



Company Profile

2025





Table of Contents

03 About Us

08 Company Profile

09 Company History

12 Product Lineup

14 Advantages

16 Customer Testimonials

17 Contact Information



About Us

Morning Glory Indonesia blossoms at the intersection of nature's finest offerings and timeless botanical wisdom. We create personal care and lifestyle treasures — spanning soaps, body butters, candles, and beyond—that awaken the senses and nurture the soul.

Each product is a fusion of pure, natural ingredients and contemporary craftsmanship, designed to transform daily rituals into moments of joy, connection, and renewal.

Brand Concept



Vision

To become a globally cherished brand, celebrated for crafting pure, natural products that enhance everyday wellness and harmony with nature

Mission

To inspire well-being through all-natural personal care and lifestyle products, blending the best of nature with thoughtful innovation.

We are committed to purity and sustainability, turning daily moments into opportunities for care and connection.

Promise

To deliver only pure, natural products that bring the gentle beauty of nature into your life, every day.

Brand Values



SUSTAINABILITY

Sourcing responsibly and using eco-friendly practices to look after our planet.



QUALITY

Crafting exceptional products with the finest natural materials.



AUTHENTICITY

Staying true to pure, natural ingredients with honesty and transparency.



COMMUNITY

We're all about building ties with folks who love and value nature like we do.

Brand Personality

Integrity, honest, one-of-a-kind, and caring—we stick to what's real, while looking out for you and the earth.





Company Profile

Established
in:

2019

Bringing nature's pure goodness to life with all-natural products that make your everyday feel special and meaningful.

Company History: Our Story

Back in 2019, our founder took charge of her skin's health after years of struggling with allergies—think eczema, itchiness, redness, oily patches, and back acne. Tired of the frustration, she sets out to make her own soap, using only ingredients she knew would be kind to her skin. After plenty of trial and error, she nailed a recipe that worked wonders—clearing up her issues, restoring elasticity, and leaving her skin hydrated.

Overjoyed, she shared it with friends, who couldn't stop raving about it. That's when she decided to get serious, crafting soaps and expanding into other lifestyle products—all with pure, natural ingredients and real essential oils, steering clear of anything synthetic. Our goal? To bring nature's finest into your daily life, just like it changed hers.

Our Products

Body — Bar, Liquid Soap, Body Butter

Bar Soap: Pure, natural bar soap gently cleanses, soothes irritation, and hydrates all skin types using the hot process method.

Liquid Soap: Gentle, natural liquid soap cleanses effectively, keeping skin hydrated and irritation-free for daily use.

Body Butter: Rich, natural body butter deeply hydrates and softens skin for a luxurious daily ritual.

Our Products

Face — Mask, Oil, Sunscreen, Lipbalm

Face Mask: Natural botanical face mask deeply cleanses, hydrates, and rejuvenates skin for a radiant glow.

Face Oil: Pure essential oil-infused face oil moisturizes and restores skin's natural glow.

Sunscreen: Natural, skin-friendly sunscreen offers gentle protection while keeping skin hydrated.

Tinted Lipbalm: Natural tinted lipbalm hydrates and adds a subtle, glowing tint for everyday beauty.



Our Products

Hair — Mask, Oil

Hair Mask: Nourishing hair mask with natural ingredients strengthens and revitalizes, leaving hair soft and shiny.

Hair Oil: Natural botanical hair oil strengthens, nourishes, and boosts hair's shine and vitality.



Our Products

Essentials — Bath Salt, Candle, Massage Oil

Bath Salt: Natural mineral bath salt with essential oils soothes skin and creates a relaxing, rejuvenating soak.

Candles: Natural essential oil candles create a serene, calming ambiance with nature's essence.

Massage Oil: Pure essential oil massage oil soothes, relaxes, and nourishes skin for a wellness boost.

Why we stand out.

We use the hot process soap-making method to naturally create glycerin, while also pressing the oils straight from the herbs we use. That way, every soap bar is packed with all the pure goodness those herbs have to offer.

Pure Ingredients

No chemicals—just natural goodness that works, always has. Also, we stick to pure essential oils in everything we make, keeping synthetic fragrances out of the picture altogether.

Skin-Friendly

Gentle on every skin type, calming irritation with nature's care.

Planet-Loving

Crafted with natural ingredients that break down cleanly into the soil.

Customer Testimonials

Y's testimony:

"My child suffered from severe skin issues, with itchy welts and open sores. After using two bars of this soap, the sores healed, the welts reduced significantly, and their skin fully recovered! The packaging is beautifully designed, making it a perfect gift. Each box contains three bars, so ordering in multiples of three is ideal. Thank you, Morning Glory!"

E's testimony:

"When I started using this soap, I had severe acne. With consistent use, my acne cleared up completely. Now, after nearly a year, my whole family swears by it!"

T's testimony:

"I've reordered multiple times because the seller is so responsive. My sensitive skin used to itch with regular soap, but this one stopped the irritation and even helped me lose weight!"



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