

# Plainly



AS SEEN IN

MONOCLE

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VOGUE

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Städteutsche Zeitung Magazin

WIRED

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weareplainly.com

@weareplainly

Premium natural beauty  
for people who care.  
In glass instead of plastic.

Carefully selected  
premium ingredients.  
Sustainable packaging concept.

Vegan certified and organic.  
Dermatologist tested.  
Free from animal cruelty.

100% Made in Germany

#### BRAND DESIGN

Plainly stands for a minimalist design that connects elegantly with nature. The design is guided by natural elements and premium ingredients. The name Plainly represents simplicity and transparency and is registered as a trademark in Germany and Europe.

#### PRODUCTS

Plainly products are the pinnacle of style, substance and sustainability. Plainly uses the choicest organic ingredients. The formulas are simple, yet highly curated and based on the latest dermatological research. Every ingredient is there to enhance the natural functions of the skin. All products are dermatologist tested, vegan certified, organic and free from animal cruelty. Plainly avoids any use of silicones, parabens, sulfates, micro plastic, synthetic fragrances and dyes. It is 100% Made in Germany – from design to development to production.

## PACKAGING

Plainly believes that it is possible to move beyond plastic and to create the most sustainable packaging for beauty products. The young brand uses high-quality matt glass bottles instead of plastic for all products, which can be refilled, reused or recycled. The labels are printed on stone paper, a tree-free paper made from stone powder instead of wood. The packaging is made from recycled paper. Every supplier is located in Germany and selected for their utmost care for sustainability.

## VISION

Plainly was founded to prove it's possible to create premium beauty products in a truly sustainable way, with minimum impact on the environment and full transparency for our customers. Plainly wants to create products that are superior in both quality and environmental impact. Plainly's customers value these objective qualities, not a product's logo.

## PLAINLY CUSTOMERS

Plainly's globally minded customers are dissatisfied with the superficial sustainability of the beauty industry. Instead, they seek alternative, plastic-free products with transparent supply chains and minimal environmental impact. At the same time, they are style-conscious and do not want to sacrifice design for sustainability. Plainly products are the pinnacle of style and substance.

Plainly Press Kit 3

## PRESS COVERAGE



MONOCLE



VOGUE

Süddeutsche Zeitung Magazin

WIRED



BeautyIndependent®

Brigitte  
Woman

COOL  
HUNTING®

HERZ&BLUT

COUCH  
DAS MAGAZIN

# Plainly portfolio

Plainly Press Kit 4



Uplifting Hand Cream  
Skin-regenerating  
with 5% cacay oil.  
— 50ml, 24€



Non-Greasy Hand  
Cream For Men  
Ultra-fast absorbing  
and skin softening  
— 50ml, 17€



Energizing Hand Cream  
Ultra-fast absorbing  
and skin softening.  
— 50ml, 17€



Energizing Hand  
and Body Wash  
Soothing and moisturizing.  
— 250ml, 22€



Non-Drying Hand  
Hygiene Gel  
With organic ethanol,  
hyaluron and cacay oil  
— 50ml, 10€



Biodegradable Dish Wash  
For sensitive skin.  
— 250ml, 17€

# Uplifting Hand Cream with Rosemary Mint scent

Skin-regenerating for very dry hands  
with 5% cacay oil and magnolia extract

This luxurious, readily absorbed cream effectively softens and hydrates your skin, leaving it fresh and rejuvenated thanks to cacay oil, a premium and sustainably grown ingredient for intense moisture, firmness and skin-regeneration. Magnolia extract and meadow foam oil provide for a silky and smooth finish, while rice starch and fermented argan oil guarantee ultra-fast absorption with a long-lasting effect. The scent of essential rosemary mint oils and a touch of orange peel is refreshing and reduces stress.

Free from silicones, parabens, synthetic fragrances and dyes, sulfates, PEGs, animal ingredients and cruelty.

— 50ml, 24€



# Energizing Hand Cream with Mandarin Lemongrass scent

Ultra-fast absorbing and skin softening with a light formula

This energizing hand cream is one of Plainly's most sought-after products. A light, skin-softening, deeply nourishing formula contains carefully selected premium ingredients, including organic cacay oil for intense moisture and firmness, magnolia bark extract to reduce redness and soothe the skin and fermented argan oil for quick absorption and non-greasy feel. An energizing touch of orange peel for everyday use.

Free from silicones, parabens, synthetic fragrances and dyes, sulfates, PEGs, animal ingredients and cruelty.

— 50ml, 17€



Light and deeply nourishing formula with a fresh scent of mandarin lemongrass

This energizing hand cream is one of Plainly's most sought-after products. A light, skin-softening, deeply nourishing formula contains carefully selected premium ingredients, including organic cacay oil for intense moisture and firmness, magnolia bark extract to reduce redness and soothe the skin and fermented argan oil for quick absorption and non-greasy feel. An energizing touch of orange peel for everyday use.

Everything you need, nothing you don't

This hand cream is 97% naturally derived, vegan and dermatologist tested. We refrain from using silicones, parabens, synthetic fragrances and dyes, sulfates, PEGs, animal ingredients and cruelty.

How to use

Massage regularly into clean hands, concentrating on dry areas. To avoid plastic, we've put our hand cream in a glass bottle. If the pump cannot reach the last bit of the cream, just add a drop of water, shake it and enjoy it to the last drop.

# Non-Drying Hand Hygiene Gel with Mandarin Lemongrass scent

Non-drying formula with organic ethanol, hyaluron and cacay oil for a quick refreshment on the go

This non-drying hand hygiene gel is an instant freshness boost on the go with carefully selected premium ingredients. It instantly cleans and refreshes your hands with 30% organic ethanol while protecting your skin with purifying, antibacterial sage extract. Hyaluron helps your skin to retain moisture and exclusive cacay oil improves firmness and elasticity of the skin, leaving it silky smooth. Stow it in your bag for a quick refreshment with a hint of mandarin lemongrass.

Free from silicones, parabens, synthetic fragrances and dyes, sulfates, PEGs, animal ingredients and cruelty.

— 50ml, 10€





Plainly

Plainly

Energizing  
Hand and Body Wash

Mandarin Lemongrass

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**Honest Care.**  
Conscientious and clean.

Premium natural beauty  
for people who care.  
100% Made in Germany.

**Sustainable  
packaging concept**

We believe that it is possible to move beyond plastic. This is why we use glass bottles instead of plastic for all our products, which can be refilled, reused or recycled. Our labels are printed on stone paper, a "tree-free" paper made from stone powder. Our packaging is made from recycled paper.

**Ingredients**

*Agave, Amylose Glycol, Sodium Methyl Cocoyl Taurate, Sodium Laurethylphosphate, Methylcyclopentyl Glycolate, Laminaria\*, Sodium Gluconate, Carboxymethyl Chitosanate, Seed Oil, Hydroxyethyl Stearyl Hydrolyzed, Hydroxyethyl Zinkole Ester, Cass Glycolate, Glyceryl Oleate, P-terphenyl, Citric Acid, Linalool\*, Citrus Aurantium Extract, Phthalyl Butyl Diol, Geraniol\*, Citrus\**

*\*from natural essential energy oil*



naturally  
97%  
derived



*Dulcis (Orange) Peel Oil, German\**  
\* from natural essential orange oil



# Biodegradable Dish Wash with Mandarin Lemongrass scent

Fat dissolving formula for sensitive skin

This biodegradable dish wash with nourishing cacaoy oil provides valuable moisture for the hands and makes the dishes shine. The powerful formula is fat dissolving, skin compatible and vitalizes the senses with a touch of citrus scents. An optimized surfactant system consisting of Acetate based and sugar surfactants cleans thoroughly and is gentle to the hands. Good for your dishes, your skin and the planet!

Free from silicones, parabens, synthetic fragrances and dyes, sulfates, PEGs, animal ingredients and cruelty.

— 250ml, 17€



# Non-Greasy Hand Cream For Men

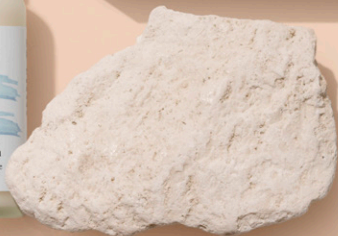
## Spicy Ginger Lime scent

### Ultra-fast absorbing and moisturizing

This non-greasy hand cream is a perfect companion for your hands. A light and moisturizing formula contains carefully selected premium ingredients, including organic cacay oil for intense moisture and firmness, skin-soothing licorice extract and fermented argan oil for quick absorption and non-greasy feel. Refreshing spicy ginger and lime for everyday use.

Free from silicones, parabens, synthetic fragrances and dyes, sulfates, PEGs, animal ingredients and cruelty.

— 50ml, 17€



The idea for Plainly was born in Munich in early 2018. While looking for sustainable cosmetic products, Plainly's founder was able to find organic beauty products, but no plastic-free alternatives with a certain sophistication.

Dissatisfied with the superficial sustainability that seemed to thrive everywhere and the lack of premium esthetics, the decision was made to found Plainly and make things better. The founder has spent over 1.5 years finding the right local partners to develop the products and packaging concept. All products are "Made in Germany" – from with the product's custom formulation and manufacture, to the packaging's innovative concept and fabrication, which almost entirely avoids the use of plastic. Plainly has deliberately made the decision to avoid plastic and offer all products in matte glass bottles. All labels are printed on tree-free stone paper and the packaging made from recycled paper. All suppliers are located in Germany.

During the development process, the founder of Plainly also learned that although the cosmetics industry and its suppliers talk about sustainability, they are still at a very early stage of development. Nevertheless, Plainly understands the ethical and economic importance of reducing their environmental impact and is focused on further improvements.



Artsem Kruk is the founder of Plainly. He is convinced that Plainly can redefine the environmental standards of the beauty industry by providing products that are the pinnacle of style, substance and sustainability. To achieve this, he will continue developing remarkable beauty products and valued partnerships with like-minded organizations.



Plainly

Energizing  
Hand and  
Body Wash  
Menthol Lemon  
Soothing and moisturizing

Plainly

Energizing  
Hand Cream  
and Body  
Lotion

Plainly

Uplifting  
Hand Cream

Plainly

Uplifting  
Hand Cream  
Skin-regenerating  
with 5% cacaoy oil

Volume:  
e 50Ml

Plainly