



ONGOING WOMEN'S MONTH CELEBRATION



PREVENTION OF SEXUAL HARASSMENT AT THE WORKPLACE

As part of Beesline's commitment to the newly passed Sexual Harassment Law 205, in Lebanon, Beesline took The #MeToo movement approach, to reestablish in the organization more respectful, harassment-free workplace culture.



1. SETTING A STRONG TONE FROM THE TOP

Beesline's co-founder, Maha Arayssi, openly stated on social media the following:

"I commit, along with my colleagues, to make sure our workplace stays sexual harassment-free. Beyond respecting the new sexual harassment law that was recently voted in Lebanon, Beesline will work on spreading awareness around this important subject, both internally through staff training, and externally through newsletters and social media. We want all women to feel safe, speaking up about their experiences, and not fear being rejected, neither from their jobs nor society. We have the right to live in an environment free from discrimination, violence, and sexual harassment."

2. DEVELOPING AN ANTI-HARASSMENT POLICY

At Beesline we are writing a strict anti-harassment policy. This policy will be included in Beesline's written code of conduct in the employee handbook.

3. IMPLEMENTING AN INTERNAL COMPLAINT PROCESS

To emphasize on the importance of reporting a complaint about the unwelcomed conduct, we will be implementing a formal and convenient complaint process.

4. CONDUCTING REGULAR, INTERACTIVE TRAINING

We made a sexual harassment prevention training, to all employees, which will be repeated on regular basis in order to reduce the risk of workplace harassment.

5. PROMOTING DIVERSITY AND INCLUSION

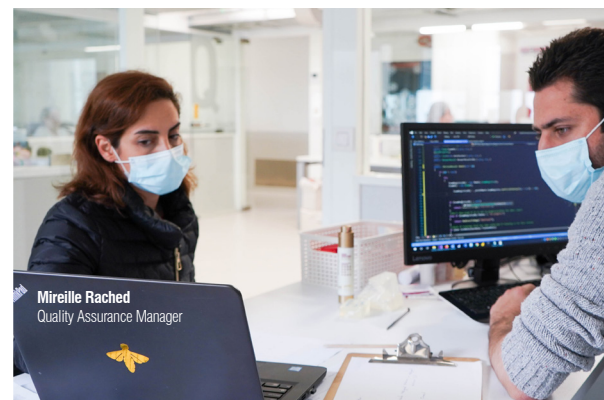
A lack of diversity and inclusion is one of the top risk factors for workplace harassment. Welcoming people with different backgrounds, beliefs, ethnicities, genders, ages and abilities in our organization's operations and leadership, has become increasingly important.

Marianne Itani - Planet Positive Impact Project Manager



Dr. Liitte Nalbandian
Validation Officer

Mirna Elhajj
Product Development Manager



Mireille Rached
Quality Assurance Manager



Saada Matar
Cleaning Officer

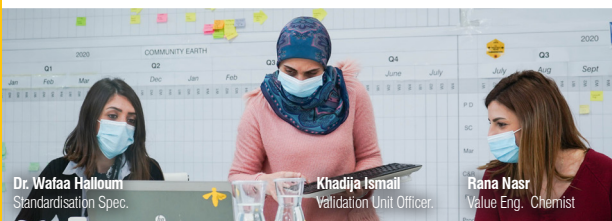


Dr. Wafaa Halloum
Standardisation Specialist



Josephine Sleiman
Weighing & Mixing Supervisor

Amani Tarabay
Lab Analyst



Dr. Wafaa Halloum
Standardisation Spec.

Khadija Ismail
Validation Unit Officer

Rana Nasr
Value Eng. Chemist



Christelle El Maasri
Brand Manager

Eize Honein
Group Brand Manager



Zeinab El Khatib
Quality Analyst



Lozane Maamary
Senior HR Officer

WOMEN AT BEESLINE

Female Employees
Absolute %



Women in top and
middle management



Women on the
Board of Directors



They are hardworking, seriously committed, and never stop performing. Inspiring and igniting when they lead, they make choices and take risks, changing the game and unlocking the future. They literally move mountains and achieve the unimaginable! **Meet our worker honeybees!**

INSPIRING HARD WORKING MOTHERS | THEY TELL US HOW MOTHERHOOD BOOSTED THEIR CAREER

"Being a working mom is one of the most challenging yet most rewarding things I have ever done. Being a mother has shaped me into a person I never imagined I could become. Motherhood has given my work efforts a new purpose; that of inspiring my daughter to be independent and empowering her to build her own career".

Maya Abbas - Senior Financial Analyst

"Excelling at work has always been important to me, but my drive to succeed only deepened after I had a little one to think about. Being separated from my son during the day is harder than I ever imagined. But working has made me more patient, loving, present & grateful when I'm on the job as a mother, a career that lasts a lifetime".

Dr. Asma Abbas - Regulatory Affairs Manager

"Life is tough and so we are! As mothers and working women, we should always take good care of ourselves, our physical & mental health because we are the backbone of our homes. We must stay strong no matter what, because our kids, our families, and our work need us!"

Zeina Daouk - Graphic Design Manager

"I gathered up the positive energy I had gained from the happy, sad and hard situations during my motherhood and channeled them into valuable skills for my career because I want to set a positive example to my children". **Widad Halabi** - Chief Accountant

"If motherhood was a word it would be «multitasking». However, this ongoing challenge has solidified my conviction to work at a job I love. I'm grateful and loyal to work with a company that values me as a mother, I had always known Beesline as my family that embraces motherhood".

Samar Mohammad - Assistant Purchasing Manager



Widad Halabi



Asma Abbas



Maya Abbas



Zeina Daouk



Samar Mohammad

WOMEN EMPOWERMENT ON SOCIAL MEDIA

Bloom from Within

Choose natural confidence. Feel good in your own skin, Summer body. Behind every strong woman another strong woman and herself... are all campaigns to encourage every woman to utterly and unapologetically be herself. The campaigns are honest messages from the beating heart of Beesline to create awareness, empowerment and support to every woman out there. The beating heart consists of 60% of female employees including the co-founding sisters, working hand-in-hand to motivate 100% self-love towards one's body, mind, soul and skin. These messages were also highlighted through Instagram live sessions that were held with several guest speakers such as body positivity advocates, fitness coach and health engineer. In 2021, we continue to bee-long together, to stand for mother earth and to empower every woman to love herself, overcome her fears and achieve her dreams.

The Caring Tales of your Body! - Live Instagram Series

2020 was not an easy year. People had to deal with a pandemic, lockdown, social distancing and much more, for the first time. But it was also a year during which many of us learned to pause and take care of our body, mind and skin. Reflecting on this eventful year, Beesline decided to host a series of Instagram Live sessions with some inspirational guests, to reach out to everyone despite the lockdown barriers and help motivate and empower our loyal customers into not only accepting themselves but also channeling a healthier lifestyle for a better body, mind and skin. Special thanks to:

- Food and Health Engineer, Dr. Jana Jardali; who helped us start this year with wonderful 2021 resolutions on how to maintain a healthier body and avoid nutritional fallacies.
- Body Positivity Advocate, Joelle Abou El Nasr; who inspired us to cherish our bodies no matter what and disregard bullies, and instead listen and love ourselves.
- Body Positivity Advocate, Haya Sawan; who helped empower women all over the world, inspired them to always be themselves, and encouraged them to achieve their goals with whatever options available.



Jana Jardali



Joelle Abou El Nasr



Haya Sawan

ATTRACTING NEW TALENTS | MEET BEESLINE'S NEWEST MEMBERS



Passionate about the cosmetics sector, I'm proud to join Beesline, a company with such an excellent track record and strong example of leadership in the industry. I'm eager to work with a passionate team in a challenging environment and thrilled to learn more about the GCC countries and to identify and seize new business opportunities.

Serena Akiki
Regional Sales Manager



Starting my career at Beesline has been an absolute joyride. Being a fresh graduate, I was worried about diving into the real world, but Beesline took me under its wing, and I have felt at home ever since. Being part of the marketing team has opened my eyes on new interests that I did not know I had, it helped me get in touch, explore my creative side, and get to incorporate it into my daily work. I am so excited for the future with Beesline, and cannot wait to see it thrive more and more.

Karma Alieh - Junior Community Manager



I am so proud and excited to be part of the Beesline Family. I look forward to represent the company in front of the customers and hope to be up to their expectations, while being surrounded with the nicest and most welcoming coworkers.

Yara Jezzini
Customer Care Specialist



As a lover of all things natural, joining Beesline was a no-brainer. It feels good to work in a company that has the same principles and goals as I do. Coming from L'Oréal, I felt that it was time to give back to my country by joining a growing Lebanese company and proudly being part of the change.

Elize Honein
Group Brand Manager