

# ESTEL Brings Russian Haircare Innovation to Beautyworld Middle East

Russia's top professional haircare brand (80% market share) announces MENA expansion drive and invites distributor applications in Jordan, Iraq, Saudi Arabia, Morocco, Algeria, and Qatar

Dubai, UAE – August 31, 2025 — ESTEL, the largest professional haircare brand in Russia, today announced its participation in Beautyworld Middle East in Dubai, underscoring the company's commitment to long-term growth across the MENA region. The formal announcement highlights ESTEL's extensive professional portfolio—spanning salon color, treatments, care, styling, men's grooming, and a newly introduced children's range—and its active search for new distributor partners in high-potential markets.

"Innovation, trust, and beauty have been the pillars of ESTEL from day one," said Lev Okhotin, Founder of ESTEL. "We're thrilled to meet salon leaders and distributors at Beautyworld Middle East, share our latest professional technologies, and build partnerships that elevate service quality and profitability across the region."

## Expansion focus: distributors wanted (B2B)

ESTEL operates a pure B2B model and is inviting exclusive distributor applications in:

- Jordan
- Iraq
- Saudi Arabia (KSA)
- Morocco
- Algeria
- Qatar

The brand is already represented by distributors in the UAE, Kuwait, Egypt, Lebanon, and Oman, and continues to strengthen local education and after-sales support to accelerate salon success.

## What trade visitors can expect

- Color: expansive shade systems, blonding technologies, correctors, and ammonia-free options
- Care & Treatments: salon protocols for reconstruction, moisture balance, scalp health, and blond maintenance
- Styling: performance lines for finish, heat protection, texture, and hold
- For Families: a growing children's range designed to meet parents' safety and performance expectations

## How to partner with ESTEL

Qualified beauty distributors and salon-supply partners can initiate discussions by emailing [info@estel-international.com](mailto:info@estel-international.com) and exploring brand, product, and training overviews at [estel-international.pro](https://www.estel-international.pro).

ESTEL International HQ: Office 0907, One Conventional Business Center, Jebel Ali Freezone, Dubai, UAE.

General inquiries: [info@estel-international.com](mailto:info@estel-international.com).

## **About ESTEL International**

Founded in 1999 by chemist Lev Okhotin, ESTEL is Russia's leading professional haircare brand, trusted by salon professionals for advanced color technologies, restorative treatments, and education-led partnerships. With products available in 25+ countries, ESTEL supports distributors and salons with technical training, marketing assets, and reliable supply to drive sustainable category growth.

### **Media contact:**

Media contact: Press Office — [info@estel-international.com](mailto:info@estel-international.com) HQ: Office 0907, One Conventional Business Center, Jebel Ali Freezone, Dubai, UAE — [estel-international.pro](http://estel-international.pro).