



THE NEXT GENERATION OF
LUXURIOUS SKIN
PAMPERING



BRAND PHILOSOPHY

Euphoria: A holistic beauty and wellness experience, bringing bliss by capturing the power of Greek Nature.

By combining exquisite ingredients with Mediterranean materials, Euphoria aspires to provide unique skin care experiences, with beauty products which pamper the skin, giving it a moist and delicate texture. No matter the age or skin type, Euphoria provides a premium line of skincare products and treatments for face and body.

The impressive impact of our products and treatments derives entirely from the power of Nature's Gifts, always in adherence to the highest standards of ethical sourcing. Our formulas ensure that the skin is rejuvenated, remaining youthful and healthy for a long time. Euphoria provides you with an extensive range of skincare products covering all skin types and ages; moreover, we offer a comprehensive range of exceptional face & body treatments.



Our mantra is **never compromise on quality**: we strive to source only the best raw materials, optimizing efficiency and beneficial results. We guarantee the use of **top quality ingredients** and proprietary formulas, by taking advantage of the abundance of Greek Nature. The earthy colors are inspired by Greece: the purity of its lands and the magnificence of its seas. We curate our product lines by focusing on top quality rather than quantity, and we package them with premium glass containers, to ensure a comprehensive luxurious experience.

The Ingredients



Aloe vera contains over 75 different nutrients, including minerals, amino acids, Vitamins A, C, E, B12 and enzymes with effective healing action of the skin, assisting with scars and sunburns. Its most important properties are anti-aging, antioxidant and moisturizing qualities.



Avocado oil contains Vitamins A, C, D and E, increases collagen production. It acts as an emollient and traps moisture onto the skin, has a high proportion of monounsaturated fats, which provide a protective layer over the skin and maintain skin elasticity.



Jojoba oil is rich in Vitamins B, E, and C and minerals keep the hair nourished. It has amazing moisturizing-nourishing attributes that help treat dry hair and remove flakiness.



Ivy oil has strong anti-inflammatory, expectorant. The most important property of ivy oil is that it can melt fat, reduce cellulite and unpleasant hydro fatty "piles" of the body, and constrict blood vessels.



Cocoa butter hydrates-nourishes the skin and improves elasticity. The fat in cocoa butter forms a protective barrier over the skin to hold in moisture. This butter may improve blood flow to the skin and slow skin aging by protecting against damage from the sun's harmful UV rays.

The Ingredients



Olive Oil contains Vitamins A and B-Carotene, rich in beneficial ingredients that nourish, hydrate, heal and care for the skin, leaving it soft and smooth, "lock in" natural moisture, Protect against premature aging, and combat dehydration, dullness and thinning of the skin.



Sweet almond oil contains Vitamin E, Vitamin A, essential fatty acids, proteins, potassium, and zinc. It's positively packed with vitamins, nutrients and this oil is a strong antioxidant that helps nourish, moisturize and replenish our skin as we age.



Carrot extract including vitamins, beta carotene and minerals. Rich in antioxidants, the beta carotene which are vital in fending off skin-damaging free radicals found in everything and also acts as a precursor to Vitamin A, which is responsible for cell regeneration.



Coconut oil: helps strengthen the cells that make up the skin's natural moisture barrier, reduce moisture loss and keep skin balanced by boosting collagen production, which is essential for a plump, hydrated complexion.

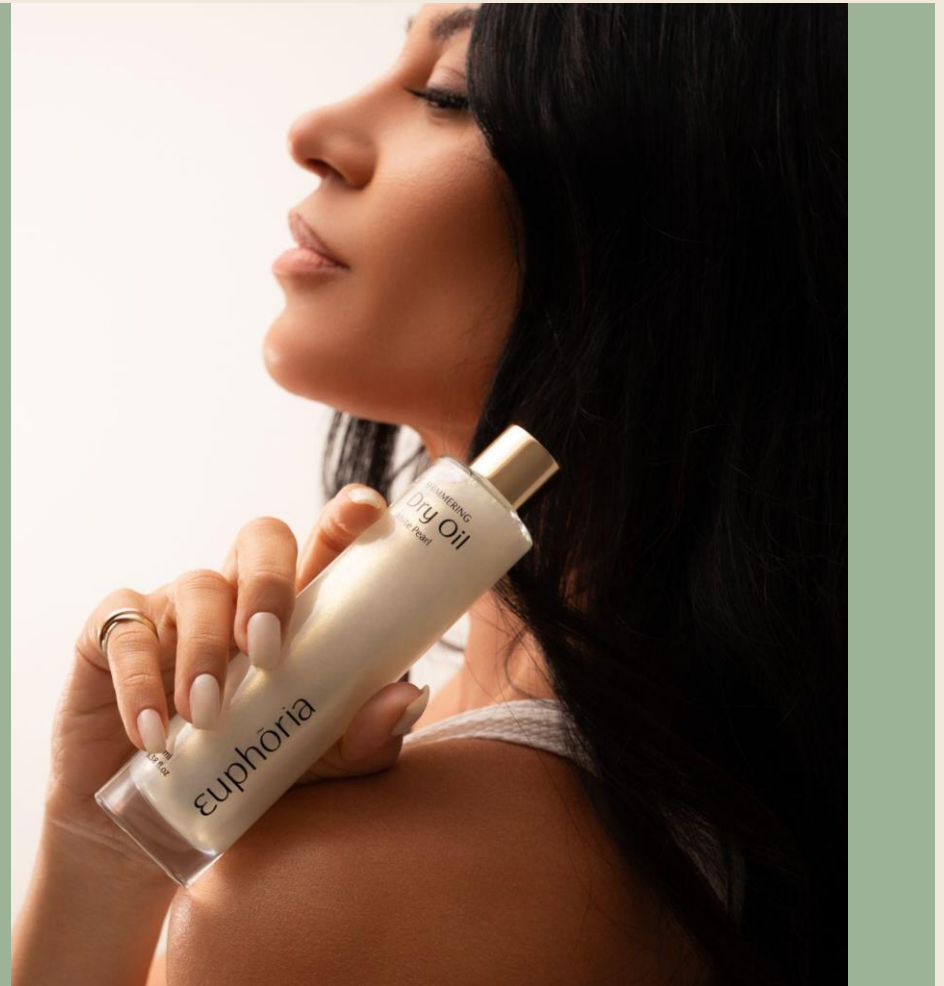


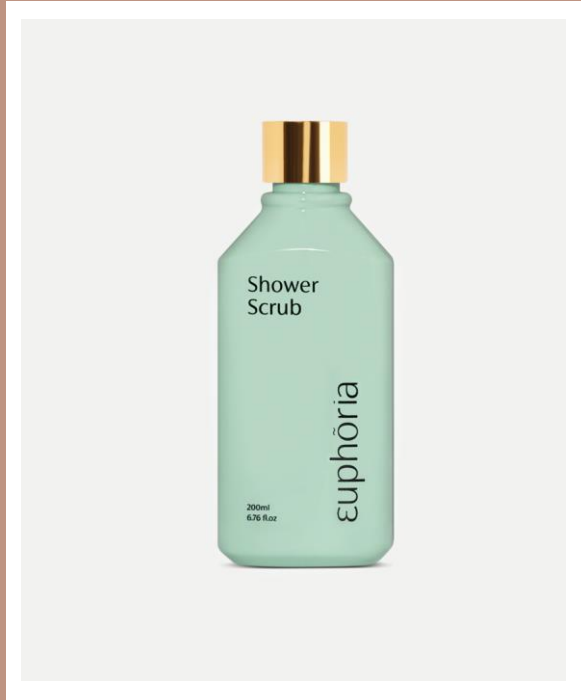
Sunflower seeds oil help to soothe, nourish and replenish skin. Has calming and soothing properties. Keep the skin velvety smooth and healthy. Prevents damage to cells with ultraviolet light and aids against premature aging of the skin by protecting the collagen and elastin content.

Euphoria Collection



Body Care





Euphoria Shower Scrub

This exfoliating shower scrub combines the benefits of essential oils and Aloe Vera Extract to eliminate dead skin cells and rough patches. It does more than just exfoliate your skin; it lathers when it comes into contact with water and cleans even better than a regular scrub.

- Removes dead cells and impurities
- Improves the skin tone and elasticity
- Doesn't dry out skin
- Leaves skin feeling refreshed and hydrated
- Helps reduce cellulite and scars
- Mild enough for everyday use

Euphoria Dry Oil Golden Essence

Rich oils, including Avocado and Sweet Almond, promote healthy, flexible, and shining skin. They restore moisture levels, leaving even the most sensitive skin looking radiant and hydrated. With a mesmerizing scent of Sicilian almond.

- Restores skin elasticity
- Cares for every type of skin
- Provides a golden shine
- Nourishes and protects the skin





Euphoria Dry Oil White Pearl

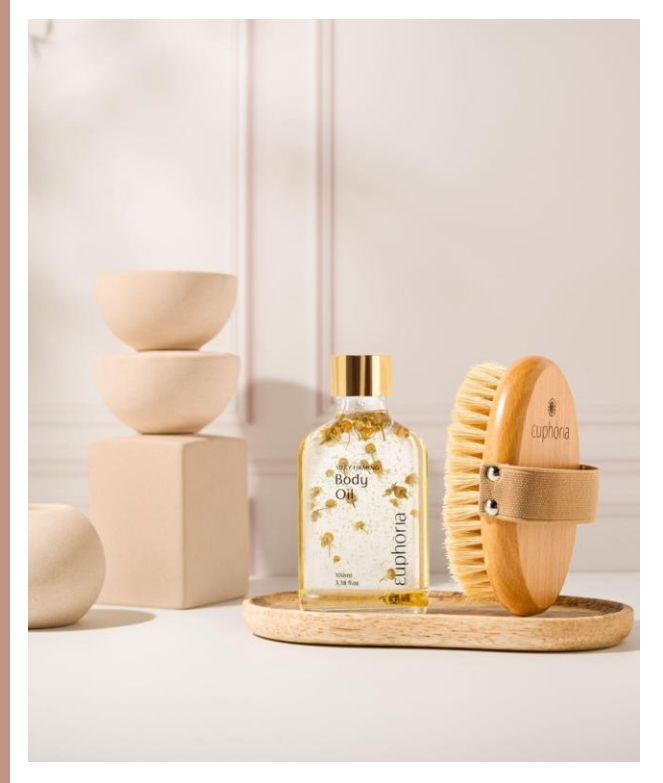
Rich in Avocado Oil and Sweet Almond Oil, promotes healthy, shiny and firm skin. It restores moisture levels, leaving even the most delicate skin smooth and hydrated. Ideal for body toning, with a mesmerizing Sicilian Almond

- Restores elasticity
- Suitable for all skin types
- Gives Pearly glow
- Nourishes and moisturizes the skin

Euphoria Firming Body Oil

A unique combination of active oils aims to tone and promote youthful, elastic skin. It targets the reduction of cellulite appearance, leaving the skin moisturized and silky smooth. This sculpting oil contains Hedera Helix (Ivy) Leaf Extract, Arabica Coffee Seed Extract, Zingiber Zerumbet Extract and Chamomile Flowers that:

- Reduce cellulite and persistent fat
- Decongest lymph retention
- Treat stretch marks
- Improve skin appearance and texture





Euphoria Fresh Summer Glow Mist

The ultimate refreshing glowing summer mist with an exotic scent of Sicilian Almond & Coconut.

Lightly perfumes the skin, while deeply moisturizing it and treats it with a shimmering veil on the skin. Infused with Aloe Vera & Chamomile extracts.

- Immediate hydration
- Gives a shiny glow
- Nourishes and moisturizes skin/hair

Sun Collection

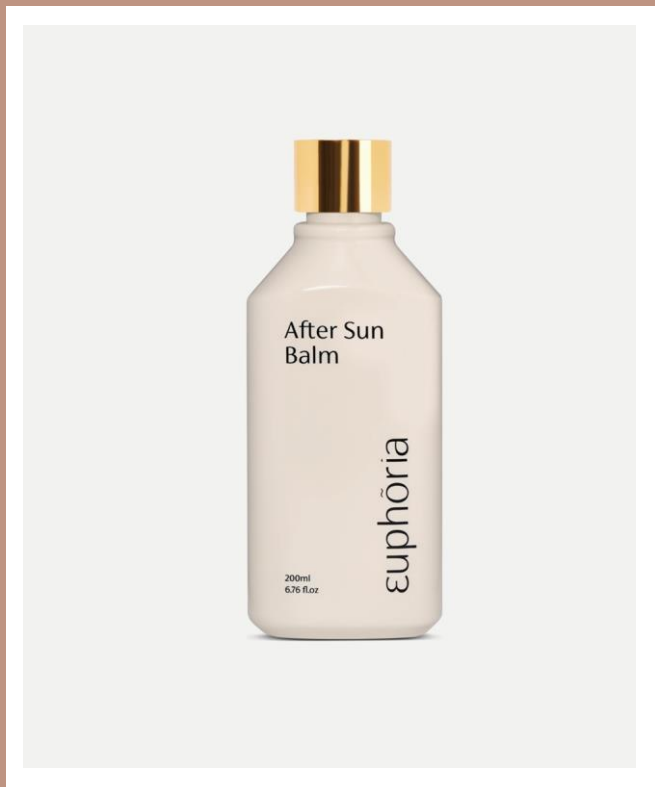


Euphoria Sunscreen Body SPF 35

Splendid sunscreen milk, thin texture, for effective protection from the harmful UVA and UVB radiation, vegan-friendly formula is enriched with Hyaluronic Acid, Vitamin E, Shea Butter.

- Protect and moisturize the face and body against UVA and UVB radiation.
- Nourishment and deep hydration.
- Easily absorbed without leaving any greasy residue,
- Exotic scent of Sicilian Almond & Coconut.





Euphoria After Sun Balm

Enriched with Aloe Vera, Yogurt, Cucumber extract and Vitamin E, this non-greasy lotion replenishes hydration lost from exposure to swimming pool chlorine, saltwater, and harmful UV rays. The fast-absorbing cream leaves skin touchably soft and velvety. Its formula, rich in soothing active ingredients, reduces the sensation of hot skin.

- Helps reduce inflammation
- Moisturizes skin for a longer-lasting tan
- Treats sunburn and repairs sun-damaged skin
- Helps smooth and firm skin

Euphoria Sunlight Natural Tanning Oil

Luxurious silk oil with moisturizing, anti-aging, and protective extracts for a quick and deep tan. Rich texture, enriched with Sweet Almond oil, Coconut oil, Cocoa Butter, Carrot extract, spreads evenly on the skin, leaving a beautiful, sensual, and silky effect when exposed to the sun, with low protection SPF 6,

- Instant golden long-lasting tan
- Moisturizes the skin and boosts its UV defense
- Summer-Evoking Sicilian Almond scent





Euphoria SunGlow Natural Tanning Oil

Luxurious silk sparkling oil with moisturizing, anti-aging, and protective extracts for a quick and deep tan. Rich in natural oils, it stimulates a smooth and natural tanning process. The Cocoa Butter, Coconut Oil and Vitamin complex assist in moisturizing. The mesmerizing scent of Sicilian Almond and Coconut enhances the experience.

- Deep and flawless tan
- Instant sun-kissed glow, giving a light bronze shimmer for a more tanned look.
- Moisturizes the skin and boosts its UV defense

Hair Care





Euphoria Precious Hair Oil

A multi-purpose wonderful oil serum with 15 essential oils that provide protection, restoration and strengthen the hair. Enriched with an innovative mixture of plant oils Jojoba, Castor, Sweet Almond, Coconut, Balsamum, Sunflower, Abyssinian oils, Rosemary, Keratin Acids, Shea Butter and other essential oils offer:

- Nourishment and deep moisturizing
- Restoration of hair elasticity
- Resilience against breakage, split ends, and frizziness
- Shine and volume

Wellness





Euphoria Crystal Bottle: Amethyst

Nourish your mind, body and skin with this beautiful Euphoria Crystal Bottle. Turn regular drinking water into heavenly water.

AMETHYST CRYSTALS:

- Improve memory and self-control
- Transcend sense of calmness & tranquility
- Relieve tension/stress-induced headaches
- Detox the body and boost immunity
- Shield from toxic energy and negativity
- Enhance spirituality and clarity of thought

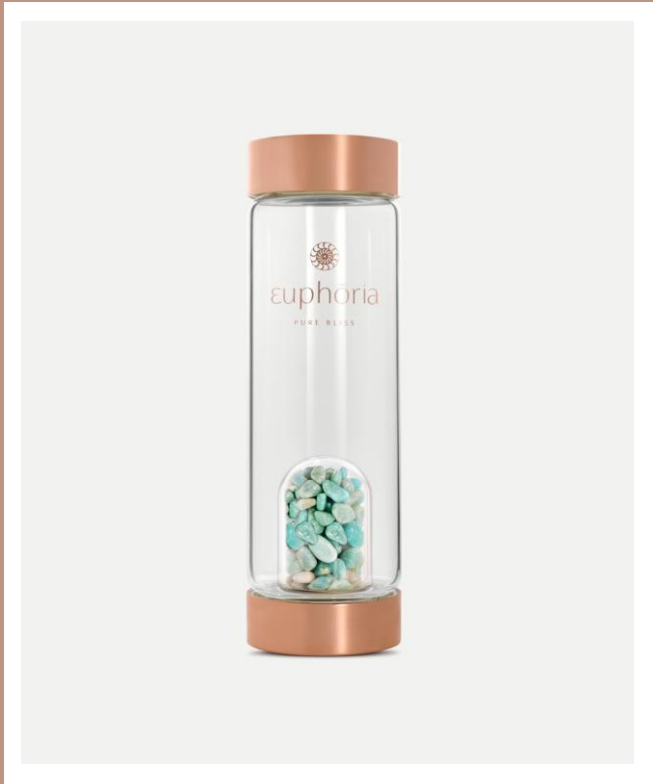
Euphoria Crystal Bottle: Citrine

Nourish your mind, body and skin with this beautiful Euphoria Crystal Bottle.

CITRINE CRYSTALS:

- Boost self-confidence
- Create sense of containment & abundance
- Enhance positivity and filtering of toxic thoughts
- Counter feelings of anger and fear
- Contribute to a stress-free mindfulness
- Increase imagination, clarity of thought & creativity





Euphoria Crystal Bottle: Amazonite

Nourish your mind, body and skin with this beautiful Euphoria Crystal Bottle.

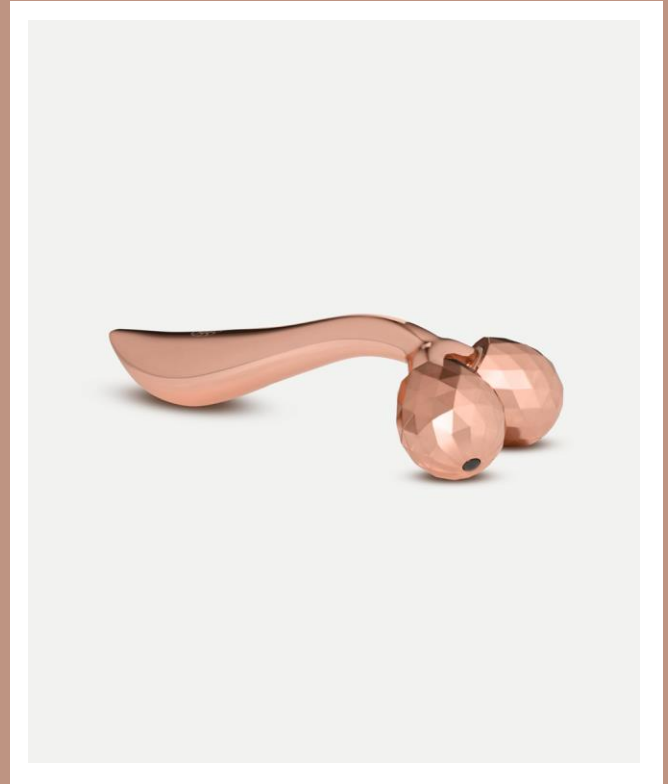
AMAZONITE CRYSTALS:

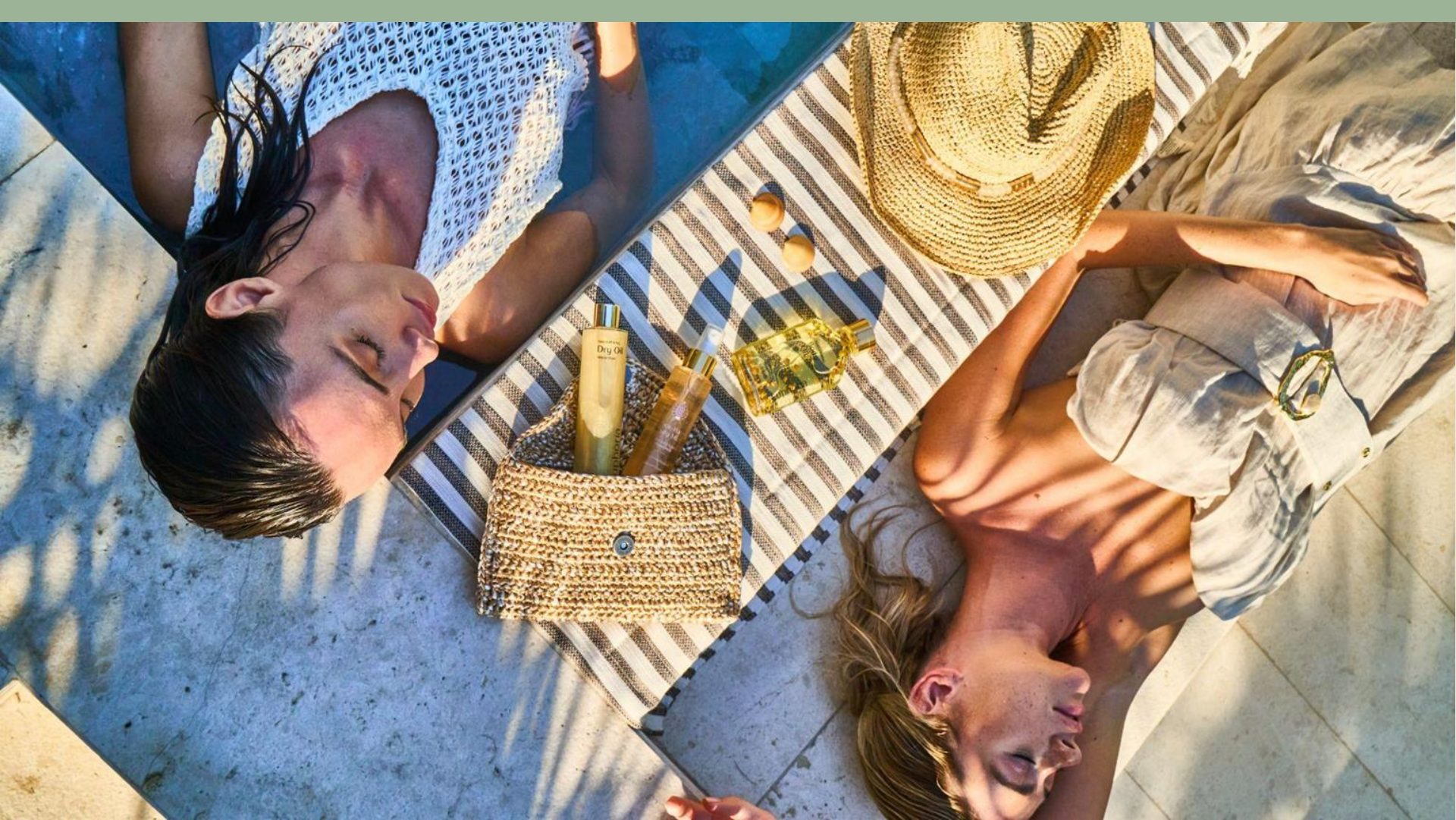
- Help cells regenerate
- Improve calcium absorption, which vitalizes hair & bones
- Support cell regeneration
- Expand mindfulness & positive self awareness
- Soothe anxious thinking & skin conditions
- Filter toxic thoughts & boost self-esteem

Face and Body Roller

Designed to give the ultimate spa experience in your home. A natural treatment to lift the contour and keep the skin looking young!

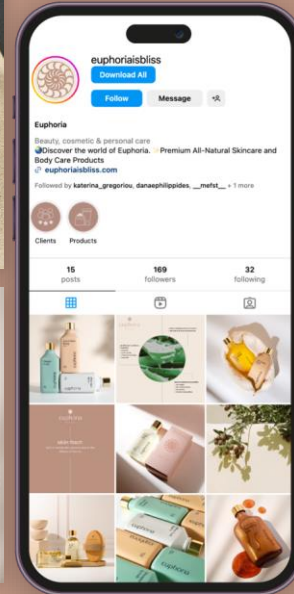
- Stimulates microcirculation
- Lifts face contour
- Reduces wrinkles
- Improves skin tone
- Increases elasticity
- Helps reduce swelling under the eyes
- Reduces dark circles





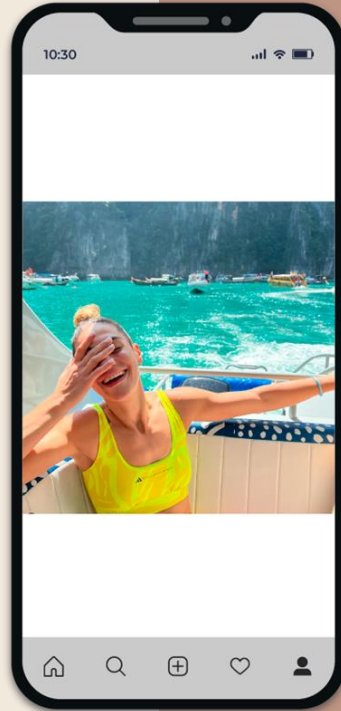
SOCIAL MEDIA

Our social media approach seeks to boost our fanbase, engagement and reach in Dubai and Abu Dhabi through targeted meta engagement, reach and traffic ads and competitions for our followers. Our social media content includes educational posts on ingredients, skincare tips, inspirational quotes, posts that communicate the Mediterranean brand connection and captivating model shots with our products, which will strengthen our audience relationship.



INFLUENCER OUTREACH

Simultaneously, we have initiated collaborations with Greek content creators to expand our global approach, and contribute to the compelling narrative of the brand. Looking ahead, we plan to establish an ambassador program, which will allow enthusiasts to become a part of the Euphoria family and contribute to our brand promotion, thus fostering a unique community that will fully resonate with the core values of Euphoria.





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