



SAWAYA GROUP





## The Company

Sawaya Group: Creators, Designers & Innovators in the Cosmetics Industry.  
Our work speaks for itself. Take a look...

Sawaya Group is among the leading distributors and developers of beauty products in the Middle East, North africa and Mid of Asia. In 1990, the CEO Fadi Sawaya founded the company with an eye for choosing the best quality of beauty products. With solid determination to distribute professionally and to operate with the integrity of a hand shake, Sawaya Group identity was born. Sawaya Group is an exclusive distributor for global brands in the Mena region **covering Asia** and Africa as well as a developer and distributor for its two signature brands worldwide.

As it grew wider, new premises were procured and several companies were established along with multiple hubs. Through the years, valuable experience was acquired from which Sawaya Group provided deep awareness to the beauty market, its clients and paved its' way to innovate. This led the company to become distinguished and reliable. We study the need in the market and fill it with the best options whether it concerns physical appearance, quality, value, service or education.

We identify, sell, advertise, tutor, and originate!

Distributor

Retailer

Developer

Franchiser

Educator

**PROVOC®**

**Closhies**  
EYELASH  
EXTENSION

**MORGAN  
TAYLOR®**  
Professional Nail Lacquer

**gelish®**  
SOAK OFF  
GEL POLISH

Our Values

Professionalism

Determination

Innovation



## Content

Page 2:	Company Info
Page 3:	Content
Page 4-6:	Activities
Page 7:	Signature Brands - Clashes
Page 8-10:	International Brands
Page 11:	Franchise Provoc Makeup
Page 12:	Franchise Provoc Nails
Page 13-14:	Provoc Platform
Page 15:	Merchandising
Page 16:	Marketing
Page 17:	Events
Page 18:	Sawaya Distribution & Management System
Page 19-20:	Timeline



## Activities

### Distribution

We have been major actors in the beauty business for over 35 years and have become one of the most respected distributors in the region. We are exclusive regional distributors for reputable international brands as well as owners for two of our own brands.

### Development

Due to our experience and knowledge in the Beauty field, we were able to analyze and exceed the market by creating solutions of our own for our three franchise concepts, and started developing our very own makeup line: Provoc and eyelash extensions brand: Clashes.

### Franchising

Operate your company by adopting the “Sawaya Distribution & Management System” or expand into your own makeup concept store franchise Provoc Platform.

### Consulting

We are good listeners and a firm reference in the Beauty industry for what concerns marketing, franchising, retail and management.

### Education

Lectures, seminars and tutorials are arranged on a monthly basis in collaboration with international educators.





## ACTIVITIES



Management



Services



It's What  
You Do  
With It

We believed  
we can  
so we did...

PROficient. PROgressive. PROactive



Education



Communication



## SIGNATURE BRANDS

Clashes<sup>®</sup>  
EYELASH  
EXTENSIONS

Love  
the way  
they look  
at you



Forget about mascara, curlers, and other boosters... Clashes is the ultimate eyelash extension solution for modern women who need a successful look at all times for a time span of 45 days. With the excellent top seller Clashes Glue, made in Germany, your eyelashes extension experience will not only look lusciously natural but will also be super comfortable. You can choose from various lengths, curls, thickness and colors.



Applied by makeup professionals, loved by women and created with the latest trends in mind by Sawaya Group, Clashes is a seamless way to enhance the natural beauty of your eyes.



## INTERNATIONAL BRANDS

Done Right. From the Start.

Gelish Soak-off Gel polish revolutionized the industry with the first brush-in-bottle gel-polish ever invented. Gelish Soak-Off Gel Polish is applied like a polish but wears like a gel. Cured in its 18V Led lamp for 30 seconds, Gelish stays on nails for up to 3 weeks with no chipping or peeling, and soaks completely off in only 10 - 15 minutes. Since 2009, Gelish has produced over 100 colors and counting and is sold in over 80 countries worldwide.

To prove their ever fresh outlook and progress in the industry, Gelish launched the one and only Gelish PolyGel, the first tube form of hard gel paste that is applied directly on the nail and spread out with a brush in a really easy and timeless way, this product is cured in a Led lamp and is as durable as always. Salon professionals and women alike choose Gelish again and again.

[www.gelish.com](http://www.gelish.com)



gelish<sup>®</sup>  
SOAK-OFF<sup>®</sup>  
GEL POLISH

flash<sup>+</sup>  
GLAM<sup>™</sup>

gelish<sup>®</sup>  
CHROME  
STIX

cat<sup>+</sup>eye<sup>+</sup>  
MAGNETIC  
REFLECTIONS<sup>+</sup>

gelish<sup>®</sup>  
POLYGEL<sup>™</sup>

gelish<sup>®</sup>  
ART  
FORM GEL<sup>™</sup>  
2D TECHNOLOGY

gelish<sup>®</sup>  
Xpress<sup>™</sup>  
DIP N BRUSH

gelish<sup>®</sup>  
creamgel<sup>™</sup>  
SOLID CREAM GEL POLISH





**MORGAN  
TAYLOR™**  
Professional Nail Lacquer



The new standard in Professional Nail Lacquer, the crème de la crème of nail color, developed by professionals for you. Morgan Taylor's selective ingredients and innovative bottles are thoughtfully developed for optimum appearance and performance.

Over the course of 30 years, founders Haile and Daniel have innovated the professional nail market. Now, they have once again transformed the nail industry with a lacquer that is specially formulated for you: the nail professional.

[www.morgantaylorlacquer.com](http://www.morgantaylorlacquer.com)

**BareLuxury™**  
by MORGAN TAYLOR®



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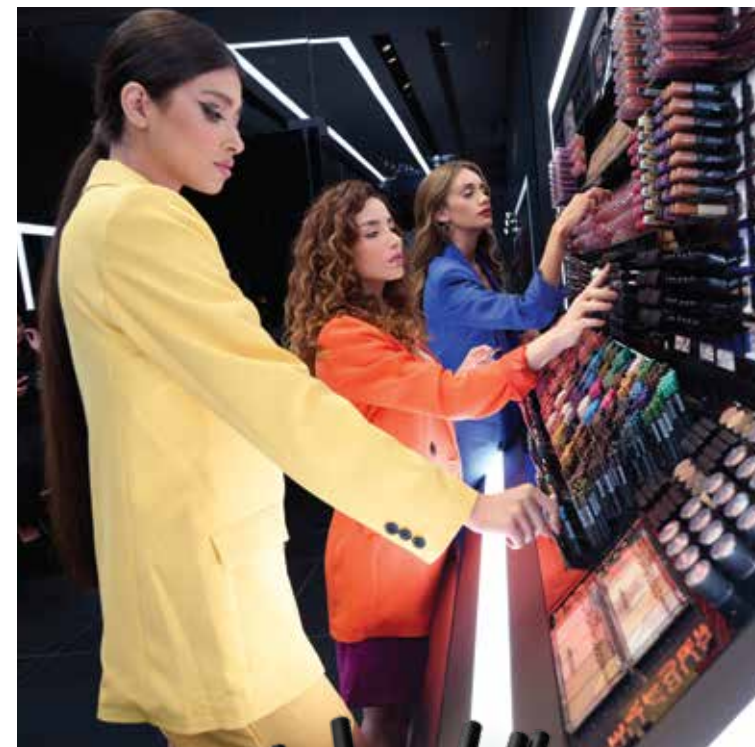
[www.morgantaylorlacquer.com](http://www.morgantaylorlacquer.com)





## FRANCHISE

**PROVOC®**  
Makeup



Welcome to the world of PROVOC, where good caliber, style, talent and expression converge to celebrate individual beauty. At PROVOC, we believe that beauty is not just a look, but an empowering tool. Our motto, "Beauty, it's what you do with it" encapsulates our commitment to pushing boundaries and redefining beauty standards through honest makeup products.

Our brand is a testament to the remarkable abilities and wonders beauty can achieve.



**IT'S WHAT  
YOU DO  
WITH IT**



Provoc proudly presents its sub-brand, Provoc Nails, designed to provide a complete range of high-quality nail care solutions. From essential tools and accessories to nail extensions and LED lamps,



**PROVOC®**  
NAILS



Provoc Nails equips businesses such as salons, pharmacies, institutes, and academies with everything needed to offer premium nail services.



## FRANCHISE

**PROVOC®**  
PLATFORM



Provoc Platform is a one of a kind concept store franchise in multiple modules and four leading functions; retail, service, consultancy & education. This millennial beauty platform will provide; global expert consultation, virtual face analysis, personalized analytical studies based on customers' beauty traits, hands-on educational sessions & quality retail and service.

This platform is all about expression and possibility, where love for beauty, talent and expertise entwine into fully customized experiences.

In the digital era we live in today, we have a keen interest in channeling our customers and talented individuals in all our four functions creating online and on-ground content.



**PROVOC®**  
PLATFORM

PROVOC Platform is a unique concept franchise that will be the pivot between the house of Provoc Makeup and real talent.

It's a platform of discovery, open to promote talent, creative thinking and education in the fields of beauty, cosmetics and art.

Make up artists, beauty experts, models, photographers, creative designers/animators and influencers will be welcomed to come and explore or simply have a drink!

PROVOC's brand identity will be the inspiration for its guests; and the Studio's atmosphere will be home for their creativity.

PROVOC products and in-house associates will be hands on to assist and help anyone who is ready to originate.

Photo shoots, training sessions, short films, and various workshops will all become a part of the PROVOC world.

At PROVOC Innovation studio, you have everything you need. Just step inside and be ready to unleash!

Creativity  
is the key



Be  
our  
model





## FRANCHISE

**PROVOC®**  
MERCHANDISING

### COUNTER DISPLAYS

30° COUNTER DISPLAY WITH DOWNLIGHT



1x36\*36CM  
4x18\*18CM

4x18\*18CM

3x18\*18CM

2x18\*18CM

2x (18\*18)

4x18\*18CM

4x (18\*18)

### CREATE YOUR OWN COMBINATIONS TO ACCOMMODATE YOUR BUSINESS



L Shape vertical floor display

U Shape vertical floor display

Vertical floor display with one side open

Vertical floor display

Slanted floor display

Retail floor display

**PROVOC®**  
MARKETING

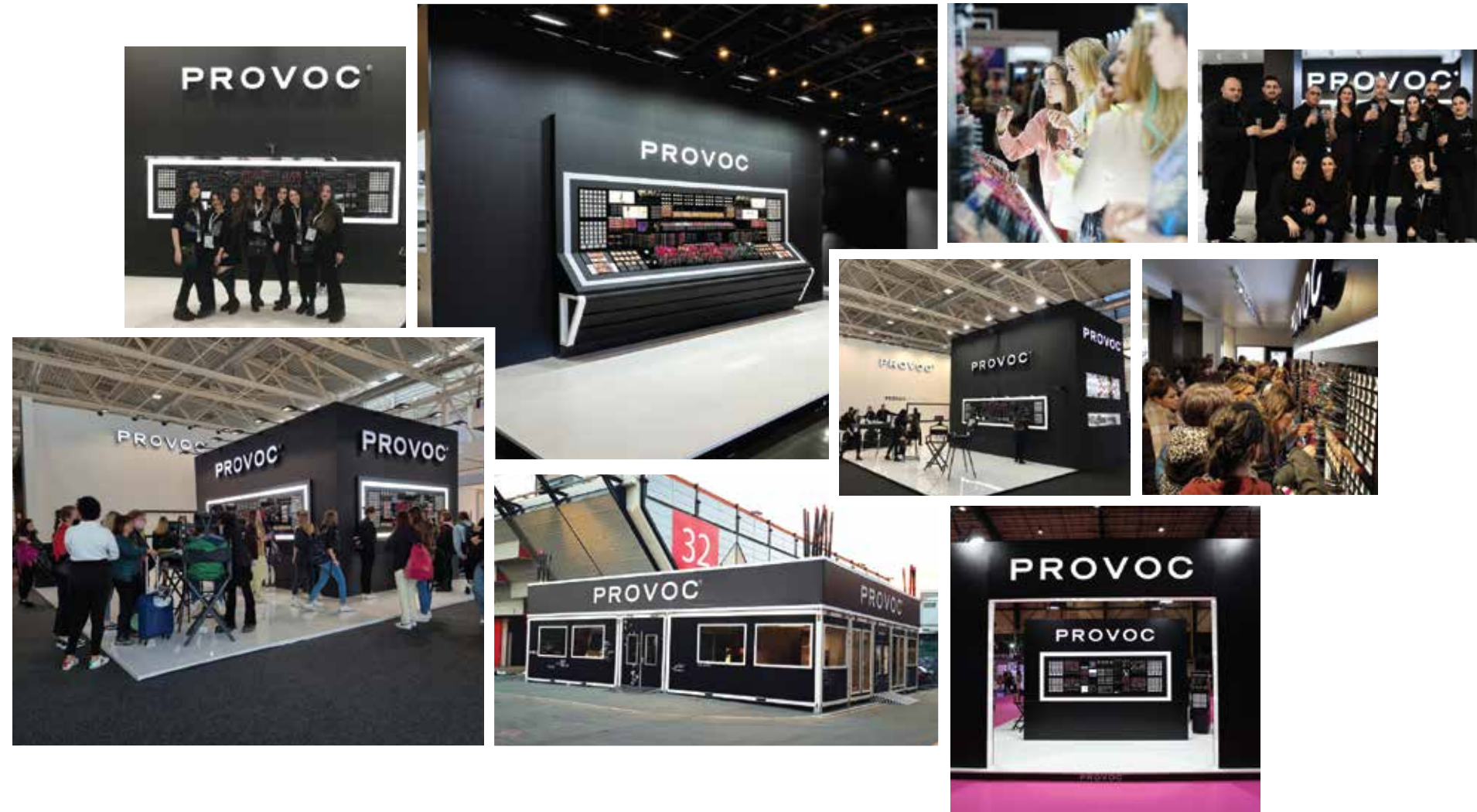
### MARKETING

Gifts, sets, boxes, makeup cases, bags, fliers and whatever our customers need





## EVENTS



We showcase all our brands in Lebanon and Dubai every year.

Provoc on the other end is flying on its own and is currently distributed in: Lebanon, Dubai, Egypt, Kuwait, Jordan, Qatar, Kingdom of Bahrain, Iran, Iraq, United Kingdom, Italy, Ireland, Russia, Saudi Arabia and is highly demanded in many more.

## FRANCHISE

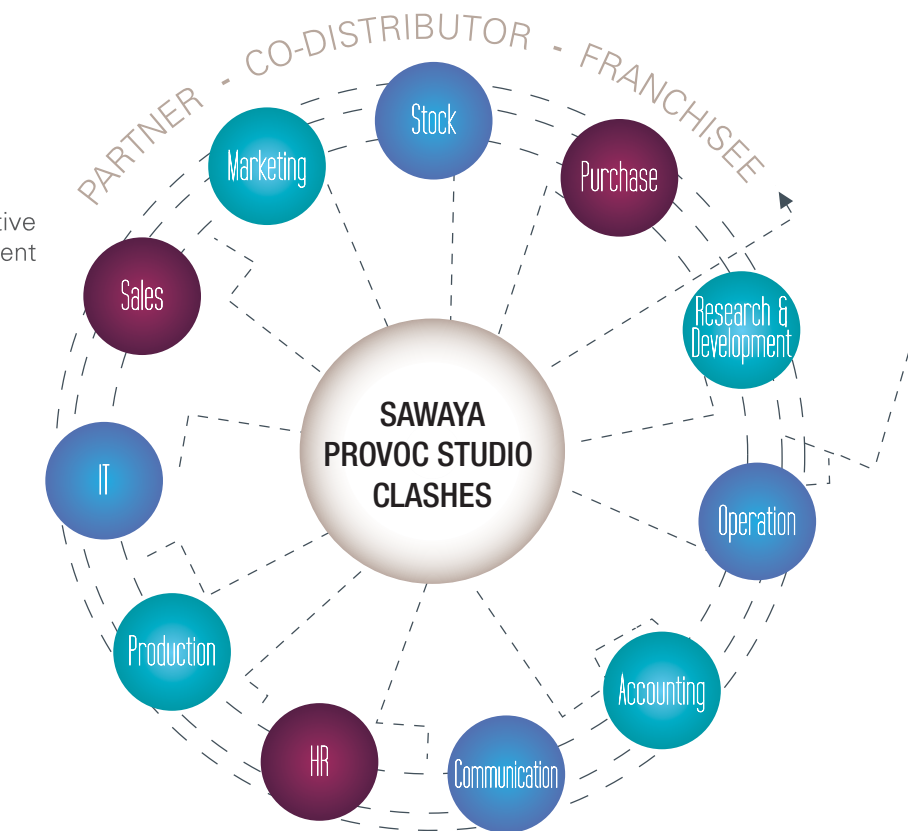
## SAWAYA DISTRIBUTION & MANAGEMENT SYSTEM

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Resulting from 35 years of experience and development, Sawaya Group formed a firm ground for proficient management and formed its own system to operate. Constant refinement for various departments, procedures and policies were integrated in a tested ORACLE ERP solution which was improved and customized based on Sawaya's input to become this effectual system. It was designed exclusively for a cosmetics company's operations and management but can be adapted to whatever your business preference is.

### PROVOC PLATFORM

Position yourself as a brand who cultivates creative thinking in the world of Beauty and encourages talent within your region.



With a solid strategy you can **grow** to INNOVATE and **expand** with CREATIVITY

Let us help...

Whether you choose to be a **Co-distributor** for Provoc makeup and its flagship creative platform, a **Franchisee** or a **Partner** in a sister Sawaya Distribution Company, Sawaya Management System prepares you to succeed amongst the top players in your field. With a well-rounded development for all operations, success will be knocking your doors.



# Time Line

# Time Line



1990

Sawaya Group  
was founded  
in Lebanon

1992

Identity & Management  
structure

1996

Jouzour Offshore Co.  
was registered

2005

Sawaya Intl  
in Dubai UAE

2010

Provoc Makeup  
was born

2017

Sawaya Ltd  
was founded  
in Kenya

2018

Provoc Platform  
Launch

2023

Zero Equal FZE  
Rebounding Platform

2025

Sawaya Intl  
in KSA

3 Phases:  
Building (1990-2000)  
Development ( 2000-2005)  
Expanding (2005-2025)