

 زلفة البرواني  
Zulfa AlBarwani

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COMPANY **PROFILE**



# OUR VISION

Provide the best services and advice for the beauty world, especially for the Omani market, and also support and employ as much as possible Omanis to be more productive and skilled.

# OUR GOALS

To be as close as possible to all segments of society and provide our best services to them at the best prices and excellent quality.

To continue to spread inside and outside the Sultanate to reach a pharmaceutical product to each house.



# OUR BUSINESS

An individual institution was registered in the Sultanate of Oman in 2004 by its owner Zulfa Al-Barwani, a beauty salon and spa, and was transformed into a limited liability company in 2015.

In 2016, the Agency's contract was signed in the Sultanate of Oman and the Gulf States with FARMASI Global, a Turkish company specialized in the manufacture of make-up and skin care products.

The company has grown and expanded in the present day to manage and run various branches and activities in the world of beauty and cosmetics.



LILAC



## SALON & SPA SERVICES

- Lilac Beauty Salon in Al Maabela
- Lilac Beauty Spa in Al Maabela
- Lalic Spa in Opera Galleria
- Alessandro nail care in Opera Galleria

## MAKE-UP AND BEAUTY

### IN WHOLE SLAE AND RETAIL

- Farmasi shop in Mall of Oman
- Farmasi shop in Muscat City Center
- Farmasi shop in Avenues Mall
- Farmasi shop in Mansa Al Suwaiq
- Lilac cosmetics shop in Opera Galleria
- Lilac cosmetics shop in Markaz Al Bahja
- Lilac cosmetics shop in Al Araimi Boulevard
- Maram skin, hair care products, and salon equipments in Al Araimi Boulevard
- Farah cosmetics shop in Safeer Mall Sohar

## DENTAL & DERMA CENTER

- Charisma clinic





## ABOUT ZULFA

Zulfa al Barwani, the entrepreneur and the top well-known beautician in the Sultanate of Oman, the founder of the Lilac Beauty Center (Salon and Spa) in 2003, an exclusive agent of Alessandro nail care brand, an authorized agent of the Turkish brand Farmasi for the Arab Gulf region, in addition to many other world-famous beauty & cosmetic brands.

As a result of her hard work, she obtained several positions, such as the head of health clubs and salons at the Oman Chamber of Commerce and Industry.

The owner of her own company Zulfa Al Barwani LLC. leading to succeed and expand year after year, hand in hand with her husband Bader Al Enezi as the chief executive officer.

# ABOUT **BADER**

Bader Al Enezi, CEO of Zulfa Al Barwani LLC, with the vision of building a multi-brand omnichannel beauty-focused retail business. By empowering customer choices and enabling brands to reach the breadth and depth of the country, Bader has emerged as Oman's leading beauty retailer playing a critical role in developing the beauty market in Oman.





  
**FARMASI**  
be well

# ABOUT FARMASI

We have 67 years of experience in cosmetics & health industry...

Success is a combination of experience, talent and many years of hard work. Success is not a coincidence.

Farmasi is an international beauty and personal care manufacturer, retailer and direct selling company in Beauty, Personal Care, Households and Wellness. It is one of the fastest growing direct selling company with 1 million sales representatives.

Farmasi exports its products to more than 120 countries and reaches to 350 million people.

Half a century ago, FARMASI's story of extended success was initially started by its main hero Doctor Cevdet Tuna.

Since 1950's, when the Tuna Family entered beauty and health industry, FARMASI has been one of the leading, trustworthy and sustainable company both for its customers and business partners.

Located in Omerli, Istanbul, where it is surrounded by green forests and amazing nature, FARMASI has a product range more than 2000. The production plant is located on a 360 000 m<sup>2</sup> land and consists of 5 different high tech equipped integrated factories; personal care, make-up, fragrances, plastics and laminated tube.

FARMASI contains a wide variety of the products from colour cosmetics and perfumes to personal care and wet wipes. Also it has many sub-brands such as Dr C Tuna for curative lines, Mr Wipes for detergents and households and Nutriplus for wellness.

Each FARMASI products are manufactured with the highest standards and certified by independent international companies and laboratories such as GMP, HALAL and ISO 9001.

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