

**PT. Ristra Indolab**

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THE PROFILE OF  
**RISTRA GROUP**

**BEYOND HEALTHY SKIN:**  
Integrating Science, Beauty and Responsibility



# RISTRA 5 FUNDAMENT COMPETITIVE FACTORS

## 1. STRONG HERITAGE

Courtesy: Bapak & Ibu Retno I.S Tranggono

## 2. SCIENTIFIC DRIVEN

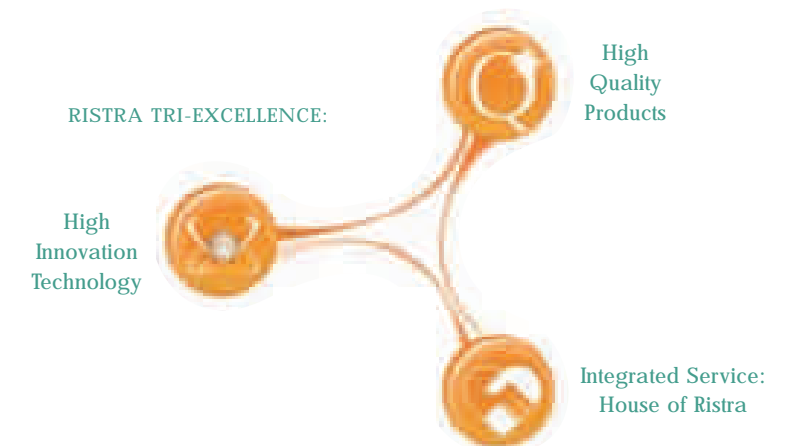
Patents: The Science of Beauty concept™, PH Balance Technology™, NanotopeTechnology™ (With strong R&D + High Standard Manufacturing : ISO 9000 & CPKB certification).

Plus the Ristra Tri-Excellence:

## 3. HIGH QUALITY PRODUCTS

## 4. INTEGRATED SERVICES: From Retail to House of Ristra & Ristra Institute.

## 5. HIGH INNOVATION TECHNOLOGY



# THE COMPANY

“Ristra has since developed a culture of responsible products and services”

Ristra was born out of wanting to provide a range of safe treatments for a healthy and beautiful skin based on the knowledge and science of dermatology according to the wearer's appropriate skin type and their environment. Emboldened by the spirit to spread the knowledge, Ristra has since developed a culture of responsible products and services.

Under the name of PT RISTRA INDOLAB, Ristra researches and develops innovative skin care products for the local and international market, distributes the products and develops House of Ristra as a dermatology center. One of its groundbreaking moves is to be one of the first Asian companies to employ the pH-balanced concept since 1986.



All Ristra products are developed in our own ultra-modern manufacturing facilities and laboratories, based on intensive and very thorough research, a strict microbiology quality control and responsible dermatology tests using quality ingredients that are non-toxic, hypo-allergenic, non-irritant, non-acnegenic and non-photosensitive.

Each product is formulated by experts from various disciplines such as beauty, chemistry, pharmaceutical and biology, headed by Dr Retno Iswari Tranggono, SpKK whom with Dr Suharto Tranggono, SpKj, SpKp, are the founders of Ristra.

Retno I.S. Tranggono,MD.

Suharto Tranggono,MD.

Known as the country's leading cosmeto-dermatology expert and a lecturer at private institutions on cosmetics during 1963, Dr. Retno is the also acknowledged as founder of Secondary Department of Cosmeto-dermatology and Secondary Department of Dermatology and Gynecology at Faculty of Medicine, University of Indonesia in 1970. Her personal beauty philosophy is “Beautiful skin is a healthy skin that factors in the environment, the person and cosmetics.”, also known as 'The Science of Beauty'. It is also employed as the company philosophy in developing products and services.

All manufacturing process has garnered the ISO 9001 vs 2000, cert No 2004-1-0682, IQ Net for global credibility certifications and Innovation award from Indonesia Research and Technology Department, along with several other prestigious awards.

# VISION & MISSION

## Vision

Becoming most trusted provider for safe and high quality skin cosmetics and health products that satisfy customers.

## Mission

Retaining excellent mastery on skin health and beauty technology that sustain company's capability to provide product that meet customer needs.

Providing high quality services to customer with emphasize on end user.

Enhancing solid organisational teamwork, supported with high quality of leadership.

Conserving learning and improvement continuity in all aspect, implemented with rapid accuracy.

Improving human resource's integrity and competency as company's main asset.

# C O R P O R A T E D A T A

**Established** February 1983

**Company Registration** Akte 828/1987 - 56 - February 27, 1987

**Founder** Suharto Tranggono, M.D & Retno I.S.Tranggono,M.D

**President Director** Retno I.S.Tranggono,M.D

**Deputy President Director**

**of Technology** Retno I.S.Tranggono,M.D ( Cosmetodermatologist)

**Deputy President Director**

**of Commerce** Krishna N.Tranggono,MSC,MBA

**House of Ristra**

**Managing Director** Suharto Tranggono, M.D

**Office** Jln Radio Dalam No 5 Jakarta 12140

PO Box 6582 JKSDW Jakarta 12065

Telp. (021) 7232114 Fax. (021) 7234590

**Factory** Jln. Lambau Kampung Lio Baru, Desa Sanja

Kecamatan Citeureup, Kab, DATI 11 Bogor 16810

Telp. (021) 8754844, 8754845, 8754846

Fax (021) 87546359

**Bankers** BCA, LIPPO BANK, BNI, CITIBANK, MANDIRI

**Line of Business:** Cosmetic: RISTRA, TRUSTEE, PLATINUM

Service: HOUSE OF RISTRA

DERMOCARE: PHARMINDO

Food Supplement: OTC, NATURAL WEALTH

**Market Orientation** Labelling/ Contract Manufacturer

**Export Activities** Franchising

**Member of** Distribution

**Reference** Domestic & Export

Malaysia, Singapore, Europe

Perkosmi - Indonesia, HIKKI, CTFA - USA

1 The International Federation Societies of Cosmetic Chemists (IFSCC)

2 The International Society Of Cosmetic Dermatology (ISCD)

3 The International Society for Dermatology Surgery (ISDS)

4 The Asian Societes of Cosmetic Scientist (ASCS)

5 The Indonesia Society of Cosmetic Scientists (ISCSIHKI)

**Affiliated Company** PT Ristra House • PT Ristra Pharmindo

**Business Contrac Prefed** Importer, Trading, Company Agent, Distributor, Joint Venture, Under Licence

**Internet** <http://www.ristra.co.id>

**E-Mail** [customer@ristra.co.id](mailto:customer@ristra.co.id)







## THE PRODUCTS

After successfully launching JJ Foundation and Acne Lotion for dermatology patients in 1968 and establishing PT RISTRA INDOLAB in 1983, Ristra constantly develops new, cutting edge products. Currently, there are more than 160 Ristra product ranges.

The Ristra product range consists of:

### **RISTRA**

A comprehensive range of skin care, hair care and make-up products, from basic treatments (cleanser, toner, moisturizer, peeling/thinning and protector, acne lotion) to a specialty range for maternity, anti-aging and whitening, along with make-up for face, lips and eyes.

### **PLATINUM by Ristra**

Platinum is positioned as a premium, safe, and high quality skincare and make-up range for fashionable women who looks after their beauty needs really well and smart in their product choices.

#### **a. Platinum Decorative**

A unique range of cosmetics with beautiful and safe colors for the lips (Platinum Longlasting Lipstick) and face (Platinum Triple Action, Platinum Fluid Foundation, Platinum Finishing Powder) that further enhances beauty with antioxidants and UV protector.

#### **b. Platinum Skincare Series**

A range of anti-aging treatment (Platinum Essential Day Firming, Platinum Essential Night Firming, Platinum Essential Cleanser, Platinum Essential Purifying Lotion & Platinum Essential Scrub Soap), containing natural antioxidants from Grape Seed Extract & Grape Seed Oil (50 times more effective than vitamin E and 20 times better than vitamin C) with Nanotope that can penetrate the epidermal layer to help the active ingredient work more effectively.



### **TRUSTEE by Ristra**

Trustee has a uniquely light formula, safe (pH-balanced) yet cutting edge with a high Radical Protection Factor (RPF), the same as the standard health meter to keep young skin healthy, soft and glowing. Trustee is the first range of skincare treatment and make-up in Indonesia for young women who want to take good care of their skin, aspire to look beautiful and understand that a good presentation is the first step for success. Moreover, Trustee has a bold packaging, easy to use and trendy. Trustee is the smart choice for independent and fashionable young women who don't want to cast aside their femininity, have a strong self-esteem and take great interest in their own self development.



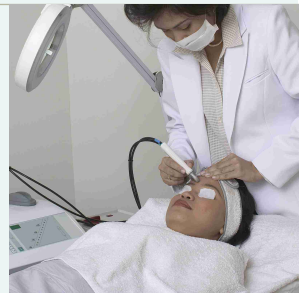
### **DERMOCARE**

A range of efficient and effective skincare products (Derma Sulfur Soap Plus, Derma Clear, Derma Spot Whitening, Derma White and Derma Sun) designed to fit with the modern lifestyle.





## THE SERVICES



### HOUSE OF RISTRA

House of Ristra is a skin health & beauty clinic that is proven to be safe and trustworthy, run by beauticians and cosmetodermatologists. It has been on the scene since 1987 to provide a complete modern service, guaranteed results for a healthier and more beautiful skin.

#### Medical Services.

Provides anti-aging services with Microdermabrasion and Light Heat Energy, firms the skin by stimulating facial muscles and blood flow, rids unwanted skin growth with High Frequency and facial revitalization method with mesotherapy, and many more.

#### Health & Beauty Services.

Provides therapy consultants with a cosmetics concept for Skin Care, Beauty Service, Hair Care, Body Care and Beauty Boutique.

### RISTRA LABORATORIUM

Ristra Lab is the heart of Ristra's innovations. All formulation has been created, tested and recreated under team of experts headed by Dr Retno.



### RISTRA INSTITUTE

Ristra Institute of Skin Health & Beauty Science is a learning and training institution that creates competent and independent health and beauty professionals. Ristra Institute guided by professional mentors, under beauticians, medical doctors and cosmetic experts supervision. Ristra Institute facilitated with modern equipment, comfortable air conditioned room and completion certificate upon graduation.



# MARKETING



On a national scale, Ristra markets its products on strategic department stores and malls in major cities throughout Indonesia. Ristra marketing strategy focuses on brand activations and developing events to gather loyal customers and attract new ones. At present, there are 6 House of Ristra stand alone clinics and more than 3000 retail outlets nationwide.

Beginning from 1989 PT RISTRA INDOLAB has successfully exported its products of skin care cosmetics and toiletries under the brand names of RISTRA and TRUSTEE to Malaysia.

In 1994 PT RISTRA INDOLAB expanded its international market by appointing an agent from Europe based in Belgium & Holland to market RISTRA and TRUSTEE in the European Union Countries, the agent International has been actively promoting the high quality products of Ristra and Trustee and this results in increase sales.

The year 1995 saw the start of Ristra UIB International Pte Ltd based in Singapore as joint venture company between PT RISTRA INDOLAB and UIB Pte Ltd. Penetration into the Singaporean market is heavily done to further introduce the products. Ristra UIB International now has also successfully set up a Ristra House as the after sales service division to back up its consumer goods division and it was officially opened for the public on 30th June 1996.

The International Marketing Department of PT Ristra Indolab is working on expanding its International market cover and opportunities for cooperation with any foreign parties interested in marketing our products is always open

# PARTNERSHIP

## A. Contract Manufacturing

Under the name PT Nova Derma Tech, Ristra offers Contract Manufacturing partnership to other businesses that want to develop their own brands of decorative make-up, skin care, SPA products, toiletries, hair care, perfume, baby products, deodorant Care and other beauty products. PT Nova Derma Tech provides its services from initial concept, formulation up to the finished product.

The advantages of working with PT Nova Derma Tech:

- Product formulations are based on medical concepts from Dr. Retno I.S. Tranggono SpKK and her team.
- Quality ingredients with Cosmetics and Pharmaceutical Grade, processed with an advanced and hygienic technology that complies with GMP (Good Manufacturing Practice).
- In possession of sophisticated Clinical/Dermatology research equipments.
- Has gone through a range of tests, such as Safety & Efficacy Test.
- Has ISO 9001 vs 2000 certification and Good Manufacturing Practice (GMP) - Certified Company.
- Has the production capacity with state of the art facilities for producing creams, loose powder, compact powder, transparent liquid, suspended liquid soap, liquid foundation, lipsticks.
- The manufacturing facilities is located on a 8300 m2 ground, perfect for high production traffic.



PT. Nova Derma Tech is fully committed to satisfy its customers:

- Prompt, on target and comprehensive product development, supported by superior R&D
- A highly dedicated and committed team
- Reasonable prices
- Meets the given deadline
- Tight quality control

## B. House of Ristra Franchise

The House of Ristra franchise was launched as the answer to an overwhelming market demand: the need for the right treatments for healthy and beautiful skin, where problems stemming from using unsafe treatments for instant results and dermatology malpractice have been increasing.

Aside from existing retail areas, House of Ristra is also open for franchise opportunities with future partners.

## C. Distribution & Retail

PT. Ristra Indolab products have been distributed across Indonesia. To ensure easy access, the products are available through department stores, supermarkets, mini markets, drugstores and cosmetic shops. In select stores, our Beauty Consultant is on hand to help customers choose the right product for their skin types.