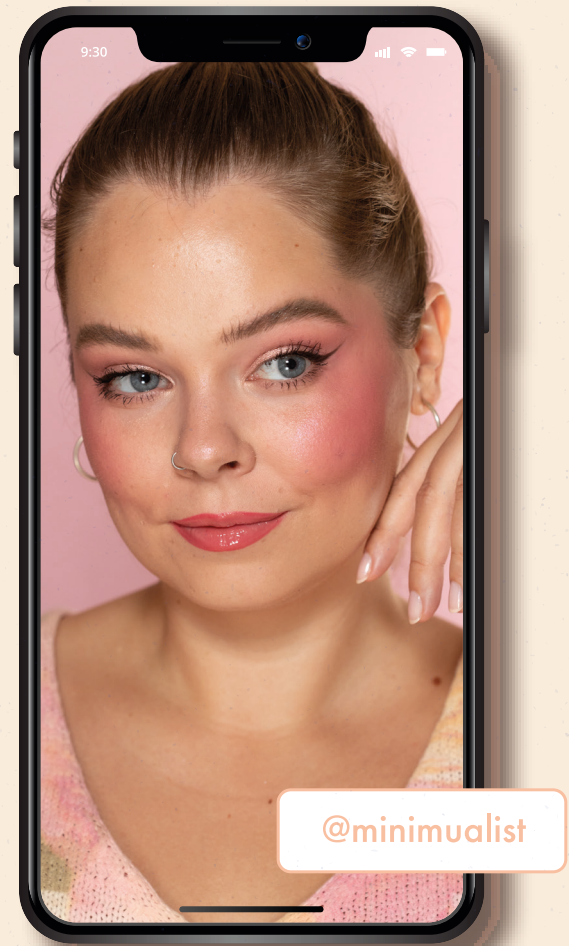
Verame display pharmacy point, Athen, Greece



Verame display pharmacy point, Bari Italy

STRATEGIES ORIENTED DRIVE TO PHARMACY

- Our Marketing Department implements effective “Drive to Store” strategies to drive consumer traffic to pharmacies.
- ONLINE MARKETING CAMPAIGNS: Social media, digital advertising, and email marketing to attract consumers to pharmacies.
- COLLABORATIONS WITH INSTAGRAM.
- AND TIKTOK INFLUENCERS: Partnerships with popular influencers to amplify brand awareness and attract the community to stores.
- PR LIST WITH OVER 1,000 CREATORS: A vast network of collaborations with content creators to ensure extensive media coverage
- TARGETED PROMOTIONAL OFFERS: Exclusive promotions and discounts, valid only in-store, to encourage visits and purchases



PURBIO_COSMETICS



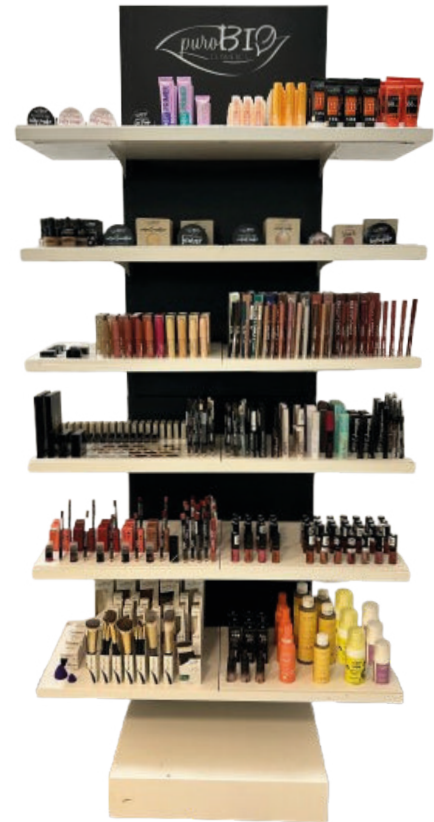
PURBIO



PURBIO



LUXURY DISPLAY



MULTILAYERED DISPLAY



DESIGNED IN ITALY
MADE WITH LOVE FOR YOU

veramé
FEEL SAFE IN YOUR JEWELS





HYPOALLERGENIC, ELEGANT AND SAFE JEWELRY

With Veramé, safety meets elegance in a perfect embrace.

Each piece of jewelry is the result of meticulous research that allows us to create high-quality, hypoallergenic products accessible to all.



JEWELRY TESTED
CADMIUM, LEAD,
AND NICKEL
TESTED



316L SURGICAL
STEEL PIN
TO MINIMIZE
THE RISK OF
ALLERGIES



UNIQUENESS IN RESPECT OF THE SKIN

Every woman can wear jewelry that tells her story, expresses her personality, and reflects her essence, while respecting her skin.

HYPOALLERGENIC EARRINGS: at an affordable price, starting at €3.90
CADMIUM, LEAD, AND NICKEL TESTED: tested for greater safety.

316L SURGICAL STEEL PIN: to minimize the risk of allergies.

WITH TRIPLE-A CUBIC ZIRCONIA: the highest quality used in jewelry.

DESIGNED IN ITALY: from classic designs to the latest fashion trends, to satisfy every style.



NICKEL ALLERGY

Women are the ones most affected by skin allergies: in the 50% of cases it depends on nickel, followed closely by other metals.

In fact, according to the latest estimates, in Europe approximately 20% of the population is allergic to nickel, while in Italy the figure reaches 32.1%, with a ratio between women and men of 3:1.

People can become allergic at any age, but it most frequently happens in the third decade of life, (30/60) and continue to be so for many years, or for the whole life.

VERAME' PHARMACY TRADE MARKETING



Minimal investment, wide range of models.
customizable with the customer's language and logo.



3000 pharmacy stores all over Europe -YDT 2025

DOMEA

PAESAGGI OLFATTIVI





WELLNESS AT HOME

DOMEA creations are designed as functional elements for well-being, as well as elegant design pieces that enhance and beautify spaces

Our diffusers from the "Paesaggi Olfattivi" line blend seamlessly with your home environment, improving comfort and aesthetics in every room.

DOMEA IN THE PHARMACY STORES

SIX REFINED FRAGRANCES

The various types of fragrances—fruity, marine and fresh, amber and woody, sweet, powdery, and floral—are designed to cater to different tastes and home environments.

OBTAINED THROUGH NATURAL MACERATION PROCESS

We use natural and traditional maceration process, in stainless steel thanks to the extracts of the purest and most long-lasting fragrances.

WITHOUT CHEMICAL FIXATIVES

Our diffusers contain fragrances extracts, water and alcohol derived from sugar beet.

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SKIN PROOF

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GIVE YOUR SKIN A VOICE

OUR PROMISES

At SKIN PROOF, your skin and its unique needs, are our priority. Our clean formulas are created by listening to your needs, ensuring we provide the best solution for every situation.

Trust

You can rely on cosmetics that are truly “skin-proof,” with formulas tested to deliver maximum dermatological safety.

Transparency

We are committed to providing clear and honest information about our products, so you always know exactly what you’re using on your skin.

Accessibility

We create excellent products at fair prices because we believe that quality skincare and beauty products, should be a right for everyone.

0%: FRAGRANCE / ANIMAL-DERIVED INGREDIENTS / MINERAL OILS / TALC / SILICONES



HYALURON-SKIN PROOF LIPSTICK

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HIGH SKIN TOLERANCE

All products are nickel-tested and dermatologically tested. Some formulas are hypoallergenic and suitable for sensitive skin.

HIGH NATURALNESS: our cosmetics contain a high percentage of natural ingredients and are completely vegan.

CLEAN INCI: We use only select ingredients and always declare their cosmetic function on the label.

PROVEN EFFICACY: Each active ingredient is chosen to deliver visible results, validated by instrumental laboratory tests and/or subjective perception.

Hypoallergenic**

Low sensitization

Dermatologically tested on sensitive skin

Non-comedogenic**

Nickel tested (value <2ppm)

0% fragrance

MAMI s.r.l.

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<https://purobiocosmetics.com/>

<https://domea.info/en/>

<https://skinproof.it/en/>

<https://verame.it/en/>