



**BAC** Beauty  
Address Co. W.L.L.

# COMPANY PROFILE

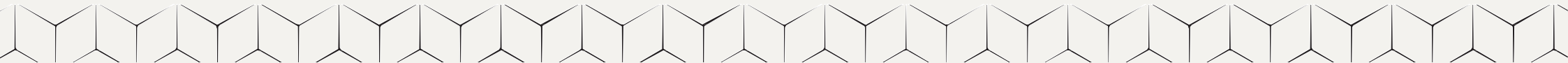
■ [www.beautyaddress.com](http://www.beautyaddress.com) ■

# WHO WE ARE

Our experience extend since 2009 in cosmetics retailing and the support of its loyal and ever expanding customer base, Beauty Address co. has grown into a leading independent retailer of quality cosmetics products.

Our know-how has been obtained throughout many years of experiences along with contentious education and successful collaboration with European manufacturers.

after Beauty Address company conquered the Kuwaiti market, we also had our branches in Qatar, Dubai, Syria, and Jordan. also our plans to expand in more countries in 2023.



# VISION

Beauty Address co. will continue to grow its core cosmetics retailing business by increasing retail outlets throughout the region. New store concepts and e-commerce will be used to create even fresher channels for the company. As a “Beauty Expert“ edivorp ot tseb sti evirts ot eunitnoc lliw ytuaeB & ytuaeB ,”Quality Products, Best Value and Professional Service ”for its customers to meet their ever increasing needs.

# MISSION

Offer quality and full beauty keys to our customers.  
Share achievement with our team.  
Build long-term trust with our suppliers.

# VALUES

Service of the markets of cosmetically and dermocosmetics with high class products and trustworthy scientific and marketing support.

# GOALS & OBJECTIVES

To build good reputation in the field of beauty and healthcare.  
Become a key player in the business.  
To serve the markets, with exclusive marketing lines, excellence in service and un-comparable quality of products.



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**STRATEGY**



Beauty Address was Inspired by  
PROF. Ahmad Ibrahim Rashid  
1961/2021

Inspired by the legacy of Professor Ahmed Rashid, this vision is built upon decades of scientific excellence, ethical medical practice, and innovation in Dermatology and Dermocosmetics across the Middle East.

Professor Rashid was widely recognized for his contributions to modern dermocosmetic science, skin treatment technologies, and medical education throughout Egypt, Kuwait, and internationally. Beyond his clinical expertise, he was respected as a mentor and educator who combined scientific credibility with integrity and humanity.

Today, this legacy continues to inspire the development of advanced dermocosmetic concepts focused on innovation, scientific reliability, and long-term value for both patients and professionals.

# CEO MESSAGE

We, Beauty Address Company, Established 2009 in Kuwait, are the official distributors of brands Sesderma, Eucapil, Oge, and Mediderma, cimel, Juliette Armand. we are also expanding and doing our maximum effort in 2021 to achieve our goals.

We always listen carefully to customers' requests and continue to challenge the best technique of cosmetic (OEM/ODM) with continuous research and collecting broad-based information to plan/propose cosmetics which meet current needs and go ahead of the age.

As we are conquering the Kuwaiti Market with our high quality products and high reputation

**ISSAM SUKARIA**





**OUR  
BRANDS**

# sesderma<sup>x</sup>

listening to your skin

Born in Spain in 1898, Sesderma is a pioneering brand in the field of dermo-cosmetic innovation. In 2010, Sesderma revolutionized the field of skincare by introducing nanotechnology into its formulas. Through the use of nanometric liposomes, Sesderma is able to deliver skincare actives to the deeper layers of skin; the result, of course, is optimal tolerance and maximum effectiveness.



# Ogé

People Fall In Love With Oge Derma System Because After Using The Treatment, They Can See And Feel The Difference In Their Skin. Oge Derma System Is Dedicated To Give The Best Solution For All Skin Problems. These Incredible Products Deliver A Sensation Of Freshness And Help To Make Skin Clearer, Healthier, And Younger-Looking. The Oge Darma System Is Revolutionary Because It Not Only Deals With Ihe Surface Layer But Reaches Deep Down To The Level To Stimulate And Promote Skin Oge Derma System Restoration, Slowing The Aging Process Of Your Skin. Og6 Derma System Is Designed For Optimal Results In Cleating And Preventing Acne, Wrinkles, Dark Spots, Discoloration, Sun Damage, Tine Lines, And Age Spots.



Eucapil® is a new cosmetic product for topical use developed by Bio-physica, Inc. of San Diego, California.

When applied to the scalp, EUCAPIL® assists in counteracting the degenerative changes in hair follicles, which ultimately cause hair loss and thinning of the hair stem.

EUCAPIL® has been shown to induce a substantial reduction or cessation of hair loss.

Upon longer use, an increase in average hair diameter giving the impression of greater scalp hair fullness may be seen.

# Eucapil™



Founded in Greece in 1992, Juliette Armand is a leading professional skincare brand. Through its specialized ranges such as Elements, Skin Boosters, Sunfilm, and Ameson, Juliette Armand has established a strong presence in beauty centers and professional clinics, with distribution in more than 40 countries worldwide.

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With continuous investment in advanced technology and state-of-the-art production facilities in Athens, Juliette Armand continues to deliver innovative skincare solutions that combine quality, effectiveness, and a complete professional skincare experience.

# Juliette Armand

THE PERSONAL PROFESSIONAL SKINCARE



Cimel™ products were developed by Dr. Fernando Bouffard at EXPERTISSE laboratories in Barcelona, Spain, after years of research.

They are certified for sale and use in the EU and Canada, and are also permitted in the United States, with additional approvals in other countries.

The five-product line works together to improve skin texture, brighten skin, reduce pores, protect against environmental stressors, and smooth intimate areas.

They claim to reduce signs of aging and the appearance of non-active acne scars.

All products are perfume-free, paraben-free, ISO and GMP certified, and cruelty-free.

**cimel™**



Mediderma is the division of professional products and treatments that belong to the Sesderma Group, founded by Dr. Gabriel Serrano in 1993. His vocation as a dermatologist has always been to solve skin problems through innovation and proximity to the patient. That is why at Mediderma we support doctors and health professionals by offering them global solutions for their patients' skincare.

Our products and professional treatments cover all areas of dermatocosmetics, aesthetic medicine and dermatology, responding to all the needs of people's skin. We focus our efforts and dedication to the research, development and manufacture of products for medical use, specializing in R&D&I and nanotechnology.

medi+derma<sup>x</sup>  
professional care



At its core, FACTORFIVE humanizes skincare. Backed by years of scientific research, our award-winning skincare company seeks to redefine how we, as a society, look at aging. Powered by ethically derived human stem cells, our skincare works harmoniously with your own skin to replenish growth factors that naturally deplete as we age. Rather than hype, FACTORFIVE relies on innovation.

Your skin cells are constantly turning over and undergoing repair. This remodeling, correcting, and regenerating requires multiple cellular processes to work. That's where FACTORFIVE comes in. Our scientists carefully culture human stem cells and then capture their potent factors - all in an effort to help your skin replace and boost the factors that decrease with age, helping prevent and fight the visible signs of aging.

# FACTORFIVE



# DISTRIBUTION CHANNELS

Our products are designed to be marketed and sold through exclusive cosmetic stores, pharmacies, and beauty clinics.

## **Pharmacies:**

- Meshrif coop
- Al Rawdha coop
- Keefan coop
- Al Shamia coop
- Royal pharmacy
- Pharmazone
- Bouttiqaat





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# THANK YOU



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