



NMGK
GROUP OF COMPANIES

Market position

NMGK Group following the results of 2013.

	Toilet soap	Laundry soap
Leadership in Russia	Takes the 3rd position	Takes the 2nd position
Market share	18%	19%

100 best goods of Russia



2012 y.

5 products in 3 categories became owners of diplomas of the federal competition "100 best goods of year".

The baby laundry soap with enzymes received the official status "A novelty of year - 2012"

3 products in two categories became winners of the federal competition "100 best goods of year".

Soft soap "Dlya vsey semiy" and the National Lists toilet soap received the official status "A novelty of year – 2013"



2013 y.

Assortment portfolio

Toilet soap

The perfumed

MONPARI
perfume soap

The baby

Мой
мальш

The antibacterial

Мой
Доктор

The toilet (hygienic)
for all family

VANDA
НАРОДНЫЕ РОСПИСИ

ГЛИЦЕРИНОВОЕ

Душистое
облако

СВЕТЛОЯР
МЫЛО ТУАЛЕТНОЕ

Unpacked (for the enterprises)

- "Svetloyar" (TU)

- "Bath soap" (state standard
specification)



Laundry soap

The baby

Мой
мальш

Unpacked



Shampoos

Мой
мальш

Liquid soap

Душистое
облако

Мой
мальш

Soft soap

Dlya vey semiy



Damp napkins,
nasal kerchiefs

The baby

Мой
мальш

Universal

Душистое
облако

Antibacter

Мой
Доктор

Perfumed soap

MONPARI
perfume soap



Novelties!



«Monpari» (100g):

- Infinity Sky
- Sweet Night
- Crystal Spirit
- Flower Kiss
- Lure of Flame
- Sensation of Flight

Distinctive advantages

1. Unique packing
2. The intensive aromas corresponding to known perfume
3. The highest quality of oil and fat raw materials

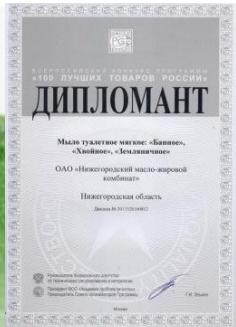
«Monpari» - new birth of high perfumery aromas

Novelties!



Distinctive advantages

1. Unique packing in the market of toilet soap
2. Universally - draws attention of consumers of the senior and young generations
3. The traditional quality of soap promoting secondary sales





**Novelties
2012!**



Toilet soap 90 g :

- "Pine-tar"

Toilet soap 200 g :

- "Soap for country"
- "Cucumber"
- "Currant"
- "Bath soap"
- "Strawberry"
- "Coniferous"
- "Glycerin"
- "Baby"

Distinctive advantages

1. The most sold soap in the category "Big Piece"
2. The product has proved in the market still in Soviet period
3. It is made only from natural fatty raw materials
4. "Bathing" and "Children's" is among "100 best goods of Russia"

Toilet soap



“Dushistoe oblako” (90 g) with aromas:

- lemon
- roses
- wild strawberry
- lily of the valley
- jasmine
- green apple
- wild cherry
- lavender

Distinctive advantages

1. It is made in accordance with GOST 28546-2002
2. Wide choice of the most popular aromas
3. High quality of oil and fat raw materials (without the foreign smell interrupting a smell of a fragrance)
4. Bright, noticeable packing on the shelf



Baby cream-soap



The 0+ series is ideally suited for care of gentle skin of newborns



"Moy malish" (100 g):

- classical (doesn't contain fragrances)
- with chamomile extract
- with calendula extract

Distinctive advantages

1. Hypoallergenic: doesn't contain dyes
2. Passed tests in RNIITO Federal State Institution of R. R. Vreden
3. Ideally for care of newborns
4. "Classical" is among "100 best goods of Russia"

Antibacterial soap

Мой®
Доктор

Мой®
Малыш

NMGK
GROUP OF COMPANIES



"My doctor" (100g) with oil of a tea tree and extracts:

- cowberry (for normal skin)
- calendulas (for dry and sensitive skin)
- yarrow (for fat skin)

Distinctive advantages

1. Keeps natural microflora of skin **since doesn't contain strong chemical components (triklozan)**
2. Contains antiseptic additives of only a natural origin
3. It is made only from natural fatty raw materials



Baby antibacterial cream-soap «Moy malish» with silver

Distinctive advantages

1. Contains natural antiseptics – silver.
2. Passed tests in RNIITO Federal State Institution of R. R. Vreden.
3. Ideally for care of gentle children's skin.

Laundry soap

The unpacked



Distinctive advantages

1. It is competitive at the price and it is made only from natural fatty raw materials
2. It is well soaped in water of any rigidity
3. Completely washes off

Soap of **65%** and **72%** of fat content - traditionally qualitative laundry soap.

The laundry soap of NMGK is made according to GOST and presented in the wide assortment, allowing to satisfy needs of various consumers

Purity – guarantee of health and wellbeing!