



BIOLEAF

CLEANING WHICH **PROTECTS YOU**



SELECTED AS PRODUCT OF THE YEAR 2026 IN SPAIN

*SURVEY OF 10,011 INDIVIDUALS FROM THE NETQUEST PANEL + PRODUCT TEST ON 100 PEOPLE THROUGH SAMPLIA IN OCTOBER 2025.

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* ABOUT US

Please allow for the introductions.

We are Laboratorios Vinfer, a Spanish company with more than 50 years of experience in the manufacture and formulation of household products field





THE CURRENT CLEANING PROBLEM



THE CURRENT CLEANING PROBLEM



The current cleaning situation only gives us the choice between conventional products or, failing that, eco-friendly products, but the latter are still in many cases **corrosive** and **harmful to one's skin**.

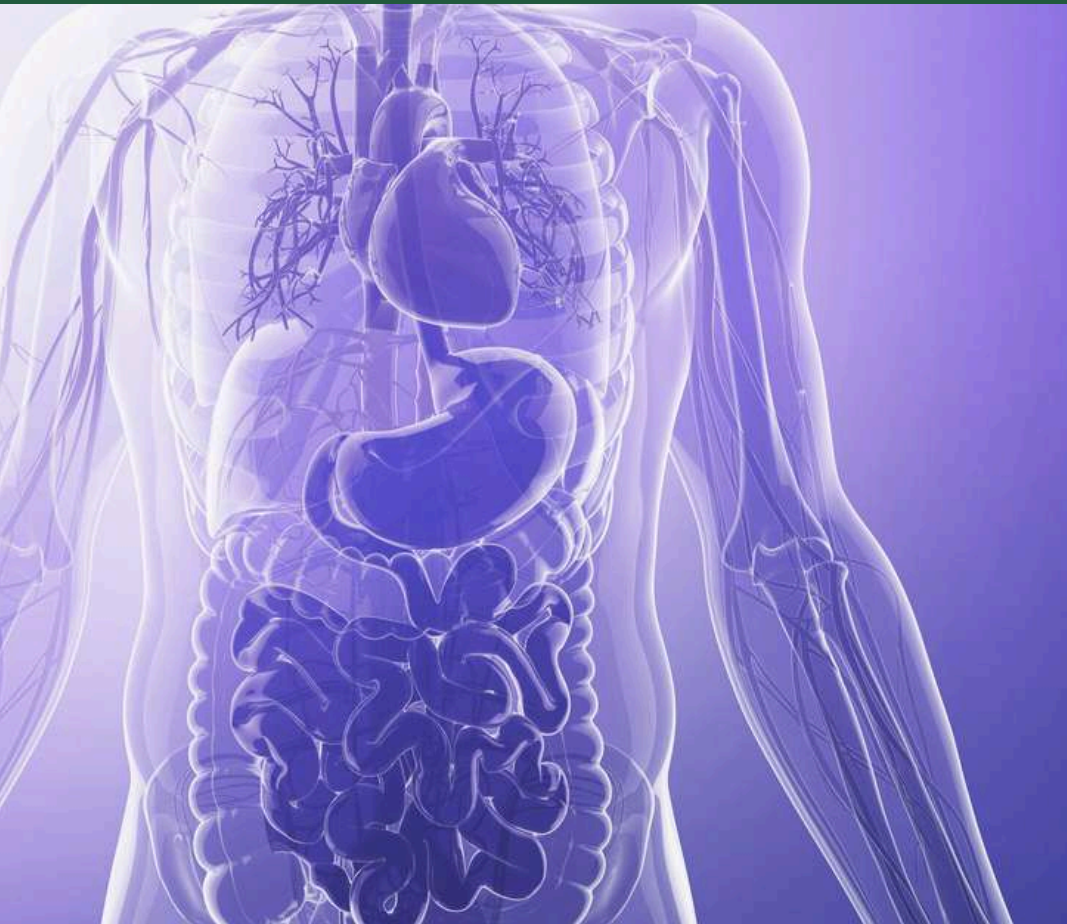
* THE CURRENT CLEANING PROBLEM

Just because a cleaner is labeled “Eco” or has Ecolabel Certification, in no way means that it has **no hazard warnings**.





THE CURRENT CLEANING PROBLEM



Today's consumers are seeking to stay away from harmful substances in their homes, by choosing the most **environmentally friendly** product options on the market, in both cleaning and food.

 **WHY BIOLEAF**

* **WHY BIOLEAF**



This is how Bioleaf was created, a new cleaning concept with a range of 6 household products with **proven effectiveness, biodegradable and dermatologically tested**, among many other characteristics.

* WHY BIOLEAF

PATENTED FORMULAS UNIQUE IN THE MARKET

Our formulas are **patented in Europe**, being unique in the market in terms of sustainability, innovation and quality.





WHY BIOLEAF



DERMATOLOGICALLY TESTED RESPECTFUL WITH YOU AND YOUR LOVED ONES

Cleaning as a family is no longer a dangerous task. In the past, only cosmetic products were dermatologically tested.

Revolutionising the cleaning scene by creating **products which respect one's skin and that of your loved ones.**

* **WHY BIOLEAF**

BIODEGRADABLE FORMULAS
ENVIRONMENTALLY FRIENDLY

Its formulas with natural original ingredients are classified as **biodegradable**, being environmentally friendly and sustainable once the product's life cycle is over.





WHY BIOLEAF



NO HAZARD CLASSIFICATIONS **NO PICTOGRAMS**

Due to their safety, Bioleaf products **are not classified as hazardous** materials of any kind, reason why there are no hazard/CLP pictograms on their labelling.

This making transport and logistics much easier.

* WHY BIOLEAF

PROVEN EFFECTIVENESS AGAINST MARKET-LEADING CLEANERS

All products in the Bioleaf range have been **tested for efficacy and effectiveness against market-leading conventional cleaning products**, obtaining **above-average results**.



* **WHY BIOLEAF**



NO ENDOCRINE DISRUPTORS
RESPECT YOUR HEALTH

Many conventional cleaners contain chemicals such as synthetic fragrances, phthalates, or preservatives that can act as endocrine disruptors, interfering with the body's hormonal balance. Bioleaf does not contain any ingredients classified as endocrine disruptors.

* **WHY BIOLEAF**

**BREAKING DOWN PRECONCEPTIONS.
SUSTAINABLE
DOES CLEAN.**



 **PRODUCT RANGE**



KITCHENS *

DEGREASER


Removes the most stubborn and encrusted grease. Can be used for cleaning all types of surfaces which are not water-damaged.

- **DIRECT USE**
-  **KITCHENS | OVENS | RANGE HOODS**
- * **750ML**



DISHWASHER

Removes the toughest grease and dirt from all types of dishes. Cleans, degreases and adds shine, without leaving marks or residue.

- **DIRECT USE**
-  **CUTLERY | HOUSEHOLD GOODS**
- * **750ML**



BATHROOMS *

BATHROOM DESCALER

Cleans and removes the most difficult dirt, and prevents limescale build-up.

- DIRECT USE
- 🚰 TAPS | SHOWER | TILES
- * 750ML



 MARINE NOTES

WC GEL CLEANER

Its viscous formula adheres to the walls of the toilet bowl providing an effective and thorough cleaning against dirt and limescale.

- DIRECT USE
- 🚽 WC
- * 750ML

GENERAL HOUSEHOLD CLEANING *

WINDOW CLEANER

Removes dirt and dust from windows without leaving residue or marks, leaving a perfect finish. Fast evaporation.

- DIRECT USE
- ☐☐ WINDOWS | GLASSWARE
- * 750ML



MULTIPURPOSE



Superior cleaning power on all types of surfaces. Fast and effective cleaning wherever so required. Leaves no residue. Fast evaporation.

- DIRECT USE
- ☐ ALL SURFACE TYPES
- * 750ML

* OUR TARGET CUSTOMER

* OUR MAIN CLIENT

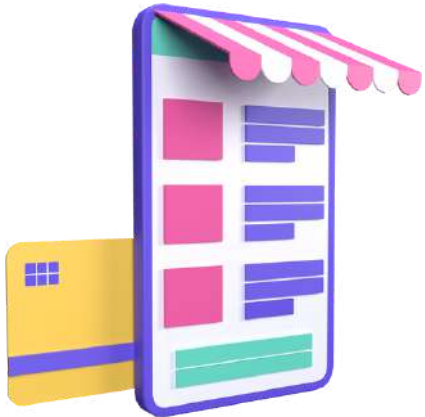


- 25 - 50 years old
- Middle class, financially well-off
- Resident in city dweller
- Lives with children or pets at home
- Interested in the environment and well-being
- Concerned about what happens in his/her surroundings
- Healthy lifestyle
- Active in new technologies and social networks

* OUR CONQUEST PLAN



OUR CONQUEST PLAN



MARKET PLACES



LARGE STORES



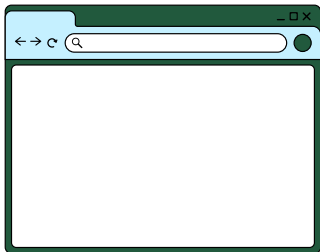
**BIO PRODUCTS
DISTRIBUTOR**



VARIETY STORES



OUR CONQUEST PLAN



**INBOUND
MARKETING
WEB**



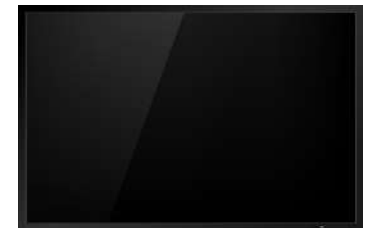
**SOCIAL MEDIA
UGC CONTENT
INFLUENCER MARKETING**



**EMAIL
MARKETING**



**VIDEO
ADVERTISING**



**TELEPROMOTION
SPOTS**



SHALL WE CHAT?

YOU'RE ONE STEP AWAY FROM LEADING A
MORE SUSTAINABLE LIFE.

ARE YOU UP TO SEEKING CHANGE?



BIOLEAF is a brand of:

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