

intelligent**cosmetics**

New concept, new image.

C O R P O R A T I V E P R E S E N T A T I O N

ANUBIS
b a r c e l o n a



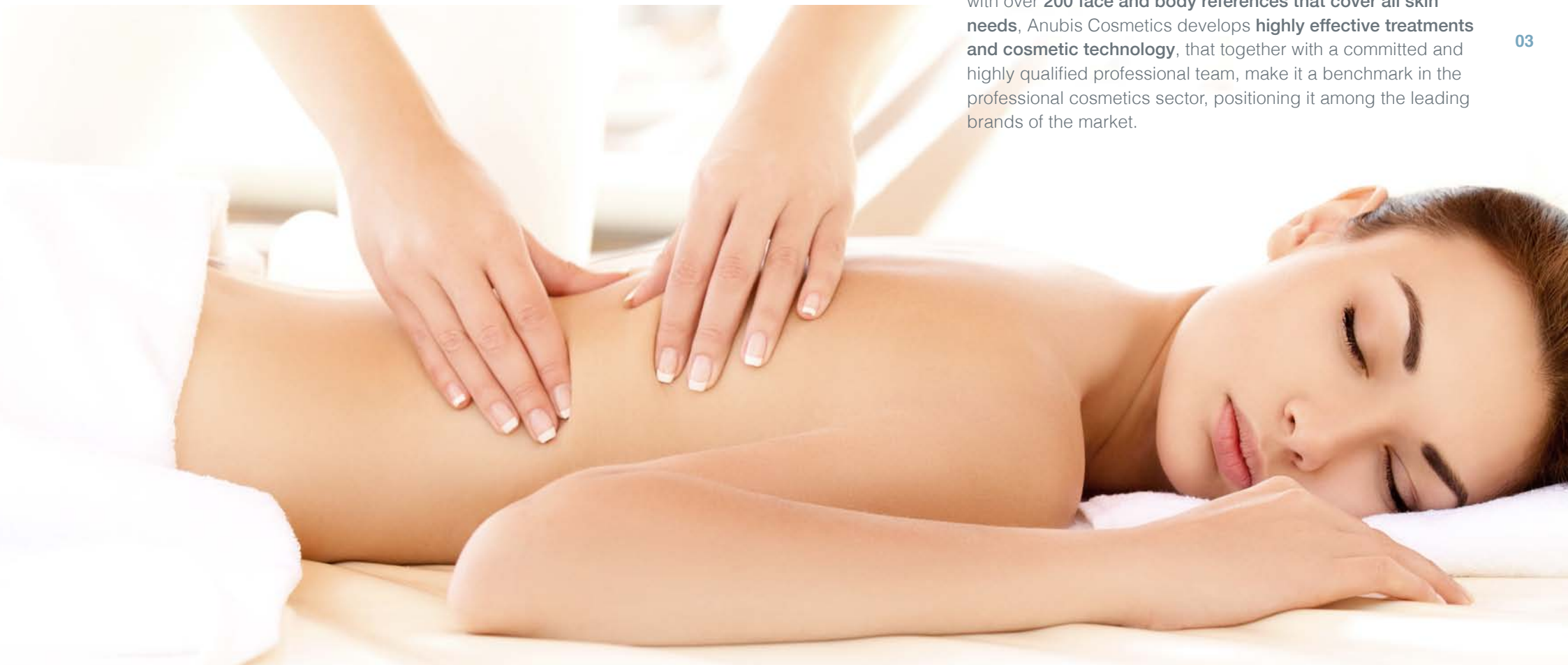
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introduction

Anubis contributes to an improvement of the welfare and quality of life of society by providing beauty centers, hotels, Spa, Medical-Spa and aesthetic clinics, the most advanced **professional beauty treatments in the market**. With a high component of **innovation and development based on results**, and a **high response and adaptation** capacity that cover the most specific needs of each client.

With **3 decades of experience** and a wide range of products with over **200 face and body references that cover all skin needs**, Anubis Cosmetics develops **highly effective treatments and cosmetic technology**, that together with a committed and highly qualified professional team, make it a benchmark in the professional cosmetics sector, positioning it among the leading brands of the market.



Mission

To be the exclusive “partner” brand in the professional cosmetics.

In close collaboration with our clients, knowing and sharing their needs to grow together.

Vision

To lead the professional of aesthetics collaborating actively in the search for innovative, efficient and reliable cosmetic solutions, as well as placing our customer at the centre of our management.

Values

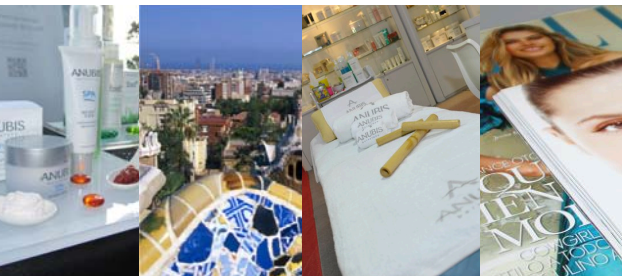
We will continue to promote our business on the basis of family company, created from the restless and enterprising character of the Sainz family. We want to keep the initial premises of proximity and flexibility that suit the needs of our customers in a highly competitive and continually evolving market.

Research and Development. We invest a significant part in the development of new lines and formulations that allows us to move forward with a continuous improvement and added value, placing us at the forefront of professional cosmetics. With formulations based on synergies, as a result we manage to offer unique solutions such as LIPOLIMIT FACTOR®, AHA HYDROXY SYSTEM o W-SYNERGY COMPLEX.

Sustainability. We are committed to the environment, to build a sustainable concept in our Brands and in the technology we use. With a natural tendency in our formulations (No Parabens and mineral oils free).

Commitment to the customer. We have established a 360° concept that allows us to meet their expectations. They are advised and guided by an internal and external team that put both our customers and our distributors in the centre of our management.

Professional team. With a high responsibility and commitment to the company, setting up high standards of work and collaboration. We give value to our entire team, encouraging respect and ensuring the development of the capacities of people.



History and experience

1982

Anubis Cosmetics is a family company founded in October 1982 by the Sainz family.



1990

During this decade the international expansion begins, being Paraguay the first country where the company exports its products and treatments.

Anubis Cosmetics develops one of its top ten lines SHINING LINE, having a great success that provided the opportunity to grow in the international market.

Currently the company exports to over 35 countries and SHINING LINE remains No. 1 in sales, especially in countries of Middle East and Persian Gulf.



2003

Anubis Cosmetics renews its brand image, redesigning its logo. The company creates EFFECTIVITY line, completing the GOLD range with the new range of products CAVIAR & PEARL, creating the most exclusive Global Anti-aging Treatment of the firm "The secret of eternal youth."

The Advertising Campaign is created, which is reinforced with a booming national model that had a significant media impact, affecting remarkably on the image of the firm and positioning it worldwide.



2006

Anubis Cosmetics keeps on growing. It moves and expands its sales, marketing, logistics and distribution departments and opens its new headquarters, located in Sabadell (Barcelona).



2008

Beauty Pro Awards Professional Eye Care Product (Beauty Magazine Hong Kong) award for the product EFFECTIVITY CAVIAR & PEARL CONTOUR CREAM.



History and experience

2010

Consolidation and implementation of the brand in the Middle East. Start of the distribution in South America.



2011

Grand Prix de la Beauté (Hong Kong) award for the professional facial treatment ABSOLUTE ACTION 50/30 CABINE PACK.

Award for the Best Communication Campaign with the greatest International Repercussion (Beauty Forum, Spain).



2013

Currently Anubis Cosmetics distributes its own products and services in over 35 countries, of which the most recent are United Kingdom in Europe, India, Turkey, Egypt, Jordan, Saudi Arabia, Russia, Uruguay and consolidation of the company in China. Having an increasing presence in aesthetic clinics managed by dermatologists.

Celebración del 30 aniversario de Anubis Cosmetics y edición y comercialización del "Efectivity Luxury Senses Edition". Tratamiento en casa exclusivo de la línea top de Anubis Efectivity edición lujo.



International showing

Evolution factors of the company

International expansion of Anubis Cosmetics with an increasingly defined **distribution to the dermatologists customers**, where the firm has been introduced and is currently growing with excellent results.

We increase our investment in development and formulation of our products and treatments based on synergies.

The growth of the domestic and international market defined by a **profile of doctors specialized in aesthetic and cosmetic dermatology**.

The demand by the end customer of quality products and **effective treatments, with short-term noticeable results**.

The customer loyalty based on the EFFICIENCY, while working the emotional dimension that focuses an important part of customer motivations.



International presence

Anubis barcelona in the world.



Europe

Germany
Austria
Benelux
Slovenia
Spain
Finland
France
Hungary
Italy
Poland
Portugal
United Kingdom
Czech Republic
Romania
Russia
Switzerland
Turkey

Middle east

Saudi Arabia
UAE
Jordan
Kuwait
Lebanon
Oman
Qatar

America

El Salvador
Miami
Mexico
Dominican Republic
Uruguay

North Africa

Egipt
Libia

Asia

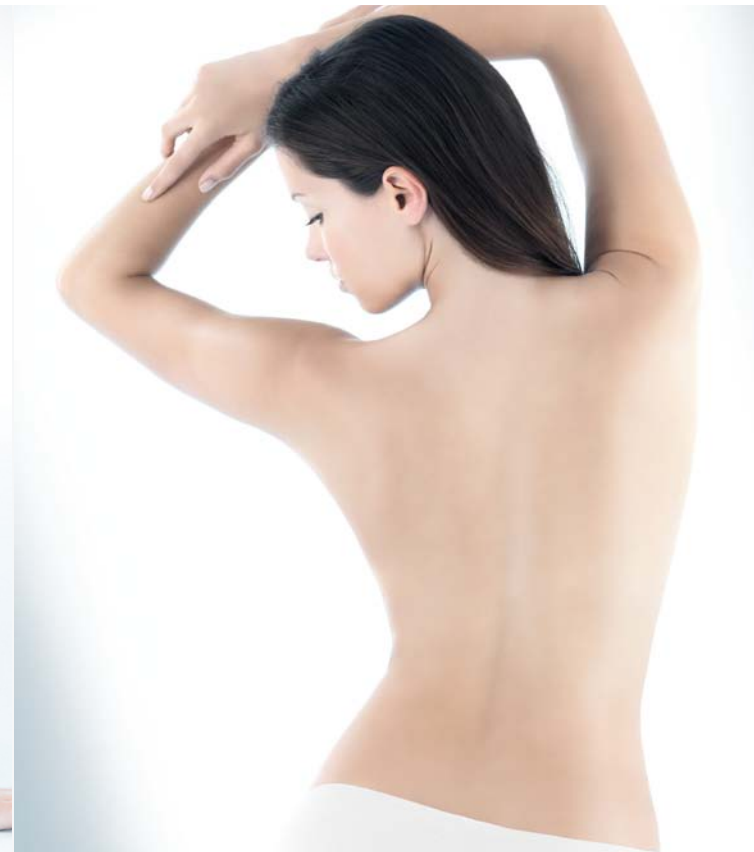
South Korea
Hong Kong
India
Japan
Malaysia
Singapore
Taiwan

New concept new image

"Beauty and scientific
cosmetics combined in
a unique synergy."

Anubis Cosmetics evolves its slogan and brand image
to **Intelligent Cosmetics.**

Anubis Cosmetics increases the value of company and
its philosophy to a more scientific and technical concept,
evolving with the changing needs of the market and with the
new consumer profile.



Brand experience

To Anubis, public relations and events are a strategic tool for communication and marketing, in which professional empathy with our firm is the key.

This work is recognized with the growing international repercussion that Anubis Cosmetics currently lives, working on many occasions with our customers and distributors worldwide.

Conferences and presentations

These meetings are aimed exclusively at professional public to present the new products and treatments of our company as well as to perform live demonstrations. Attending these events allows us to establish a direct contact with our current or potential customers, optimizing time and number of attendees.

We perform an average of 7 conferences per year, among which we highlight especially Asian countries such as China, Japan, Malaysia, Taiwan, Korea, etc., as well as Spain and other countries of Europe.

Sponsored events

Anubis, always committed to beauty, has sponsored several fashion events, as in several editions of the Bridal Week, sports events, collaboration and personalized treatments with hotels and wellness centres, collaboration with Gio Orchestra and the singer Nina, television programs, etc.



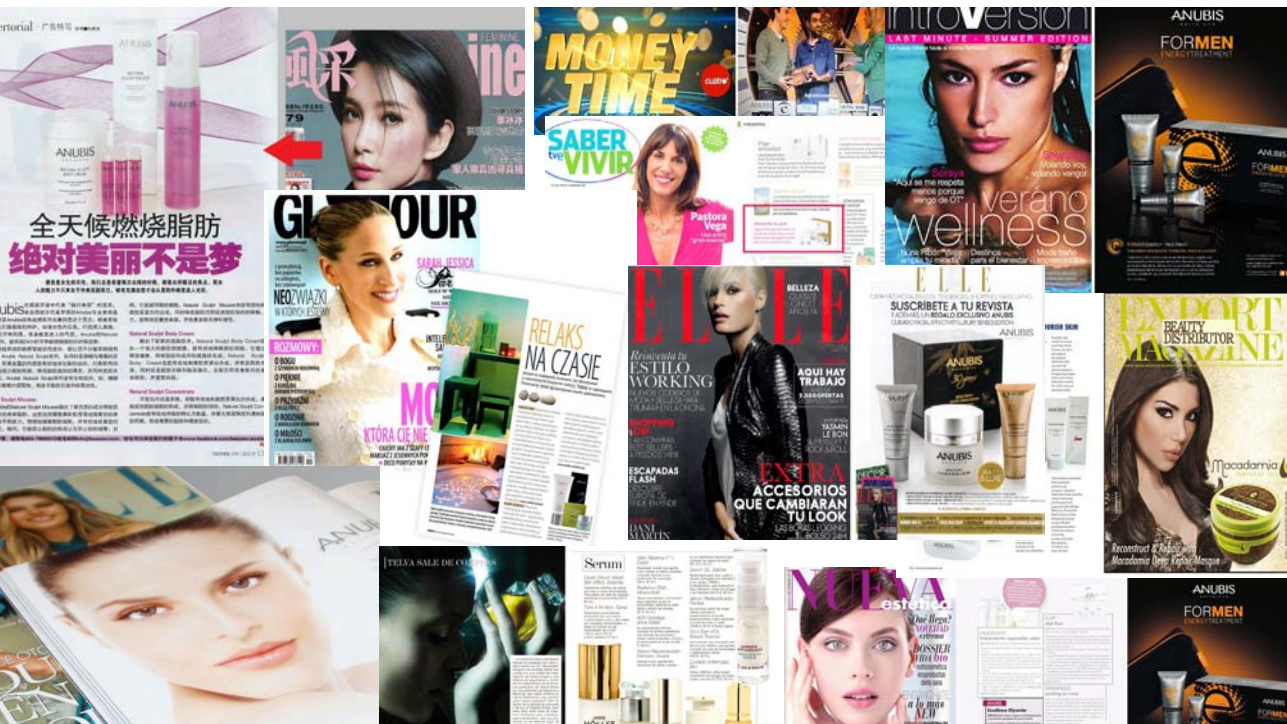
Brand experience

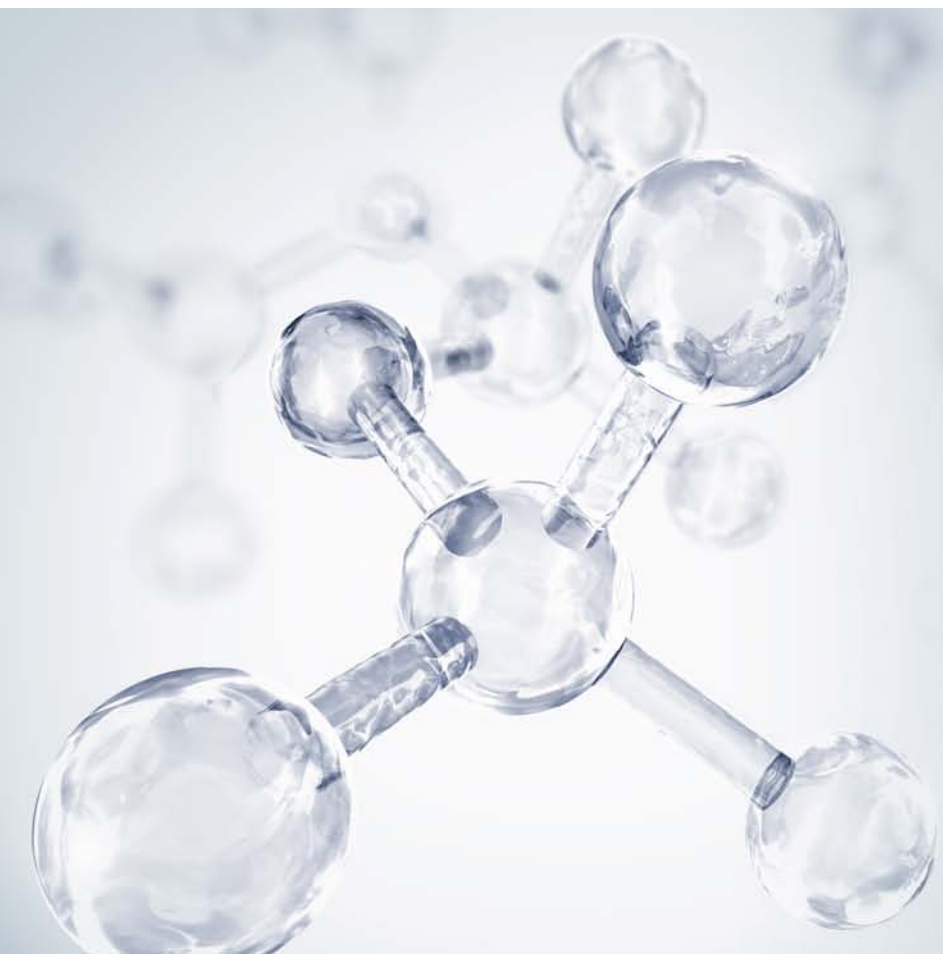
Presence in media, press and social network

In the most recognized websites of national and international professional cosmetics in the sector. Presence through advertisements, banners, mailings, competitions, articles and interviews.

In the most representative beauty and fashion press for the end customer: Elle, Telva, Marie Claire, Glamour, etc.

Anubis Cosmetics has a very broad global media impact, with a very positive experience in digital media thanks to its direct and indirect distribution. Through Facebook itself and a wide social network, it continues to grow with over 50,000 fans, followers and bloggers worldwide.





ANUBIS

barcelona

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and events on social networks.