



HB

DEAD SEA MINERALS

Beauty for All

Quality Cosmetics in Affordable Prices

A Win-Win Situation

Cosmetic Market Trends:



A growing preference for healthy & natural component-based beauty products.



Clear growth of consumer preference for quality affordable products.



An expanding tendency for a self-service on-shelf sales method, free of beauty consultants

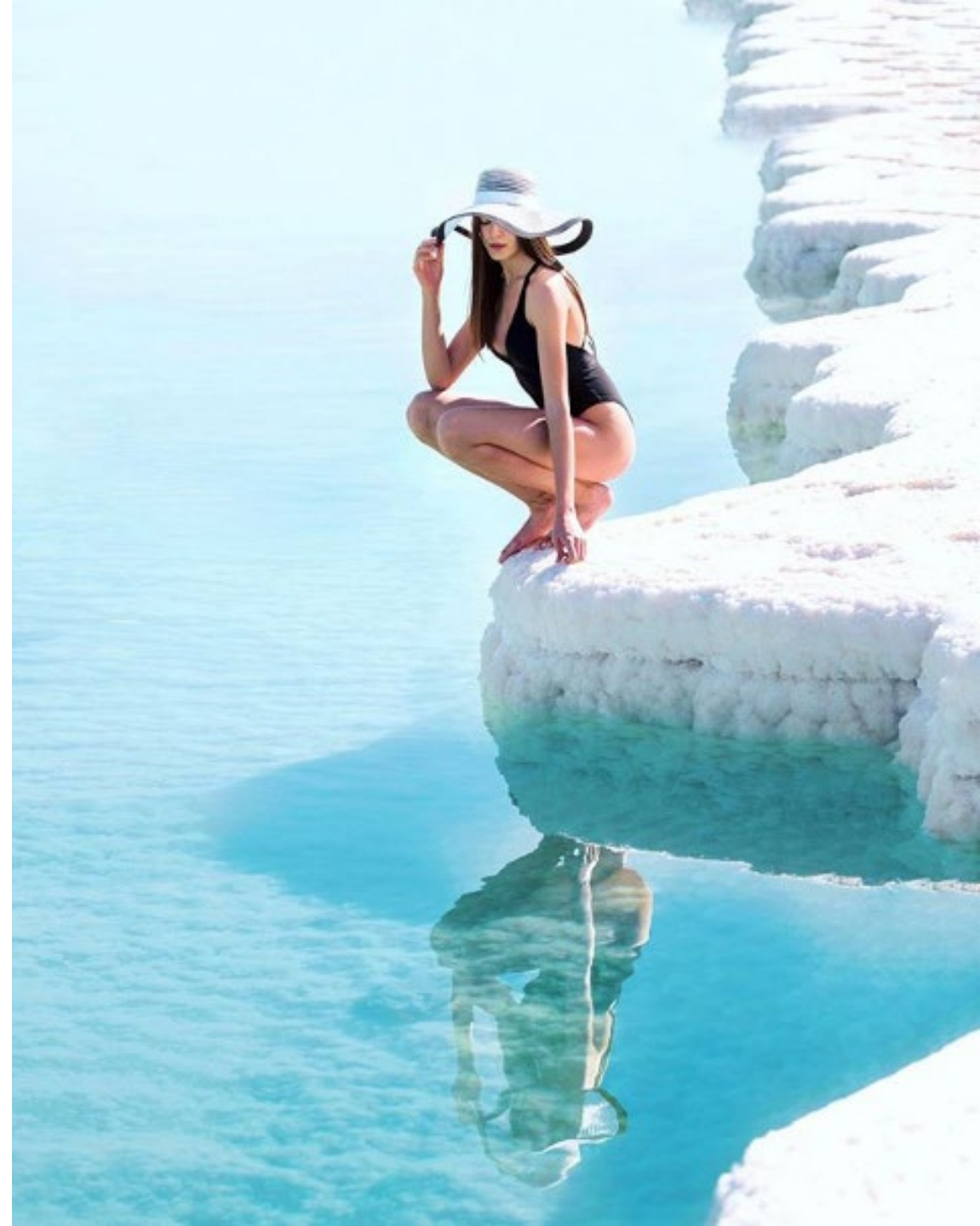
Some sellers have not yet identified the above trends



Dead Sea Products

World's Great Wonders

- The Dead Sea is considered one of the world's greatest natural spa centers.
 - The Dead Sea liquid components are unique and differ from other oceanic liquids. They are highly concentrated with magnesium, calcium, potassium & bromine.
 - The Dead Sea is considered the world's lowest elevation on land and is well known as one of the globe's leading natural cure sources.
 - Scientific research found that Dead Sea saline assists in accelerating anti-aging wrinkle repair.
 - Dead Sea minerals are easily absorbed to the skin, remove toxins and dead skin cells, relieve distinct dermal conditions, and are highly nutritious – providing the skin with a natural, young glamorous look.
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Introducing HB

A Dead Sea Quality Cosmetics Value Brand
in Affordable Prices

- Products are originally manufactured in Israel.
 - Expertise in high-quality cosmetic products, luxurious branding in affordable pricing.
 - An established brand worldwide.
 - Sales mostly offline.
 - On-shelf self-service merchandize, free of beauty consultants.
 - A best seller of Dead Sea cosmetic products per item in the Israeli market.
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A Little Bit About Us



The Company was founded in 2008 and since then accumulated vast knowledge and experience developing and marketing quality cosmetic products.



HB's DNA: high-quality cosmetic products at affordable prices.



Using advanced laboratories, the Company developed over 200 Dead Sea cosmetic & toiletry products for women & men facial, body and hair care.



Company's products are based upon herbal extracts, antioxidant vitamins, anti-aging components, and active Dead Sea minerals.



All ingredients are under safety assessment and are safe to use.



Company's products are paraben-free, not tested on animals and with proved outcomes.

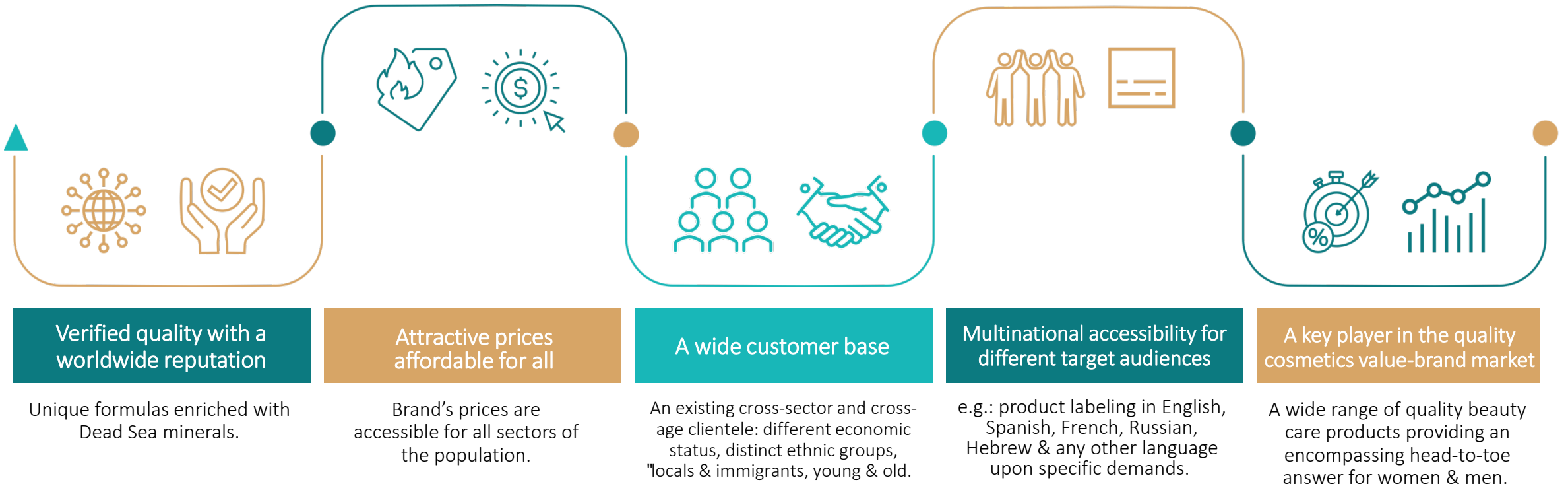


Products are marketed in a variety of private retail stores, cosmetic shops and shopping centers and pharmacies in Israel & worldwide.



We Are Global But Think Local

The 5 Advantages of HB



**And the Bottom Line:
Millions of HB Products Sold Just Within the Previous Year!**

The Six Commandments of HB



Top-quality

We provide our customers uncompromisingly top-quality products, paraben-free, not tested on animals, and all ingredients are under safety assessment and safe to use.



Innovation

Using our R&D unit we consistently continue to develop winning formulas with the most advanced ingredients and lead the cosmetics market to innovation.



International

HB's Dead Sea brand is well-established international.



Service

HB's team accompanies customers with excellent personal & professional service.



Fast International Deliveries

HB provides fast deliveries worldwide.



Great Pricing

We believe in marketing outstanding products at affordable prices and pioneered the cosmetics world with excellent products in attractive prices.

To Put It Short: Our Vision

An original Israeli brand with health values, advanced formulas in affordable prices for all, in goal of being sold on shelves in the world's leading retail chains.

Global Standards and Certifications



Israeli Ministry of Health
- Pharmacy division



ISO 22716 Certification
International Standard



FDA- GMP international
standard



Euro certified - under EU
regulation EC 1223/2009



Not tested on animals



Paraben Free

HB products undergo a full safety procedure to comply with the Israeli and International requirements and regulations before they are introduced to the customers.



HB - A Wide Variety of Products

HB Facial



HB Cleansers



HB Hand & Foot Care



HB – A Wide Variety of Products

HB Shower



HB Hair Care



HB Body & Spa



HB Mud



HB Men Care





In Summary: HB

A WIN-WIN SITUATION FOR ALL

Retail Chains



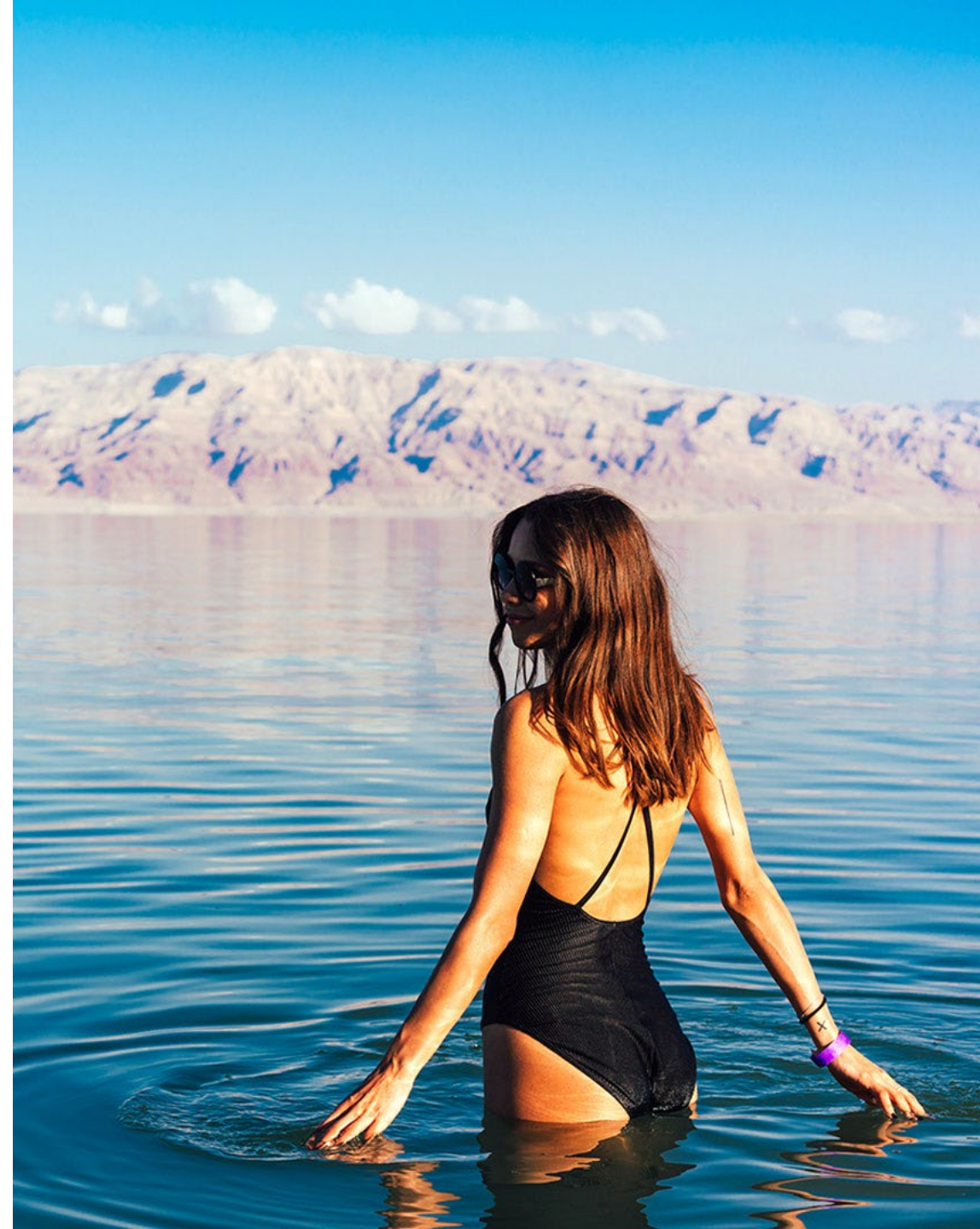
Win the opportunity for new customers by providing unique quality Dead Sea products at attractive prices, expanding sales & revenues without damaging any current cosmetics sales.

Customers"



Win an affordable opportunity to enjoy quality cosmetics worldwide.

We are confident that our cooperation will bear fruit for all parties involved.





Thank you!

HB

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