

Meet the new **beegan** skincare brand



beeline
A BEEGAN COMPANY



Why partner with beesline?

We are a purpose-led brand built on science since 1993

Founded as a safe skincare alternative. Inspired by the science of **apitherapy**, our founders harnessed the power of bees and combined them with fresh botanical extracts to create natural formulas that deliver **powerful results**.

Our founders

Siblings scientists duo



M. Rifai
Pharmacist



M. Arayssi
Chemist

We operate under **European manufacturing & quality standards**

Our production operates under European regulations and ISO-certified processes, ensuring high standards in quality, safety, and sustainability.



Under License From
api FRANCE



Operating under European Regulation (EC) No. 1223/2009



SUSTAINABLE DEVELOPMENT GOALS

Our **beegan** products deliver proven results

beegan

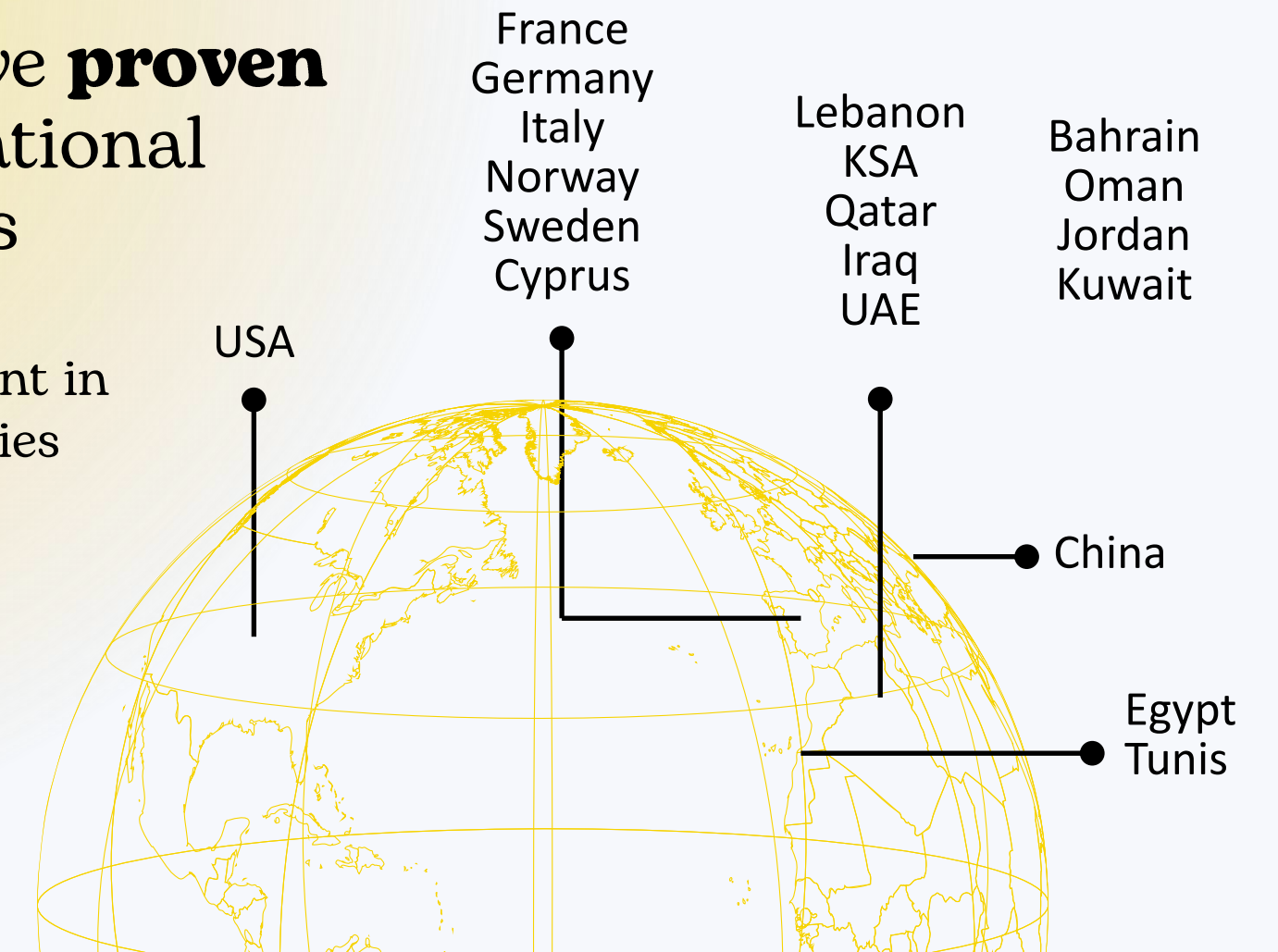
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"A commitment to safeguard bees, supporting ethical beekeeping and wild bee conservation. Formulated with ethically sourced bee byproducts for their high potency and safety to all skins."



We have **proven** international success

now present in **24** countries



Why our beauty innovation is different?

Our innovations combine bee byproducts, advanced biotechnology, and natural actives to deliver effective skincare while protecting wild bees and supporting ethical beekeeping.

1.



Conscious classics
conventional application in sustainable packaging

2.



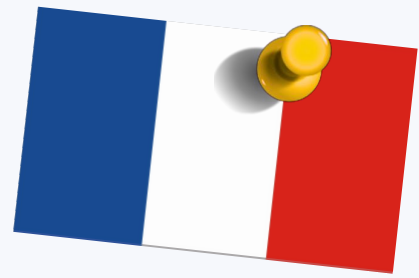
Waterless sticks
concentrated formulas in a user-friendly format

3.



The Forever Shake-up
Self-activated power
NO.1* SELLING DEO EXPERTISE

*Source: Nielsen KSA



How do we deliver proven retail success?

Driving successful launches across Europe since 2023

Mega-launch in France

We entered **1,500+** pharmacies within the first **6** months.

This marks a significant milestone for us, as France stands as a leading beauty market—second largest in Europe by size.



Pharmacy Forum Les Halles

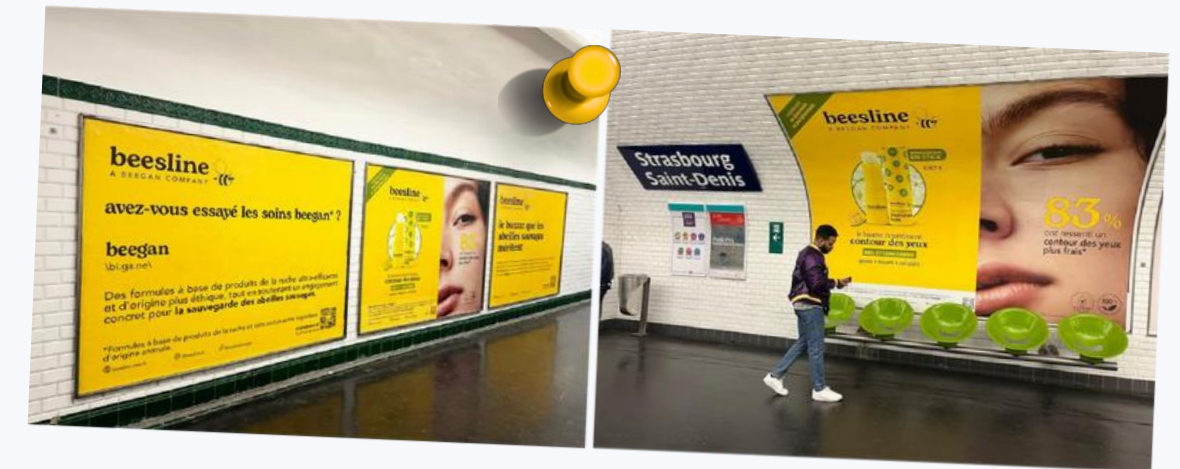
#1 The Biggest Key Account in Paris

At the biggest key account pharmacy in Paris, our 10+ day serum-focused activation combined double visibility and on-site Beauty Advisor support.

The result: **+1,200% sell-out uplift**, up to **100 units per day** and **~€1,000 RSP daily** during the campaign

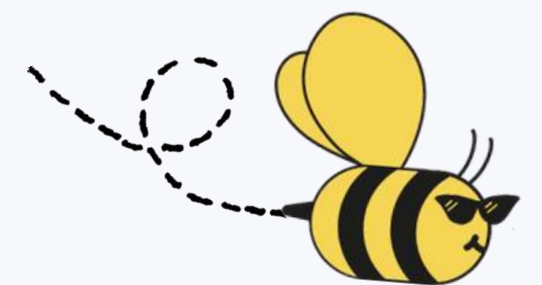


Paris Metro Campaign



With **535** visuals across **270** metro stations in Paris, reaching **6.3** million people...

...and generating 467 million contacts, our campaign created an extraordinary level of visibility and engagement in the heart of the city.





How do we deliver proven retail success?

with successful launches across Europe as of 2023



Strong Retail Visibility

Across Cyprus, Beesline has established strong retail visibility through key partnerships with leading beauty retailers and the pharmacy channel.

- Beauty Line – 22 stores
- Holland & Barrett – 22 stores
- 22 pharmacies across Cyprus



Holland & Barrett



BEAUTY LINE

#BeeMonth

Guardians of the Wild

During Bee Month in Cyprus, we partnered with Dr. Mira Boustani to launch Guardians of the Wild, distributing 10,000+ flyers promoting bee-friendly planting. The initiative secured strong in-store visibility, bringing our purpose directly to shelf.



Guardian of The Wild sachet containing native seeds for the wild bees of Cyprus
3M seeds distributed across markets!



beesline
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Now in Italy

You can find us at:

- Beauty Star - 22 stores
- Tulipano - 22 stores
- 22 pharmacies across Italy



A close-up, high-resolution portrait of a woman's face, focusing on her eyes, nose, and lips. She has dark, wavy hair and a small mole on her left cheek. The background is a soft, out-of-focus yellow. The text is overlaid on the right side of the image.

We are a mission driven company

Beesline is a "société à mission" (purpose-driven company), Creating a positive impact on skin, people, and the planet is now written into our bylaws, our decision-making, and our future. Our high performing innovations are powered by bees + clean science — while protecting pollinators.

Our Beegan Approach

An ongoing commitment to protecting wild bees, ethically sourcing bee byproducts, and helping to protect the planet.
We care.