

Beautyworld Middle East 2022

31 October – 2 November

Dubai World Trade Centre



Table of Contents

UK Beauty: See Things Differently	3
Meet the UK Organisations	4
• Baylis & Harding	4
• Barony Universal	5
• Benny Hancock FOR MEN	6
• Creightons (Potter and Moore)	7
• Honey Corn	8
• MEN ROCK	9
• Mo Bros	10
• Nature Spell (Gold 22)	11
• Nuhr Home	12
• Ordo	13
• Organza Natural Skincare	14
• Pairfum London	15
• Palette London	16
• Pure Nails	17
• Shedid & Parrish	18
• UpCircle Beauty	19
• Urban Apothecary	20

UK Beauty: See Things Differently

On behalf of the Department for International Trade, I am delighted to support this exciting and diverse group of innovative British beauty brands travelling to Beautyworld Middle East for the first time this October.

These new and ambitious brands come from all regions of the UK, representing the finest of the sector across skincare, cosmetics, haircare, mens grooming, fragrances, manufacturing and beauty tech. They are all new to the Middle East region, and excited to open up new business opportunities during their time at Beautyworld Middle East.

The strength of the UK's beauty sector is well known; in the UK, the industry is worth nearly £30 billion and ranks as the seventh largest global cosmetics market in the world.¹ In 2021, we exported £3.7 billion worth of beauty and personal care products² across the world, and the UAE is one of the UK's top five export markets outside the EU. Our businesses are innovators and leaders in the fields of organic and natural beauty, with the growth of certified organic and natural products rising 15% over the past year.

This important industry is supported by the UK government, with dedicated support through the Department for International Trade's (DIT) Consumer and Retail sector team. DIT helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade. We support businesses at every stage of their business planning cycle – giving beauty and wellness companies advice as well as practical support with expertise and contacts through our network of specialists

in the UK and across the world, and connecting overseas businesses to source British products and services.

Our sector leads and country specialists will join the delegation of brands at the show, and will be on hand to discuss how the UK government can support your business. Visit us at the UK pavilion in **Sheikh Saeed Hall 2, S2 E34** to talk to our specialists, or arrange a meeting with our delegation.

These companies bring new and fresh perspectives with a wide variety of exciting products, from natural beard oils to curly hair products, to sustainable luxury skincare and rare perfumery, and manufacturing capability. We look forward to meeting you at the show.



Jamila Saidi

Head of Digital Commerce, Retail & Luxury
UK Department for International Trade

If you have any further questions on how DIT can support you, please contact:
ditretail@brayleinoevents.com

¹ <https://britishbeautycouncil.com/the-value-of-beauty-an-economic-impact-report/>

² <https://www.ctpa.org.uk/annual-reports>

Meet the UK Organisations



Baylis & Harding

EST 1970
**BAYLIS &
HARDING**
ENGLAND

Contact

Liz Ripley
International Business Development

✉ lringley@bayhar.com
🌐 www.baylisandharding.com

📖 Introduction

Baylis & Harding is a British brand offering high quality, affordable toiletries for every occasion and each room in the home. Founded in 1970 in the heart of England, the company is still family run to this day. We create beautifully packaged, beautifully made and beautifully fragranced products that look and feel like a treat, but don't cost the earth. Baylis & Harding is currently the number one female gift brand in the UK, whilst also currently holding the second largest share of the handwash market. Based in the heart of England, our state-of-the-art distribution hub enables us to ship to over fifty countries globally, with the brand a visible presence in leading retailers across the world.

Meet the UK Organisations



Barony Universal



Contact

Sean Thorburn
Export Manager

✉ sthorburn@baronyuniversal.com
🌐 www.baronyuniversal.com

Introduction

Barony Universal Products Plc is a leading aerosol manufacturer and marketer of high quality, personal care toiletries, haircare, and household products, supplying the UK and worldwide markets.

We work in partnership with leading Brands and Retailers to provide contract filling and development services from our state-of-the-art facility based in the UK.

Our product capabilities include body spray, antiperspirant, dry shampoo, hair spray, mousse, shaving foam and gel, foot deodorant, air freshener, polish, and de-icer.

Our Purchasing, Technical and Marketing teams work closely with our customers and suppliers to bring new ideas to market. This expertise in bringing new products to life, together with high performance levels, means we can deliver products that assist our customers in growing their business and in some instances, offer an extension to our customer's own facilities.

With increased new product development and reduced Covid restrictions. We see this as an exciting time to turn our attention to export markets, with the intentions of increasing our global brand presence.

Meet the UK Organisations



Benny Hancock FOR MEN

Contact

Kelly Hunter
Partnerships Director

✉ partnerships@bennyhancock.com
🌐 www.bennyhancock.com

Introduction

The finishing touch to men's grooming is here! Benny Hancock is a global industry pro make-up artist who has spent over a decade painting the faces of celebrities, supermodels and VIPs. Benny is a leading authority on high performance make-up and having spent years working closely with men's skin, he appreciates how men's skin differs to women's and the look men want to achieve. His work has been praised by fashion and grooming insiders and featured in some of the world's leading style publications.

Founded on the belief that make-up for men should enhance rather than conceal, Benny has developed high-tech, wearable formulations using superior ingredients to achieve the most natural finish. The result? Lightweight yet hard-wearing products with invisible yet enhancing coverage; Taking men's grooming to the next level.

Meet the UK Organisations



Creightons (Potter and Moore)

CREIGHTONS
— MADE IN ENGLAND —

Contact

Ian Ryder
Head of Global Sales

✉ ian.ryder@potterandmoore.com
🌐 www.creightons.com

📺 Introduction

Creightons is an award winning beauty brand owner and manufacturer with two manufacturing units and a large R&D team based in the UK. We are a plc listed on the main exchange and our strategic ambition is to develop a brand and white label business worldwide - doubling our turnover within 3 years. We have a great portfolio of affordable beauty brands across skincare, bath and body and haircare, some with presence in the middle East - for others we are looking for partners to establish and grow within the region.

Our brands include:

Balance Active
Curl Company
Janina
T-Zone

Meet the UK Organisations



Honey Corn

HONEY CORN

BOTANIC ORGANIC NATURAL

Contact

Ayesha Ibrahim
Founder & CEO

✉ info@honeycornuk.com

🌐 www.honeycornuk.com

Introduction

Honey Corn is a premium luxury beauty brand born out of the desire to create naturally pure, artisan skincare. Our products are made with Honey also known as liquid gold, because of its curative properties. It promotes and maintains healthy skin. Honey Corn products contain high quality plant based ingredients and our philosophy is always - Botanic, Organic, Natural. We like to think of Honey Corn as a global citizen brand, for at it's heart is arguably one of the world's key ingredients produced by one of the world's most vital species.

Meet the UK Organisations



MEN ROCK



Contact

Jolita Vainilaviciute
Business Development Manager

✉ jolita@menrock.com
🌐 www.menrock.co.uk

📖 Introduction

MEN ROCK is a collection of easy and fun-to-use men's grooming products that were born in London for authentic characters around the globe. MEN ROCK was inspired by the craft of barbers from Jermyn Street and their genuine but unique rituals. As a result, our grooming collection uses simple but effective and carefully selected ingredients that have been tested by time and will treat your skin and body right. We are driven by the diversity and energy of London and the authentic characters who walk its streets.

Meet the UK Organisations



Mo Bros



Contact

Keval Dattani
Company Director

✉ kev@mobros.co.uk

🌐 www.mobros.co.uk

📖 Introduction

Mo Bros is a men's grooming retailer headquartered in Oadby, Leicester, United Kingdom. The company was founded in 2014 by entrepreneurial brothers Keval Dattani & Savan Dattani. It specialises in products for the grooming, styling, and maintaining of facial hair, operating online and across the United Kingdom in partnership with High Street retailers. Over the last few years of business, it has sold to over 600,000 bearded bros in 78 countries around the world, exporting 40% of its products sold internationally with distribution hubs based in the UK, Germany, Cyprus & USA.



Nature Spell (Gold 22)

Contact

Sunny Gandhi
Managing director

✉ sunny@naturespell.co.uk

🌐 www.naturespell.co.uk

Introduction

Nature Spell focuses on providing the most effective Hair & Skincare cosmetics. We focus on premium effective formulations that incorporate high performance actives and naturals, affordable for everyone and suitable for all hair and skin types. We have the full haircare range and skincare range with over 80 products. We are the manufacturers, our factory is in London, United Kingdom, our family run business has been operating for over 13 years.

Meet the UK Organisations



Nuhr Home



Contact

Salim A Ibrahim
Director

✉ salim.ibrahim@nuhrhome.com

🌐 www.nuhrhome.com

Introduction

Nuhr Home specialises in Oud scented fragrances, all made in the United Kingdom. Our beautifully scented, hand poured, premium, Oud scented candle collections combine the essence of the East with current interior design trends. We have created unique bespoke inspired collections of Oud scented fragrances elegantly combined with natural ingredients, made with refined high quality luxury waxes and infused with maximum levels of fragrance oils leaving a lasting relaxing luxurious aroma.

NUHR has an extended collection of Oud scented reed diffusers, home sprays, incense cones, perfumes and a variety of gift sets.

Meet the UK Organisations



Ordo

ORDO

Contact

Darshna Patel
Head of Sales

✉ darshna@ordolife.com
🌐 www.ordolife.com

Introduction

Ordo is the 21st century oral care company set to revolutionise and modernize this old school industry with affordable and stylish products, a relatable brand and great USPs.

Our mission is to provide the most effective methods and means to ensure everyone's oral hygiene is the best it can be, offering new, exciting and innovative products.

Ordo was created to provide customers with a new and modern oral care brand that deploys aesthetics as well as efficacy to help them attain their lifestyle aspirations and form healthy habits that last. Below are some of the needs/trends Ordo is fulfilling in the category:

- A fresh approach to oral care
- Flagship features at affordable prices
- Fair and consistent pricing - no inflated RRP's
- Aspirational oral care brand with stylish products and packaging
- Dedicated to sustainable and eco-friendly products

Meet the UK Organisations



Organza Natural Skincare



Contact

Hannah Ibrahim
Founder & CEO

✉ Info@organzanaturalskincare.com

🌐 www.organzanaturalskincare.com

Introduction

At Organza, we're major cheerleaders for healthy minds, self-love and self-acceptance. This is why we've created our all-natural, vegan, eco-friendly and affordable skincare products so that our users can look their best and be confident when taking on the day. Organza is a natural, plant based skincare brand that takes pride in being sustainable. Our goal is to improve your skin long term with instant glowing effects.

Meet the UK Organisations



Pairfum London



Contact

Piers Johnson
General Manager - Arabia

✉ arabia@pairfum.com

🌐 www.pairfum.com

Introduction

Niche Perfume that Complements You, Naturally:

- Eau de Parfum
- Home Fragrance

We are London's Niche Perfumery House.

How does the Unique in You flourish when the High Streets of London, New York, Paris and Dubai are eerily similar?

Be Your Authentic Self and Enjoy a Natural Fragrance that is Uniquely You.

Our fragrances are unique and will continuously change for two reasons:

1. they adapt to your skin & your home! Have you noticed how natural fragrances smell different from one person or home to the next? They become uniquely You! This is lost in modern prestige fragrances that are designed to smell uniform on everybody.
2. we manufacture in old-fashioned batches! Our fragrances change from batch-to-batch. The natural ingredients we incorporate change their profile according to the characteristics of the crop, just as wine changes from one year to the next.

Be Your Own PAIRFUM



Palette London

Palette
LONDON

Contact

Tajinder Banwait
Founder & Managing Director

✉ studio@palettelondon.com
🌐 www.palettelondon.com

📖 Introduction

British brand Palette London is a collection of eco-luxe, vegan, plant-based nail paints which are made from a minimum of 70% plant-based ingredients; they're also halal accredited, breathable, highly pigmented, fast-drying and give a high gloss gel effect.

Our uniqueness is that our colour + care formulas are clinically proven to be strengthening. Our secret recipe features the 'Super Three' ingredients that help nails recover while our glossy hues are enjoyed. Perfect for those looking for a way to change colours as often as they like without risking nail health.

While we have focused on making what is in the bottle different from the crowd, the bottles themselves command attention. They have been designed to consider the environment with a 100% post-industrial recycled cap and brush stem, castor bean oil brush and fully recyclable bottle.

Palette London launches in December 2022 and we're seeking retail partners in the UAE.

Meet the UK Organisations



Pure Nails

pure
NAILS

Contact

Tim Gill
Head of Sales & Marketing

✉ tim.gill@purenails.co.uk
🌐 www.purenails.co.uk

Introduction

Pure Nails is a family run business founded in 2010 in Kent, UK. Our mission is to offer only the best quality nail products to professional nail techs at competitive prices.

Pure Nails products are manufactured in the UK, Germany, Poland, Netherlands, USA, China and Korea to our strict specifications and by manufacturers who are specialists in their fields, allowing us to continue developing the Pure Nails and Halo ranges and offering the very latest formulas.

The result? A huge array of professional nail products loved by thousands of nail techs and distributed in hundreds of cash and carries and wholesalers throughout the UK and Europe (and we're expanding!).

Meet the UK Organisations



Shedid & Parrish

SHEDID & PARRISH
UNITED BY CURLS

Contact

Jessica Parrish
Founder / CEO

✉ info@shedidandparrish.co.uk
🌐 www.shedidandparrish.co.uk

Introduction

Shedid & Parrish is an Award Winning Salon quality product range created exclusively for curly & textured hair. The 100% natural range is vegan, cruelty free & scent free designed by our scientists to optimise the hair's condition and enhance all curl patterns. It locks in moisture, is sensitive on the scalp and protects the natural oils for luscious healthy locks. We our passionate about our planet and our whole range uses fully recycled aluminium, presented in strikingly designed, reusable bottles with direct-to-bottle printing, encouraging a circular economy. As an inclusive brand, our range embraces and supports all ages, all ethnicities and all genders. We are #unitedbycurls

Meet the UK Organisations



UpCircle Beauty



Contact

Iza Berghoef
Global Sales Manager

✉ sales@upcirclebeauty.com
🌐 upcirclebeauty.com

Introduction

UpCircle makes sustainable skincare products from ingredients that would otherwise be discarded. They rescue more than 15 by-product ingredients from varied industries, including the argan, tea, juice, date, olive and wood industries with 8 more ingredients being saved this year. Since launching UpCircle has saved over 450 tonnes of used coffee and even their packaging is circular, with over 12,000 products hand-refilled to date.

The brand has seen staggering growth in the last six years, selling hundreds of thousands of products per year in over 40 different countries.

Certified cruelty-free by Leaping Bunny, certified Plastic Negative and we're Soil Association and COSMOS Organic certified, meaning UpCircle's ingredients are grown responsibly!

Proud to be the UK's #1 upcycled skincare brand.

Meet the UK Organisations



URBAN APOTHECARY — LONDON

Urban Apothecary

Contact

Tajinder Banwait
Founder & Managing Director

✉ hello@urbanapothecarylondon.com
🌐 www.urbanapothecarylondon.com

📖 Introduction

Entrepreneur and beauty industry stalwart, Tajinder Banwait, is the founder and creative force behind Urban Apothecary. As both a fragrance 'nose' and artisan, she brings a perfumer-chemist approach to the unusual pairing of botanicals. Her distinctive aromas, a mixture of memories and moods, are curated into truly original scents for the home.

When demand surpassed supply, Tajinder started her own candle factory in the UK to produce the award-winning collections. From humble beginnings at the kitchen table in 2011, Tajinder's engaging olfactive brand has evolved quickly, becoming known, loved and showcased through hundreds of UK and international stockists.

In 2022 Urban Apothecary, was honoured to have received the Queen's Award for Enterprise and to be recognised for excellence in International Trade having entered 30 markets and grown +168% in the last three years.

Urban Apothecary are now seeking distribution partners in the UAE.

**Other companies with stands
on the UK Pavilion include:**

- Choice of Nature Limited
- Cozy Enterprise UK Limited
- Department for International Trade
- Drammock International Limited
- Global Beauty Products Limited
- Hawkins & Brimble Ltd
- Imperial Bioscience Limited
- Intamarque Limited
- Linrose Care Limited
- Manticore Limited
- Pricecheck International Brand Partners
- Quest Personal Care Global Ltd
- Rayburn Trading Limited



GREAT

BRITAIN & NORTHERN IRELAND

Department for International Trade

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

We are an international economic department, responsible for:

- supporting and encouraging UK businesses to drive sustainable international growth
- ensuring the UK remains a leading destination for international investment
- opening markets, moulding the trade environment with new and existing partners which is free and fair
- using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide.

Disclaimer

Whereas every effort has been made to ensure that the information in this document is accurate, the Department for International Trade and the Contributors do not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

© Crown copyright 2022

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

**Published by
Department for International Trade**

September 2022



UK Government