

WIPO IPMC Case Study

Poppetite.Co: Nurturing Self-Love Through Simplicity and Natural Care

From a Personal Journey to a Purpose-Driven Brand

Poppetite.Co was founded in 2019 in Indonesia by Poppy Lukytasari, a Food Industrial Technology graduate. Drawing from her background in agro-industrial technology and product development, Poppy transformed her academic and professional experience into a heartfelt entrepreneurial venture rooted in wellness and simplicity.



Image Source: Poppetite.Co

The brand was born out of Poppy's own journey of overcoming low self-esteem. She recognized that many people experience similar struggles and envisioned creating products that could help others reconnect with themselves through simple, mindful self-care rituals. This vision gave rise to Poppetite.Co's guiding philosophy, "Simply Living", which encourages individuals to return to nature and embrace a minimalist, nurturing lifestyle.



Image Source: Poppetite.Co

Crafting Natural, Ethical, and Mindful Products

Poppetite.Co offers a range of home and personal care products that combine natural ingredients with thoughtful craftsmanship. Its collection includes scented candles, bath salts, crumble baths, coconut-based soap bars, laundry detergents, and solid soap bars, all made in small batches to ensure quality and integrity.



Image Source: Poppetite.Co

Every product is designed to be vegan, halal-certified, and eco-friendly, reflecting the brand's commitment to health, sustainability, and ethical living. Each formulation uses food-grade ingredients such as coconut oil, olive oil, and essential oils, creating self-care products that nourish both body and soul while being gentle on the environment.

Through workshops and collaborations, such as DIY candle-making classes with the West Java Province Tourism and Culture Office, Poppetite.Co extends its mission beyond product sales, encouraging creativity, mindfulness, and community connection.



Image Source: Poppetite.Co

Building a Brand Around Emotional Wellness

At its core, Poppetite.Co addresses an often-overlooked aspect of wellness: emotional self-care. The brand's products are not positioned merely as beauty or lifestyle items, but as tools to promote emotional healing and self-appreciation.

By framing self-care as an act of self-love, Poppetite.Co resonates deeply with individuals seeking calm and balance in their daily routines. Its minimalist design and natural scents evoke serenity, while the brand's storytelling and social presence foster a sense of belonging among its growing community.



Image Source: Poppetite.Co

Securing Growth Through Intellectual Property Awareness

As Poppetite.Co gained recognition in Indonesia's wellness and artisanal market, Poppy understood the importance of protecting the brand's identity and creations. She registered Poppetite.Co's brand name and logo with the Directorate General of Intellectual Property (DGIP) to safeguard its uniqueness in a competitive landscape.

Poppetite.Co

Simply Living . Handmade

Participation in the World Intellectual Property Organization (WIPO) IP Management Clinic (IPMC) Program, conducted in partnership with DGIP Indonesia, IP Australia, and WIPO Singapore, further strengthened her understanding of IP management. Through the program, Poppy explored how to protect product formulations under trade secrets and safeguard packaging through industrial design rights - strategies crucial for maintaining product authenticity and long-term competitiveness.



Image Source: Instagram @ Poppetite

Looking Ahead: Expanding Mindful Living Beyond Borders

With a growing following and a strong IP foundation, Poppetite.Co is now looking to expand regionally. Plans include exploring Halal and vegan certifications in neighbouring ASEAN markets and extending trademark protection under the Madrid System for international recognition.

As Poppy continues to innovate with new self-care concepts, she remains guided by her founding purpose—to help people embrace simplicity, mindfulness, and emotional well-being through nature-inspired care.

Download the full story

This is part of a series of 4 case studies showcasing real-world outcomes from the IP Management Clinics (IPMC) held in Jakarta. These stories originated from WIPO's IPMC program co-organised by IP for Business Division (IPBD) and the WIPO Singapore Office (WSO). The initiative was made possible through the generous support of Funds-in-Trust (FIT) Australia and delivered in close collaboration with the Directorate General of Intellectual Property (DGIP) of Indonesia.