



PARDO
NATUR

MAKING IT GOOD, NATURALLY



PARDO

Roots going back almost a century.

PARDO was founded in 1927 by Basilia Escarpa and Miguel PARDO, whose vocation was to create quality soap for the local market.

To this day, three generations after them continued their

craft, focusing all their efforts on developing products that adapt to the market's trends and needs.

Fruit of that pursuit is the line we present to you today: PARDO Natur.

PARDO NATUR

Experience what's natural.

The new PARDO Natur line is based on two key pillars: using natural and environmentally- friendly ingredients in all the formulas, and taking special care to adopt processes that reduce or entirely eliminate any harmful substances for the planet.

Thus, the design of this new product line revolves around the search for compact formats, with minimal or zero plastic use in its packaging, as well as the goal to reduce water consumption and our carbon footprint in production, transportation, and storage.

By doing so, PARDO fulfills its objective of offering products that take care of our skin while also taking care of the environment. Likewise, it adapts to the concerns of a consumer in constant search of new sensations, but also increasingly aware of how their actions impact the planet.

SOLID SHAMPOO

The result is a cosmetic line with the following characteristics:

Respect for the environment

- Formulas based on all-natural and harmless ingredients.
- Plastic-free packaging.
- Carbon footprint reduction by prioritizing compact packaging solutions and solid formats, optimizing transport and storage by up to 5 times.

100% Cruelty Free

- In compliance with European legislation, none of the line's products or their ingredients are tested on animals.

Aligned with today's consumer

- Maximum respect for nature and animals.
- Travel friendly, easy and safe to transport, and do not require being checked in.



PARDO NATUR

SOLID SHAMPOO

This new line introduces itself with its selection of solid shampoos. Soon, other products such as conditioners and shower soaps will be added to the collection. A range of 5 shampoos bars that check all the boxes of PARDO Natur's spirit:

100% biodegradable, formulated with 94% natural ingredients, paraben-free and silicone-free.



SOLID SHAMPOO

REGULAR

Its vegan coconut oil-based formula protects and strengthens hair fibers, while providing hydration and smoothness to the hair, making it shinier. Its pleasant aroma makes it the perfect choice for the whole family.



PARDO NATUR

OILY

A deep-cleanse for your scalp and hair with this 100% vegan option, that leaves it loose, light and manageable for longer.

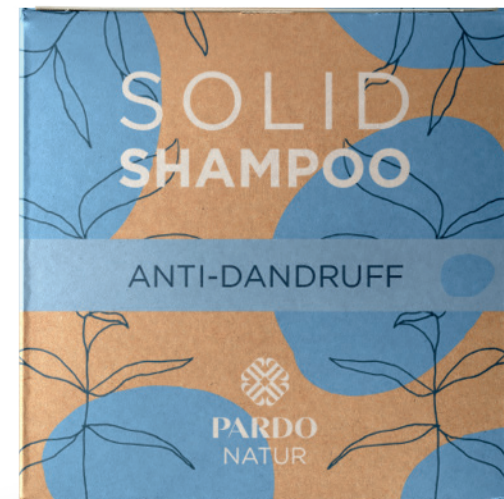


SOLID SHAMPOO

ANTI-DANDRUFF

Its powerful antibacterial, anti-inflammatory and antimicrobial action treats and cares for your scalp, eliminating dandruff and controlling oil production.

Dermatologically tested
vegan formula.



PARDO NATUR

DRY

With a vegan formula based on argan oil, is full of vitamins, minerals and fatty acids that hydrate your hair in depth, reducing frizziness and making it shinier, softer and more manageable.



SOLID SHAMPOO

RESTORATIVE

Ideal for hair damaged by dyes, hair straighteners and dryers, it's packed with nutrients and brings your hair back to life.



PARDO NATUR

Coming soon...

The launch of this new range of solid shampoos is just the beginning of a whole new line born with the aim of taking care of our consumers while helping to protect the planet.

Our laboratories are already working hard on creating new products designed to cover all the care and hygiene needs of your customers:

Solid conditioner

The perfect complement to our range of solid shampoos. Specially formulated to provide hair with extra hydration, shine and tameness, as well as heat-protection from dryers and straighteners.

Body soap

That's right, your everyday bar of soap. It might not seem like a novelty, but our years of expertise and innovation have led us to produce a natural product with all the advantages that solid formats offer.

Skin becomes smoother, softer and more hydrated, without the slightest feeling of tightness and with a pleasant aroma that will turn your shower into an extremely relaxing experience.

Pardo, by your side to boost your sales.

PARDO continues to work, as always, with the goal of offering its distributors products with a considerate value for money that responds to market needs.

In this new stage that begins with the launch of PARDO NATUR, a specific marketing strategy has also been defined, which will allow the brand's distributors to retain their consumers and increase their long-term profits. Here are some key aspects of the action plan:

Design and distribution of stands and exhibitors adapted to different campaigns.

Flyers for distribution at points of sale.

Representatives at points of sale.

Advertising of distribution points on Pardo's digital communication channels.

Digital marketing.

Are you interested in distributing PARDO NATUR in your establishments?

Contact us

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SOLID SHAMPOO

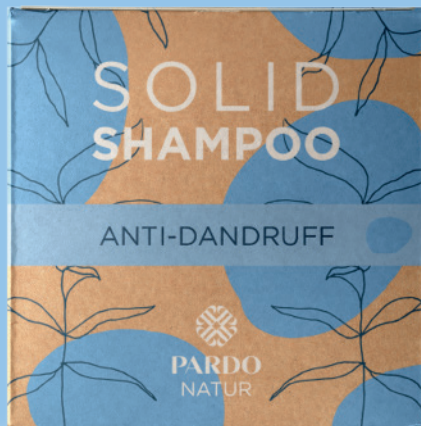
NEW LINE



REGULAR HAIR



OILY HAIR



ANTI-DANDRUFF



DRY HAIR



DAMAGED HAIR



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