



2025

BUSINESS & PRODUCT CATALOGUE



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NATURAL CARE FROM TRANSYLVANIA





ABOUT US

Hodaia is a premium brand rooted in the rich heritage of Romanian natural medicine, offering a curated selection of high-quality skincare and wellness products. Each item is meticulously crafted using medicinal plants cultivated in our own gardens and processed in our specialized laboratory, ensuring unparalleled purity and efficacy. Designed with sustainability and tradition in mind, Hodaia combines time-honored knowledge with modern innovation to deliver exceptional products that cater to a growing demand for natural, eco-friendly solutions. By choosing Hodaia, you will align with a trusted brand that values authenticity, craftsmanship, and a commitment to excellence in natural care.



Where tradition meets innovation to create premium, natural skincare and wellness products rooted in Transylvania.



OUR MISSION

At Hodaia, our mission is to reconnect people with the power of nature through premium, handcrafted products rooted in Romanian tradition and enriched by modern innovation. We are dedicated to creating natural skincare, wellness solutions, and educational experiences that honor the earth, promote sustainability, and inspire a deeper appreciation for the healing potential of plants.



Where tradition meets
innovation to create
premium natural skincare
and wellness products
rooted in Transylvania.



OUR VALUES

- Authenticity

We are committed to preserving and celebrating the rich heritage of Romanian natural medicine, crafting products that reflect time-honored traditions blended with contemporary expertise.

- Sustainability

At the heart of Hodaia lies a deep respect for nature. From cultivating our own medicinal plants to using eco-friendly packaging, we prioritize practices that protect the environment and promote a greener future.

- Quality and Purity

Every Hodaia product is a testament to our dedication to using only the finest natural ingredients, free from artificial additives, and processed with care to ensure maximum efficacy and safety.

- Craftsmanship

Each product is thoughtfully designed and meticulously crafted, showcasing the harmony of tradition and innovation, and embodying the art of creating something truly special.

- Well-being

Our mission extends beyond products; we aim to enhance the well-being of our customers by providing solutions that nurture the body, mind, and spirit while fostering a deeper connection to nature.

- Education and Empowerment

Through our workshops and courses, we empower individuals to embrace sustainable practices, understand the healing power of plants, and take charge of their natural health journey.

PRODUCT OVERVIEW

Discover the Essence of Nature in Every Product

At Hodaia, we offer a diverse range of natural skincare and wellness products crafted to meet the highest standards of purity, sustainability, and efficacy. Each category has been thoughtfully developed to cater to a variety of needs, making Hodaia a valuable addition to any retailer's collection.

1. Skincare Essentials

Revitalize and protect the skin with the healing power of plants.

- Soaps and Cleansers: Handmade using cold-processed techniques for gentle cleansing and nourishment.
- Balms and Salves: Targeted care for dry, sensitive, or irritated skin with soothing, regenerative formulas.
- Elixirs and Oils: Luxurious blends of plant-based oils for hydration, anti-aging, and glowing skin.
- Floral Waters: Hydrosols for gentle toning, soothing, and balancing all skin types.

2. Haircare Solutions

Harness the natural goodness of botanicals for strong, healthy hair.

- Solid Shampoos: Eco-friendly bars packed with herbal extracts for cleansing and scalp care.
- Conditioning Treatments: Oils and serums to hydrate, repair, and add shine to all hair types.

3. Wellness and Remedy Range

Support the body and mind with traditional remedies re-imagined for modern living.

- Herbal Balms: For muscle relief, joint pain, and general well-being.
- Teas and Herbal Blends: Premium, medicinal-grade blends for relaxation, immunity, and overall health.



PRODUCT OVERVIEW

Key Features Across All Products

- 100% Natural Ingredients: Sourced sustainably, with many grown in our gardens
- Eco-Friendly Packaging: Minimizing waste while maximizing impact.
- Handcrafted with Care: Each product is made in small batches to ensure quality and authenticity.

Why Choose Hodaia?

Offer your customers products that combine traditional knowledge with modern demands for natural, sustainable solutions. With Hodaia, distributors gain access to a trusted brand that delivers quality, authenticity, and a unique story behind every creation.



HERBALIST COLLECTION

Revitalize and protect the skin with the healing power of plants.



EXTRACTUM COLLECTION

Handmade using cold-processed techniques for gentle cleansing and nourishment.



ELIXIR COLLECTION

Luxurious blends of plant-based oils for hydration, anti-aging, and glowing skin.



HERBARIUM COLLECTION

Premium, medicinal-grade blends for relaxation, immunity, and overall health.



REGENERATING BALM

Our Regenerating Balm is a natural solution for dry and sensitive skin, combining medicinal plant extracts and cold-pressed oils to deeply hydrate and regenerate the skin. Ideal for all skin types, including the delicate skin of small children.

The unique formula of the Herbalist Regenerating Balm combines medicinal plant extracts, beeswax, and cold-pressed vegetable oils, all known for their therapeutic properties. This balm effectively treats sunburns, irritations, wounds, and scratches, while deeply hydrating and regenerating the skin. Rich in essential vitamins and minerals, the balm nourishes the skin and accelerates the healing process, leaving it smooth and healthy.

For more information, please visit:

<https://hodaia.ro/en/shoppe/regenerating-balm-herbalist-60ml>



PRICES START AT **euro 17.00**



PRICES START AT **euro 13.00**

HYDRATING BODY OIL

Hydrating Body Oil is the perfect indulgence for your skin, offering deep hydration and a silky texture. Formulated with a refined combination of cold-pressed natural oils and essential oils of lavender and rosemary, this body oil transforms your daily skincare routine into a moment of relaxation and deep regeneration. Every ingredient in this blend is carefully selected to provide your skin with the best natural benefits.

With premium oils such as walnut oil, safflower oil, grape seed oil, and castor oil, this elixir is rich in essential fatty acids and antioxidants that nourish and protect the skin, restoring its elasticity and vitality.

For more information, please visit:

<https://hodaia.ro/en/shoppe/hydrating-body-oil-50ml>

<https://hodaia.ro/en/shoppe/hydrating-body-oil>



PRICES START AT **euro 10.00**



PRICES START AT **euro 16.00**

SOOTHING REMEDY FOR MUSCLES AND JOINTS

The Soothing Remedy for Muscles and Joints is a natural remedy with powerful anti-inflammatory and analgesic effects, formulated with a careful blend of medicinal plant extracts and natural essential oils. It provides quick relief for muscle pain, joint pain, rheumatism, and arthritis, improving circulation and restoring mobility. Ideal for active individuals, athletes, or anyone dealing with muscle tension or joint pain.

For more information, please visit:

<https://hodaia.ro/en/shoppe/soothing-remedy-for-muscles>



PRICES START AT **euro 16.00**



PRICES START AT **euro 12.00**

NOURISHING OINTMENT FOR HARDWORKING HANDS

The Nourishing Ointment for Hardworking Hands is the perfect solution for the intensive care your hands need, especially if they are exposed daily to heavy work, water, detergents, or harsh conditions. Formulated with a unique combination of cold-pressed natural oils, medicinal plant extracts, and beeswax, this ointment provides protection, deep hydration, and healing for dry, cracked, or irritated skin. Every application leaves your skin soft and protected from external factors, creating a long-lasting natural barrier.

For more information, please visit <https://hodaia.ro/en/shoppe/ointment-for-hardworking-hands>



PRICES START AT **euro 11.00**

SOLID SHAMPOO FOR NORMAL TO DRY HAIR

Solid Shampoo for Normal/Dry Hair is a natural solution designed for gentle cleansing and deep hydration of dry hair and sensitive scalp. This solid shampoo is specially formulated to maintain the natural moisture balance of your hair and scalp, combining nourishing plant oils and extracts to revitalize dry hair and restore its shine and health. Ideal for daily use, this solid shampoo not only cleanses but also nourishes, leaving your hair soft, silky, and protected from environmental damage.

For more information, please visit:

<https://hodaia.ro/en/shoppe/solid-shampoo-for-dry-hair>

SOLID SHAMPOO FOR NORMAL TO OILY HAIR

Solid Shampoo for Normal/Oily Hair is the perfect natural solution for deep cleansing and balancing oily scalp, providing long-lasting freshness and hydration. Crafted from a carefully selected blend of natural ingredients, this solid shampoo cleanses your hair without exposing it to harsh chemicals, leaving it revitalized and full of shine. Ideal for daily use, it offers a healthy balance between cleansing and hydration, without drying out your scalp or hair.

For more information, please visit:

<https://hodaia.ro/en/shoppe/Solid-shampoo-for-oily-hair>



PRICES START AT **euro 12.00**



PRICES START AT **euro 12.00**

SHAVING POTION

A natural blend of cold-pressed oils and essential oils, formulated to hydrate and protect the skin before and after shaving. Prevents irritation and leaves the skin smooth, refreshed, and soft.

With Shaving Potion, your skin enjoys a smooth and comfortable experience, from start to finish. Formulated with a fusion of cold-pressed natural oils and essential oils, this potion has dual action: it prepares the beard and skin for an easy shave and protects the skin afterward, preventing irritation and inflammation.

For more information, please visit:

<https://hodaia.ro/en/shoppe/shaving-potion>

FACE-CLEANSING FLORAL WATER

Floral Water for Dry and Normal Skin is a natural floral tonic, specially formulated to cleanse, hydrate, and tone dry and normal skin. Made with pure sage, lavender, yarrow, and lemon balm hydrosols, this floral water provides freshness and balance, making it an essential ally in your daily skincare routine. Perfect for sensitive or irritated skin, Floral Water deeply hydrates, soothes irritations, and protects the skin from external stress, leaving it smooth, radiant, and soft.

For more information, please visit:

<https://hodaia.ro/en/shoppe/face-cleansing-floral-water>



PRICES START AT **euro 16.00**



PRICES START AT **euro 13.00**

FACE SOAP "CODRU"

Natural soap with medicinal plants, hand-crafted according to traditional recipes passed down from generation to generation, and adapted to a contemporary lifestyle.

Its unique, 100% natural formula contains only locally sourced ingredients, without palm or coconut oils, offering an authentic and sustainable alternative for face and beard care. The activated charcoal cleanses pores deeply, removing toxins and impurities, reducing the appearance of enlarged pores, and controlling oil production. The result? Clean, balanced, and refreshed skin, with a subtle mountain-fresh scent.

For more information, please visit:

<https://hodaia.ro/en/shoppe/face-soap-codru>



PRICES START AT **euro 6.00**

BODY SOAP "IZLAZ"

A traditional, handmade soap that deeply cleanses, hydrates, and revitalizes the skin, combining natural ingredients for a deep and gentle cleanse.

Izlaz Soap is more than just a cleansing product – it is a return to the roots, crafted from a traditional family recipe, perfected over time. Made with care from natural, carefully selected ingredients, this soap is designed to provide you with a complete, gentle, yet effective cleansing experience.

With ingredients such as hemp oil, castor oil, and beeswax, this soap provides a gentle yet powerful cleanse, nourishing your skin and leaving it fresh and hydrated. The combination of essential oils from peppermint, sage, thyme, and lavender adds a revitalizing sensory experience, offering a fresh, natural fragrance that will uplift your senses.

For more information, please visit:

<https://hodaia.ro/en/shoppe/traditional-soap-black>



PRICES START AT **euro 6.00**

BEARD ELIXIR

Beard Elixir is a refined blend of cold-pressed oils and essential oils, carefully selected to offer you a complete grooming experience. The natural ingredients in hemp seed oil, grape seed oil, walnut oil, castor oil, and apricot kernel oil work together to soften and hydrate the beard, preventing dryness in both the hair and the skin. In addition, essential oils of pine, juniper, clary sage, and rosemary add a fresh, invigorating scent, turning each use into a refreshing mountain-like experience.

For more information, please visit:

<https://hodaia.ro/en/shoppe/beard-elixir>

EYE ELIXIR

Eye Contour Elixir: The natural solution for reducing fine lines, dark circles, and under-eye puffiness. Nourishes, hydrates, and protects the delicate skin, providing firmness and luminosity. Eye Contour Elixir is the ideal natural solution for the sensitive skin around your eyes, helping reduce fine lines, dark circles, and under-eye puffiness. This powerful elixir, formulated with cold-pressed oils such as evening primrose, rosehip, and sea buckthorn, deeply nourishes, intensely hydrates, and protects the skin against premature aging. With a concentrated blend of antioxidants and essential vitamins, Eye Contour Elixir gives firmness, elasticity, and a youthful appearance to the delicate skin around the eyes.

For more information, please visit:

<https://hodaia.ro/en/shoppe/eye-elixir>



PRICES START AT **eur. 16.00**



PRICES START AT **eur. 13.00**

FACE ELIXIR

A blend of natural oils that deeply hydrates, tones, and regenerates sensitive and mature skin. Reduces wrinkles, evens out pigmentation, and leaves the skin elastic and radiant.

Elixir for Sensitive and Mature Skin is that luxurious treatment the skin craves. Crafted with a refined blend of cold-pressed oils and natural essential oils, this elixir provides deep hydration, toning, and regeneration for sensitive and mature skin. With every application, the skin receives a healthy dose of nutrients that help reduce wrinkles, even out pigmentation, and restore natural elasticity.

The concentrated formula combines precious oils like evening primrose, blackcurrant, cherry kernel, and rosehip, all rich in antioxidants and essential vitamins. Not only does it offer intense hydration, but it also provides solid protection against external factors such as pollution and UV rays, helping prevent premature aging.

For more information, please visit:

[Face Elixir full description](#)



PRICES START AT **eur. 28.00**

A collection of Hodaia soap products including bars of soap in boxes and jars, and a liquid soap bottle, all featuring the Hodaia brand logo and floral designs. The products are arranged on a light-colored surface with some dried flowers scattered around them.

1. Wholesale Pricing

At Hodaia, we are committed to providing our distributors with a transparent and competitive wholesale pricing structure that fosters mutual growth and success. Our pricing strategy is designed to offer clarity and value, ensuring that our partners can confidently engage in business with us.

Volume Discounts

To encourage larger orders and support the growth of our distributors, we offer tiered pricing structures. Please contact us for a customized price offer.

Seasonal Offers

We periodically introduce limited-time discounts during special occasions, such as product launches or holiday sales. These promotions are designed to boost sales and provide our distributors with timely opportunities to meet market demands effectively.

CONTACT US

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2. Order Guidelines

- Minimum Order Quantities (MOQs): 100-200 units, depending on the product
- Order Frequency:

We understand the diverse needs of our distributors and offer flexible reordering schedules to accommodate various business models:

1. Standard Reordering: Distributors can place orders on a monthly or quarterly basis, depending on their inventory requirements and sales cycles.
2. Customized Schedules: For partners with unique needs, we are open to discussing tailored ordering frequencies to ensure seamless stock replenishment.

- Customization Options:

To help our distributors stand out in the market, Hodaia offers customization services, including PRIVATE LABELING and bespoke packaging solutions:

1. Private Labeling: We provide the option to brand our products under your label, subject to specific MOQs tailored to the customization level.
2. Customized Packaging: Our design team can collaborate with you to create packaging that aligns with your brand identity, enhancing product appeal.

Engaging in customization services may involve additional costs and lead times; therefore, we recommend discussing these options with our sales team to plan accordingly.



3. Shipping and Delivery

We strive to ensure timely and efficient delivery of your orders:

- **Shipping Areas:** Hodaia proudly serves distributors within the European Union and internationally, adhering to all relevant shipping regulations.
- **Delivery Times:**
 - **Standard Orders:** Processed and shipped within 10-15 business days.
 - **Custom Orders:** Including private labeling, processed and shipped within 20-60 business days, depending on the order size.
 - Delivery times can differ depending on the product ordered, as our production process is entirely manual.
- **Shipping Costs:**
 - **Flat-Rate Shipping:** A standard fee applies to all orders, ensuring predictable costs.
 - **Complimentary Shipping:** Orders exceeding €1,000 qualify for free shipping within European Union.

The image shows a collection of Hodaia tea products. In the center is a large white tin with a label that reads "Hodaia CEAI BUN LA TOATE" and "30g HERBARIUM". To the left and right are smaller tins, one labeled "LEAC CALD" and another "LEAC CALD". The products are set against a background of dried herbs and flowers.

4. Payment Terms

At Hodaia, we prioritize establishing clear and flexible payment terms to foster strong partnerships with our distributors. Below is an overview of our payment options and policies, designed to accommodate various business needs:

- Payment Options:

Bank Transfer: Secure and direct transactions through electronic funds transfer.

- Payment Terms:

- 50% Deposit Upon Order Confirmation: To initiate production or reserve stock, a 50% deposit is required at the time of order confirmation.
- Remaining 50% Before Shipping: The balance payment is due prior to the dispatch of goods, ensuring a smooth and timely delivery process.
- Full Payment Upfront for Smaller Orders: For orders below a specified threshold, full payment is required upon order placement to streamline processing.
- Net 15 or Net 30 Terms for Established Partners: Recognizing the value of long-term relationships, we offer Net 15 or Net 30 payment terms to partners with a demonstrated history of timely payments. This allows for payment within 15 or 30 days from the invoice date, respectively.



5. Product Support and Training

We are dedicated to empowering our distributors with comprehensive product support and training resources. Our goal is to ensure that your sales teams are well-equipped to effectively promote and sell our natural cosmetic products. Below is an overview of the support we offer, which you can include in your catalogue:

- Product Support and Training
- Marketing Materials
- We provide a suite of marketing assets designed to enhance your promotional efforts:
- High-Resolution Images: Access a library of professionally captured images showcasing our products in detail, suitable for both digital and print media.
- Optimized Product Descriptions: Receive comprehensive and SEO-friendly product descriptions tailored for websites and catalogues, highlighting key features and benefits to attract and inform customers.

To ensure your sales team possesses in-depth knowledge of our products, we offer:

- Comprehensive Training Programs: Engage in interactive sessions that cover product features, benefits, and unique selling propositions, enabling your team to confidently address customer inquiries and drive sales.
- Ongoing Educational Support: Benefit from continuous learning opportunities, including webinars and workshops, to stay updated on product developments and industry trends.

The background image shows several Hodaia natural cosmetic products, including jars of 'BALSAM REGENERANT' and 'LEAC CANTANT', and a bottle of '100ml | HERBALIST'. The products are surrounded by a variety of dried herbs and flowers, creating a natural and organic aesthetic.

7. Frequently Asked Questions (FAQs)

1. What are the recommended storage conditions for Hodaia's natural cosmetic products?

To maintain the quality and efficacy of our natural cosmetics, we recommend the following storage practices:

- **Temperature:** Store products in a cool, dry place, ideally between 15°C to 25°C (59°F to 77°F). Avoid exposing products to extreme temperatures or direct sunlight, as heat and light can degrade natural ingredients.
- **Humidity:** Keep products away from high humidity areas to prevent microbial growth. Bathrooms, due to their fluctuating humidity levels, may not be ideal for storing natural cosmetics.
- **Containers:** Ensure that product containers are tightly sealed after each use to minimize exposure to air, which can oxidize and deteriorate natural components.

2. What is the typical shelf life of Hodaia's natural cosmetic products?

The shelf life of our products varies depending on their formulation and ingredients:

- **General Shelf Life:** Many natural cosmetics have a shelf life ranging from 1 to 2 years.
- **Specific Products:**
 - **Shampoos and Soaps:** Approximately 2 to 3 years.
 - **Ointments and creams:** 1 to 2 years.
 - **Oils:** 1-2 years.
 - **Floral waters and tonics:** 1 to 1,5 years.

3. What marketing support does Hodaia provide to its distributors?

We are committed to supporting our distributors with a range of marketing resources:

- **Marketing Materials:** Access to high-resolution images, product descriptions, and promotional content to aid in advertising and sales efforts.
- **Training Programs:** Comprehensive training sessions to educate sales teams about product benefits, usage, and unique selling points.
- **Collaborative Campaigns:** Opportunities to participate in joint marketing campaigns, including social media promotions and events, to boost brand visibility and sales.

5. Are there any specific regulations distributors should be aware of when selling Hodaia's products?

Yes, distributors should be mindful of the following regulations:

- **Cosmetic Regulations:** Ensure compliance with local and international cosmetic regulations, such as the European Union's Cosmetic Regulation (EC) No 1223/2009, which outlines safety and labeling requirements.
- **Labeling Standards:** Verify that all product labels meet the legal standards of the target market, including ingredient listings and usage instructions.
- **Claims and Advertising:** Ensure that all marketing claims are substantiated and comply with advertising standards to avoid misleading consumers.



8. Contact Information

Sales Manager:

Raluca Olaru

Email: office@hodaia.ro

Phone: +40 754 355 637

Additional Contact Information:

Website: <https://hodaia.ro/en/>

Address: Str. Fânașelor, nr.8 Toplița, Harghita, 535700 Romania

We encourage you to visit our website for more details or to place small orders. Our team is committed to providing prompt and comprehensive support to meet your distribution needs.