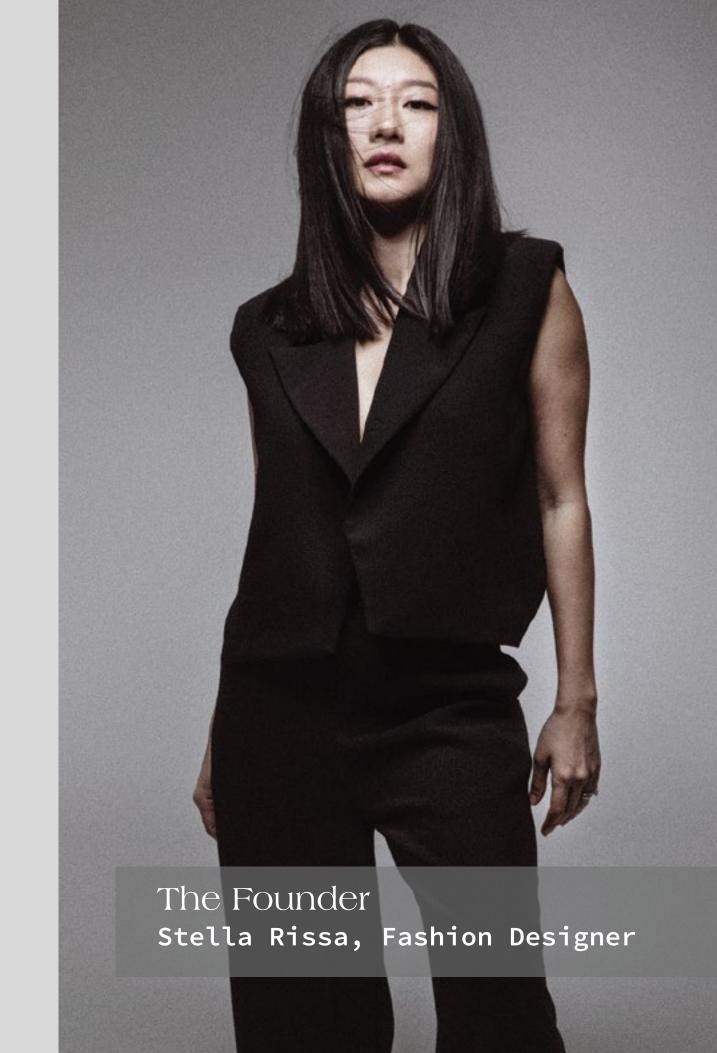


Our Story

LeHome is from the word 'The Home', home is a place where we always want to go back, a feeling where we always feel safe.

As the founder, Stella Rissa sees how important for every home to have cleaning products that are truly effective but also provide a sense of comfort with their scents and pleasure when doing cleaning activities at home.

She and our holding company released LeHome Living with the best ingredients to elevate your everyday, backed by science, experience, and formulations as ready-to-use products and environmentally friendly in the past 2 years.





Our Target

Demographic

Age : 25 -40

SES: B+ (5mio-8mio), A (>8mio)

Income : >8mio

Gender: Female 90%, Male 10%

Status : Single, Married

Occupation: Newly Married, Mother, Housewife, Homeowner, Entrepreneur, Entertainer

Behavioural

People who love to spend most of the time at home

People who value comfort for their home

People who living in the big city and small city

Psychographic

Home & living enthusiast

Interested in health & lifestyle Obsessed with hygiene and scents

Quality concern

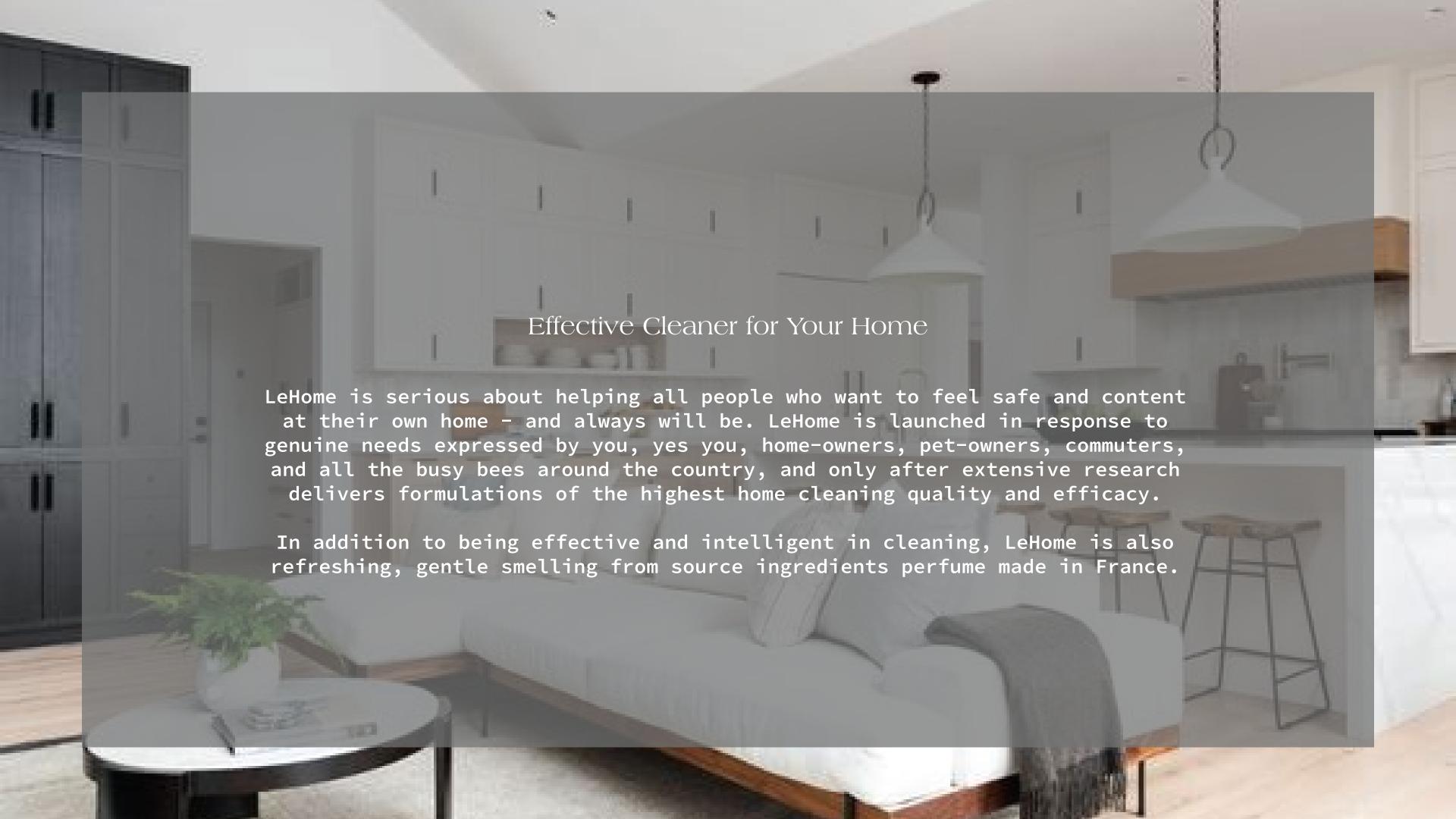
Appreciate exclusivity

Animal lovers

Geographic

Primary : DKI Jakarta, Bogor, Tangerang

Secondary: Bandung, Yogyakarta, Semarang, Surabaya, Medan, Makassar, Bali





LeHome Hand Sanitizer

Bergamote & Rosemary Mood: Sweet, Citrusy, Fresh

Say goodbye to harsh sticky hand sanitizers and hello to LeHome Hand Sanitizer. Our formula is packed with good-for-you ingredients and a thoughtfully selected blend of essential oils to kill germs whilst still being gentle on your skin.

Usage: Hands, Good/Parcels, Gadget, Table, Toilet seat, Keys, Car handles, Door handles

Available in 20ml,60ml,500ml and 1900ml



Bergamote & Rosemary Mood: Sweet, Citrusy, Fresh

LeHome's Hand Soap was created to clean your hands while retaining moisture on you skin.
Our formula is packed with good-for-you ingredients and a thoughtfully selected blend of essential oils to remove bacteria and deliver nourishment.

Usage: Hands, Sponge make up, Brush make up

Available in 500ml and 1900ml



LeHome Multi Purpose Cleaner

Bergamote & Rosemary Mood: Sweet, Citrusy, Fresh

LeHome's Multi Purpose Cleaner is an effective all-around solution that works briliantly on hard surfaces that you find in and around your home. We take pleasure in delivering a powerful yet gentle formulation that will carry an uplifting scent throughout your home.

Usage: Table, Floor, Toilet, Kitchen's
Surfaces, Empty Refrigerator, Stove, Oven,
Kids Toys (rinse with warm water and let dry),
Pet's Cage, Car seat, Door handles, Bike, Yoga
mat, Glass, Mirror, Empty beauty case

Available in 500ml and 1900ml







LeHome Liquid Laundry Detergent

Bergamote & Rosemary

Mood: Sweet, Citrusy, Fresh

LeHome's Liquid Laundry Detergent is a revolutionary formula that has been perfected by experts over the past decade. Our formula reaches the deepest fibres of your washables, removing odour, dirt, and stains without being harsh.

Usage: Clothes, Children's Clothes, Towel

Available in 500ml and 1900ml



