



2026

COMPANY PROFILE



THE RALCHEV FAMILY PIONEERS IN ORGANIC FARMING

- **1999: Family Tradition** – Started cultivating organic rose and lavender fields in Panagyurishte. Became a trusted supplier of essential oils for major European brands.
- **2019: InaEssentials.com is Born** – Launched our own brand to bring family-made products directly to customers
- **Today: Full Cycle** – 100% closed production cycle, distribution, logistic and data-driven marketing ensuring the **highest organic quality and total in-house execution with a reliable, 100% controlled supply chain.**

Our Story & Vision

Successfully sold
in 30+ countries
only in EU

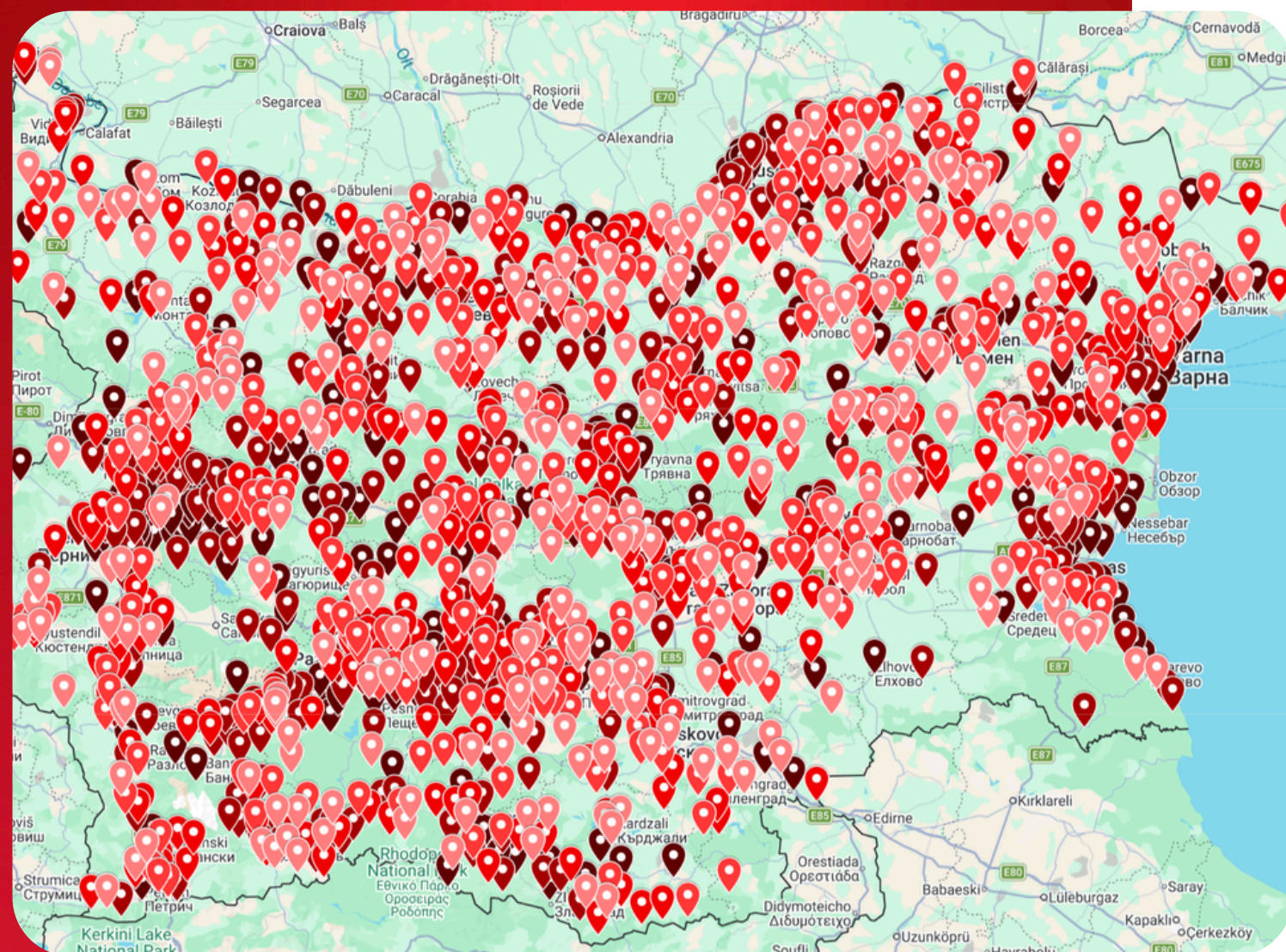


KEY NUMBERS AND CERTIFICATES

- **30+** InaEssentials countries (Europe, USA, Australia);
- **2.1+mil.** satisfied customers;
- **40+mil. €** sales in 2025;
- **10+mil. €** as investment in digital marketing in 2025;
- **Our own Logistic center in Bulgaria and Slovakia,** which ensures **fast deliveries**;
- **Our own production house** - we cultivate, distill, and bottle our products in our own facilities, ensuring **the best quality** and traceability of each batch.

Market data and
achievements





ACTIVE CUSTOMER BASE & ESTABLISHED DEMAND

- **408,3710+ Active Customers:** We bring a highly engaged, pre-existing customer base in Bulgaria, characterized by exceptional retention and repeat purchase rates.
- **De-risked Proposition:** Backed by 100,000+ verified positive reviews, our product-market fit guarantees consumer demand and eliminates the trial-and-error risk for our retail partners.
- **Guaranteed Footfall (O2O Strategy):** We convert our digital dominance into physical retail revenue. Using advanced geo-fencing campaigns, we actively route our ready-to-buy audience directly to your shelves, accelerating product sell-through.

Customer Network
in Bulgaria



ACTIVELY INVESTING IN GROWING PARTNER NETWORK

- **Drive-to-Store (Geo-fencing):** We fund targeted campaigns that actively route our Bulgarian customer base directly to our partners physical stores.
- **Staff activation:** We provide specialized, ready-to-use materials for the rapid and effective training of our partners sales representatives.
- **Tailored Merchandising:** We supply custom POS materials (stands, testers, wobblers) designed to fit our partners specific space requirements.
- **Massive Brand Investment:** We invested **€888,715** in local digital marketing in 2025 to guarantee continuous consumer demand.

**Marketing and
activation**



**Marketing and
activation**

GROWTH CONSISTENCY PARTNERSHIP

2026 Momentum & Partner Value

- **Accelerated 2026 Growth:** We are already tracking a solid 26% average growth in the first months of the year, driven by strong consumer demand.
- **Strategic B2B Campaigns:** This year, we are launching high-impact promotional activities and dedicated campaigns specifically designed to boost your retail revenue.
- **Exclusive Partner Bundles:** We have engineered special, high-margin product bundles available exclusively to our retail network to maximize your competitive edge on the shelf.



PRODUCT RANGE



HYDROLINA™ - BIO LAVENDER

- Anti-acne effect
- Suitable for normal, combination, and oily skin
- Regulates the skin's pH
- Unclogs pores and reduces inflammation
- Can be used as a natural and safe alternative to thermal/micellar water or facial toner.



HYDROLINA™ - BIO ROSE

- Regenerates skin cells and smooths fine lines and wrinkles thanks to its powerful anti-aging effect
- Suitable for normal, combination, dry, and sensitive skin
- Can be used as a natural and safe alternative to thermal/micellar water or toner, and for removing light makeup.



HYDROLINA™ - BIO CHAMOMILE

- Soothes active eczema, dermatitis, insect bites, rashes, and skin irritations
- A favorite product among mothers of young babies for preventing diaper rash and redness
- Heals problem areas due to its anti-inflammatory properties
- Can be used as a natural and safe alternative to thermal/micellar water or facial toner.



HYDROLINA™ - BIO WHITE FIR

- Reduces hyperpigmentation and evens out skin tone
- Stimulates the production of new cells and regenerates the skin
- Removes small scars
- Can be used as a natural and safe alternative to thermal/micellar water or facial toner.



HYDROLINA™ - BIO PEPPERMINT

- Tightens the skin and provides a matte finish
- Suitable for all skin types
- A favorite product among men
- Can be used as a natural and safe alternative to thermal/micellar water or facial toner.



HYDROLINA™ - WILD ST. JOHN'S WORT

- Actively soothes conditions like psoriasis and skin irritations
- Restores the skin's epidermis
- Calms burns
- Ideal for after-sun care
- Suitable for all skin types.



HYDROLINA™ - BIO MELISSA

- Soothes burns, redness, dermatitis, insect bites, rashes, and skin irritations
- Can be used as a natural and safe alternative to thermal/micellar water or facial toner.



HYDROLINA™ - BIO WHITE PINE

- Fights foot and nail fungus
- Eliminates unpleasant foot odors
- Unique to the market
- Suitable for all skin types due to its strong antibacterial properties.



HYDROLINA™ - SMOKE TREE

- Perfect for oral care and prevention
- Eliminates bad breath
- Soothes inflamed gums
- Relieves mouth ulcers, cold sores, and dental discomfort
- Unique to the market
- Alcohol-free.



HYDROLINA™ - WILD NETTLE

- Reduces hair loss
- Strengthens hair follicles
- Stimulates new hair growth
- Suitable for oily to normal hair
- Proven anti-inflammatory and deeply hydrating properties.



HYDROLINA™ - BIO SALVIA (CLARY SAGE)

- The best natural product for combating dandruff
- Suitable for seborrheic dermatitis
- Soothes itching and flaking of the scalp
- Regenerates the scalp's skin
- Suitable for all scalp types.



HYDROBIOTIC™ LAVENDER & MINT

- Innovative active formula for intensive care against acne, blackheads, and problematic skin
- Enriched with postbiotic from Myrtle and Mastic tree.



HYDROBIOTIC™ ROSE & WHITE FIR

- Innovative active formula for intensive care of mature skin and against hyperpigmentation
- Reduces fine lines and wrinkles
- Enriched with postbiotic from Lemon peel.



HYDROBIOTIC™ CHAMOMILE & MELISSA

- Innovative active formula for intensive care of sensitive and irritated skin
- Enriched with postbiotic from Aloe Vera.



HYDROBIOTIC™ NETTLE & CLARY SAGE

- Innovative active formula for intensive and comprehensive care of the scalp and hair
- Enriched with a postbiotic complex of Nettle, Oak Bark, and Licorice.



NATURAL SHAMPOO WILD NETTLE

- Intensive care against hair loss
- Enriched with postbiotic
- Nettle-based formula
- Enhanced with argan oil and vitamins E, A, B3, and B5 to nourish and strengthen hair follicles



NATURAL SHAMPOO ROSE DAMASCENA

- Intensive care for damaged hair
- Enriched with postbiotic
- Infused with vitamins E, A, B3, B5, and babassu and macadamia oils for healthy, soft, and shiny hair.



NATURAL SHAMPOO LAVENDER

- Intensive care against dandruff
- Enriched with postbiotic
- Infused with argan oil and vitamins E, A, B3, and B5 to nourish and strengthen hair follicles
- Suitable for oily and normal hair.



HAIR CONDITIONER ROSEMARY & WHITE FIR

- Innovative formula enriched with postbiotic
- Suitable for all hair types
- Infused with rosemary and white fir oils
- Reduces hair tangling, softens, strengthens, and smooths the hair.



INAESENTIALS SUN KISS SPF50 SUITABLE FOR THE WHOLE FAMILY, FOR FACE AND BODY

- Entirely mineral-based sun protection, suitable for both face and body.
- Innovative natural formula combining 100% organic dry oils and colorless zinc.
- Free from nano particles.
- Comprehensive UVA and UVB protection with SPF 50+.
- Low comedogenic index and regenerative properties from organic White Fir oil.
- Suitable for the whole family, including children.
- Lightweight, waterproof, and easy-to-apply creamy texture.
- Free from chemical ingredients.
- Innovative technology with invisible transparent zinc—an absolute trend in global cosmetics for mineral sunscreen formulations.



INA DENT-ALL - NATURAL FLUORIDE-FREE TOOTHPASTE WITH SMOKE TREE, BLACK SEA LYE, AND POSTBIOTIC

- Provides complete and long-lasting oral care
- Soothes sensitive and bleeding gums
- Protects against plaque, staining, and cavities
- Neutralizes bad breath and leave a long-lasting feeling of freshness
- Supports the oral microbiome and protect against the effects caused by harmful bacteria
- Free of fluorides, sulfates, artificial colours, and flavours.



REMORRHIDS CREAM WITH HORSE CHESTNUT AND SUMAC

- Soothes varicose veins, hemorrhoids, and damaged tissues
- Reduces swelling and relieves tired legs
- Supports tissue regeneration
- Stimulates collagen synthesis
- Enhanced nourishing, moisturizing, and soothing effects on the skin



CRÈME DE ROSE INAESSENTIALS -WITH BIO ROSE OIL, SPF30

- Gentle texture, suitable for normal to dry and mature skin
- Rich in organic rose oil
- SPF 30, broad-spectrum UVA/UVB protection against harmful sun effects
- Enhances skin elasticity and density
- Protects against sunburn, premature aging, and helps reduce the risk of sun allergies.



LAVENDER SECRET HAND CREAM

- Suitable for all skin types
- Regenerates and strengthens the skin's protective barrier
- Improves and restores the skin's natural elasticity
- Softens and hydrates the skin while protecting it from external irritants
- Highly beneficial for nail health.



ORGANIC DAMASCENA ROSE ESSENTIAL OIL

- Broad-spectrum use
- Strong anti-aging effect—helps prevent the formation of wrinkles and pigment spots
- Improves skin elasticity
- Aids in the regeneration of skin cells
- Nourishes and hydrates the skin, making it smoother and softer
- Contains antioxidants that help protect the skin from damage caused by free radicals and the environment
- Enhances skin texture and tone, giving it a more radiant and youthful appearance
- Suitable for aromatherapy.



ORGANIC LAVENDER ESSENTIAL OIL

- Broad-spectrum use
- Exceptional healing properties
- Stimulates the skin's regenerative processes
- Effective against acne, soothes dermatitis, eczema, psoriasis, and fungal infections
- Highly effective for sunburns and insect bites
- Calming and relaxing properties
- Extremely effective for sleep issues
- Aids in conditions related to nervous and emotional problems
- Suitable for aromatherapy



REVIVE - EPSOM SALT & DEAD SEA SALT

- Natural magnesium salts with sumac and horse chestnut
- Excellent care for tired legs, foot pain, stubborn calluses
- Detoxifies, rejuvenates, and regenerates foot skin
- Strengthens tissues
- Actively combats unpleasant foot odors.



RELAX - EPSOM SALT & DEAD SEA SALT

- Natural magnesium salts with lavender and juniper
- Reduces stress and tension levels
- Improves sleep quality
- Cools and soothes tired feet
- Reduces the appearance of stretch marks and cellulite.



RENEW - EPSOM SALT & DEAD SEA SALT

- Natural magnesium salts with tea tree and white pine
- Alleviates feelings of heaviness and fatigue in legs
- Reduces stress and tension, excellent care for fungus
- Tones numb legs
- Has an antioxidant effect and stimulates the regeneration of foot skin



2 IN 1 CREAM FOR NAIL FUNGUS AND DRY, CRACKED SKIN - WITH WHITE PINE, UREA AND GERANIUM

- Antibacterial
- Effective for nail fungus, odour and sweating
- Strengthens and protects nails
- Suitable for all skin types, including sensitive
- Deeply moisturises and restores cracked and rough skin



CREAM FOR PSORIASIS, ECZEMA AND IRRITATED SKIN - WITH ST. JOHN'S WORT, CHAMOMILE AND PROPOLIS

- Provides effective care against redness and inflammation
- Deeply moisturizes and restores cracked and dry skin
- Reduces itching, flaking, and discomfort, promotes skin regeneration and healing
- Antibacterial effect
- Creates a protective barrier to maintain hydration and improve skin elasticity



INTENSIVE ANTI-AGE FACE SERUM WITH ORGANIC ROSE ESSENTIAL OIL – ROSE ELIXIR

- Instant smoothing effect - visibly enhances and brightens the skin
- Long-term anti-aging care - reduces the appearance of fine lines, wrinkles, and sagging
- Deep hydration - restores elasticity and plumps the skin
- Suitable for all skin types - including sensitive skin
- Helps even out skin tone and promotes a more radiant complexion
- Free from artificial colourants and fragrances - made with pure organic rose oil and potent botanical actives



NATURAL CLEANSING FOAM FOR FACE WITH LEMON BALM AND GERANIUM - FOR ALL SKIN TYPES

- Preserves the skin's natural balance. Suitable for all skin types, including sensitive and acne-prone skin.
- Daily cleansing without drying
- Supports skin hydration and balance with lemon balm, geranium, prebiotic, and aloe vera
- No artificial colours or fragrances for safety and comfort, we rely on the natural aromas of herbs

Media & Coverage

COSMOPOLITAN

ЛЮБОВ И СЕКСМОДА И КРАСОТАCOSMO NEWSЗАБАВЛЕНИЯLADY POPULAR

Списанието

InaEssentials: The true tale of a Family business that makes an impact

InaEssentials: The Family Brand for Organic Cosmetics that was started by a music teacher and a firefighter with 2 babies and no budget and now reaches over 1,9 million satisfied customers worldwide.

19.07.2023

"A story of failure, success, ups and downs moments. We want to be as open as possible to our customers and make them feel like they are part of our family!" - Veselina Ralcheva - Mother, Founder of InaEssentials, and Organic Farmer of the Year "2019"



Васил Ралчев за генерациите в земеделието и музиката на 60-те години

Предаване: Бразди, 22.06.2024

Споделете:



В ПРЕДАВАНЕТО

ВСИЧКИ БРОЕВЕ

GLAMOUR

FACEBOOKINSTAGRAMYOUTUBE

МодаКрасотаЗвездиEntertainmentWellnessGlamour B

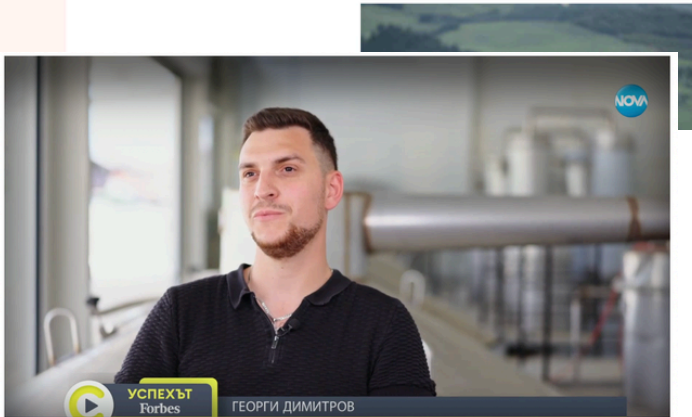
Красота

The Family brand for organic cosmetics that won the hearts of thousands of customers across Europe

Красота От 18 Юни 2023

The Family brand for organic cosmetics that won the hearts of thousands of customers across Europe

The brand was started by a music teacher and a firefighter with 2 babies and no budget and now reaches over 1,9 million satisfied customers worldwide.



По онова време Васил и Георги са на 22 г. И макар че липсата на опит не ги плаши, двамата разбират, че имат нужда от помощ, за да изведат бизнеса до ново ниво.

„ОК, добре – ние горим, ние подскачаме в офиса, ние правим големи неща, но следващата ни стъпка и следващото ниво всъщност е това да вкараме малко по-големи професионалисти в компанията. Хора, които имат много по-голям опит от нас, по-възрастни хора от нас, които да гойдат и да ни кажат „Момчета, супер! Всичко това е прекрасно – искате да правите големи магазини, ивенти и хора, които да се струват на места и да продават в цяла Европа, в цял свят. Обаче изчакайте малко. Дайте първо да подредим производствения процес, дайте първо да подредим логистичния процес“, признава Георги.

ELLE

GLAMOUR

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Forbes

www.inaessentials.com



[@inaessentials](https://www.instagram.com/inaessentials)



[@inaessentials](https://www.instagram.com/inaessentials)

The Family brand for organic cosmetics that won the hearts of thousands of customers across Europe

The brand was started by a music teacher and a firefighter with 2 babies and no budget and now reaches over 1,9 million satisfied customers worldwide.



МОДА КРАСОТА ЛАЙФСТАЙЛ АСТРО

THE JOURNEY OF INAESENTIALS' PRODUCTS



InaEssentials continues to stay true to its origins.

The family takes care of each plant - from planting to harvesting giving utmost care. They produce the hydrolats in their family distillery - a guardian of traditions and a symbol of their love for nature. The final products are bottled and labelled in their own production centre.

Forbes

February 9, 2024, 11:20 p.m

Vasil Ralchev and Militsa Zikatanova won the big prizes at AGRI AWARDS 2024

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Forbes Bulgaria
Selected articles and news from the editorial office of Forbes Bulgaria

The debut edition of AGRI SUMMIT & AWARDS 2024 "Seeds of Success" has its first big winners! Farmer of 2024 is Vasil Ralchev, creator of the biocosmetics brand InaEssentials, and Lady-Farmer of 2024 is Militsa Zikatanova from the "Villa Melnik" wine cellar.

Победител



money.bg

ЛИДЕРИ НА МНЕНИЕМАКРОКОМПАНИИТЕКНО

InaEssentials, която вложи 15 милиона лева в създаването на биокосметика за 30 страни

Автор: Дарена Мартинова

20.06.2025 18:30:07 | 20.06.2025 18:50:27

Инвестиции | Прегледи: 107771 | Коментари (0)



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Няма да е пресилено, ако кажем, че когато работата е повече мисия и по-малко задължение, резултатите не закъсняват. Такъв е случаят с изцяло българския бранд InaEssentials.



Our family and our team from InaEssentials strongly believe that our unique, natural Bulgarian products will be a wonderful addition to your retail chain!

Thank you for your time!

For more information and tailored offers: b.yordanov@inaessentials.com