

Product Press Release
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Neu Cosmetics Introduces Aromase Scalp Care to the Middle East

Pioneering Herbal Solutions for Scalp Wellness, Hair Loss, and Sensitive Conditions

Dubai, UAE – September 2025 – Neu Cosmetics proudly announces the exclusive distribution of Aromase, a globally recognized scalp care brand, across the GCC. Neu Cosmetics is a premier distributor of cutting-edge beauty and self-care innovations in the region, committed to delivering products that combine performance, authenticity, and purpose.

With a legacy of innovation in scalp science, Aromase offers a complete range of herbal-based solutions for scalp health, addressing concerns such as hair loss, dandruff, oily scalp, psoriasis, and dermatitis. Each product is formulated with dermatologically tested ingredients and designed to restore balance to the scalp, the root of healthy hair.

As a certified B-Corp, Aromase represents more than just effective products, it stands for a commitment to people and the planet. From sustainable sourcing to eco-conscious packaging, the brand reflects values that resonate with the Middle East's growing demand for clean, responsible beauty.

Aromase introduces a new era of scalp wellness, bridging the gap between dermatology and daily care. Its hero formulations, enriched with natural herbs and its signature 5α Juniper Scalp Purifying Liquid Shampoo, empower people to achieve long-term scalp health and visible results.

By redefining scalp care as an essential part of self-care, Aromase aims to inspire confidence, wellness, and healthier lifestyles throughout the GCC.