



**BOTANICAL
PHARMACY**

STR
COSMETICS



ABOUT SR COSMETICS

"Nothing great was ever achieved without enthusiasm"

Ralph Waldo Emerson

SR Cosmetics is a global leader in professional cosmetics and skincare innovation. Founded 20 years ago by Shuli Rodrig, a decorated Cosmetologist & certified Naturopath who has dedicated 50 years to her passion; making people look and feel beautiful.

It is because of Shuli's sheer tenacity and belief in what she does that she brought her whole family onboard. Together they transformed SR Cosmetics into an internationally renowned brand, launching exceptional skincare for beauty professionals and beauty lovers. Evolving even further to build a hub for beauty professionals to grow, learn, and train with the woman affectionately nicknamed 'The Beauty Dictionary.'

SR's core values are rooted in nature, with the most profound respect for our planet and humankind. Our products are crafted to the highest standards of quality and meet global clean cosmetic requirements. Every detail is considered, from selecting each precious ingredient across 5 continents to how they come together to create potent, luxurious, and highly effective skincare.



All our products are formulated exclusively by Shuli using cutting-edge technology, green chemistry, botanical and plant-based ingredients. We take great pride in our meticulous research and rigorous testing.

Our development and quality process follows these principles:



Clean Cosmetics: no parabens, no aggressive ingredients, no SLS, no petrochemicals



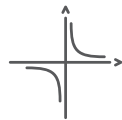
Cruelty-free formulas



Botanical active ingredients



Plant-based skin healing formulas



Advanced packaging for maximizing hygiene



FDA approved, EU Health directive & Israeli Ministry of Health license



All of this is made possible in our state-of-the-art manufacturing facility and offices based in Israel, where the best aesthetic philosophies and methods are available. Strict health regulations ensure that International Good Manufacturing Practices (GMP) and ISO standards are met. This means not only are we able to offer the highest quality product, but the efficacy of those products is second to none.



OUR PROMISE

It has been Shuli's mission to deliver products and education that exceed your expectations, every time. Striving to keep pushing the boundaries of skincare by always exploring new possibilities and innovating. We are committed to:

QUALITY ACTIVE INGREDIENTS:

expertly researched, selected, and sourced active ingredients that deliver on their promised results. Peptides, pure botanical plant extracts, potent antioxidants, vitamins and minerals, cosmetic acids, stem cells, and peeling agents come together to transform skin.

PIONEERING NEW PRODUCTS: every year, we aim to launch a new product. Whether that means a unique ingredient combination that combats a common skin condition or a revolutionary Mesotherapy device, we are always working on something new.



SOLUTIONS FOR ALL SKIN TYPES & CONDITIONS:

every skin type on the Fitzpatrick scale is considered whenever we formulate a new product. We can treat everything from acne, dermatitis, & rosacea to aging skin conditions, hyperpigmentation, scars, and everything in between.

ADVANCED LABORATORY TESTING:

all our creations go through a series of quality controlled, regulated, and clinical validations before we would even consider it for your use. Every claim, outcome, and promise we make has been carefully examined to ensure that we can deliver.

STRICT DISTRIBUTION CHANNELS

you won't find SR Cosmetic products just anywhere; only licensed distributors can join our global team. By being selective, we can uphold the brand reputation we have worked so hard to achieve. All our distributors undergo professional training.



CONFERENCES & EXHIBITIONS

BOLLONIA 2018/2019 - Cosmopruf



DUBAI 2021 - BeautyWorld



WE WON!
IN THE
FIRST PLACE!



ISRAEL 2021 - Beauticians Conference





ABOUT SHULI

Shuly Rodrig will not settle for less than perfect.

Her motivation for success managed to build an outstanding international beauty brand. The founder and CEO of SR Cosmetics is an inspiring lady of research and development that began her affair with cosmetics 50 years ago and since then she is practicing her great healing skills without ever stopping.

She is a woman in a mission to make the world a beautiful place!

Shuly's professional path began in 1969, when she graduated her cosmetology degree and started working at the Haifa hospital skin trauma unit. Since the begging Shuly dedicated her studies to solve any skin challenge. She won her nickname: "The Beauty Dictionary" with honor, since she is working around the clock to bring the best education and formulas to her community through-out global trainings and media.

Every day new ideas are born at her laboratory for skin solutions as she is fulfilling her life mission. Shuly's impressive resume include collaborations with some of the leading medical doctors in Israel: Dr. Yoram Phinchi, father of deep peelings in the country and Dr. Irena Krupnik from the well-known TLV Ichilov medical center.

Along the years Shuly committed herself to nature studies and gained her degree in Naturopathical education. She is using the power of plants in her formulas and believes that nature is our best teacher.

Since 2013 Shuly is training medical doctors for better understanding of process aging and skin peeling methods.

Her outstanding personality and knowledge made Shuly a house hold name. she is a regular TV presenter and media advisor for the leading channels in Israel: Reshet 13, Walla and Ynet.

Each and every year this extraordinary woman hosts a cosmetics innovation media convention for over 500 professionals and launches her latest breaking beauty news.

Her only dream is to continue her work and bring her beautiful vision all around the world, because beautiful skin means a better quality of life both mentally and physically.

Shuly is a role model for women power to change the world for the better as she continues to inspire others to do good.





INTRODUCING

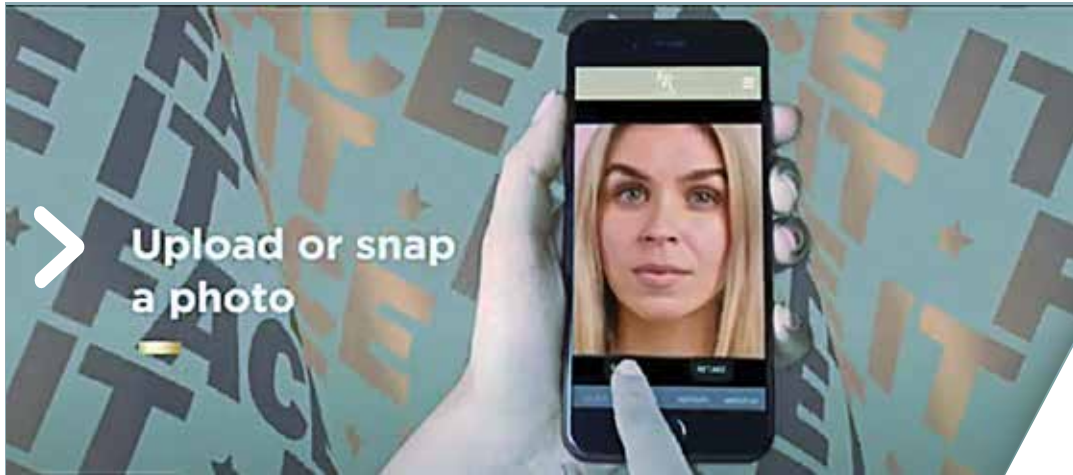
>> FACE IT APP

A cosmetology breakthrough, developed so cosmeticians can get immediate professional support they can rely on. The App is available world-wide all day long, enabling to perform a face assessment of the skin condition and propose a tailored procedure for treatment as well as recommendations for skin-face nourishment accordingly.

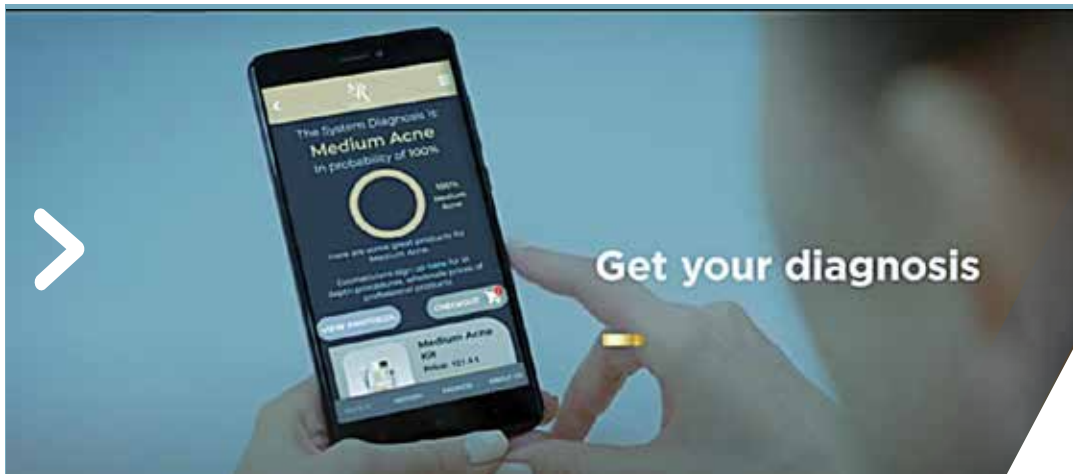


Check for a suitable treatment and procedures For professionals and personal use at home

TIRED NOT KNOWING WHAT **SKINCARE** PRODUCTS YOU **REALLY NEED**



01



02



03



OUR COLLECTIONS

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Pharmacy from the Amazon river basin
Natural remedies come from roots
The kingdom of herbs and healing plants of all the species in the world, grow in the tropical rain forests of the Amazon river basin. Using proven technologies, scientific developments & patented ingredients we have launched a series of breakthrough preparations! All the botanical ingredients are produced in synergy with the medications components while maintaining strict conditions and a dynamic balance.



Botanical pharmacy inspired by Japanese herbs
Japanese medicinal plants botanically formulated
These highly effective ingredients treat the skin issues of the modern era via advanced technology, based on scientific developments at the forefront of the medical world. Additionally, included are patented ingredients which make this Japanese plant based line so unique. All the botanical ingredients are carefully produced while making sure there's a dynamic balance in-between them under the clean cosmetic act

**NOT JUST
A COMPANY,
BUT A
FAMILY
WORKING TO
MAKE THE
WORLD A
BEAUTIFUL
PLACE**

SLS **FREE** PAR
ABEN **FREE**
COLOUR
FREE PETRO
CHEMICAL **FR**
EE MINERAL
OIL **FREE**



24 k gold collection

Gold has long been used in a medicinal capacity because it reduces inflammation and encourages cell regeneration.

Our 24k Gold Series is formulated with dissolvable gold threads, gold powder and micro gold particles combined with bioactive ingredients to smooth texture and rejuvenate the skin at a cellular level.



A series of Botanical Compounds enriched with Truffle Oil and rare plant extracts

ProPhyto Dermal provides potent and antioxidant-rich elixirs which are the core of this exciting series. Using the latest research in plant science and herbalism to guide its formulas and synthesizing them within the properties of traditional cosmetics, has resulted in nutrient-dense ingredients to support and nourish the skin's bacteria for effective results.



Our skin is the largest organ in our body, and it can show signs of stress in a number of different ways. URBAN ORCHID, the newest series developed by the SR Cosmetics Labs, utilizes the principles of phytotherapy and combines them with cold-pressed organic orchid flower extracts, that work to help balance the skins natural PH levels. These rebalancing moisturizers for problematic skin nourish and revitalize leaving it feeling satin-soft.



The caviar essence contains a chemical enhancing the renewal of skin cells and assists in supporting collagen.

Contains a high concentration of peptides, lipoic acid and phytic acid contributing to the health of the skin and a radiant appearance



The Super Mezotox offers a technology that gives you the results your customers are looking for without needing a surgical procedure.

Hydration, skin renewal and rejuvenation=increased production of Hyaluronic acid.

Regional growth: sunken cheeks, lips (contributing to fullness), firming of the neck area and decollete and the back of the hand.

Treats and clarifies skin texture, freckles, dark circles, eye contour, post acne, large pores, scars, and stretch marks. Resurfaces deep wrinkles and fine lines in all skin areas.

Encourages hair growth, stops hair loss.



SR
COSMETICS

GET IN TOUCH

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Scan the QR code using your mobile camera and enter to the world of SR cosmetics product