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SUSTAINABLE

At **Pure & Cure**, we are more than just a skincare and haircare brand – we are a commitment to purity, wellness, and nature-based beauty. **Founded in 2019 by Rimsha Hashmi**, our mission is rooted in crafting chemical-free, organic formulations that promote holistic health and sustainable living. From humble beginnings in Multan, Pakistan, we've grown into a trusted name for premium herbal and organic personal care products. Our product range – from ZAIB Herbal Hair Oil and Onion Organic Shampoo to luxurious night creams, serums, and beauty soaps – reflects our deep belief in nature's healing powers. Each item is thoughtfully formulated using time-tested ingredients like neem, saffron, aloe vera, rose, and a blend of essential oils and herbs. Our scientific approach ensures every product is safe, effective, and lab-certified, meeting ISO 9001 and PCSIR standards.



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ROSHAIL FACE BEAUTY MASK & SCRUB



**NEEM CAKE
FERTILIZER**

VISIT US

 **Model town,
Multan, Pakistan**



THANK YOU

