

YASMINA COSMETICS



“All your Beauty needs in one place”

- 
- A large, semi-transparent graphic in the background of the slide. It features the number '40' in a large, red, outlined font. To the right of the '0' is the word 'YEARS' in a smaller, light blue, sans-serif font. Below the '40' is the word 'ANNIVERSARY' in a large, grey, sans-serif font. A light blue wavy line curves across the bottom of the graphic.
- **YASMINA** Cosmetics is a one of the market leaders in the cosmetics field in the middle east with more than 100 brands that has been part of our clients daily routine for generation over generation.
 - To celebrate this huge success we will launch **LAMSA** Phase I. This launch is expected to have a lot interaction with the market because of the operations behind it and the budget spent on this launch.

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ABOUT US

It all started with our **passion** for beauty. 1979 marked the start of our dream having only one production line.

The company is serving generation after generation, producing more than **100 brands**. We focus on continuous innovation to make sure we always meet people's needs with our superior quality and competitive prices.

Over the past, **YASMINA** served clients in more than **10 countries**. We kept our promise to always maintain our quality and we will continue to keep it by improving our formulation even more to make sure we deliver the most premium quality products. We will always put your beauty our first priority.

HISTORY & AGREEMENTS

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- From the second we started quality is our main focus. We started with our Nail Polish remover and then we moved to more than 100 brands.
- Our brands are divided into **Local Brands and International Brands**.
- After starting our Main Office in Cairo in 1979 then our Factory in 1980 we then moved to our international segments. In 1983 we joined the **UNIMEG** Group to export to the Soviet Union. In 1990 we opened our first office in Russia after we expanded our business in Russia and Ukraine. At this time we started producing perfumes and distributing them such as: **Balenciaga Rumba, Ted Lapidus, One Man Show, Yves Saint Lauren and Faconnable**.

HISTORY & AGREEMENTS

- After this huge success in 1992 we signed an agreement with Revlon Group for production, marketing and distribution in Egypt and the Middle East.
<https://www.revlon.com/>
- After this we signed another agreement with SODALIS company to produce and distribute their products in Egypt and Middle East.
<https://www.sodalisgroup.com>
- 2012 **YASMINA** new project the Expansion of Export to the African Continent taking advantage of the COMESA Agreement (African Free Trade Agreement).

TIMELINE

TIMELINE

1979 – THE BEGINNING

The year 1979 marked the start of YASMINA Cosmetics ® with a main goal to continue serving a generation after another with the same quality we promised to deliver – September of the same year our all time star Acetone was introduced.

1994 – 1998 EXPANDING BUSINESS

Introducing the Nail Varnish, Nail Polish Remover, Mascara, Eye Liner, Foundation, Face Powder, Eye Shadow, Hair Styling Cream and Hand and Body lotion

1997: Marrow treatment and Hair Straightener

1998: Hair spray and Gel Spray Biopoint

1998: Faconnable Eau De Toilet

2006 – LAMSA

YASMINA Cosmetics ® introduced LAMSA ® to the Egyptian market for the purpose of disrupting the Egyptian Cosmetics market.

1981 – SETTING UP OUR FACTORY

YASMINA Cosmetics ® is proudly one of the first Egyptian cosmetics factories to operate in Egypt after the openness of the Egyptian cosmetics market *Al Infetah* two important lines were introduced: Tonic Water & Nail Polish.

1992 – BIOPOINT

YASMINA Cosmetics ® collaborated with Revlon (Previous owner of BioPoint) to introduce BioPoint – a leader in the hair care sector, to our market in Egypt and abroad.

The same year saw the introduction of Universal, Bleaching Powder & Hydrogen Per Oxide.

2010 – EXPANDING OUR REACH

With the cosmetics business flourishing back then, a strategic decision was taken to grow our reach to include areas like Jordan, Libya, Saudi Arabia, UAE, Kazakhstan, Latvia, Czech Republic and Romania.

1983 – THE FIRST EGYPTION-SOVITE DEAL

The first ever trade agreement in the cosmetics industry to occur between the two nations, followed by the opening of our office in Moscow & Kiev where we introduced like: YASMINA Shampoo, Perfumes and Eau De Toilet: YSL, Balenciaga, Ted Lapidus, One Man Show.

1990 – DISTRIBUTION

First YASMINA Russian Distribution Office.

2020 – SANITATION MARKET

Amid COVID-19, YASMINA Cosmetics ® made caution decision to enter the sanitation market and introduce The Hand Sanitizer with aloe vera as well as surface disinfectants.

YASMINA COSMETICS FACTORY

- Our factory started in **1979**
- **YASMINA** Cosmetics factory is one of the biggest cosmetics factories in the middle east.
- We are one of the first cosmetics factories in Egypt.
- Our lines Produce average **200 MM Product/Year.**
- In our premises we have **12 Multi-Lane** production lines that can produce different products with different sizes.
- Our factory consists of **500+ employees** divided into different sectors starting from the labs moving to the production team, procurement team finalizing with our warehouse teams.
- Our main focus within our team is continuous advancement and development focusing on new approaches to increase our productivity.

Our Lab

- Our Lab is one of **a few certified** labs in Egypt.
- We focus on continuous improvement and development in our product formulation.
- Our end result is to try to reach the best formula that will serve our esteemed clients and meet their expectations by always standing out.
- We make sure that our quality is always the best in the market and make sure that we always find the best chemical solution to be the best.
- Innovation is our game, we always update our products to make sure we pamper our clients.



SALES & MARKETING

During our business expansion plan we decided to have an SMO to manage all our Sales and Marketing work.

Marketing

- Our Marketing team is working to make sure **YASMINA** Cosmetics Products are seen and positioned in the correct way and that every person is fully aware with all our products.
- ATL Marketing: TV Adverts, Radio Adverts, Social Media Platforms
- BTL Marketing: Outdoor Billboards, On-Ground Activations.

Sales

- Our Sales team is working closely to make sure that our products reach all our customers through different ways: Wholesalers, Retail Sales and Direct Sales.
- Our goal is to spread all across Egypt and make sure we have the maximum number of points of sales.
- We also started our direct sales through our online store on our website and Tele-Sales.
- We also have a good reach on online stores such as: SOUQ, JUMIA and NOON.



Our main sales target is to try to reach our clients all across Egypt to continue our vision to serve all our clients and to make it easy for them to find our products. This is what our sales team will be working on.

OUR COVID-19 RESPONSE

OUR COVID-19 RESPONSE

Because your safety comes first. We implemented significant measures according to WHO guidelines to protect YASMINA Cosmetics Family.

- Hand Sanitizer Production
- Practicing Hygiene
- Sanitizing Our Factory and Office
- Reducing the load
- Constant Check-ups
- Cashless Approaches
- Online Meeting Agenda

Our sanitizer is now sold across Egypt and we signed deals with some vendors such as: Al-Alamein Hotel, The Address Hotel Marassi, Rixos Ghazala Hotel, Lord of the Wings, Serena and Porto d'oro



STAY HOME, STAY SAFE



STAY HOME, STAY SAFE

80ml. Sanitizer Gel

OUR STRATEGY

OUR COMPANY STRATEGY

VISION

Always lead the market with continuous innovation in our products to make sure our customers can always find all their needs and their dreams.

MISSION

We aim to offer our clients the best quality products with the most competitive prices and to serve their beauty end to end.

PURPOSE

Our main aim is to always have our clients fully covered in all beauty aspects: Hair, Face, Body and Nail cosmetics. To be always seen as market leaders in our markets and try to explore more markets to widen our customer base.

OUR CLIENTS

OUR LOCAL CLIENTS

Our sales team is divided into 2 different segments:

Greater Cairo

Other Provinces

- We are focused to always spread our customer base and make sure our products are available in all: **pharmacies, cosmetics boutiques, supermarkets, beauty salons and modern traders.**
- Currently our products are available in most of the chains and individual retail stores.



OUR INTERNATIONAL CLIENTS

Since we started our company we tried not only to reach the people in Egypt but also all across the world. This map shows all the countries we sold our products in. We are still available in some countries with a selection of our products.



OUR BRANDS

PRODUCTS SAMPLE

YASMINA
COSMETICS



OUR BRANDS

YASMINA
COSMETICS

LAMSA



BIOPOINT



BIO STRAIGHT

BIO STRAIGHT

Lamsa Phase I Launch:

- **YASMINA** is celebrating its 40th birthday through launching **LAMSA**.
- **LAMSA** is going to be targeting all the social classes in Egypt. This is due to the diversity presented by this new family.
- **LAMSA** brand is full brand to pamper our clients. The brand is mainly done to cover the full cycle of beauty for our esteemed clients.
- Each product is done with complete care and the choice of the scents are chosen by our experts to try to meet all the market needs and not miss any segment.
- **As part of the marketing campaign for this launch we will have a TV Campaign, Radio Campaign and Aggressive Social Media Campaigns.**



**Shower Gel, Hand & Body Lotion, Marrow Treatment
Shampoo, Hair Conditioner Cream, Cologne, Tonic
Eau De Rose, Sanitizer and Nail Polish Remover**

Lamsa Phase I Launch:

Marketing Opportunity

During the launch of **Lamsa** we have a very good opportunity to penetrate the Egyptian market.

Local Segmentation

The cosmetics market in Egypt is now a rising market so the market mainly need a good quality product with a cheap and competitive price.

Launch Timing

After COVID-19 the market is in a huge need for any cleansing product so this will make us penetrate the Market.

International Opportunity

Lamsa has a great opportunity to expand internationally. This is due to the history of **Yasmina** and the high quality of the product.

Lamsa Phase I SKU's:

Shower Gel 400ml

Oud, Cranberry, Chocolate,
Coconut, Flower Bouquet,
Aqua for men

Hand & Body Lotion 400ml

Oud, Cranberry, Chocolate,
Coconut, Flower Bouquet.

Shampoo 500ml

Marrow Treatment
Shampoo

Hair Conditioning Cream 300ml

Marrow Treatment,
Honey and Almond
Oil and Keratin.

Hand Sanitizer Gel 75ml & 500ml

With 75%
Alcohol

Tonic Water Eau De Rose 75ml

For Face & Body

Nail Polish Remover 80ml

Coffee, Lavender,
Oriental Essences and
Blueberry

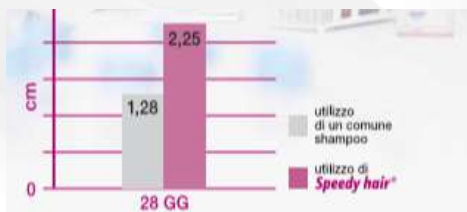
LAMSA

YASMINA
COSMETICS



LAMSA
لوسنة

- Speedy Hair Family includes:
Shampoo, Hair Conditioning Cream and Hair Serum
- This family is one of the top sales in Italy and Europe.
- Research done in Italy proved that if someone uses this family for 28 days, the clients hair will get longer by 2.25 cm and this is approved by European Union.



- During the marketing for this family we will mainly use a **#28DaysChallenge** with a challenge to see the progress on social media after using it for 28 days.



- Repair Family includes:
Shampoo, Hair Conditioning Cream and Hair Serum
- This family is mainly done to repair all the damaged hair.
- Top 5 Characteristics of using this family:

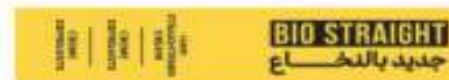


- During the marketing for this family we will mainly work on that this family can be used **for both genders** not only females.



BIO STRAIGHT

- **Bio Straight Hair Straightener Cream** is a cheap alternative to keep your hair straight.
- This product is a new product in the hair straighter market as it is with a new formula that includes **Vegetal Marrow**.
- Adding **Vegetal Marrow** gives a new edge to the product as it gives to your hair all the nutrients it needs and repairs all the damaged hair.
- This is a huge innovation in the formulation as it straightens your hair but also repair all the damaged hair.
- This is used by all the social classes due to its price and will be also used by beauty salons.



OUR UPCOMING LAUNCHES

UPCOMING LAUNCHES



- In the next quarter we will start to work on new launches to meet the promise of continuous improvement and development.
- In the upcoming launches we will be focusing on new range of products so we can serve all our clients with different ages, different classes and backgrounds.
- Some of the confirmed launches that we will have in the next few months:
- **Kiddy Care:** Tear-Free Shampoo, Shower Gel and Hypoallergic cream
- **Lamsa Phase II:** Lamsa Hair Styling Gel, Lamsa frequent use Shampoo, Lamsa Argan Conditioner Cream, Lamsa Garlic Conditioner Cream, Other scents for shower gel and hand & body lotion.
- **Men Set:** Shower Gel, After Shave Foam, After Shave Cologne and Body Spray.
- **Body Splash**
- **Nail Varnish** with a surprise packaging.
- **Hand Soap**
- **Chemical Free Family:** Shampoo and Conditioner Cream.
- **Biopoint 2 Families:** We are going to launch two upcoming families for Biopoint they are Green Family and Sulfate Free Family

BUSNISS TO BUSINESS

BUSINESS TO BUSINESS

- Our Traders program is mainly done to build sense of competition between all our customers. We track the orders for every customers and then the top achievers in every segment receives an award.
- Customers:
 - Pharmacies
 - Supermarkets
 - Dealers
 - Wholesalers
 - Cosmetics Boutiques
- Special rewards based on volumes sold.
- Sales tracking system.

OUR PROMISE

OUR PROMISE

- Being number one is a huge responsibility but it means that our main focus should always be having a unique formulations, Our laboratory is working day and night to make sure we deliver the most special and unique formulations that is continuously improving. All our products is planned by a non-stop collaboration between all our departments led by the Research and Development department and finally executed by our Laboratory team.
- Having our full team constantly trained is another main focus because we always believe we can never rise without our team. Our team is always our number one investment and they will always be.
- We will continue to bring the best for our clients and make sure we are always up to your expectations.

GROWTH POTENTIAL

- The Egypt cosmetics market growth is driven by changes in lifestyle and increase in use of cosmetics to enhance their overall appearance. Moreover, ongoing trend of using herbal cosmetics with negligible side effects boosts the growth of the cosmetic market. However, rise in awareness about the side effects caused by some of the cosmetic products and availability of advanced beauty treatments restrain the market growth. Conversely, increase in demand for using organic & herbal cosmetics due to its skin benefits is expected to boost the market growth in the near future.
- Egypt Today delves into the economics of the cosmetics industry in Egypt and the region; an industry that is expected to reach an accumulated \$54.6 billion in absolute sales value of premium and mass beauty products internationally between 2016 and 2021

CONCLUSION

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- To conclude we really look forward to serve all our customers and we promise that we will always meet our promises to all our customers and make sure we always deliver the best quality products with the most competitive prices and finally make sure that our products are easily found through all the possible means.
- By this we make it easier for our end users to find our products and enjoy them.
- Not only this but we also make it easier for all our customers to sell all our products easily to the consumers and market our products in all the possible ways to make the sales job easy and fluent.
- **We are always happy to continue serving generation after generation.**



LET'S TALK!

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