



AROMA



AROMA

since 1924

AROMA AD is a leading Bulgarian beauty company with a long standing tradition of 95+ years. We believe in creating natural products that exceed people's expectations and help them live a happier, simpler and healthier life. Our company manufactures and markets skincare, hair color and care, body and bath care, baby care, oral hygiene, laundry care and men's grooming products through a diverse portfolio of 10+ brands sold in more than 100 countries.



DAY CREAM
SPF 30
50 ml

NIGHT CREAM
intensely moisturizes
50 ml

DETOX CLAY MASK
purifying & detoxifying
75 ml



HYDRATING MASK
deeply hydrates
75 ml

LABORA AROMA | Skin Care

Skin Defence is exclusive vegan detox skincare line with 97 % natural ingredients. The intense hydration gentle formulations with hyaluronic acid and green tea extract help protect the skin against urban pollutant particles and counteract free radicals, keeping your skin health and radiant glow. Ideal for all skin types.

50 ml / 75 ml





DAY CREAM
SPF 30
50 ml

NIGHT CREAM
smooths wrinkles
50 ml



EYE CONTOUR CREAM
reduces fine lines
30 ml

AROMA LABORA | Skin Care

Collagen Recharge is unique skincare line designed to fight the signs of premature skin aging. The formulations rich in marine collagen and macadamia oil correct the first fine wrinkles, provide deep hydration, nourish and rejuvenate your skin. Ideal for all skin types 30 +.

50 ml / 30 ml





NIGHT CREAM
reduces wrinkles
50 ml

DAY CREAM
SPF 30
50 ml



SERUM
smooths firms restores
30 ml

AROMA LABORA | Skin Care

Lift & Firm is innovative skincare line with powerful peptide anti-age complex for instant lifting and firming. Intensive smoothing and nourishing formulations enriched with argan oil to visibly reduce wrinkles and fine lines. Ideal for all skin types 40 +.

50 ml / 30 ml





DAY CREAM
SPF 15
50 ml



NIGHT CREAM
firms and nourishes
50 ml



EYE CONTOUR CREAM
smoothes fine lines
30 ml

AROMA | Caviar Skin therapy

Exclusive range with caviar extract that helps reduce fine lines and wrinkles for younger looking skin. The lightweight textures moisturize and nourish the skin, leaving it smooth and with satin finish.

50 ml / 30 ml





Q10
rejuvenating

AROMA | Skin Care

This face creams collection with natural plant extracts is suitable for all skin types and ages. Relish the sensation of soft, hydrated and radiant skin with restored elasticity.

75 ml



VITAMINS A+E
revitalizing



LEMON
protective



CALENDULA
soothing



CUCUMBER
hydrating



ARGAN
softening



MACADAMIA
restoring

ANTI AGE Q10
hand cream



SWEET CHERRY
hand cream



AROMA | Skin Care

Rich formulations of hand and foot creams make your skin smooth and velvety soft. They protect the skin from damaging environmental factors and leave it hydrated and pleasantly scented.

75 ml



COCO DELIGHT
hand cream



WATER LILY
hand cream



HONEY MELON
hand cream



COOL MENTHOL
foot cream

BLACK SEA MINERALS
mineralizing



ACTIVE CHARCOAL
whitens & detoxes

ACTIVE
strengthens gums



STOP
tightens gums oral care

PARODONT
ACTIVE

Special Oral Care
Toothpaste

Full range of toothpastes with a patented system that tightens gums and eliminates the bacteria that causes periodontitis. Parodont Active suppresses the bleeding and calms the gums. Relieves the symptoms of periodontitis and gingivitis and protects from caries with perfect cleaning effect.

75 ml

WHITE
safe whitening



FRESH
cooling action



PARODONT
ACTIVE

Special Oral Care Mouthwash

Daily professional care against periodontitis
Parodont Active mouthwash noticeably
strengthens gums and destroys bacteria that
cause periodontitis. With Aluminum lactate
and Chlorhexidine.

500 ml / 300 ml



**PARODONT ACTIVE
BLACK SEA LYE**
mineralizing



PARODONT ACTIVE
destroys bacteria

ACTIVE CHARCOAL
2in1
medium



ACTIVE CHARCOAL
medium

PARODONT
ACTIVE

Special Oral Care Toothbrush

Professional care against periodontitis
Parodont Active toothbrush with ultrathin laser tapered bristles, specifically designed to remove bacteria under the gum line. With more than 2200 filaments for better interdental cleaning effect and with flexible neck to reduce the pressure on the gums.



ACTIVE
medium



ACTIVE 2in1
medium



SENSITIVE
extra soft



SENSITIVE 2in1
extra soft



ASTERA

Dental Flossers

Astera Flossers and floss picks the perfect way to clean effectively the hard-to-reach interdental areas, prevent from plaque formations, gums inflammations, caries and bad breath.



PARODONT ACTIVE
antibacterial
50m



ASTERA
daily floss
50m



ASTERA
floss picks
20 pcs



ASTERA

| Active +

Full range of toothpastes designed for different protection and tailored to different needs. Complete care with tri striped toothpastes, with active ingredients and extracts and long lasting flavors.

50 ml / 125ml / 150ml



ACTIVE 3 & WHITENING
50ml



TOTAL & VITAMIN 3
125ml



ACTIVE 3 & WHITENING
150ml



ASTERA

Active +

Full range of toothpastes designed for different protection and tailored to different needs. Complete care with tri striped toothpastes, with active ingredients and extracts and long lasting flavors.

100ml





ASTERA

Microgranules

Gel toothpastes with microgranules for perfect cleaning the interdental areas. Thanks to their fine spherical form microparticles remove plaque buildup and do not damage the teeth and gums. Perfectly cleaned teeth and long lasting fresh comfort.

75 ml



MICROGRANULES
gel

MICROGRANULES NEON
gel



ACTIVE 3
CARBON
medium

ASTERA

Toothbrushes

Manual toothbrushes with well-rounded and polished bristles, available in different hardness – soft/ medium/ hard. Comfortable ergonomic grip handles for better control and comfort, slim heads for hard to reach areas and with flexible necks.



TIME
INDEX
medium



TIME
INDEX
2 in 1



TWISTER
medium



ACTIVE 3
soft
medium
hard



BIO SILVER
medium



ACTIVE
CLEAN
medium



ACTIVE
TRIO
medium



FLEX
ACTIVE
medium

COCO MULTIACTIVE
Nutty Coconut Flavour



SENSITIVE
Spicy Melissa



NATURAL
Mandarin Sorbet

ASTERA

Homeopathica

Natural toothpaste free of: fluoride, mint, SLS, parabens, sugar. Products specially formulated for the needs of people leading a healthy, natural way of life as well as people undergoing homeopathic treatment. Can be used in case of menthol allergy.

75 ml

WHITENING
Eucalyptus & Anise Blend

ASTERA

Homeopathica Kids

Natural toothpaste range unique in its taste and combination of ingredients, loved by kids and also preferred by adults. This uncommonly toothpaste may be the key to great child dental health without the use of fluoride, preservatives, chemicals or harsh abrasives.

50 ml

KIDS 2+
coconut water



KIDS 6+
tasty raspberry



KIDS 0+
juicy strawberry

KIDS 4+
orange & vanilla rush

ASTERA

KIDS Toothpaste

A full range of children's toothpastes designed for different ages. Early care for children's teeth is a lifetime investment. Tenderly cleans deciduous children's teeth. Without sugar and with attractive flavors, which children like.

50 ml

CHOCO BROWNIE

2+ years



STRAWBERRY

0+ years

MILD MINT

8+ years



ICE CREAM

2-6 years



APPLE

6+ years



KIDS APPLE 6+
mouthwash
300 ml

ASTERA | KIDS Oral Care

Let's turn brushing into a pleasant and healthy habit! Early care for children's teeth is a lifetime investment. Without sugar and with attractive flavors, which children like.



DUO PACK
Kids 2 - 6 years
extra soft



KIDS
2 - 6 years
extra soft



ASTERA

Intensive Care

Mouthwashes specifically developed and intended for intensive care of inflamed gums, periodontitis and sensitive teeth. With chlorhexidine digluconate as antibacterial action.

300 ml

- Redness
- Swelling
- Bleeding gums
- Pain
- Irritation
- **Alcohol Free**





CHARCOAL
detox

ASTERA

Mouthwash

Astera mouthwashes are formulated to provide fluoride protection to help prevent caries and with different active ingredients for active plaque control and long-lasting freshness.

500 ml / 300 ml



TOTAL
all in one



FRESH
to go



WHITE
a way

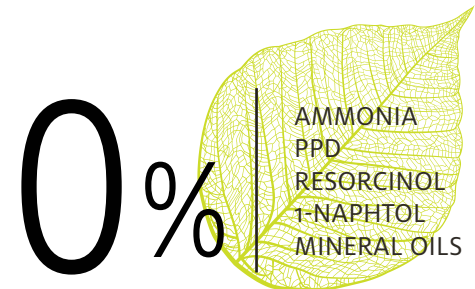


KOLORA ZERO | Hair Dye

The “ZERO” formula offers gentle hair coloring free of ammonia, p-phenylenediamines (PPD), resorcinol, persulfates and other harsh ingredients. Enriched with macadamia and jojoba oils for a nourished hair with vibrant natural color and shine without grey hairs.

18 shades

**hair color cream 60 ml
developer 60 ml
conditioner 30 ml**



KOLORA ZERO



9.4

DESERT ROSE



9.2

**SPARKLING
CHAMPAGNE**



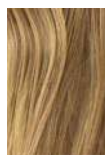
9.1

SILVER ASH



8.3

**GLAMOUROUS
GOLD**



7.0

**NATURAL
BLONDE**



6.6

SCARLET RED



6.4

**COPPER
BLONDE**



4.5

**MAHOGANY
BROWN**



4.9

**VIOLET
PASSION**



6.3

**AMBER
BROWN**



6.25

**BROWN
SUGAR**



5.0

**GOLDEN
BRANDY**



5.35

EARTH BROWN



3.9

ROYAL RUBY



4.0

**NATURAL
COCOA**



3.0

**CHOCOLATE
FUSION**



2.0

**DARK
VELVET**



1.0

**INFINITY
BLACK**



KOLORA | Hair Dye

Innovative permanent hair color enriched with liquid keratin and regenine complex for stronger and restored hair. Enjoy a more vital and nourished hair, maximum color intensity and no grey hairs for weeks.

20 shades

**hair color cream 50 ml
developer 50 ml
conditioner 15 ml**



KOLORA



10.2

PEARL BLONDE



9.8

ASH BLONDE



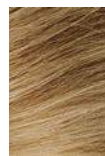
8.0

GOLD BLONDE



7.65

ALMOND BLONDE



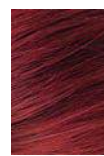
7.0

NATURAL BLONDE



6.4

LIGHT COPPER



6.6

INTENSE RED



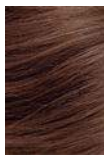
6.0

LIGHT BROWN



5.5

SWEET CARAMEL



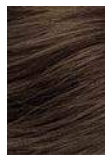
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SILKY BROWN



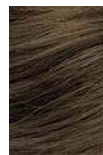
5.0

LIGHT MOCHA
BROWN



4.9

NATURAL BROWN



4.3

MOCHA BROWN



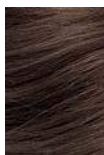
4.2

RICH MAHOGANY



4.15

CHOCOLATE
BROWN



4.0

WARM BROWN



3.9

DEEP CHERRY
RED



3.0

DEEP BROWN



2.0

BLACK BROWN



1.0

INTENSE BLACK



AROMA
COLOR

Hair Dye

Permanent hair color cream with 3-PLEX innovation complex of keratin, collagen and omega-9 acids for stronger and nourished hair. The enriched formula improves elasticity and protects hair from breakage during dyeing and ensures perfect grey hair coverage and brilliant color.

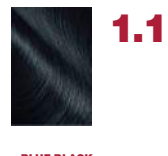
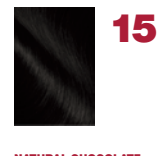
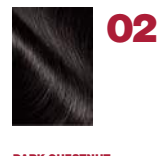
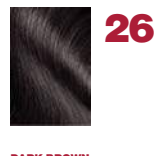
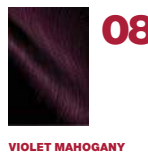
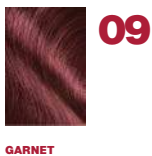
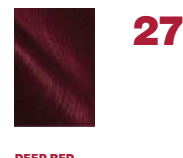
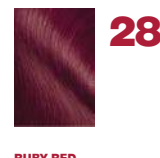
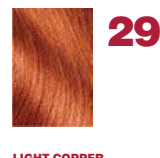
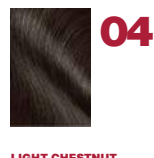
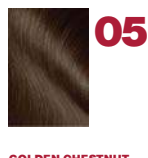
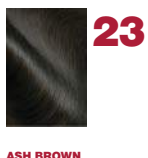
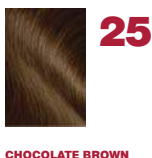
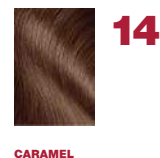
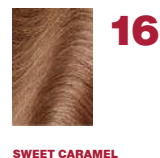
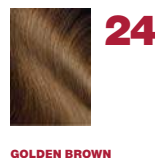
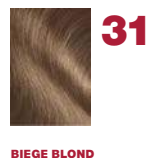
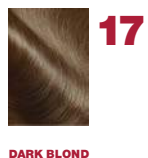
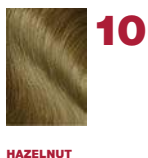
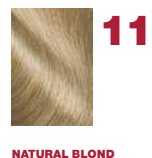
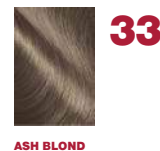
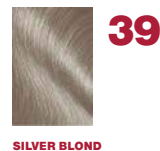
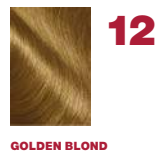
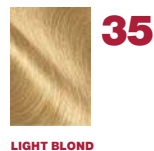
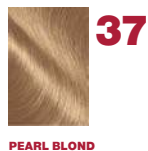
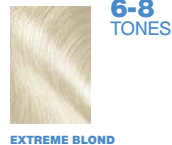
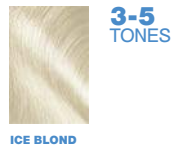
33 shades/ 4 hair lighteners

**hair color cream 45 ml
developer 45 ml
conditioner 15 ml**



3-PLEX
KERATIN • COLLAGEN • OMEGA-9

AROMA **COLOR**
PERMANENT
HAIR
LIGHTENERS





AROMA INTENSE | Hair Dye

Permanent hair color cream for 100% grey hair coverage, intense color and brilliant shine. The color boost technology ensures a deeper penetration of pigments into hair for rich and long lasting color.

Enriched with honey and almond for a hair nourished in depth, silky soft and vital.

15 shades

hair color cream 50 ml

developer 50 ml

conditioner 15 ml



honey &
almond

AROMA

INTENSE



10.2

**CLASSIC
BLOND**



10.0

**SCANDINAVIAN
BLOND**



11.2

SILVER BLOND



9.0

LIGHT BLOND



8.1

ASH BLOND



7.0

DARK BLOND



6.0

LIGHT BROWN



5.3

**GOLDEN
CHESTNUT**



6.6

DEEP RED



6.26

RUBY RED



4.5

**CHESTNUT
MAHOGANY**



4.3

MAHOGANY



3.0

**DARK
CHOCOLATE**



1.1

BLUE BLACK



1.0

BLACK



BLACK



Foam Hair Dye

Permanent foam color for men with special pigments that removes the grey hairs just in 7 minutes. Innovative formula for easy and quick application at home. Enriched with walnut shell extracts, wheat proteins and silk extract to nourish and restore the young look of your hair.

5 shades

**hair color 40 ml
developer 40 ml**



LIGHT BROWN

BROWN

DARK BROWN

SILVER GREY



ACTIVE
shaving foam
250 ml

ACTIVE
shaving cream
100 ml

ACTIVE
after shave lotion
95 ml

ACTIVE
after shave balsam
95 ml

VIKING

Shaving products

Complete shaving, after shaving and body care For Men. Aloe vera extract and allantoin. Offers reliable protection and soothing care for normal/sensitive skin.

Cosmetic series for and after shaving VIKING are designed specifically to make shaving easier and make the daily obligation in to pleasure.



SENSITIVE
shaving foam
250 ml



SENSITIVE
shaving cream
100 ml



SENSITIVE
after shave lotion
95 ml



SENSITIVE
after shave balsam
95 ml



**WHEAT &
GREEN TEA**
2 in 1
dry hair

AROMA *Natural* | Hair care

A range of shampoos and conditioners, inspired by nature, that gently cleanse the hair and ensure easy combing. Enriched with natural extracts formulations nourish the hair and give it volume, shine and softness.

500 ml



NETTLE
shampoo
greasy hair

ALOE VERA
shampoo
all hair types

CALENDULA
shampoo
dry hair

CALENDULA
conditioner
dry hair

GREEN APPLE
shampoo
frequent use

EGG & HONEY
shampoo
dry hair

CHAMOMILE
conditioner
all hair types

HERBAL
shampoo
normal hair



ARGAN MILK
shampoo & conditioner
all hair types

AROMA *Fresh* | Hair care

A large range of shampoos and conditioners created for the different needs and hair types. Enriched with natural extracts, oils and glycerin, which make your hair more beautiful, vital, shiny and silky soft.

400 ml



EGG shampoo
thin & weak hair
CAMOMILE shampoo
all hair types
NETTLE shampoo
greasy hair
POMEGRANATE shampoo
colored hair
CALENDULA shampoo & conditioner
dry to normal hair



HONEY MILK shampoo & conditioner
thin & weak hair
ALOE MILK shampoo & conditioner
all hair types
ALMOND MILK shampoo & conditioner
damaged hair
AVOCADO MILK shampoo & conditioner
dry hair



**COCO
DELIGHT**
moisturizing



**RASPBERRY &
BLACKBERRY**
refreshing

AROMA | Body Wash

Enjoy this range of gentle body washes with surprisingly fresh scents. They delicately cleanse and retain moisture to the skin, while leaving a sense of purity and softness after wash.

400 ml



**PEACH &
PERSIMMON**
softening



**POMEGRANATE
& MANGO**
fine fragrances



**BLACK
ORCHID**
fine fragrances



**LIME
MIST**
energizing



**ALOE
VERA**
soothing



**GRAPE
FRUIT**
revitalizing



COCO LOCO
tropical coconut
water

GUAVA LAVA
pink ripe guava

AROMA

Shower Gel

Surrender to the unforgettable experience with our moisturizing shower gels that gently cleanse and pamper your skin. The sophisticated exotic scents will conquer your senses and will leave you feeling soft and refreshed.

250 ml



POMELO
fresh pomelo energizer



MELON PUNCH
sweet honey melon



MOISTURIZING CARE
with aloe vera extract

AROMA

Cream soap

Enjoy this beauty cream soaps range with mild cleansers and natural extracts. They make the skin silky soft, hydrated and smooth.

100g



CLEANSING CARE
with tea tree extract



PROTECTIVE CARE
with cucumber extract



NOURISHING CARE
with calendula extract



SOFTENING CARE
with linden extract



COCONUT OIL
with coconut oil



Bar Soap

Glycerin bar soaps with invigorating scents and natural extracts for everyday use. Cleanse and nourish the skin without drying it.

100 g



SWEET CHERRY
with cherry extract

HONEY MELON
with vitamin E

RED FRUITS
with raspberry extract

AQUA
with seaweed extract

CHARCOAL DETOX
with chamomile extract



**LIME &
GREEN TEA**
energizing

AROMA
Natural

Liquid Soap

The liquid soaps with antibacterial ingredient, made from 95 % natural origin ingredients, offer everyday hygiene and hydrating care for your skin. They gently wash the hands and leave a delicate fresh scent.

500 ml / 900 ml



**GUAVA &
PAPAYA**
refreshing

**FRESH
& CLEAN**
cleansing

**WHITE
BLOSSOM**
sensitive

**MIRACLE
BLUE**
purifying

**JUICY
MELON**
moisturizing



ALOE VERA
wash-gel

AROMA

Intime wash

The most gently wash for your daily intimate care. Its mild formulation with lactic acid, D-panthenol and natural extracts of chamomile, calendula and aloe vera helps maintain the physiological pH-balance and protects against irritations.

250 ml



CAMOMILE & SUMAC
cream-wash



CALENDULA
cream-wash



HAIR SHAMPOO
hypoallergenic
250 ml



Baby Care

Complete range of baby cosmetic for everyday use. The gentle formulas with natural extracts and natural origin ingredients are specially formulated for babies and children. The washing products gently cleanses and protects skin from drying. Does not sting the eyes. Free from SLS, parabens and colorings. Suitable for newborns. Clinically tested.

* available under MOQ



WASH GEL
hair & body
250ml



CREAM SOAPS
hypoallergenic
75 g



NAPPY RASH
cream



Baby Care

Complete range of products for baby's daily care. The light and non-oily texture absorbs easily and ensures long-lasting hydration and protection. Provide intensive care for silky soft and smooth baby skin. Free from SLS, parabens and colorings. Suitable for newborns. Clinically tested.

* available under MOQ



**PROTECTIVE
WEATHER**
cream
75 ml



FACE & BODY
moisturising
cream
150 ml



BODY MILK
moisturising
D-panthenol
250 ml

**SUN PROTECTION
EMULSION**
for face and body
SPF 30
150ml



**SUN PROTECTION
EMULSION**
for face and body
SPF 50
150ml

**Happy
Baby**

| Sun Protection

Specially formulated for babies and children, the sun protection emulsions with SPF 30 and SPF 50 provide reliable protection from harmful UVA and UVB sun rays. Protect from sun burnings, soothe and hydrate the delicate baby skin and keep it soft. Aloe vera gel moisturizes the skin after sun exposure.

* available under MOQ



**SUN
PROTECTION
MILK**
for face and body
150ml



**SUN
PROTECTION
CREAM**
for face
50ml



MILK
after sun
150ml



GEL
after sun
150ml



NAPPY RASH CREAM
under diapers



**COSMOS
ORGANIC**

**Certified by Ecocert
Greenlife according
to COSMOS
standard**

Zdrave
Bebe Bio

Organic Baby Care

Organic certified baby products with organic coconut oil, sunflower oil and aloe vera leaf juice. The organic and natural origin ingredients are especially chosen to support the natural function of delicate baby skin from the very first day. FREE from parabens, phthalates, silicones, phenoxyethanol, colorings. Dermatologically tested.



SHAMPOO 2 in 1
for body & hair



MOISTURIZING
body milk



NOURISHING CREAM
for face and body



COLOR
laundry liquid
detergent

sensimo | Detergents

Dermatologically controlled and tailored to the specifics of sensitive skin. Hypo-allergenic, dermatologically tested, vegan product. No compromise with washing and stains. Without Sulphates, Dyes, Enzymes and Phosphates. Super concentrate - 1 dose / 25 ml, 900 ml for 36 washings.

900 ml

* available under MOQ



WHITE
laundry liquid
detergent



FABRIC SOFTENER
super
concentrate



LAUNDRY LIQUID
detergent
900ml

sensimo | o+ baby and kids

Developed for the delicate baby skin. Liquid detergent, softener, dish-washing and hand-washing soaps. Skin friendly formulas with soft foaming agents. No irritating, aggressive chemical ingredients. Super concentrate - 1 dose / 25 ml, 900 ml for 36 washings.

* available under MOQ



DISHWASHING FOAM
baby bottles
& pacifiers
300ml



FOAMING
hand wash
baby & kids
300ml



FABRIC SOFTENER
super
concentrate
900ml



aroma.bg