



## THE POWER OF SOCIAL MEDIA

As we celebrate an organic 100k followers on our Instagram platform, we take this chance to reflect on the power of social media and how it contributes to the growth of our company and the good of society. Social media marketing aims to build brand awareness by boosting visibility among potential customers, showcase the brand's authentic identity and break down barriers to create higher engagement, traffic, sales and customer retention. Beyond a marketing tool and at the core of our brand is care; which is why we have gone a step further with our social media to continuously educate consumers on the importance of using natural cosmetics to nurture their well-being and protect the planet. We believe empowering our customers positively with choice and honest, wholesome information is a duty and as a result, people have become increasingly aware and dedicated to Beesline's mission. Through interactive awareness campaigns such as #NaturalConfidence, launched to connect and empower every woman to be unapologetically herself and pursue her dreams, Beesline evolved into more than a brand, it became a community. Our content has encouraged strong relationships with our customers built on trust and credibility, due to authentic content engagement. We are now making a buzz in more than 20 countries online.

**Sahar Hamdan**  
Community Manager



## BEESSLINE SUCCESSFULLY LAUNCHES IN EGYPT

On July 16th and 17th, Beesline's Co-Founder (Dr. Maha Rifai), Business Development Director (Tarek Renno), Brand Manager (Christelle El Maasri) and Training Manager (Mouhib Kassar) flew to Cairo to officially launch Beesline in Egypt with local distributor Pharma Cruise Medical. A two-day training workshop was held for the Pharma Cruise Medical team attended by 8 of their upper management members, 26 medical representatives, 10 sales representatives and 16 beauty advisors. Day one's training taught Beesline's history, brand values, the apitherapy concept, successful product pillars and expected market share. Day two focused on medical representatives and the scientific detailing material necessary for their visits with pharmacists. To summarise each day's training and as an incentive for their dedication towards the brand, competitions were held and 10 attendees won a generous prize. The two-day launch and training were highly successful and Beesline is confident that the Pharma Cruise Medical team have the spirit and skills to revive the use of apitherapy all over Egypt. So far sales have proved extremely promising and Beesline is expected to be found in 400 pharmacies, 12 modern trade and several beauty shops by the end of Q4 2019.

## TRAINING PROGRAM & ONLINE PLATFORM NOW AVAILABLE TO STAKEHOLDERS

Beesline recently launched a training program available to all company stakeholders that aims to strengthen skills, passion and knowledge of the brand. Conducted by Dr. Maha Rifai and Mouhib Kassar, the duo work on empowering trainees with all the necessary knowledge to conquer market share via our partners on the ground. Supported by a newly developed online platform, medical reps are now able to access the latest detailing materials, test reports and more at the click of a button. Training is catered to match the expectations of each market and its different demands, ensuring all team members are fully capable and ready to succeed.



[www.ddc.beesline.net](http://www.ddc.beesline.net) | [www.medreps.beesline.net](http://www.medreps.beesline.net)



**MEET MOUHIB KASSAR**  
MARKETING TRAINING MANAGER

"With my expertise I aim to improve Beesline's partners skills, passion and knowledge of the brand, to drive an increase in sales, thus acquiring more market share. I will be helping all team members overcome obstacles and objections and have them see opportunities instead."

## OUR COMMITMENTS



95% to 100%  
NATURAL



SUSTAINABLY  
SOURCED



CRUELTY  
FREE



FRESHLY  
MADE



HYPO-  
ALLERGENIC

## BEESLINE'S TOP-SELLING PHARMACISTS GO TO SWEDEN

A new incentive introduced by the Beesline's Sales Team is an annual trip to an exciting destination with Lebanon's top-selling pharmacists, as a reward for meeting their sales targets. This August, the team took their first annual trip with 10 successful pharmacists on a 4-day visit to Stockholm, Sweden. Why Sweden? Often called the Venice of the north because of its canals, it was a destination none of the other companies in Lebanon had chosen to visit before. It was a fun-fuelled adventure filled with sightseeing and activities that included; visiting the oldest town in Sweden, Sigtuna; a seal safari boat ride (pictured right); walking the cobbled streets of Stockholm and viewing historical locations; island hopping via walkways surrounded by the Baltic sea; shopping; and dining in Viking restaurants. Our guests enjoyed it so much that they are still talking about it and discussions have already begun about Beesline's next destination... we hope to see you there! "It's not about the destination you choose to travel to, it's about the company you choose to explore it with. We made sure that our team collected memories instead of things, filled with fun, laughter, spirit and most importantly, an unbreakable bond which is now known to be called The Beesline Bros." – *Souda Hamade, Brand Ambassador*



## Commercial Best Practices in Jordan

Since 2016 Beesline sales have increased sevenfold in Jordan. The Jordan team have worked relentlessly to improve product visibility, brand awareness and customer retention, and with 73% of sale distribution currently in pharmacies, product placement plays a key role in their success. In one pharmacy, they were able to increase sales by 20% in just two months by switching from a shelf to a wall unit with lighting shelf-talkers. Furthermore, Beesline has been strategically placed alongside other high-end derma cosmetic brands in several pharmacies, where full-time beauty advisers and skin analyzers are available to offer the complete customer experience. Another contributing factor to the team's success that saw Beesline achieve #1 tanning oil in 2019 and a triple sell-out this summer, are the marketing campaigns the team are running in parallel on social media. Beesline Jordan have their own Instagram platform, where they create content with local influencers, organise and engage in events and activities, and offer speedy and personalised feedback to customers. These commercial best practices are improving Beesline's presence in Jordan, and in 2020 the team aims to keep growing and increase sales distribution in e-commerce, modern-trade and beauty shops.



## ATTRACTING NEW TALENTS MEET BEESLINE'S NEWEST MEMBER



**ILIYA ASSI**  
REGIONAL SALES MANAGER

"While working with a market leader in the cosmetics industry, I was always impressed by the dynamics of Beesline; seeing in front of my own eyes, that locally manufactured products are leading markets, that multibillion-dollar companies couldn't crack was surely inspiring. To lead the frontline operation in the region for Beesline, is surely an honour for me... let's keep pushing!"

## BEESLINE'S GLOBAL REACH

