

SR12
SKIN CARE

CMM
GROUP

SR12
GENERATION

COMPANY PROFILE 2025

PT SR12 Herbal Kosmetik

COMPANY PROFILE

Company Information

 Name :
PT SR12 HERBAL KOSMETIK

 Business Activities :

- Wholesale of Cosmetic Products for Human Use (KBLI: 46443)
- Wholesale of Traditional Medicine for Human Use (KBLI: 46442)
- Web Portal and/or Digital Platform for Commercial Purposes (KBLI: 46442)

 Business Identification Number (NIB) :
0204010161989

 Products :
Cosmetics and Herbal Products

Legal Basis :

- Deed of Establishment No. 75 dated July 16, 2020, by Notary H. Harun Pandia, S.E., S.H., M.Kn., MH., and Decree of the Minister of Law and Human Rights of the Republic of Indonesia No. AHU-0037414.AH.01.01.YEAR 2020 concerning the Legal Entity Approval of PT SR12 Herbal Kosmetik
- Latest Amendment Deed No. 52 dated August 23, 2021, by Notary Vivi Novita Ranadireksa, S.H., M.Kn., and Decree of the Minister of Law and Human Rights of the Republic of Indonesia No. AHU-0047659.AH.01.02.YEAR 2021 concerning Approval of the Amendment to the Articles of Association of PT SR12 Herbal Kosmetik

Address :

Jl. Raya Pemuda Alastua No. 45A, RT. 006 RW. 008, Desa Curug, Gunung Sindur Subdistrict, Bogor Regency, West Java 16340

 @sr12official_id  @sr12skincareofficial  SR12 HERBAL SKINCARE  SR12 Herbal skincare

 www.sr12herbalskincare.co.id  (0251) 860 6622  official.sr12@sr12herbalskincare.co.id

COMPANY PROFILE

Brief History

In 2015, Toni Firmansyah founded the SR12 business together with his wife, Asrianty Salam. Starting as a home-based business, they marketed their products on a consignment basis from one pharmacy to another. They worked hard to find ways to ensure their business could bring benefits to many. From the beginning, the couplepreneur dreamed of building a business that could help many people, both economically and in terms of spiritual and social aspects.

In 2017, they legally established a company based on Deed of Establishment No. 2 by Notary H. Harun Pandia, S.E., S.H., M.Kn., MH., dated July 17, 2017, and the Decree of the Minister of Law and Human Rights of the Republic of Indonesia No. AHU-0030371.AH.01.01. YEAR 2017 regarding the Legalization of the Legal Entity of the Limited Liability Company PT SR12 Herbal Perkasa. They decided to change their marketing system through distributors or wholesale trading activities that are now spread across Indonesia.

To achieve their vision and mission, in 2020, the couplepreneur further strengthened the SR12 brand and products under PT SR12 Herbal Perkasa by establishing another legal entity, PT SR12 Herbal Kosmetik. Currently, SR12 distributors are recorded to number more than 300 and are spread throughout Indonesia.

BOARD OF DIRECTORS PROFILE



DIRECTOR
apt. Toni Firmansyah, S. Farm



PRESIDENT COMMISSIONER
Asrianty Salam, S. Farm



COMMISSIONER
H. Saefullah Lukman



COMMISSIONER
H. Jafri



COMMISSIONER
Deni Abdul Hakim



COMMISSIONER
Shendy Yulian



COMMISSIONER
Ridwanto Efendy

BUSINESS ACTIVITIES

The Company's Main Activity Is :

**WHOLESALE TRADE OF COSMETICS
AND TRADITIONAL (HERBAL) MEDICINES**



PRODUCTION

Our production process prioritizes quality through a strict safety system. We implement security measures from production to distribution to ensure our products maintain their quality and are safe for our consumers.

PRODUCTION FLOW

01

Process of
weighing

02

Process of
Mixing

03

Process of
Quality
Control

04

Process of
Filling

05

Process of
Packaging

06

Process of
Distribute



01. Production Area



02. Research &
Development



03. Production
Activities



04. Production
Activities



PRODUCTION

The company has production facilities divided into 3 categories:



■ **Cosmetics.** All products related to facial care and beauty, with a total of 31 product types produced.



■ **Body Care.** All products related to body care, with 16 types of products produced.



■ **Traditional Medicine.** All products related to traditional (herbal) medicine, with 8 types of products produced.

SR12 PRODUCT

Acne Series

Acne Serum



Acne Cream



Acne Spot Treatment



Acne Toner



Body Care

Body Wash Aloe vera



Body Wash Black Coffee



Deodorant Spray



Scrub Cream Coffee



Bengkoang Herbal Body Scrub



Bulus Massage Oil



Lightening Body Lotion



Whitening Night Body Lotion



Whitening Moisturizing Cream



Manja Wash & Manja Spray



Face Care

Brightening Day Cream



Brightening Night Cream



Milk Cleanser



Gold Serum



GGs Series



SR12 PRODUCT

Face Care

Glow Glass Skin Gel



Krasny Day Cream Passion Fruit



Krasny Night Cream Passion Fruit



Krasny Serum



Lightening Serum



Micellar Water



Nature Rose Water



Nature Secret Water



Revitalizing Serum



Serum Retinol



Spot Essence Day Cream



Spot Essence Night Cream



Suncare Lotion



Sunscreen Gel SPF 50



Sunblock



Chamomile Toner



AHA & BHA Toner



Face Oil



Ceramide Skin Barrier Care



DNA Salmon Package



SR12 PRODUCT

Face Mask

Coffee Mask Tube



Kefir Peeling Mask Powder



Sheet Mask Acne



Sheet Mask Brightening



Mugwort Clay Mask



Face Wash

Bulus Soap



Coffee Soap



Honey Soap



Milky Rice Soap



Rice Soap



Facial Wash Bulus



Facial Wash Coffee



Facial Wash Green Tea



Facial Wash Honey



Facial Foam Glutathione with Collagen



SR Kiddos

SRKiddos Baby Care Package



Bubble Bath with Bidara Leaf



Shampoo & Conditioner with Bidara Leaf



Telon Lotion with Bidara Leaf



SR12 PRODUCT

Personal Care

Daily Cover
Natural



Daily Cover
Sheer Pink



Daily Cover
Beige



Perfect
Eye Brow



Perfect Eye
2 in 1



Matte Cover
Loose Powder



Perfect Cushion
Natural



Perfect Cushion
Ivory



Nail Polish
Peel Off



Lip Care
Natural



Lip Care
Cherry



Lip Cream 01



Lip Cream 04



Lip Cream 13



Lip Matte Cream
Nude Berry



Lip Matte Cream
Sweet Pink



Lip Matte Cream
Cherish Me



Lip Matte Cream
Honey Berry



Lip Glow Serum



Lip Mousse
Cream



SR12 PRODUCT

Personal Care

Lip Mousse
Rose Pink



Lip Mousse
Sweet Brown



Lip Tint Gel
Sweet Orange



Perfect Cover
BB Cream Natural
Beige



Perfect Cream
Blush Peach



Perfect Cream
Blush Pink



Hair Care

Alorise Shampoo



Coconut Shampoo



Hair Conditioner



Parfume

Booperi Parfum
Misteriosa



Booperi Parfum
Fantasy



Hair Tonic



Hair Serum
with Rose Oil



Hair Serum
with Jasmine Oil



Toothpaste

Siwak & Betel
Toothpaste



Charcoal
Toothpaste



Beauty Drink

Shiyou Collagen
Drink



GlowMill



SR12 PRODUCT

Traditional Medicine & Herbal

GoMilku



GoMilku Strawberry



GoMilku Chocolate



GoMilku Gold



Lemonkuh



GoMilku Pouch



GoMilku Strawberry Pouch



GoMilku Chocolate Pouch



Manja Capsule



Manja Pill



Baduy Forest Honey



Maxi Propolis



Salimah Slim



Date Extract (Sari Kurma)



Habbatussauda Oil Capsule



V-Co Oil



V-Co Capsule



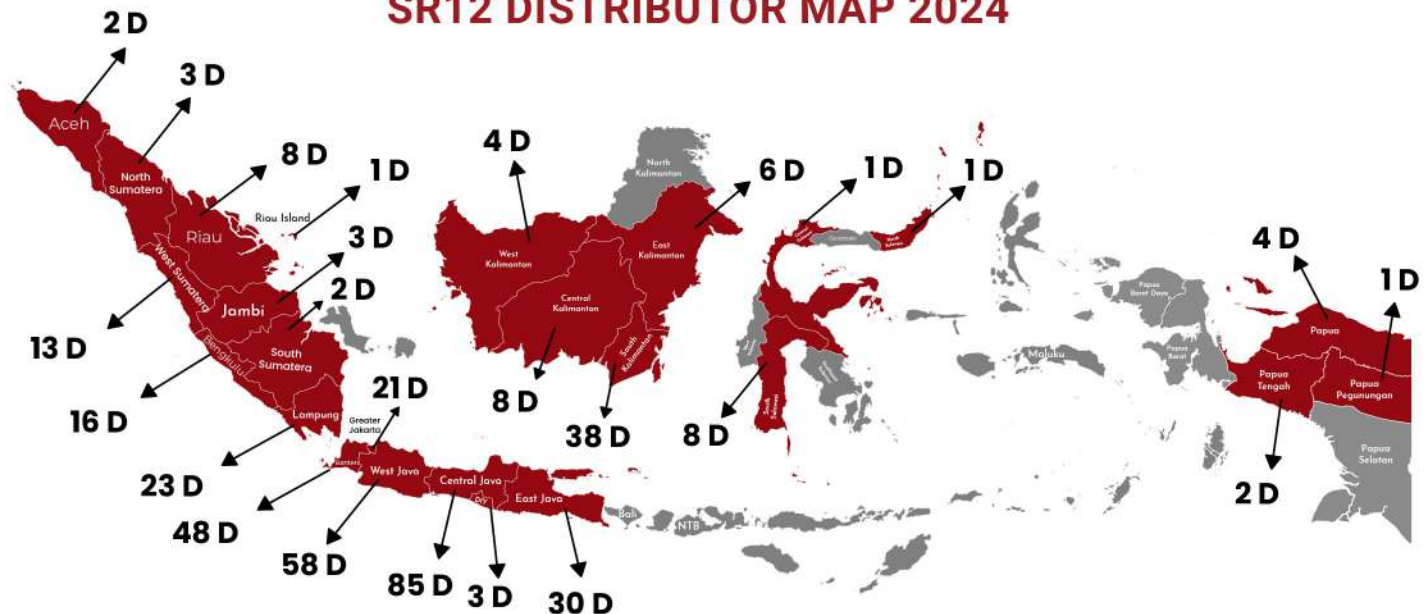
DISTRIBUTION

To distribute products to partners, the company has established 3 (three) main warehouses located in Bogor, Solo, Surabaya, Makassar, Banjarmasin, Padang and Lampung.

- The Bogor warehouse is intended to supply stock for partners in the Jabodetabek (Greater Jakarta) area and West Java.
- The Padang and Lampung warehouse supplies stock for partners in the Sumatra region.
- The Solo and Surabaya warehouses supply stock for partners in Central Java and East Java.
- The Banjarmasin warehouse is designated to serve partner stock needs in the Kalimantan region.

In the future, the company will continue to expand its warehouse network in line with the growth of its partner base.

SR12 DISTRIBUTOR MAP 2024



Note :
D= Distributor

Active Distributors as of May 2024:

389 Distributor



VISION & MISSION OF THE COMPANY

VISION

To spread benefits to everyone.

MISSION

1. To produce high-quality products sustainably
2. To develop high-quality and professional human resources
3. To continuously improve in order to provide added value
4. To establish cooperation based on mutual benefit principles
5. To build human resources with integrity and obedience based on faith and piety

COMPANY ACTIVITIES

Anniversary SR12



COMPANY ACTIVITIES

National Distributor Conference



COMPANY ACTIVITIES

Employee Gathering



COMPANY ACTIVITIES

Grand Seminar



Seminar IAI (Ikatan Apoteker Indonesia)