

# mustika ratu

BRA Mooryati Soedibyo

The innovation of the Mustika Ratu Body Care Range lies in the integration of traditional Indonesian herbal beauty ingredients with modern skincare formulation technology to create a complete and effective body care system.

The range consists of:

- **Body Serum** – intensive skin treatment with high concentration of active ingredients
- **Body Lotion** – daily hydration and skin nourishment
- **Sunscreen** – protection from harmful UV exposure



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## PRODUCT INNOVATION

### INNOVATION

#### Heritage Herbal Ingredients + Modern Cosmetic Science

- The products combine Indonesian botanical ingredients traditionally used in beauty rituals such as bengkoang, coffee, olive oil, honey, papaya, and jasmine with modern active ingredients including Niacinamide, Vitamin C, Vitamin E, Glycerin, and Squalane.
- This approach preserves Indonesia's herbal beauty heritage while improving product stability and effectiveness.

#### Moisture - Lock Hydration System

The formulations utilize a combination of humectants, emollients, and antioxidants to maintain long-lasting skin hydration, improve skin texture, and support skin health.

#### Lightweight Fast - Absorbing Formulations

Products are specifically designed for tropical climates, offering lightweight, non-sticky textures that absorb quickly into the skin and are comfortable for daily use.

#### Complete Body Care System Concept

Mustika Ratu developed the range as a holistic body care routine:

- Body Serum → intensive nourishment
- Body Lotion → daily hydration
- Sunscreen → UV protection

This integrated approach helps consumers maintain long-term skin health and protection.



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## PRODUCT INNOVATION LIST

### Body Lotion



- ♦ Rose Radiance Body Lotion:  
NA18250104075
- ♦ Javanese Jasmine Body Lotion:  
NA18250104132
- ♦ Tuberoose & Shea Bloom Body Lotion:  
NA18250104133
- ♦ Lily & Honey Nectar Body Lotion:  
NA18250104077
- ♦ Royal Blue & Moringa Body Lotion:  
NA18250104134

### Body Serum

- ♦ Hydrating Zaitun Body Serum :  
NA18250104071
- ♦ Brightening Papaya Body Serum :  
NA18250104141
- ♦ Firming Coffee Body Serum :  
NA18250104069



### Sunscreen



- ♦ Multi Shield Serum Sunscreen :  
NA18251700589

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## PRODUCT INNOVATION LAUNCH LIST

The products were officially registered and launched in March 2025 following regulatory approval by **BPOM** (Indonesian National Agency of Drug and Food Control).

### Body Lotion



Rose Radiance  
17 March 2025



Lily & Honey Nectar  
17 March 2025



Javanese Jasmine  
18 March 2025



Tuberose & Shea Bloom  
18 March 2025



Royal Blue & Moringa  
18 March 2025

### Body Serum



- ◆ Hydrating Zaitun Body Serum - 17 March 2025
- ◆ Firming Coffee Body Serum - 17 March 2025
- ◆ Brightening Papaya Body Serum - 18 March 2025

### Sunscreen



Multi Shield Serum Sunscreen  
7 March 2025

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## IMPROVEMENT

### Quality Improvement

The combination of natural herbal ingredients and modern dermatological actives enhances overall product quality by providing stable, safe, and effective skincare formulations.

Ingredients such as:

Niacinamide

Vitamin C

Vitamin E

Olive Oil

Glycerin

Squalane

→ Support improved skin hydration, antioxidant protection, and healthier skin conditions.

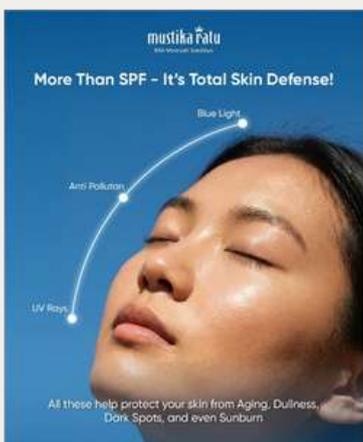
All products are officially registered with BPOM, ensuring compliance with safety and quality standards for consumer use.

### Efficacy Improvement

The formulations are designed to provide multiple skincare benefits:

- Intensive hydration
- Skin brightening support
- Improved skin smoothness
- Protection from free radicals
- UV protection from UVA and UVB rays

The Body Serum delivers concentrated active ingredients for deeper skin nourishment, while the Body Lotion helps maintain daily hydration. The Sunscreen provides broad-spectrum protection from sun exposure. Together, the products work synergistically to support long-term skin health and protection.



### Marketability Improvement

The product range offers several strong market advantages:

- Heritage-inspired Indonesian herbal beauty concept
- Modern skincare technology
- Lightweight formulations suitable for tropical climates
- Affordable and accessible pricing for a broad consumer base

This positioning appeals to consumers who seek natural, culturally inspired skincare that is effective, modern, and suitable for daily use.