



**A MESSAGE ON THE CLIMATE EMERGENCY FROM LEBANON TO THE WORLD**

**SUSTAINABILITY IS NOT A PASSING TREND**

The year 2020 has been harsh on everybody, but it is safe to say that Lebanese people suffered a greater deal. After a series of unfortunate events (be them economic, political, or sanitary), the Beirut blast hit the country like an apocalyptic event. People were drawn to rethink their priorities and the outcome was quite unexpected. Suddenly, it was obvious that nothing was more important than solidarity, benevolence and empathy expressed towards the most unlucky Lebanese that were affected by this explosion.

- Through our social media campaign #We Bee-long Together, Beesline raised awareness on the importance of being kind, talking about what's happening, supporting & volunteering in NGOs.

- We collaborated with 4 trusted NGOs, donating 10% of our sales in KSA, UAE, Qatar, Kuwait, Jordan and Lebanon for the months of August and September.

- We zeroed our profits in the Lebanese market for the coming 2 years to keep our prices unchanged. By providing natural quality products at affordable prices, despite the huge devaluation of currency, Beesline is standing by the Lebanese consumer and absorbing the inflation rate.

- Since the management's decision in making sustainability one of Beesline's strategic pillars, we began working relentlessly for 2 years, with focused determination, on rethinking our portfolio lifecycle, making it more ecofriendly. The results are shown in this edition of the newsletter. Lately, we succeeded in registering 27 of these 100% natural products in the European Union, where the highest cosmetic regulations are applied.

- Beesline has been around for almost 30 years, yet the company has kept its young spirit and audacious hopes. Our history has always been about resilience and the belief in a bright future, a future you can help us build by changing your lifestyle, rethinking your actions, and participating in bringing back earth's biodiversity & longevity.

**A CALL FROM GREENPEACE MENA**

The cedar tree, our national symbol is one of the most robust trees on earth. Yet, today, due to climate change, the cedars face increasingly serious threats to their long-term continuity. From Lebanon, we add our voice to all others, calling for action to give our forests, and those of the rest of the world, a fighting chance to survive in the face of global climate change and the disruption that wreaks on local ecosystems. Greenpeace MENA has just released a short film online documenting the effects of global climate change on the Lebanese Cedar forests. <https://www.greenpeace.org/mena/en/cedar-trees/>

**TODAY, NEW CHALLENGES HAVE RESHAPED OUR PRIORITIES**

**THE PLANET IS GETTING HOTTER AND IT'S A BIG DEAL**

What are the reasons & consequences of global warming?

- The warming of Earth happens because certain gases in the atmosphere, called greenhouse gases, mostly carbon dioxide (CO2), trap heat radiations from escaping into space.
- Carbon dioxide is released naturally, but humans have increased CO2 in the atmosphere by more than a third, by burning fossil fuels like coal and oil.
- Climate change is deteriorating our ecosystems more rapidly than ever, leading to a biodiversity crisis.
- Biodiversity on earth links all organisms into interdependant ecosystems, it is the web of life.
- The Biodiversity crisis is putting our health and livelihoods at risk, while eroding the very foundations of our economies, food security, and quality of life.

According to climate impact scholar Johan Rockström, for each degree rise, 1 billion people will be forced to live in conditions that we today largely consider uninhabitable.

**IF WE START NOW, NATURE CAN STILL BE CONSERVED, RESTORED AND USED SUSTAINABLY!**



**A NEW PORTFOLIO STRATEGY FOR BEESLINE NATURAL COSMETICS**

Tarek Renno has been responsible for the global business development in Beesline International since 2010. He intends to boost a worldwide awareness of Beesline, as a natural & sustainable brand and his plans to position the product portfolio accordingly, have led to a shared vision translated in the birth of this new portfolio. "The natural and organic cosmetics market is witnessing a major growth" he says; "we needed a clear strategy for 2020 that would enable us to cease that opportunity". Immediately after our participation in COSMOPROF 2018, we challenged ourselves to reengineer our Europe Portfolio in ways that visualize our "sustainable beauty".

This process was carried out with the united effort of many departments teams, mainly the product development, marketing, design & supply chain.

We all decided that we needed transformative changes at every level of our activity, from local to global, from formulating to sourcing to manufacturing and commercializing, and identified the points on which we should work Today, we are ready with 27 products made with 100% natural formulas from renewable sources, among which are 11 organic lip balms, all registered in the EU. The Organic specification integrates the requirements of naturalness and green chemistry (free from palm oil, preservatives & paraffin). With 99 to 100% ingredients from organic agricultural, Beesline Organic Lip Balms exist in 9 natural flavors.



Gift Pack 4 x 4g. Carton sticks: Hemp & Mint, Cherry, Chocolate Orange, Propolis & Coconut.



**Maha Arayssi**  
Co-Founder

**OUR COMMITMENTS**



RETHINKING OUR PORTFOLIO LIFECYCLE TO REDUCE CLIMATE IMPACT

Beesline's early goals - which later became the company's values - were to work in full transparency at all levels while offering the best skin care products. Skin-safety and efficiency, pureness, naturalness and eco-friendliness, preceded any intention for commercial success. Today, our new goal is to alleviate climate change and eventually counter-act it.

A few numbers to illustrate our progress

- Out of our 27 SKUs, 17 are packed in plastic-free containers, and the remaining 10 have 72% less plastic than before.
- Our whole Europe portfolio is now 37% lighter in packaging.
- The shampoos' formulas are almost waterless (80% less water than before) and are now presented in tins as a condensed gel - 100g is equivalent to 400ml.
- Our waterless products: 17 SKUs are more compact and thus occupy less space. They last minimum 4 times more than a regular product.
- By making these changes, we were able to reduce CO2 emissions during transportation by approximately 30 times!



WATERLESS BEAUTY

Beesline R&D laboratories' latest innovation is waterless formulation: Condensed formulas with no added water, filled in compact packages, to last more and take less space. An example: One shipment of our Beesline Condensed Shampoo (100 g.), is equivalent to 16 shipments of a conventional Shampoo (400 g.). Less shampoo is used, water is added while showering, rinsed off easily and quickly, your hair is clean & soft. The Positive Impact of this applied innovation is: Lower water footprint and lower carbon footprint.

What's in it

- Organic Pongamia glycerin
- Less than 10 ingredients
- 100% natural origin
- Sourced sustainably
- Vegan formula



Package: 100% paper recyclable or biodegradable

What's not in it

- Aluminum compound
- Paraben & preservatives
- Paraffin wax or oil
- Ethyl alcohol
- Palm oil

What's in it

- Organic Pongamia glycerin
- Less than 10 ingredients
- 100% natural origin
- Sourced sustainably
- Began formula



Package: 100% aluminum reusable or recyclable

What's not in it

- Sodium laureth sulfate
- Quarternary Ammonium
- Paraben & preservatives
- Paraffin wax or oil
- Silicone

ATTRACTING NEW TALENTS | MEET BEESLINE'S NEWEST MEMBERS



**MARWA ABU HAYBE**  
JUNIOR CUSTOMER CARE SPECIALIST

"As a fresh graduate, I am lucky to join the bees in the E-commerce team! I look forward to serve Beesline's customers, give them all the love and care, and build a long-lasting relationship. My goal will be to exceed their expectations."



**DR. LILITE NALBANDIAN**  
R&D VALIDATION OFFICER

"As a clinical pharmacist and epidemiologist, my mission is to provide customers with efficient and safe skincare. By joining Beesline, I will be able to pursue this goal thanks to their portfolio of natural products, and improve the quality of life of anyone with skin concerns."



**ABIR ALMOJARKASH**  
ACCOUNTANT

"Being a celiac patient, I am proud to be a part of the team who refers to nature to fight against allergies. Reflecting Beesline's good image in front of clients and providing fast, accurate, and insightful financial information is what I aim for to keep our proudly Lebanese brand shining worldwide".

