

## ANNOUNCEMENT

### BEAUTY DIVISION STARTED A SIGNIFICANT NEW YEAR 2020

Throughout 2019, the LUXURIA GROUP steadily acquired an increasing number of fragrance and beauty brands adding to its existing portfolio of regional distribution. In particular, the beauty division started a significant year with its appointment as the Authorised Distributor of Babor and Philip Kingsley.

BABOR is the #1 Professional skincare brand in Europe, with its ultra-effective active skincare formulas, highly professional consultations and individual treatment systems. This acquisition is a move set to contribute to the LUXURIA GROUP strategy to form a portfolio aiming at further strengthening company's leadership status in luxury professional skincare and spa market of the region.

'I am glad and excited that we came back to the Middle East with one of the most passionate and dynamic team', said Christopher Huelbach, BABOR International Sales Director on the stage of the Professional Beauty GCC 2020 Awards Ceremony.



BABOR

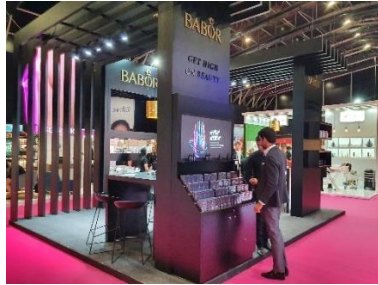
PHILIP KINGSLEY, the pioneering British haircare brand, are a trusted favorite of London's in-the-know crowd. They are sought after by everyone from royalty and film stars to beauty editors and wellness experts. The philosophy of the brand 'that healthy hair can change your life' with the products formulated by the world's leading Trichologists, perfectly fits in LUXURIA GROUP exquisite brands distribution profile.



PHILIP KINGSLEY

## LUXURIA GROUP AT PROFESSIONAL BEAUTY GCC 2020 17<sup>th</sup> & 18<sup>th</sup> OF FEBRUARY AT DUBAI FESTIVAL CITY ARENA

The brand of LUXURIA GROUP were presented at this year's two-day premium professional beauty exhibition with the largest space allocation and one of the busiest stands. The Day Spa category was sponsored by BABOR at the Awards Ceremony and we congratulate the winner for 2019, DALOUK Spa Sharjah Ladies Club.



In addition to Babor, the LUXURIA GROUP stand also showcased Philip Kingsley, Ella Bache and Floris.



## 'EMPOWERING WOMEN' MASTERCLASS AT DUKES THE PALM HOTEL DUBAI

International Women's Day celebration LUXURIA GROUP sponsored a BABOR masterclass for 30 ladies from different departments hosted by the hotel. Our trainers advised on daily skincare routine, answered questions and demonstrated 'how to do'.

