



Pure Care, Pure Trust

PRODUCT
CATALOGUE

CORPORATE OFFICE:

C 1904-1910, Bldg No. 2, 19th Floor, Kailash
Business Park, Veer Savarkar Marg, Vikhroli
Powai Link Road, Vikhroli (W), Mumbai 400079.
India.

Telephone: 91-22 20852045, 25170014 / 78

Plot No. F-23, Additional Ambernath,
M.I.D.C., Ambernath (E), Dist. Thane,
421 506. Maharashtra, India.

Telephone: 91-251 2620655 / 273

Email: info@eipii.in • www.eipii.in

Vie Pure
COSMETICS

Vie Pure is dedicated to creating products that care for you and your family—inside and out.

Born in Mumbai, India, and trusted by millions of households across Africa, Southeast Asia, Latin America, Central America, Europe and the CIS region, we have grown from a local brand into a name recognized around the world. Our journey has always been guided by a simple belief: true beauty and well-being begin with the purity of what you use every single day.

With a portfolio of more than 150 products, Vie Pure offers complete care for every member of the family. Each product is crafted to bring together advanced formulations, trusted ingredients, and genuine care, so you can feel fresh, confident, and cared for—always.

■ **SKIN CARE**

Creams, Lotions, & treatments for healthy, radiant skin

■ **BODY & SHOWER CARE**

Nourishing washes and daily body essentials

■ **HAIR CARE**

Shampoos, Conditioners, & treatments for strong, beautiful hair

■ **SUN CARE**

Protection you can trust under the sun

■ **Hand & Foot Care**

Softness from fingertips to toes

■ **DENTAL CARE**

Brighter, healthier smiles every day

■ **BABY CARE**

Gentle, safe products for the little ones

■ **SCRUBS & SOAPS**

refreshing cleansers for daily use

■ **PERFUMES**

captivating fragrances to suit every mood

At Vie Pure, we understand that caring for yourself and your loved ones goes beyond products—it is about trust, safety, and consistency. That is why every item we make is designed to be safe, effective, and affordable, fitting seamlessly into your everyday routine.

Because when you choose Vie Pure, you choose pure care, pure trust, and a promise that lasts for generations.



- CHERRY
- ROYAL OUD
- PAPAYA
- LAVENDER
- BRITISH ROSE

Fresh Start,
Fresh You

SHOWER GEL

Leaves the skin feeling hydrated, conditioned,
soft, and lightly scented with its fragrance.



500ml | 1000ml

NIACINAMIDE +
ALPHA ARBUTIN

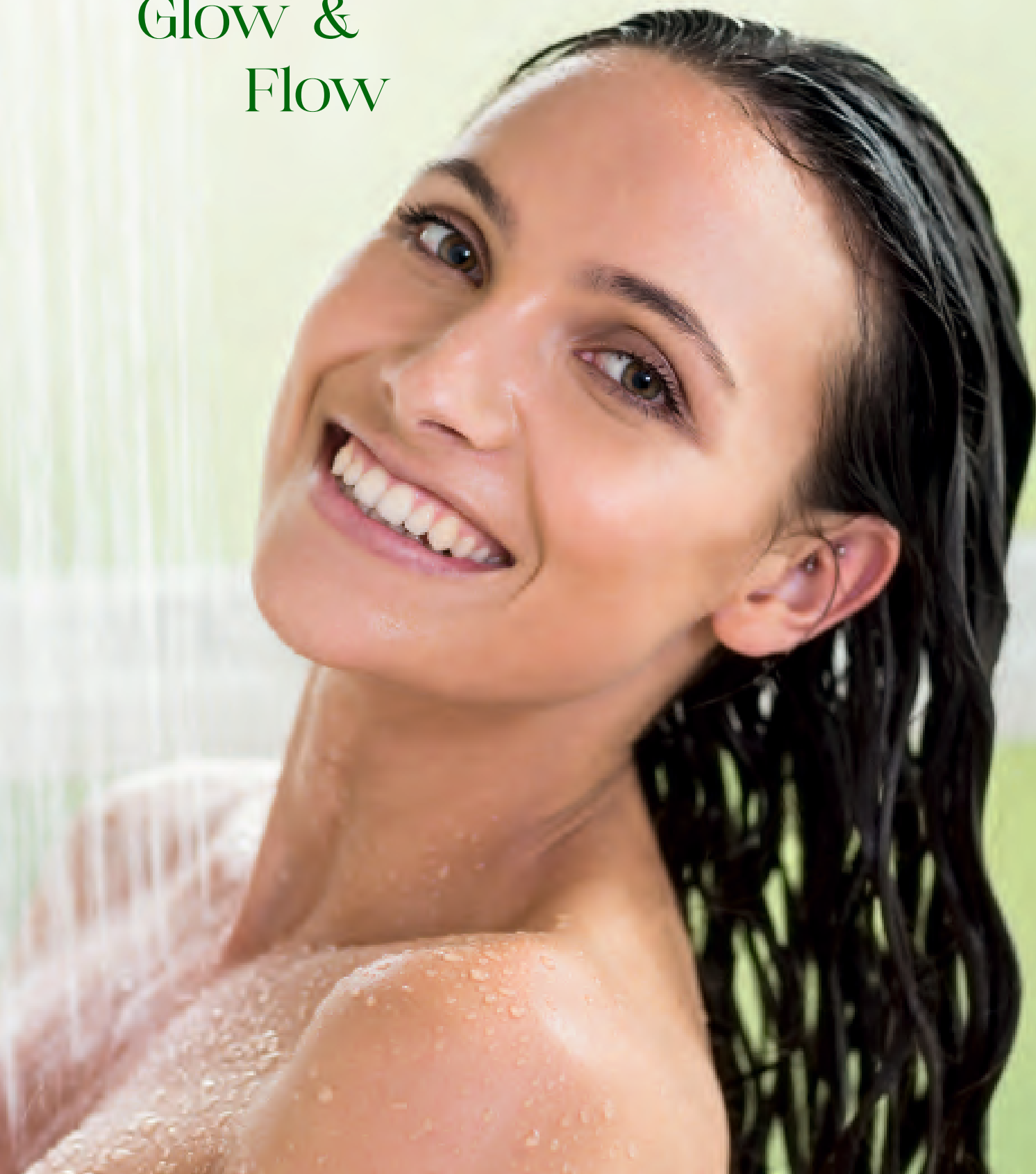
MULBERRY+
LICORICE

VITAMIN C +
GLYCOLIC ACID

Glow &
Flow

BRIGHTENING SHOWER GEL

A daily shower gel that washes away dullness
and leaves skin visibly radiant.



750ml | 1000ml



- ALMOND HONEY
- AVOCADO CHAMOMILE
- MIXED BERRIES
- SHEA COCONUT

Silky &
Smooth

SHOWER CREAM

A rich shower cream that cleanses while locking in moisture for silky, soft skin.



500ml | 1000ml

SHOWER EXFOLIATING SCRUB / BODY POLISHER

Your daily ritual for polished, glowing skin.

- PAPAYA
- STRAWBERRY
- OUD
- SEA MINERALS
- APRICOT



Exfoliate
& Elevate



500ml | 1000ml

Brightens & Revives
Dull Skin

SOAP

Pure care for soft, smooth, and radiant skin

- ROSE EXTRACT
- ALOE VERA
- COCONUT OIL
- NEEM



75gm | 100gm | 125gm



- Leaves skin soft, smooth, and beautifully luminous.

Shine with
Confidence

BODY LOTION

- PAPAYA & VITAMIN C
- CUCUMBER & LEMON
- CARROT & VITAMIN A



500ml | 1000ml

BRIGHTENING BODY LOTION

A lightweight body lotion that hydrates and brightens for naturally radiant skin.

- NIACINAMIDE +
ALPHA ARBUTIN
- GLUTATHIONE +
VITAMIN C
- KOJIC ACID +
AZELAIC ACID
- MULBERRY +
LICORICE



Brighten
& Hydrate



500ml | 1000ml



BODY LOTION

- SKIN LIGHTENING LOTION
- SKIN MOISTURISING LOTION
- ADVANCE LIGHTENING LOTION

Radiance, Reimagined

Infused with brightening
actives to even tone and
restore glow.



500ml | 1000ml

SKIN BRIGHTENING CREAM

A nourishing cream that brightens, hydrates, and restores your skin's natural glow.



- GLUTATHIONE + VITAMIN C
- GLUTATHIONE + NIACINAMIDE
- GLUTATHIONE + KOJIC ACID

Light Up
Your Skin

200gm | 500gm





- DARK SPOT
REMOVER CREAM
- MOISTURIZING
ALL DAY CREAM
- BRIGHTENING
FACE CREAM

Glow
Beyond



BRIGHTENING FACE CREAM

A nourishing cream that brightens, hydrates, and restores your skin's natural glow.



50gm | 100gm | 250gm

BRIGHTENING FACE CREAM

Infused with brightening actives to even skin tone and reduce dullness.



- NIACINAMIDE +
ALPHA ARBUTIN
- GLUTATHIONE +
VITAMIN C
- KOJIC ACID +
AZELAIC ACID
- MULBERRY +
LICORICE

Brightening
Care, Everyday

250ml | 500ml



BEAUTY CREAM

This all-in-one beauty cream nourishes, protects, and enhances your skin's glow for a flawless everyday look.

Glow Naturally,
Shine Beautifully



- DEEP MOISTURIZING CREAM
- INTENSIVE NOURISHMENT CREAM
- IRRESISTIBLY SMOOTH CREAM

200gm | 500gm



- ANTI AGEING CREAM
- ANTI AGEING LOTION
- ANTI AGEING SERUM

Youth Radiance
in Every Drop



ANTI AGEING CREAM & LOTION

ARGIRELINE

A new era for skin Care, freeze the lines naturally



50gm | 30ml | 300ml

GLYCERINE CREAM & LOTION

Perfect for daily use, it replenishes lost moisture, leaving your skin silky, fresh, and naturally radiant.

- GLYCERINE CREAM
- GLYCERINE LOTION

Pure Hydration,
Gentle Care



DAY & NIGHT CREAM

The perfect daily companion for smooth, hydrated, and glowing skin.

Your Daily Dose
of Radiance



- NIACINAMIDE +
AVOCADO EXTRACT
- HYALURONIC ACID +
CHAMOMILE OIL



100gm | 200gm

- ALOE CUCUMBER
- CHARCOAL
- LEMON
- PAPAYA

FACE & BODY SCRUB

Hydrates & smooths for a healthy glow

Exfoliating &
Smoothing



500gm | 1000gm

FACE & BODY SCRUB

Helps improve skin texture & tone



500gm | 1000gm

- ALOE CUCUMBER
- CHARCOAL
- CITRUS
- PAPAYA

Gently exfoliates
dull & dry skin





- STRAWBERRY
- BLUE LAGOON
- LAVENDER

SUGAR SCRUB

A luxurious sugar scrub that gently exfoliates and nourishes skin, leaving it silky smooth and radiant.

Exfoliate Naturally,
Shine Beautifully



468gm | 1000gm

FACIAL TONER

Mild & Gentle • Gently Clears Pores • Hydrates & Refreshes

■ ALOE VERA

■ LEMON



150ml | 200ml

“Gentle care,
visible radiance”



SERUM

Concentrated nourishment for radiant skin.

Intense care
in every drop

- HYALURONIC 2% SERUM
- NIACINAMIDE 10% SERUM
- VITAMIN C 5% SERUM
- VITAMIN C 20% SERUM



30ml | 50ml

Daily use restores clarity, brightness, and youthful luminosity for skin that looks fresh and healthy.

SERUM

- 5% NIACINAMIDE + ALPHA ARBUTIN
- 3% GLUTATHIONE + VITAMIN C
- 2% KOJIC ACID + AZELAIC ACID
- 2% MULBERRY + LICORICE



For Skin That
Shines Naturally

30ml | 50ml



- NEEM
- PAPAYA
- LEMON

FACE WASH

Refresh your skin daily with our natural face wash, which cleanses dirt, oil, and impurities for soft, smooth, energized skin.

Pure cleanse,
pure confidence



150gm | 200gm

FOAMING FACE WASH

Gentle foam that cleanses, brightens & refreshes your skin.

- NIACINAMIDE +
ALPHA ARBUTIN
- GLUTATHIONE +
VITAMIN C
- KOJIC ACID



150ml | 200ml

Leaves skin fresh,
smooth & radiant



BRIGHTENING FACE MASK

Unlock your natural glow with our powerful
brightening formula

- NIACINAMIDE +
ALPHA ARBUTIN
- KOJIC ACID +
AZELAIC ACID
- GLUTATHIONE +
VITAMIN C
- MULBERRY +
LICORICE

Glow Beyond Ordinary



500gm | 1000gm

MUD MASK

Purify your pores and reveal clear,
radiant skin with every use

Clear Skin,
Fresh Confidence



- CUCUMBER
& ALOE VERA
- TURMERIC
& SAFFRON

468gm | 1000gm



PEEL OFF MASK

Instant skin detox for a visibly clean and radiant complexion

- CUCUMBER
- MINT
- TURMERIC & SAFFRON
- ORANGE
- SANDALWOOD

Deep clean, Fresh feel



100gm | 150gm

- ALOE VERA
- ARGAN
- AVOCADO
- COCONUT
- OLIVE
- ONION

HAIR OIL

Nourishment that goes deep from scalp to tip

Nature's Secret
to Gorgeous HAIR



200ml | 500ml

HAIR FOOD

Nourishment that goes deep, for hair that thrives

- ARGAN OIL
- OLIVE OIL
- COCONUT OIL
- VITAMIN A&E

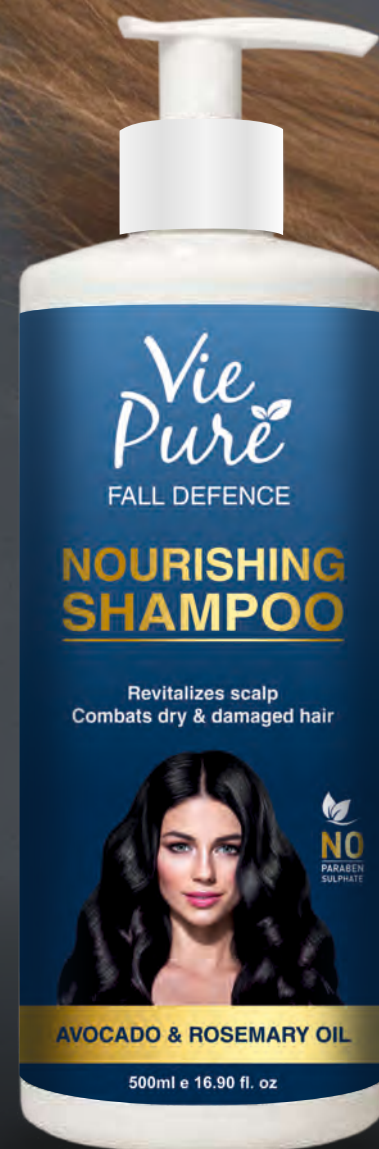


480gm | 1000gm

SHAMPOO & CONDITIONER

Where Nature,
Meets Elegance

- ARGAN OIL
- AVOCADO OIL
- COCONUT MILK
- KERATIN



500ml | 1000ml

- ARGAN OIL
- KERATIN

2 IN 1 SHAMPOO & CONDITIONER

Dual action formula for clean, soft, and manageable hair



500ml | 1000ml

SUN CARE

Sun Care With a Touch of Elegance.

- SILICON SUN BOOST
- SNOW MAGIC



Shield Your
Skin.
Unveil Your
Glow



100gm | 200gm



DENTAL CARE

Daily care for strong teeth and healthy gums

- TOOTHPASTE
- AYURVEDIC TOOTHPASTE
- PAIN RELIEF TOOTHPASTE



100gm | 200gm

- HAND CREAM
- FOOT CREAM
- CRACK REPAIR CREAM

HAND & FOOT CARE

Nourishes and protects tired hands and feet, leaving skin soft, smooth, and refreshed

Softness you
can feel



50gm | 100gm





Safe and gentle formula
that protects and
nourishes delicate skin,
from head to toe

BABY CARE

- BABY BODY OIL
- BABY BODY LOTION
- BABY HAIR OIL
- BABY BODY WASH
- BABY SHAMPOO
- BABY TALCUM POWDER
- BABY FACE CREAM
- BABY PETROLEUM JELLY

Softness
You Can Trust

200gm | 400ml | 500ml



PETROLEUM JELLY

Intensive skin protection for soft, smooth,
and nourished skin

Pure protection.
Everyday care.



50ml | 100ml | 200ml | 500ml



HAND WASH

Perfect for keeping hands clean, fresh, and protected every day

- ROSE
- AQUA MIST
- LEMON
- ROYAL OUD



Gentle on
hands, tough
on germs

250ml | 500ml

LIP BALM

Pocket-perfect care for smooth, moisturised,
and ready-to-shine lips



- ROSE
- BERRY
- CHERRY
- VANILLA



Sweet Care
for Your Lips



10gm | 50gm

HAIR REMOVAL CREAM

Gently removes hair to reveal flawless, silky-smooth skin

- CUCUMBER
- ROSE
- LEMON
- JASMINE



Leaves Skin
Smooth & Soft

65gm | 100gm

INTIMATE WASH

Gentle care for your most delicate you

- MILLIE INTIMATE WASH
- GYNAWASH INTIMATE HYGIENE



Maintains
Natural pH
Balance



100ml | 200ml



OUR PRODUCTS RANGE

- SHOWER GEL
- BRIGHTENING SHOWER GEL
- SHOWER CREAM
- SHOWER EXFOLIATING SCRUB / BODY POLISHER
- SOAPS
- BRIGHTENING BODY LOTION
- SKIN BRIGHTENING CREAM
- BRIGHTENING FACE CREAM
- BEAUTY CREAM
- ANTI AGING PRODUCTS
- GLYCERIN CREAM & LOTION
- DAY & NIGHT CREAM
- FACE & BODY SCRUB
- FACIAL TONER
- BRIGHTENING FACE SERUM
- FACE WASH
- BRIGHTENING FACE MASK
- MUD MASKS / PEEL OFF MASK
- HAIR OIL / HAIR FOOD
- SHAMPOO & CONDITIONER
- SUN CARE
- DENTAL CARE
- HAND & FOOT CARE
- BABY CARE
- PETROLEUM JELLY
- HAND WASH
- LIP BALM
- HAIR REMOVAL CREAM
- INTIMATE WASH

Vie Pure
COSMETICS

