



NEW

**FACIAL ANTI-AGING,
SUN PROTECTION**



#ForBeesnesses Only
Pre-order your exclusive free sample*

COSMETOVIGILANCE FOR A STRENGTHENED SAFETY

The demand on cosmetics products has expanded over the last decade increasing thereby the incidence of adverse reactions associated with their normal use. In cosmetics, adverse reactions are rare, typically mild and completely reversible. At Beesline, safety is at the heart of innovation. In order to monitor & assess the adverse reactions associated with the use of our products and for the purpose of guaranteeing a further strengthened safety for Beesline's consumers, Beesline is pleased to announce the implementation of a new post-marketing surveillance system called "Cosmetovigilance". Cosmetovigilance system allows to monitor the occurrence of undesirable effects, assess the causality, establish corrective measures & identify any potential health risk. Cosmetovigilance system is recognized globally as a concept of public health to address the safety of cosmetic products. In the European Union (EU), cosmetovigilance is established under the European Cosmetics Regulation (EC) No. 2009/1223. This system is not yet commonly known in the MENA Region. Being ahead of regulatory requirements, Beesline has integrated the cosmetovigilance system in its complaint handling procedure. Beesline's Management showed great support to the new rationale behind the safety-related complaint assessment. For the system to be effective, a coordination is required between Regulatory Affairs, Quality Assurance & Customer Support Teams with Beesline's global distributors' teams as well. We believe that implementing the cosmetovigilance system will promote the clients' confidence in Beesline products & set our minds at ease regarding their safety.

Asma Abbas
REGULATORY AFFAIRS MANAGER



NEW LAUNCH | AGE DEFENSE FACIAL FLUID SUNSCREENS

Beesline is currently launching its new Anti-aging, Facial Fluid Sunscreen with 2 variances: tinted and non-tinted. The fluid sunscreen is an innovation in terms of safety, and multi-features efficacy.



COMPLETE PROTECTION

Protects from UVA/UVB Broad Spectrum, IR, and HEV/digital blue screen.



FLUID

Makes it suitable for all skin types especially oily skin, lightweight-non greasy.



PRIMER

Plays as a base/primer before your makeup application

Tinted version available to unify your skin tone.



AGE DEFENSE

Provides antioxidant & Antiwrinkle efficacy, it helps fight new age lines and reduces the existing ones due to its Matrixyl powerful technology.



NANO-FREE

Does not enter your skin into the bloodstream and your organs. Safer for the environment. Can be washed away with water.



NEW

COMING SOON | OUR NEW INNOVATIVE #BEEGAN RANGE

Offering the best skin care products, with skin-safety and efficacy, being at the top of our priorities, Beesline will be launching during this fall a began skin care line, made of 27 products, among which are 11 organic lip balms, integrating the requirements of green chemistry and ethical sourcing as a must.



Beesline[®]
A BEEGAN COMPANY



RECYCLE HERE

GLASS ALUMINUM PAPER PLASTIC

GOOD FOR YOU | GOOD FOR THE PLANET



FEATURES & BENEFITS	
Zero Waste Packaging	Less to No Plastic (Max 28%) Biodegradable, Compostable
Green & Clean Formulation	Paraben, Paraffin Free Natural
Ethical Sourcing	Organic Formulation

Beegan noun /'bi:.gan/
Aligned with the vegan ethos, free from any animal ingredients with the exception of cruelty-free and sustainably sourced bee by-products (honey, beeswax, propolis & royal jelly). A commitment meant to support the community of beekeepers and their ethical beekeeping practices that play a critical role in the revival of the declining bee population.

*Send us a mail to ecommerce@beesline.com

BEESLINE SUCCESSES & BREAKING RECORDS

THE BEEHIVE LANDED IN TUNISIA



A great year for Beesline indeed! We're expanding into the African market with Tunisia being the 2nd African market launched to date. Beesline launched with a few star categories; mainly the skin whitening category. The Tunisian team managed a huge pharmacies roll out, taking over every pharmacy window in Tunisia! They also organized a coffee get-together/training for all top pharmacists and offered them Beesline goodies!

THE BRAND GAVE LIFE TO OUR STORES*

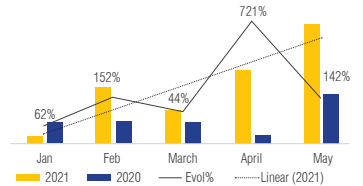


Our distributor in Lebanon – Hoidal – started its venture in the perfumery channel with landmark group subsidiaries: CenterPoint and Max. Sales have been growing drastically since the first month. Beesline became n1 brand in personal care, only 2 months after listing. Results in sell out succeeded in drawing the attention of CenterPoint management. A webinar was scheduled to train all of the staff and CenterPoint on the brand. CenterPoint purchasing Manager Mariam Safieddine told Beesline team in the training "When the brand was listed, it gave life to all our stores. We are very happy having a similar brand in CenterPoint and Max"

"WHAT IT MEANS TO BE A WOMEN" CAMPAIGN



This year has proved to be successful for our Levant markets, reaching new milestones whether on digital or in sales results. Our first best practice of the year was our Lebanon' Women's month campaign, focused on the Express category. We asked 30 influencers to share with us a quote about what it means to be a woman and gifted them the full Express range. We won share of voice on Instagram and gained 20k followers; reaching a staggering 200k followers in March with a total engagement of + 377%! This led to a sales growth of + 813% vs 2020 and + 461% vs average monthly sales. These figures were also reflected on our online channel which reached + 290% vs average monthly sales.



"SKIN CARE YOU WANT TO SHARE" CAMPAIGN



Jordan was preparing a campaign around Whitening Face: "Skincare You Want To Share" in collaboration with a Jordanian blogger Bana. It was a similar activation as Lebanon and results were just as promising and more. Our star product the Whitening 4in1 Cleanser managed to grow by 110% vs budget. The activation pushed the total brand and not just the whitening face category, reaching new heights and record sales in April and May



FIRST EVER TV CAMPAIGN IN IRAQ



Another milestone reached was in Iraq; where we launched our first ever TV campaign on MBC Iraq! Merely focused on our Whitening 4in1 Cleanser which is the Iraq star product since day 1.



*Mrs. Mariam Safieddine Centerpoint Purchasing manager

BEESLINE NOW IN CARREFOUR UAE



In May 2021, Beesline was listed for the first time with its Roll-On Category in the 32 doors of Carrefour UAE, a leading modern trade account in the GCC in the GCC. Therefore, Beesline is now available at Carrefour across all GCC & Levant markets. We also participated in the Beauty Week in which we tripled the sell-outs versus previous beauty week events with a full integrated activation including promotions, promoters and a strong merchandising. SERENA AAKIKI

PEOPLE AT THE CORE

MEET BEESLINE'S NEWEST TALENTS



ATAM DEKERMENJIAN
SENIOR PROCUREMENT OFFICER

"Life is not about waiting for the storm to pass, it's about learning to dance in the rain. This is what Beesline believes in and pursue continuously."



YEHIA DIMASHKI
CUSTOMER CARE SPECIALIST

"I am so thrilled to be a member of the Beesline family. I want to invest my knowledge & experience to satisfy customers' needs."



JOUMANA CHEHADE
CUSTOMER CARE SPECIALIST

"I am honored to be an official member of the Beesline family. Customers are an integral part of any business' success and I hope to always meet customers' expectation of high-quality service, no matter the ups-and-downs that we might face."

NEW PEOPLE IN KEY POSITIONS



OMAR TOUMA | BUSINESS DEVELOPMENT DIRECTOR

During my 11 years at L'Oreal I had the opportunity to build beauty brands & amplify market strategies; it was an enriching journey to learn from the leader in the beauty world. The story behind Beesline, the multinational approach Beesline is adopting, the innovation & standards that are being implemented have drawn me to take this new opportunity at Beesline as a Business Development Director, my main objective will be to amplify the company's leadership to new markets & in untapped business opportunities.



MOHAMMAD MOUHAILDY | MAINTENANCE MANAGER

Being a part of a successful business is the goal of every employee. It is an honor to be a member in Beesline family a leading Lebanese company. I am motivated to be in the maintenance team to provide the best solution that serves the companies need since I have a seven years of experience in the maintenance field (building and leading teams). I believe of the future of beesline and I am looking forward to be a part of many successful years yet to come.

SUSTAINABILITY LATEST NEWS

EQUALITY, RESPECT & INCLUSION



Building an Inclusive and Supportive Work Environment at the Workplace

Beesline attended a training session funded by the European Union and conducted by ACTED & SIDC (Soins Infirmiers et Developpement Communautaire) to raise awareness on human rights, stigma and discrimination faced by employees at the workplace and to build an inclusive, diverse and supportive work environment. The training allowed participants to exchange experiences and learn new tools to build an inclusive and supportive work environment for marginalized populations.



Member of the UN Global Compact