



Issue 4

March 2020

INSPIRED BY WOMEN FOR WOMEN & MEN



EMPOWERING MODERN WOMEN WITH THE NEW HIGH PERFORMANCE WHITENING ROLL-ON DEO LINE

BEESLINE & WOMEN EMPOWERMENT

For 2020, the UN Women's theme for International Women's Day is, «I am Generation Equality: Realising Women's Rights». The celebration marks several milestones and anniversaries, among them the 10th anniversary of the Women's Empowerment Principles (WEPs). This year, Beesline is endorsing these Principles publicly, joining over 2,000 other business leaders around the world.

WOMEN EMPOWERMENT

Since the beginning of humanity, there has been discrimination on how society perceives genders. Empowerment is a process of creating power in individuals to control their life, be aware of their capabilities, and pursue their dreams. Nowadays, women empowerment has become substantial in development and economics. To feel empowered, building credibility is vital. However, a woman is called to share a challenging role and aspire to be empowered without sacrificing the feminine side of her being; instead, she needs to embrace her vision with grace, her challenge with care and her strong personality with a soft-heart. In leadership, women created the perfect formula using their natural "motherhood" trait to lead by raising others. The world will become a better place if both men and women contribute effectively. Proud to be a woman, respected for the mind and admired for the heart.

May Abou Ghannam
Supply Chain Director



NEW WHITENING ROLL-ON FOR WOMEN

- 1- INSTANT WHITE: 48 hr Antiperspirant | Instant Lightening
- 2- ZERO ALUMINUM - FRAGRANCE FREE: 24 hr Deodorant | Soothing
- 3- SUPER DRY - FRAGRANCE FREE: 72 hrs Antiperspirant | High Performance
- 4- SUPER DRY - POWDER SOFT: 72 hrs Antiperspirant | High Performance
- 5- SUPER DRY - JOURI ROSE: 72 hrs Antiperspirant | High Performance

NEW WHITENING ROLL-ON FOR MEN

- 1- 45°C - HEAT PROTECTION - SILVER POWER: 72 hr Antiperspirant | High Performance
- 2- ZERO ALUMINUM - SILVER POWER - FRAGRANCE FREE: 48 hrs Deodorant | Soothing
- 3- SUPER DRY - SILVER POWER - FRAGRANCE FREE: 72 hrs Antiperspirant | High Performance
- 4- SUPER DRY - SILVER POWER - ACTIVE FRESH: 72 hrs Antiperspirant | High Performance
- 5- SUPER DRY - SILVER POWER - OCEAN FRESH: 72 hrs Antiperspirant | High Performance



BENEFITS

• HIGH PERFORMANCE PROTECTION

72H long lasting antiperspirant (*9 months in vivo performance trials. Benchmarking with competitor 72H*).

• RESPECT & CARE

Dermatologically tested - Preserves the skin's microbiota - Free from harsh ingredients, with soothing Aloe Vera.

• WELLNESS & CONFIDENCE

The best out of nature, fresh, clean and confident, freeing women from body malodor surprises, embarrassing darkness and unwanted hair.

AT BEESLINE, BEHIND EVERY GREAT FORMULA IS AN INNOVATING WOMAN

MEET THE PRODUCT DEVELOPMENT AND R&D TEAM



Mima Hajj
Head of PD Dept.



Diana Batrawi
Biochemist



Rana Naser
Chemist



Dr. Wafaa Halloum
Analytical Chemist



Rawan Hdedeh
Organic Chemist



Khadija Ismail
Statistics & Epidemiology
Specialist

FORMULA UNIT

STANDARDIZATION UNIT

VALIDATION UNIT

OUR COMMITMENTS



95% to 100%
NATURAL



SUSTAINABLY
SOURCED



CRUELTY
FREE



FRESHLY
MADE



HYP-
ALLERGENIC

MEN ANTI-PERSPIRANT PERFORMANCE TEST



During exercise, a large amount of heat is produced by the contracting muscles as a byproduct of metabolism, leading to body heat gain. In addition, if ambient temperature is greater than skin temperature (T_{sk}), heat is transferred from the air to the body. The resultant increase in body core temperature (T_c) is sensed by central and skin thermoreceptors and this information is processed by the preoptic-hypothalamic region of the brain to stimulate sweating and cutaneous vasodilation to dissipate heat. Evaporation of sweat is the primary avenue of heat loss during exercise. With sweating, heat is transferred from the body to water (sweat) on the surface of the skin. When this water gains sufficient heat, it is converted to water vapor, thereby removing heat from the body (580 kcal of heat per 1 kg of evaporated sweat)



BEESLINE'S ANTI-PERSPIRANT PERFORMANCE TRIALS

PRODUCT VALIDATION AND PRE-MARKET EVALUATION UNIT



Khadija Ismail

Head of The Product Validation & Pre-Market Evaluation Unit

As developers and manufacturers of Cosmetics & Personal Care products, we, at Beesline must meet the ever-changing challenges in that field, such as new trends of the marketplace, more demanding consumers and regulatory developments.

Thanks to continuous innovation and reformulation, our Product Development dpt., helps keep our competitive advantage. Our biggest challenge is the support of our products' safety and efficacy claims by robust clinical evidence each time.

Our validation unit managed by Khadija, helps us to successfully navigate this challenging business climate. "My goal is to back-up the efficacy of Beesline products with scientific facts and make them commercially successful as a result." Says Khadija.

Since 2017, she has headed up the newly established Validation Unit in the R&D Lab. Her role is to collect scientific data and facts for selected products and consequently support the marketing of these products.

For product validation, Khadija conducts a myriad of evaluations, such as the Primary Sensorial Test, the Dermal Safety & Compatibility Test and most importantly the Clinical Test which proves the product's Efficiency. The Pre-Market Evaluation and general appreciation of the product by the Consumer come at a later stage. Results obtained are collected by the unit and processed statistically, then included in a report where a clear conclusion is drawn.

THE BEESLINE EXPERIENCE TOUR



During the first week of October 2019, our brand ambassador invited 50 of Lebanon's top pharmacists to Beesline Headquarters, to get an insider's glimpse of the company's operations. The tour started off with a seminar around the story behind Beesline: a brand aiming to provide only high value products, while thriving to reduce the impact on people and the environment; whose existence across the globe did not change its mission to deliver nature straight into your skin while maintaining safe, effective and sustainably sourced products.

After the seminar, the pharmacists were taken through a step-by-step guided manufacturing visit, showcasing the very essence of Beesline and how the products are being made. From the collection of raw materials, to the safety analysis, quality control and packaging of finished goods; the visitors were impressed and proud to carry this local brand at their pharmacies. Following this positive feedback, Beesline is taking things further with a workshop to teach interested pharmacists how to formulate their own natural products.

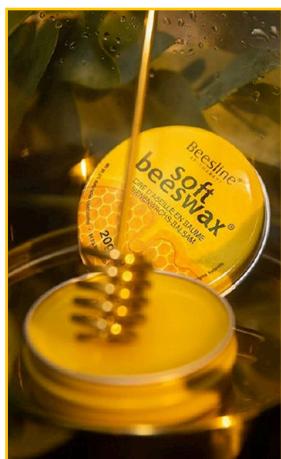
Hurry up and register now!

"Souad Hamade, brand ambassador"



BEESLINE OFFICIAL LAUNCH EVENT LITHUANIA, ESTONIA & LATVIA

Beesline's Distributors, Inea team, hosted a world class event at the Spritz Summer Garden, in Vilnius, where they invited 20 bloggers around a happy hour yellow mood drink. The event was a big hit on the market and many press releases were shared, discussing its success. Visitors loved the bright eye catching packaging, the good natural smell of the samples they tried, their textures, and most importantly their natural composition.



WOMEN EMPOWERMENT PRINCIPLES

- 1: Establish high-level corporate leadership for gender equality
- 2: Treat all women and men fairly at work – respect and support human rights and nondiscrimination
- 3: Ensure the health, safety and well-being of all women and men workers
- 4: Promote education, training and professional development for women
- 5: Implement enterprise development, supply chain and marketing practices that empower women
- 6: Promote equality through community initiatives and advocacy
- 7: Measure and publicly report on progress to achieve gender equality