



## Cosmoprof Worldwide Bologna 2022



### A Beegan Lesson!

Picture this: buyers, agents, clients, exhibitors, visitors, and consumers, running around between more than 30 halls, each hall big enough to fit hundreds of exhibition stands, visiting as many stands as they could, trying to learn about the brands that inspired them the most.

Some might not grasp the magnitude of such a major exhibition gathering the world's best in the industry, nor the challenge of standing out as an exhibitor in such a high traffic environment.

I had the opportunity to witness this event for the first time this year. We, as Beesline beegan, were exhibiting with our 60sqm yellow beegan stand in the selective admission "Cosmoprime" hall which is intended for "premium companies of the perfumery and cosmetics sector, with high-end products which are distinctive for innovation and excellence" as per Cosmoprof's official website. What would it take to stand out in such a crowded environment? Is it the magnitude of the stand? Is it product innovation? The communication strategy? I have learned a lesson this year that answers this question directly, we are calling it the "beegan" lesson: "it is not the number of resources, nor the edge of machinery, nor the availability of precedents, that will necessarily drive success, rather it is the belief that a dedicated team of believers, passionate enough to learn from testing and failing, that can actually take things to the next level."

Read the full article on the cover page, at the right.



**Omar Touma**  
BUSINESS DEVELOPMENT DIRECTOR

Omar Touma is currently responsible for driving new business for Beesline in Europe, US, Asia, & Australia, leading initiatives across transactional practices, industry groups, and geographic markets, related to product innovations and client teams.

## How our Beegan Concept Made it to #1

**"Beegan?" "Is it vegan?" "What are waterless sticks?" "We love your yellow stand"**

These are nothing but some of the whispers we heard around our exhibition stand in Cosmoprof Bologna this year in April 2022, while more than thousands of visitors came across our stand from more than 30 countries. While we walked around the exhibition in both Cosmoprime and the rest of the halls, within the limited time we had, we had the chance to see some of the newest innovation concepts that other buyers were exhibiting, some of them aiming to break the limits of sustainable skin care, which has become the trending word for the cosmetic industry for the recent period.

It seemed quite obvious that while some brands aimed at sustainability, most of the time it came at the cost of functionality most or even efficiency, making this one of the most challenging missions a cosmetics manufacturer would face; that is finding the optimal balance between sustainable, effective, and functional.

More than 600 brands had applied for the Cosmoprof Award for Innovation in the "Natural & Organic" category this year. I recall the moment our CEO rushed into our office and said so passionately "We have to apply to the Cosmoprof Awards with our Forever refill range... these are the winners!". I might have smirked at the time. I surely do share the same belief in our genuine beegan purpose and our authentic approach to effective, functional, and sustainable skincare, yet I could not imagine we stood a chance among european innovators in such a worldwide competition. Could we actually win the prize?



### Yes, we did it! #1 Cosmoprof Award for innovation in "Natural & Organic"

Imagine a concept that combines utmost efficiency, excellent functionality, great appeal, and simply the farthest any worldwide skin care manufacturer could reach in sustainability; that is the closest description we can give you of the Forever Roll-On innovation developed by our devoted R&I team.



This award is particularly important at a time where validation has become a major factor in decision-making. In fact, while companies today integrate validation at every layer of launching or innovating a new line, many methods are adopted to validate a novelty, whether through consumer research, focus groups, product testing, or internal lab tests. This award represents a worldwide study on a representative sample of the world, where the jury consisted of the most experienced professionals of the industry.

This year taught me a very important lesson: it is not the number of resources, nor the edge of machinery, nor the precedents, that will necessarily drive success; rather it is the belief that a dedicated team of believers, passionate enough to learn from testing and failing, that can actually take things to the next level. For that, we thank our team members—or rather our family members, as our CEO always says. We will see you next year.

**SOME OF  
The Jurors\***

J.C.  
Editor  
in Chief,  
Allure  
(USA)

N.G.  
Co-  
Founder,  
Thirteen  
Lune  
(USA)

L.V.  
FOUNDER/  
CEO,  
BEAUTY-  
STREAMS  
(USA)

B.H  
VP  
DMM  
Beauty,  
Neiman  
Marcus  
(USA)

L.W  
Head of  
P.D.,  
Mecca  
Brands



\* www.cosmoprofawards.com/en/juries/cosmoprof-awards

## OUR COMMITMENTS



95% to 100%  
NATURAL



SUSTAINABLY  
SOURCED



CRUELTY  
FREE



FRESHLY  
MADE



HYPO-  
ALLERGENIC

## GLOBAL HIGHLIGHTS

### 1- OUR GLOBAL MARKET APPROACH

#### Beegan Photoshoot: Beesline's First Shoot in the U.S.

Go-to-market strategies are fundamental pillars to attaining leadership in any market. Because market dynamics change, beauty channels are segmented differently, and consumers might have varied needs and affiliation depending on their culture and territories; our Commercial Team decided to approach the U.S. market by working with one of Beesline's key creative collaborators—Plastic Studios—and their New York office. Together, we planned and executed a mega photoshoot reflecting the fundamentals of our new Beegan skincare range: inclusive, disruptive, innovative, ethical, sustainable, and efficient!



Here are some of the backstage moments we have the pleasure to share with you.

### 2- A SUSTAINABLE INNOVATION FOR THE GLOBAL CONSUMER

#### Meet the Beegan Innovation That Will Disrupt the Beauty Industry

Beesline is reaching global horizons. Going in, we knew that we were addressing a new audience, exposed to an infinite number of brands from all over the world, and who had different considerations—sustainability being a main one—with product effectiveness remaining a prerequisite.

For this expansion to be successful, but also to match Beesline's ethos of respecting people and the planet, our apitherapy concept has been evolving to become our Beegan philosophy.

*Good for the planet, the people, and the skin.*

To achieve that, we have developed formulas made of up to 100% ingredients from natural origin, sourced from certified ethical suppliers. On the level of packaging, these products come in zero-waste packaging, with a drastic reduction in plastic (only post consumer recycled plastic is used).

Launched during this year's edition of Cosmoprof Worldwide Bologna, our Beegan portfolio is split into 3 ranges.

beegan  
/bi:g(ə)n/ noun

A commitment meant to safeguard the bee population by supporting ethical and sustainable beekeeping. Free from any animal ingredients with the exception of ethically sourced bee-by-products.



#### Range 1: The Classics



Traditional format yet packed in eco-conscious packaging. On a formulation level, we are sticking to our commitment of using highly active plant extracts combined with the super effective bee byproducts.

#### Range 2: The Waterless Sticks



We removed 80 % of water from our formulas and turned them into condensed solid sticks. These formulas last longer, which ultimately means that consumers will be buying less—packaging that is.

#### Range 3: Once & Forever



100% water-free formulas turned into two types of pills: ONCE (single-use pills in compostable packs) and FOREVER (multiple-use pills that come with a «forever» applicator, refills sold in compostable packs).

Disrupting the boundaries of the beauty industry in our aim to create genuinely sustainable solutions has been greatly rewarding, and the recent feedback from Cosmoprof has further confirmed that we are evolving in the right direction.

### 3- MAJOR SUSTAINABILITY CERTIFICATION ACHIEVED

#### Beesline Receives ISO 14001 Certification - Environmental Management System

Our Quality Assurance department works relentlessly to ensure that Beesline complies with the global standards and systems. And once again, a new quality milestone has been achieved—this time, pertaining to sustainability. Our Environmental Management System covering ISO 14001:2015 standard was assessed by TUV Nord auditors who confirmed our compliance to international requirements with zero major findings.

ISO 14001:2015 standard helps organizations improve their environmental performance through more efficient use of resources and reduction of waste, gaining a competitive advantage and the trust of stakeholders.

Beside ISO 14001:2015 certification, we have also successfully passed and maintained the assessment and examination of the 2 existing quality systems: ISO 22716:2007 (GMP) and ISO 9001:2015 standards.





## MOST RECENT COMMERCIAL ACTIVITIES



### Our Sun Care Range is the Top-Seller in Lebanon

It is that time of the year again! Beesline has always been perceived as a top-of-mind natural brand. We have been trendsetters in natural cosmetics, and we plan to keep our status for the promising years to come.

As for this hot summer, our team designed and distributed our new summer displays across almost 20 major points of sales! This initiative drove our market shares in the modern trade of Lebanon and we were able to reach the top-seller position in one of the most competitive markets.

We are delighted to share this amazing summer experience with everyone by spreading positivity and personal wellbeing through Beesline summer products.



### Top-Selling Roll-On in KSA Pharmacies!

We are proud to announce that Beesline's Whitening Fragrance-free deodorant is the top-selling\* roll-on in pharmacies across KSA.

For Total KSA (modern trade and pharmacies), our Whitening Fragrance-free deodorant is ranked second top-selling roll-on.

This is the result of a solid partnership and collaboration with Beesline's local distributor and long-term partner, Medical & Pharmaceutical Services.

At Beesline, we see every collaboration as a long-term partnership, one in which both parties actively contribute to achieve a common goal: great success.



\* As per our last sell-out reading.

### Beesline's Campaign Covers 80% of the Lebanese Market

As part of Beesline's 2022 strategy and to help us strengthen our presence, we have implemented 82 wall units across the Lebanese offline markets, covering %80 of the weighted distribution and %65 of the universe.

This project could not have been completed without the support of Holdal, our Lebanese distributor in the offline business.



### +200% Turnover in Tunisia

Tunisia, our most recently launched market, has been growing at 200% in turnover, while breaking the limits of leadership in the market and reaching more than 600 pharmacies. We have been gaining a lot of traction with our seeding and affiliation with celebrity bloggers such as @faf.elk, @hbiba\_hmida, and @tastemysweetlife, reaching more than one million followers on social media.

In May, we launched our latest sun range titled "Une Journée au Soleil" offering the consumer a full range of natural products and routines that can be used under the hot Tunisian sun.

With the help of our trusted distributor, we went strong in our execution, taking over pharmacies' windows and shelves, while social media reached a weighted distribution of 50% of our stores.

### +321% E-commerce in GCC

Beesline reached a milestone in GCC by achieving an average growth in e-commerce sales of 321%. And yet, this number does not include UAE where we have recently launched our e-com platform and have exceeded the expected forecast in the first 3 months.

### Activation at Major Mall in Dubai

During 2 weeks, Beesline held a major activation at Lifestyle Centrepoint in Dubai Mirdif City Center. A wonderful podium was displayed in the center of the POS with the presence of a beauty advisor.



## INTERESTED IN DISTRIBUTING BEESLINE?

### WHY PARTNER WITH BEESLINE ? INNOVATION AT HEART



+180 Customer centric innovations in the making  
1000+ Commercialized proprietary formulas



### SCAN ME

To receive our exclusive free samples tool kit

### LEADING IN SUSTAINABILITY



99.5% NATURAL



SUSTAINABLY SOURCED



CRUELTY FREE



COSMOS ORGANIC



14001



22716



9001:2015

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JOINT BUSINESS PLANNING APPROACH

# TRANSFORMATION, DIGITALIZATION, AND SUSTAINABILITY

## SCRUM: ACCELERATING INNOVATION AT BEESLINE

While catering to the rapid evolution of consumer demands towards healthier and more eco-friendly solutions, Beesline has adopted the Scrum methodology, a framework where people work in agile cross-divisional teams that favor innovation. This has enabled us to create disruptive products, such as our zero-waste Beegan portfolio and our recently Cosmoprof-awarded Forever Deodorant.

Scrum introduces a groundbreaking mindset that revolts against the established working methodologies by delivering value faster within increments called Sprints. By adopting Scrum as a core corporate strategy for 2022, Beesline is not only empowering the teams to work in harmony towards the same goal, but also maximizing the value proposition and reducing the time to market.



Europe portfolio scrum team

## ERP: POWERING BEESLINE'S DIGITAL TRANSFORMATION

As sustainability remains at the core of Beesline's strategy, we always look for ways to bring sustainable solutions to every aspect of our work. For that reason, Beesline is moving to "Enterprise Resource Planning (ERP)" Systems. This new solution will provide better functionality for our teams, as all the company's processes will be mapped in the system to enhance the speed of delivery and the quality.

Let's consider a few areas where ERP helps connect communication gaps between the plant floor, back-end systems, supply chain operations and other areas to drive greater sustainability:

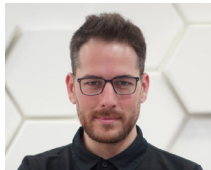
- **Asset Management** allows to maximize asset utilization and reduce material consumption.
- **Supply Chain** is an area with plenty of room for improvement. The complexity of global supply chains, lack of communication with trading partners and the rush to meet on-time delivery requirements typically result in waste. By improving collaboration with suppliers, the number of lifetime miles material or a product travel can be reduced and CO2 emission savings can occur.
- **Demand Planning** allows optimal supply chain performance, enhanced material consumption and reduced freight expediting costs that decrease unnecessary greenhouse gas emissions.
- **Lean Manufacturing** is a business model that emphasizes the elimination of non-value-added activities while producing quality products on time and with greater efficiency.
- Traceability continues to play an important role where customers and consumers are focused on product origins to avoid fraud, recalls, environmental damage and other factors.

## MEET BEESLINE'S NEWEST TALENTS



### GHENUA MOKDAD REGIONAL BRAND MANAGER

"As a Pharmacist and Marketer with more than 10 years of experience, I am overjoyed to be part of the Beesline family. Driven by the amazing team, the entrepreneurial spirit, and the global vision of Beesline, I am looking forward to achieving great success!"



### FADI KASSIS REGIONAL BRAND MANAGER

"After more than 10 years of handling multinational brands, I am ecstatic to be joining the award-winning Beesline family in its vision of becoming a global innovator of natural cosmetics. I look forward to spreading the Beegan brand to different parts of the world!"



### MAHMOUD ISMAIL E-COMMERCE TECHNICAL LEAD

"I feel incredibly honored to be a part of Beesline and to step into this position after more than 9 years in the E-commerce development field. I look forward to taking the e-commerce department towards new goals and achievements with the entire team."



### WAFAA KOBROSSLY CUSTOMER CARE SPECIALIST

"I am excited to join the bee-family and I already feel welcomed by the team! I really appreciate this opportunity to demonstrate my communication and problem-solving skills. Customer satisfaction is essential at Beesline and I look forward to achieving that!"



### OMAR AKKARI JUNIOR ORDER SUCCESS SPECIALIST

"Beesline has considerable opportunities for ongoing growth and it is a great chance for me to be able to work with the e-commerce team. I look forward to supporting the company by serving customers in the best way. I am very excited to be part of the Beesline family!"



### CHARBEL SAADE DEMAND PLANNER

"I am an expert Supply Chain and Demand Planning with more than 8 years of experience in forecasting and planning, across multiple industries. They say that those in Supply Chain know the impossible is possible. I look forward to achieving the impossible with the Beesline team!"



### TAMARA SAÏD CLINICAL RESEARCH ASSOCIATE

"Beesline feels like one big family where everyone is encouraged to learn, grow, and be innovative. I am happy to be part of it as a Clinical Research Associate and look forward to contributing in delivering high-quality natural cosmetics in a sustainable manner."



### ROAA KURDI SCIENTIFIC COPYWRITER

"By joining Beesline as a Scientific Copywriter, I have finally found my place as a veterinarian with translation skills! Moreover, Beesline's Bee-Centered Society Project paved my way as a vet to specialize in bees. It's not just a job for me... it's a constant learning experience."



### KARINE GHALAYINI REGULATORY AFFAIRS SPECIALIST

"Joining Beesline is a turning point in my life. As a pharmacist, working for such an innovative and ethical company is a great professional opportunity! I am proud to be amongst such incredibly talented people to contribute to Beesline's continued success."



### MARIAM MAZLOUM SCIENTIFIC COPYWRITER

"Joining the Beesline family is allowing me to expand my skill set and develop the research chemist in me. I'm proud to be part of an organization that puts people at the core by offering them a learning program, and prioritizes sustainability—a core value of mine."