

PRESS RELEASE

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Guardian Presents Raya Glow Inspiration with Long-lasting Makeup and Elegant Styling for Various Ramadan Moments

- Guardian celebrates Ramadan through beauty workshops in collaboration with Bubah Alfian and Dare Image as part of 'Raya for Every You' campaign.
- Bubah Alfian shares makeup techniques that focus on long-lasting results to accompany various activities during Ramadan.
- Complementing facial beauty, Dare Image provides personalized fashion style guides for every Ramadan moment to ensure you stay on-point and comfortable.

Jakarta, March 8, 2026 – Ramadan and Eid al-Fitr are filled with moments of togetherness—whether sharing iftar meals or strengthening bonds with family and friends. Despite the busy schedule, many people still want to look fresh, polished, and confident throughout the day.

Understanding this need, Guardian, part of PT DFI Retail Nusantara Tbk, held a beauty workshop with professional makeup artist Bubah Alfian and fashion styling expert Dare Image, as part of the “Raya for Every You” campaign. Through this activity, Guardian provides inspiration for practical, comfortable, and elegant makeup and styling looks for various moments during Ramadan.

This was emphasized by **Managing Director Guardian Indonesia, Anna Hull**, during an interview at the event. *“Through “Raya for Every You,” Guardian aims to support every individual in becoming the best version of themselves with personalized solutions. As the only health and beauty retailer in its category that is halal-certified, Guardian is committed to providing products that are safe, reliable, and relevant to our customer needs. Through collaboration with experts at this beauty workshop, we provide practical guidance so that customers can explore looks that represent themselves during Ramadan,”* Anna said.

In addition to the beauty workshop, Guardian also presents a variety of exciting activities during the Ramadan period through programs such as Guardian Raya On The Go and Wellness Journey, providing a complete beauty and health experience. As a trusted beauty and wellness advisor, Guardian is the one-stop destination to ensure that every individual can fulfill their beauty and health needs for Eid al-Fitr.

The Key to Long-Lasting Makeup

Appearing as a guest at this event, **professional makeup artist Bubah Alfian** emphasized that the durability of makeup depends on skin preparation and the quality of the brushes used. First, prepare the skin by using a moisturizer suitable for your skin type, and don't forget sunscreen to protect the skin barrier. Second, use clean, high-quality brushes so that the complexion is evenly applied and minimizes oxidation.

During the workshop session, she shared various layering and blending techniques using the Guardian x Aeris Glow in Merlot 2.0 brush set, which features soft, dense bristles and an ergonomic design for precise bristle distribution. The Guardian x Aeris Glow in Merlot 2.0 brushes feature an elegant and edgy design, offering luxurious and professional quality. Made with a long, sturdy handle,



this brush set is crafted from vegan and cruelty-free materials and has been a best-selling makeup brush at Guardian since 2025.

“As a MUA, I always look for brushes that are precise, comfortable to use, and able to control makeup products well. The collaboration between AERIS and Guardian in the Glow in Merlot 2.0 series, in my opinion, meets these standards, both for professional and beginner needs. The blending results are smoother, coverage can be built without looking heavy, and it remains comfortable to use for both formal and casual looks,” explained **Bubah Alfian**.

Comfortable Modest Style, No Fuss

Completing the beauty session, Fashion Styling Experts Dare Image Ruthie Pasaribu and Susan presented a styling guide themed ‘Raya Makeover: The Perfect Style for Your Raya Look’ with a collection of clothing from renowned modest fashion designer Vivi Zubedi. This session discusses dressing approaches based on body proportions and tone analysis: from choosing colors according to skin undertones and body shape to light modest layering techniques that keep you looking modern without looking bulky.

“When mobility is high, comfort is the top priority. That’s why I always advise clients to choose clean cuts with the right structure, breathable materials, and a color palette that enhances their personal character. Modest fashion today is not about heavy layering, but about the balance between coverage, proportions, and comfort,” said Ruthie Pasaribu, Fashion Styling Expert at Dare Image.

During Ramadan and Eid al-Fitr, customers can enjoy a variety of attractive promotions from Guardian, including:

- Special discounts of up to 30% on selected skincare, personal care, healthcare, and cosmetic products
- Health promotions such as vitamins, supplements, and immune-boosting products
- Special bundling offers for Ramadan and Eid al-Fitr needs with discounts up to 50%
- Exclusive bank promotions with a minimum purchase requirement
- A shopping rewards program at all Guardian stores (terms and conditions apply)

“We also see positive growth potential in the makeup, skincare, and personal care categories during Ramadan, so we are making this our focus to meet the needs of the community during the campaign period. To further satisfy our customers, we are also presenting a variety of special offers to ensure that every customer has the best shopping experience at Guardian,” Anna concluded.

About Guardian

Guardian is a leading health and beauty retail brand in Southeast Asia, with a presence in Malaysia, Singapore, Indonesia, Vietnam, and Brunei. In Indonesia, Guardian has been serving customers since 1990 and currently operates over 350 stores across 90 cities, offering thousands of health and beauty products and services. Guardian Indonesia operates under PT DFI Retail Nusantara Tbk (DFI Nusantara), which also manages other business pillars, including Guardian and IKEA Indonesia.



Additional information:

- Learn more about Guardian at www.guardianindonesia.co.id
- Follow us on Instagram, TikTok, and Facebook: @guardian_id
- Watch videos and explore products on YouTube: @GuardianIndonesiaOfficial

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SIARAN PERS

UNTUK DIDISTRIBUSIKAN SEGERA

Guardian Hadirkan Inspirasi Raya Glow dengan *Long-lasting Makeup* dan *Elegant Styling* untuk Berbagai Momen Ramadan

- Guardian meriahkan Ramadan lewat beauty workshop berkolaborasi bersama Bubah Alfian dan Dare Image sebagai bagian dari kampanye 'Raya for Every You'
- Bubah Alfian membagikan rahasia teknik riasan yang fokus pada hasil yang tahan lama, untuk temani berbagai aktivitas di bulan Ramadan.
- Melengkapi sisi kecantikan wajah, Dare Image menghadirkan panduan personalisasi gaya busana di setiap momen Ramadan agar tetap *on-point* dan nyaman.

Jakarta, 8 Maret 2026 – Ramadan dan Hari Raya Idulfitri selalu identik dengan berbagai momen kebersamaan, mulai dari buka puasa bersama, hingga silaturahmi bersama keluarga dan sahabat. Di tengah padatnya aktivitas tersebut, banyak orang ingin tetap tampil segar, rapi, dan percaya diri sepanjang hari.

Memahami kebutuhan tersebut, Guardian, yang merupakan bagian dari PT DFI Retail Nusantara Tbk, menggelar *beauty workshop* bersama makeup artis profesional Bubah Alfian dan fashion styling expert Dare Image, sebagai bagian dari kampanye "**Raya for Every You**". Melalui kegiatan ini, Guardian memberikan inspirasi tampilan makeup dan styling yang praktis, nyaman, dan tetap elegan untuk berbagai momen selama Ramadan.

Hal ini dipertegas oleh **Managing Director Guardian Indonesia, Anna Hull**, saat ditemui di sela acara. "Melalui 'Raya for Every You', Guardian ingin mendukung setiap individu untuk menjadi versi terbaik dirinya dengan solusi yang personal. Sebagai satu-satunya ritel kesehatan dan kecantikan di kategorinya yang telah bersertifikasi halal, Guardian berkomitmen menghadirkan produk yang aman, terpercaya, dan relevan dengan kebutuhan pelanggan. Melalui kolaborasi bersama para ahli di *beauty workshop* ini, kami memberikan panduan praktis agar pelanggan bisa mengeksplorasi tampilan yang merepresentasikan diri mereka selama menjalankan agenda Ramadan," ujarnya.

Selain *beauty workshop*, Guardian juga menghadirkan berbagai rangkaian keseruan selama periode Ramadan melalui program seperti Guardian Raya On The Go dan Wellness Journey, Guardian menghadirkan pengalaman kecantikan dan kesehatan yang lengkap. Sebagai *beauty and wellness advisor* terpercaya, Guardian hadir menjadi destinasi lengkap untuk memastikan setiap individu dapat meraih kebutuhan kecantikan dan kesehatannya menuju Hari Raya Idulfitri.

Kunci Riasan Tahan Lama

Hadir sebagai pengisi di acara ini, **makeup artist profesional Bubah Alfian** menekankan bahwa ketahanan *makeup* bertumpu pada persiapan kulit dan kualitas kuas yang dipakai. Pertama, siapkan kulit dengan menggunakan pelembap sesuai jenis kulit, dan jangan lupa *sunscreen* untuk menjaga *skin barrier*. Kedua, penggunaan kuas yang bersih dan berkualitas agar *complexion* menempel merata dan minim oksidasi.

Dalam sesi *workshop*, ia membagikan berbagai teknik *layering* dan *blending* menggunakan rangkaian kuas **Guardian x Aeris Glow in Merlot 2.0** yang memiliki bulu lembut-padat dan desain ergonomis untuk distribusi bulu yang presisi. Kuas Guardian x Aeris Glow in Merlot 2.0 ini tampil dengan desain yang elegan dan *edgy*, menghadirkan kualitas mewah dan profesional. Terbuat dari gagang yang panjang dan kokoh, rangkaian *brush* ini dibuat dengan material *vegan* dan *cruelty-free* dan sudah menjadi *best seller* Make Up Brush di Guardian sejak tahun 2025.

“Sebagai MUA, saya selalu mencari kuas yang presisi, nyaman digunakan, dan mampu mengontrol produk *makeup* dengan baik. Kolaborasi Aeris dan Guardian di *series* Glow in Merlot 2.0 ini menurut saya sudah memenuhi standar tersebut, baik untuk kebutuhan profesional maupun pemula. Hasil *blending*-nya lebih halus, *coverage* bisa dibangun tanpa terlihat berat, dan tetap nyaman digunakan untuk tampilan resmi maupun *casual*,” jelas **Bubah Alfian**.

Modest Style Nyaman Anti Ribet

Melengkapi sesi kecantikan, **Fashion Styling Expert Dare Image Ruthie Pasaribu dan Susan**, menghadirkan panduan *styling* bertema ‘Raya Makeover: The Perfect Style for Your Raya Look’ dengan koleksi busana dari desainer *modest fashion* ternama, Vivi Zubedi. Sesi ini mengulas pendekatan berpakaian berdasarkan proporsi tubuh dan juga *tone analysis*: mulai dari pemilihan warna sesuai *undertone* kulit, bentuk tubuh, hingga teknik *layering modest* yang ringan agar tetap modern tanpa terlihat *bulky*.

“Ketika mobilitas tinggi, kenyamanan adalah prioritas utama. Karena itu, saya selalu menyarankan klien memilih potongan yang *clean* dengan struktur yang tepat, material yang *breathable*, dan palet warna yang mengangkat karakter personal. *Modest fashion* hari ini bukan tentang *layering* yang berat, tetapi tentang keseimbangan antara *coverage*, proporsi, dan kenyamanan,” ujar Ruthie Pasaribu, Fashion Styling Expert Dare Image.

Selama periode Ramadan dan Idulfitri nanti, pelanggan dapat menikmati beragam promo menarik dari Guardian, antara lain:

- Diskon spesial hingga 30% untuk produk *skincare*, *personal care*, *health care* dan kosmetik pilihan
- Promo kesehatan seperti vitamin, suplemen, dan produk pendukung daya tahan tubuh
- Penawaran *bundling* hemat untuk kebutuhan Ramadan dan Lebaran dengan diskon hingga 50%
- Promo eksklusif Bank dengan minimum pembelian tertentu
- Program belanja berhadiah di seluruh gerai Guardian (S&K berlaku)

“Kami juga melihat adanya potensi pertumbuhan yang positif pada kategori *make-up*, *skincare*, dan *personal care* di bulan Ramadan ini, sehingga kami menjadikannya fokus utama untuk memenuhi kebutuhan masyarakat selama periode kampanye. Untuk semakin memuaskan pelanggan, kami juga menghadirkan beragam penawaran istimewa untuk memastikan setiap pelanggan mendapatkan pengalaman belanja yang terbaik di Guardian,” tutup Anna.



Tentang Guardian

Guardian merupakan merek ritel produk kesehatan dan kecantikan terkemuka di Asia Tenggara yang terdapat di Malaysia, Singapura, Indonesia, Vietnam, dan Brunei. Guardian di Indonesia berdiri sejak tahun 1990 dan memiliki lebih dari 350 toko yang beroperasi di 90 kota di seluruh Indonesia yang menghadirkan ribuan produk dan layanan kesehatan dan kecantikan. Guardian Indonesia berada di bawah PT DFI Retail Nusantara Tbk (DFI Nusantara) yang terdiri dari beberapa pilar bisnis di antaranya Guardian dan IKEA Indonesia.

Sumber tambahan:

- Informasi tentang Guardian di www.guardianindonesia.co.id
- Sosial media Instagram, TikTok, Facebook @guardian_id
- Video & informasi produk di Youtube @GuardianIndonesiaOfficial

Untuk informasi lebih lanjut, hubungi:

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