



A MESSAGE FROM THE CO-FOUNDER

Isn't the world a puzzling manifestation of a strong will to live? From the lowest life form to the highest, living beings have always strived to prolong their survival and keep their species abundant. A Great Scientist once said, "If you possess the will to live, you should as well, honour other being's will to live." But respecting other being's will-to-live is not within our society's present focus. Nowadays, global culture lacks even the minimum of ethics. The fundamental principle of morality, to respect and maintain all living creatures and their welfare, whether on earth or beyond, has been blurred for centuries by human ego and greed. As a consequence, the earth has suffered irreparable damage through pollution, destruction and the extinction and endangerment of many species. We must, without any delay, implement a global plan to protect the whole ecosystem we are part of. And so we should look to the Bees, maybe our greatest teachers, for their organisation, ethics in dealing with one another, sustainable way of living and reciprocal nature is an inspirational model that we humans can surely learn from.

Maha Rifai
co-founder



Did You Know?

60% Of Beesline Employees Are Women.
#WomensDay #WomenOfBeesline

SUPPORTING INDEPENDENT LEBANESE BEEKEEPERS

Among the valleys and rolling hills of Lebanon, lies a piece of land untouched where nature flourishes. It is one of few biosphere reserves in the country, home to dense forest, wild flora and the azure waters of the Ibrahim river. Its name is Jabal Mussa - Moses Mountain. Facing its peak is the farm of a humble Beekeeper, called Maroun Fahed. Here colonies of honey bees fetched from all over the world are abundant. Maroun's hands work in harmony with Mother Nature, a rhythmic buzz like no other, as he delicately cares for these precious and vital creatures, who pollinate our earth while creating liquid gold. The collaborative flow between Maroun and the bees creates a sustainable practice beneficial to all, in which the local bee population thrive in exchange for riches of the hive. It is from here that Beesline source Lebanon's purest beeswax, found in the Skin Essentials line.

Lara Bekdache | editor

COSMOPROF
WORLDWIDE BOLOGNA
2019

This March, Beesline International exhibited for the 5th consecutive year at Cosmoprof Worldwide Bologna, the leading trade show dedicated to all areas of the cosmetic and professional beauty industry. We showcased our innovative and natural products based on Apitherapy, including our best-selling Skin Essentials and 17 new highly sustainable and eco-friendly products, which proved a huge hit with visitors. Cosmoprof is Beesline's ideal partner for networking, business growth and



international development with more than 260,000 industry professionals, opinion leaders and experts from all over the world present. Thanks to such opportunities, in the second half of 2018 and first quarter of 2019 alone, Beesline newly accessed markets in: Poland, South Korea, US & Canada, Lithuania, Estonia, Latvia, Ecuador, China and Egypt, with serious discussions underway of potential to enter Chile, Peru, Columbia, Hungary, Ireland and Japan.

OUR COMMITMENTS



95% to 100%
NATURAL



SUSTAINABLY
SOURCED



CRUELTY
FREE



FRESHLY
MADE



HYPO-
ALLERGENIC

2019 A BIG LEAP TOWARDS SUSTAINABILITY

Beesline's success has been provided by its natural, high-performing products at an affordable price. Today the company is consolidating an ecofriendly & ethical profile, by achieving specific goals, complying to strict standards & making sustainable choices.

INGREDIENT SOURCING

We choose suppliers who follow ISO 26000, whose 7 principles are: Accountability, Transparency, Ethical behavior, Respect for stakeholder interests, Respect for the rule of law, Respect for international norms of behavior and Respect for human rights. All our suppliers show a commitment to continual improvement through the development of green materials, green chemistry using new technologies and ethical operations. This establishes a more robust, stable supply chain and contributes to sustainable development reducing harmful environmental, social and economic impact while helping to manage and reduce risks.

OUR BEESWAX IS ORGANIC, FAIR TRADE AND FROM SUSTAINABLE SOURCES

✦ **LEBANON (Local)** from passionate and ethical Lebanese beekeeper, Maroun Fahed, who works in a 100% sustainable way, keeping his bees on wild land facing Mussa Mountain's biosphere reserve.

✦ **AFRICA** via European supplier Koster Keunen whose beeswax received the Eco Vadis silver seal of sustainability. Africa is the only continent where the bee population remains stable and unaffected from emerging diseases.

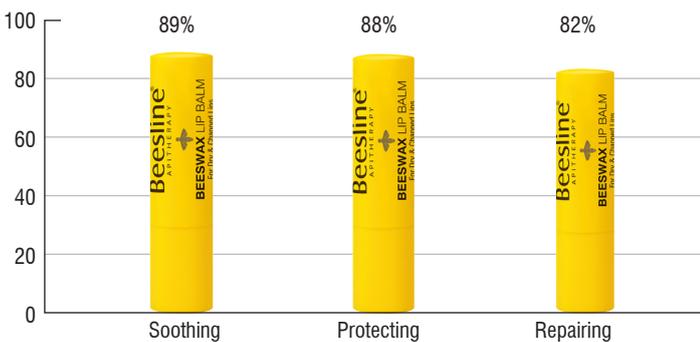


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Beesline Lip Balm Efficacy



WHY NATURAL MATTERS

Have you ever really thought about what you're putting on your skin? People generally consider what they put into their bodies via their digestive system but not so much into their bodies via the largest organ - the skin. The average woman uses around 12 mainstream beauty products a day; that's approximately 163 unique chemicals in total plastering the skin! Did you know that the body can absorb many of these chemicals, taking an unseen toll on our health as a result? The same way we prosper by consuming natural, nutrient rich food, our skin and hair thrive off chemical-free natural goodness in our personal care and beauty products. At Beesline we believe we have a duty to take care not only of ourselves but the world we live in, which is why our products are completely non-toxic and biodegradable. Going natural is not only better for you but for the environment too. The reason is simple; everything that is not absorbed into our system will at one point or another be washed off our bodies, down the sink and eventually end up in our atmosphere, our oceans, our soil and potentially in the stomachs of animals. This is called cosmetic pollution. Therefore, the more natural the less damage. We never test our products on animals and we would never have to... because being natural means knowing that the ingredients we use aren't harmful and always safe to test on people- not our furry friends, which is why we are proudly PETA certified.



BEESLINE BEESWAX LIP BALM CASE STUDY

- 99.5% natural
- Free from preservatives & synthetic ingredients
- Dermatologically tested at St Louis Hospital in Paris, France

PROTECTS & TREATS LIPS FROM

- 1. CHAPPING** caused by severe weather conditions (cold or dryness). Mode of Action: Protecting, moisturising & regenerating lips
- 2. CRACKING** caused by anti-acne oral treatment (iso- tretinoin or accutane). Mode of Action: Soothing, moisturising & regenerating skin
- 3. COLD SORES & FEVER BLISTERS**, lip infection or ulceration caused by flu, loss of immunity, herpes virus & other infections. Mode of Action: Enhancing skin immunity & the healing process while fighting germs proliferation.

BEESLINE'S GLOBAL REACH

