



# COMPANY PROFILE

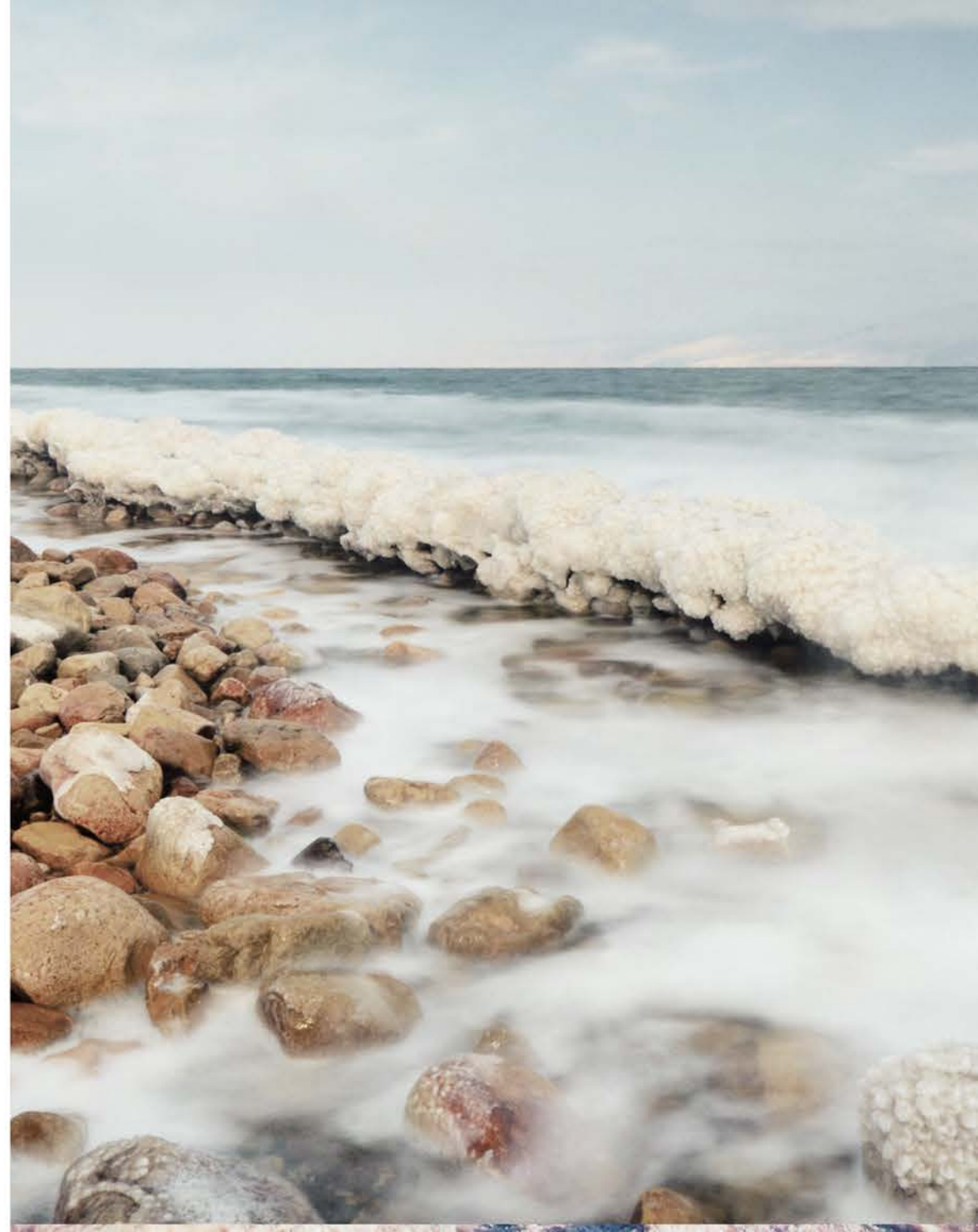




# BEHIND THE BRAND

Sea of spa was founded more than 25 years ago and known as one of the leading companies in terms of innovation and manufacturing high quality products based on dead sea minerals.

Our strategy is based on the understanding that a combination of great business vision and the natural minerals that the dead sea offers, can lead to unprecedented results. Over the years, this strategy has made us one of the leading companies in the dead sea cosmetics market and our leading brand "BLACK PEARL" became one of the leading brands in terms of design, uniqueness and perceived value.





# GEOGRAPHY

The company is located in Arad, a small city in the south of the country, which is 20 minutes from the Dead Sea. The factory includes the production and packaging floor, a 5000 sqm warehouse and administrative offices. Our company is committed to providing equal opportunities and coexistence, and 35% from a total of 110 employees are minorities and disabled.

We operates on many levels, and have global presence in more than 50 countries in both retail and wholesale segments . The huge verity of products is categorize by brands. Each brand contains products for every category: skin care, hair care and b&b.

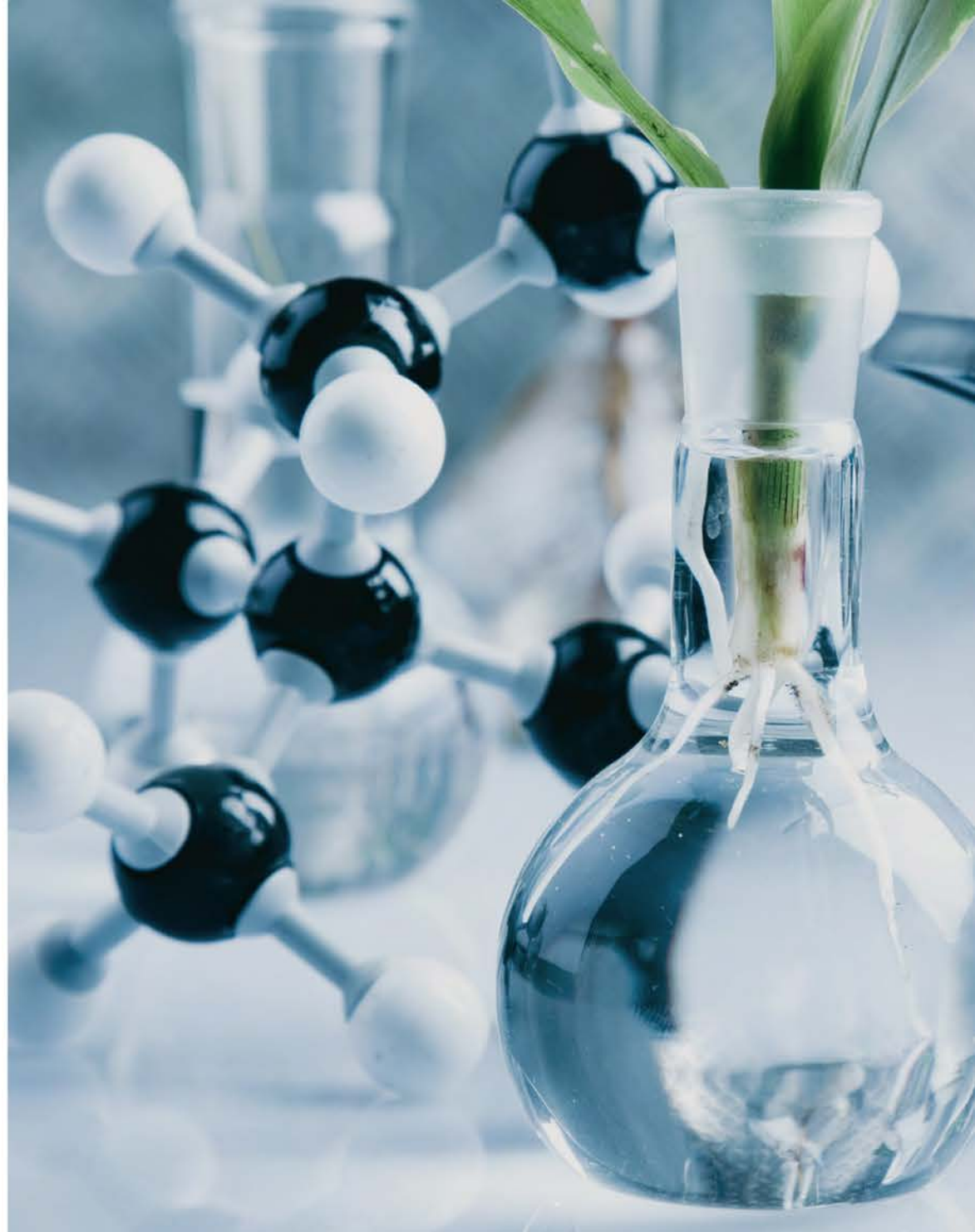




# R&D & LABORATORIES

Our unique and natural formulations are developed by a research and development team who collaborate with international scientific research laboratories to identify and extract oils and plant compounds for use in our products together with the dead sea minerals to reach optimum benefit.

Combining old world knowledge of plants, herbs and oils, natural farming, and modern day technologies and expertise to bring your skin the best ingredients the earth has to offer.



# MANUFACTURING

The FACTORY works under GLOBAL ISO-22716 and GMP standards and has all the certificates and licenses required by the Israel Ministry of Health AND EUROPEAN CPNP 1223/2009 REGULATIONS FOR COSMETICS.

All sea of spa lines of products immaculately produced with own unique manufacturing process.

Our state of the art, hygienic, hi-tech laboratory and manufacturing facility, together with rigorous technical tests, product quality and compatibility tests verify that the end result is the highest quality.





# AN INSPIRING HOME: THE DEAD SEA

For thousands of years, the Dead Sea has attracted visitors from around the world. Many come here seeking to renew their skin's vitality and youthfulness courtesy of its mineral-rich waters, muds and salts. Its youth-restoring properties are not just myth: in fact, Dead Sea water is made up of 34% solid minerals - ten times more than any other body of water in the world.

The Dead Sea's high mineral content, along with its low concentrations of pollens, allergens and UV rays, is an epicenter for health research and skin treatment:

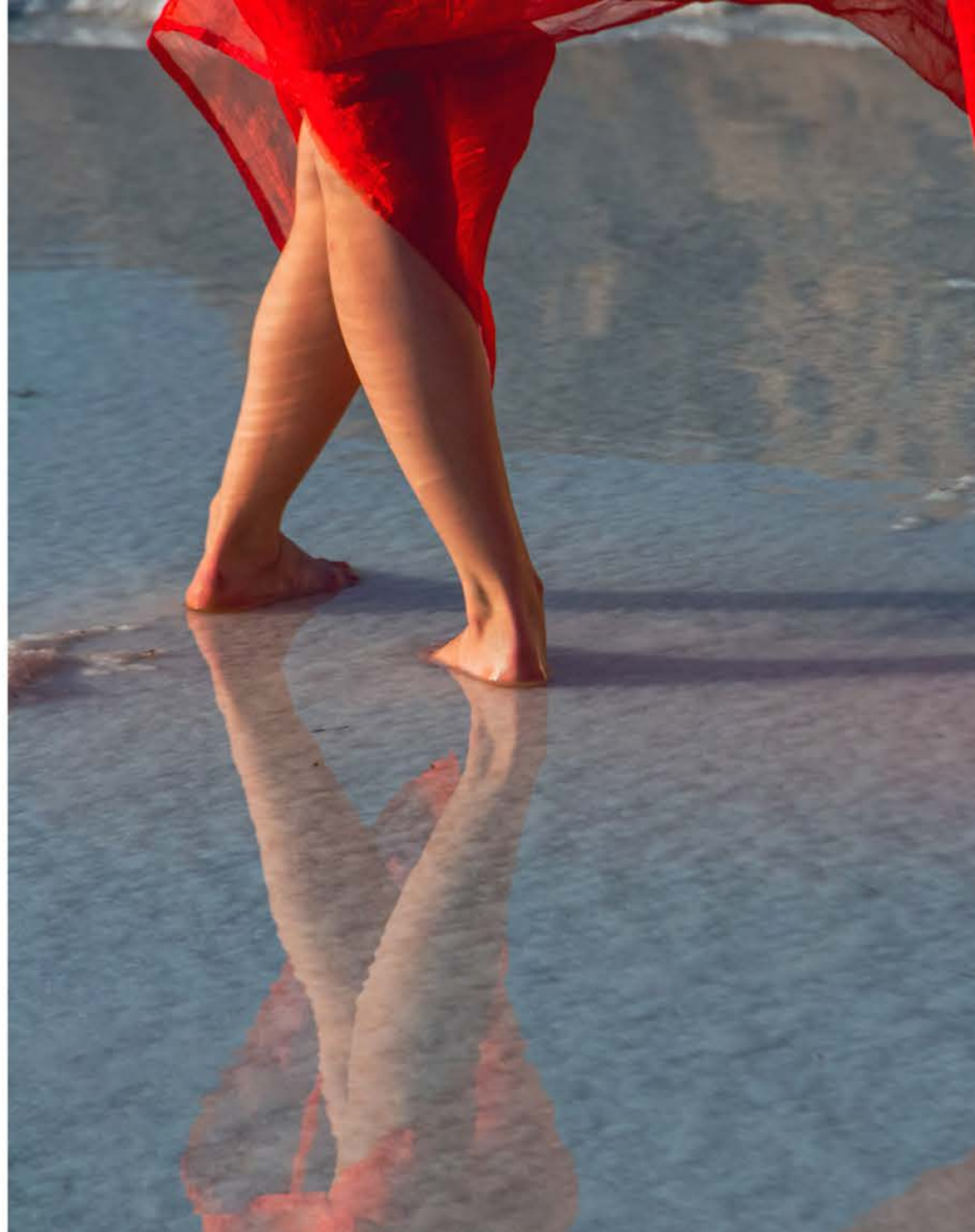
- Thalassotherapy: treatments that features bathing in Dead Sea water
- Pelotherapy: the application of natural mud to the body for therapeutic purposes



# SKIN-FRIENDLY PHILOSOPHY

For us, skin safety is everything – that's why we've always viewed 'clean' as a state of mind; the heartbeat that runs through every product we formulate.

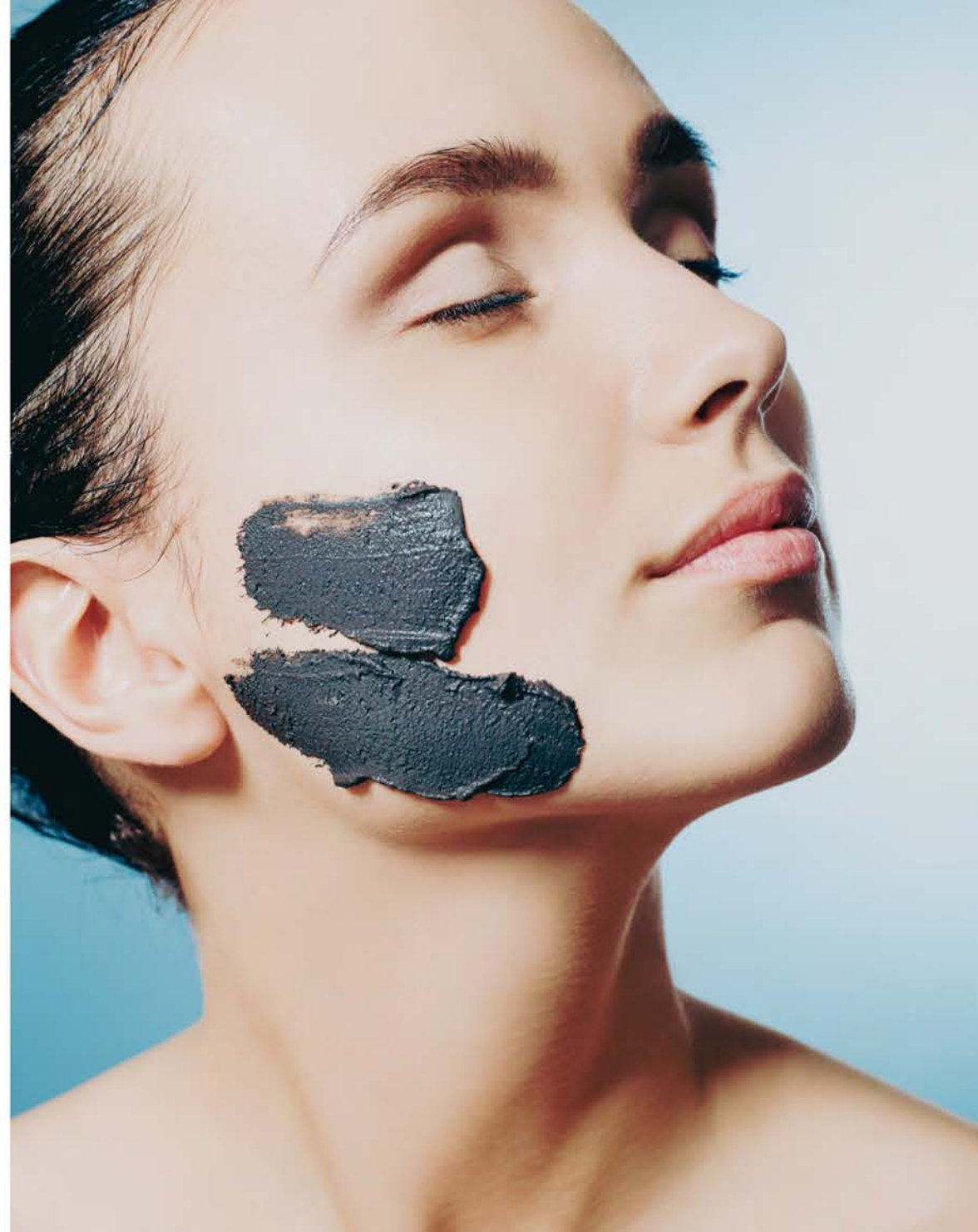
Beginning with the quality and integrity of our ingredients, we choose every single one mindfully, so that our formulations are always free from potentially harmful ingredients and powered by goodness from the earth. Why? Because we believe natural Dead Sea actives are best-served clean, and the safest, kindest products is what our skin deserves.





# FACE CARE

Powered by natural actives from the Dead Sea, Sea Of Spa's clean, consciously-formulated and technically-advanced facial skincare products include targeted regimens which offer visible results for many specific skincare concerns, from wrinkles to radiance, fine lines to intense hydration, firmness and elasticity.





# BATH & BODY

Sea Of Spa's body products allow the multiple benefits of the Dead Sea's mineral-rich waters, muds, salts and plants to refresh and enhance your body, lifting your spirit and offering welcome moments of self-care during your day.

From soothing and detoxifying to invigorating daily care, the products in our bath and body line not only offer specific rejuvenating benefits – they also represent a way for people all over the world to experience the power of Dead Sea minerals – as we like to say, “from our home to yours.”



# DERMO-COSMETIC

True to its name, Dermo-Cosmetic embodies the essence of the brand; Dermo - Cosmetic products, formulated to provide remedy, relief, and preventive care, clinically tested on patients with a variety of skin disorders.

Dermo - Cosmetic reflects the core expertise of Sea Of Spa labs: the knowhow of Dead Sea minerals and their therapeutic impact on human skin together with the ability of producing high-end pleasurable skincare products.

The natural Dead Sea minerals, mud, and selected plant extracts, alleviate symptoms related to specific chronic skin disorders: Psoriasis, Atopic dermatitis, Eczema, Seborrhea, Diabetic foot, and intolerant skin.







# THE NUMBERS BEHIND THE BRAND

20+

YEARS OF RETAIL ACTIVITY

22+

YEARS OF MANUFACTURING ACTIVITY

10+

BRANDS

1500+

LOCATIONS  
IN MORE THAN  
50 COUNTRIES

TRADE MARKS IN

40+

COUNTRIES

500+

PRODUCTS



# FROM OUR HOME TO YOURS





# OUR BRANDS LUXURY



BLACK PEARL®



GOLD



## WHEN LUXURY AND QUALITY MEET 24K GOLD SKIN CARE

Formulated for the ultimate in luxurious mineral-based skin care, this unique skin care line combines 24K gold with powerful anti-aging complex, enriched with vitamins, plant oils and extracts to deeply nourish the skin and enhance its natural luminosity.

The anti-aging benefits of gold were renowned even in the time of Cleopatra. With antioxidant and antimicrobial effects, pure gold helps to improve skin circulation and alleviate environmental damage, while creating a natural skin firming effect and a smooth, even tone.



# BLACK PEARL

LIMITED EDITION



## TIME CONTROL

The revolutionary Black Pearl complex has long been a cornerstone of the Sea of Spa range, bringing together vital Dead Sea minerals with an incredible 18 amino acids to help boost cell rejuvenation and banish aging signs. Now the next stage in Black Pearl's evolution has arrived: Black Pearl Time Control, creating a unique fusion between the Black Pearl complex and countless other precious actives to deliver unprecedented anti-aging results.

Black Pearl Time Control joins Dead Sea minerals with various aquatic ingredients, such as elite caviar and the remarkably hardy *Dunaliella salina* algae, to refresh and rejuvenate the skin, giving it a radiantly vibrant look. Additional elements, including diamond, collagen, hyaluronic acid, essential vitamins, and the exclusive Chronogen development, impart much-needed hydration and vitality, visibly reducing wrinkles and countering the signs of aging.



BLACK PEARL®



## BENEFITS IN BLACK PEARL POWDER

The Black Pearl line is an innovative line with a revolutionary and unique complex that helps retaining the healthy function of the skin and prevents its aging. Over the years due to the great exposure to the free radicals in the air, the skin turns thin and brittle and as a result lose moisture quickly and become dry and wrinkled.

### **The unique complex contains:**

Black pearl powder composed of 18 amino acids, zinc, selenium, titanium and protein. The powder is used for skin nourishment, regeneration and softening. It aids in detoxification in conditions of toxicity in skin and with removal of spots. Using the powder on the skin in the face gives the skin an instant shine and suppleness. Dead Sea minerals. Magnesium, calcium, bromide, zinc, iron, sulphur and strontium are only part of a long list of the minerals found in the Dead Sea. The products promote cell rejuvenation and improve skin flexibility while nourishing it in the best way possible.





# OUR BRANDS MASSTIGE / MASS



## GOLD BENEFITS



Bio Marine®  
by Seaofspa labs





sea of spa  
ESSENTIAL DEAD SEA TREATMENT

# BIO MARINE

Sea of Spa presents the **Bio-Marine** Triple Effect Complex series. The very latest technologies have been used in the Sea of Spa laboratories to create the Triple Effect Complex, a breakthrough in the field of beauty care.

The active ingredients of the products provide a perfect balance in facial skin care, each harmoniously complementing the action of the others.

The Bio-Marine Triple Effect Complex series offers you the perfect skin care solution for years to come.





# BIOSPA®

## WHEN THE WONDERS OF NATURE MEET TECHNOLOGY

**Bio Spa** is a unique brand from the creator of Sea of Spa laboratories that combines the power of plant extracts and oils, along with the natural minerals that Dead Sea can provide. Each product in the bio spa series is based on a combines the natural minerals of the Dead Sea, rich oils and fatty acids that are vital for maintaining a perfect and balanced skin.

The Bio Spa series gives you a wonderful solution for care for your face, skin and body.



# GOLD BENEFITS

## LUXURY FOR THE MASS MARKET

Sea of Spa labs is proud to present the new **Gold Benefits** Facial Series. The unique formula contains 27 Dead Sea minerals and hyaluronic acid with the addition of 24-carat gold. The combination of ingredients perfectly maintains the moisture level of the skin, nourishes, tightens and restores it, giving a feeling of velvety and radiance for a long time. The series contains professional-grade home care products. Ideal as a makeup base.

24K  
GOLD

sea of spa





# la pearl



sea of spa  
ESSENTIAL DEAD SEA TREATMENT

## LA PEARL

A new line of facial skin care products enriched with collagen, hyaluronic acid and Dead Sea minerals. A unique complex of components strengthens and smoothes the skin, giving it a youthful and radiant look.



# DERMO-COSMETIC

 CANNABIO



 GENESIS HERBS





# GLOBAL EXHIBITIONS



**THANK  
YOU**

