

Product Press Release

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Neu Cosmetics announces the launch of Goddess Maintenance Co. Biotech Blowout in the Middle East

Introducing a Revolutionary Leave-In Treatment with the Power of the Goddess Molecule.

Dubai, UAE – September 2025 – Neu Cosmetics proudly announces its exclusive distribution of Goddess Maintenance Co.'s Biotech Blowout in the GCC. Neu Cosmetics is a premier distributor of cutting-edge beauty and self-care innovations in the GCC.

With a focus on quality, performance, and inclusivity, Neu partners with globally recognized brands to deliver products that resonate with the region's modern beauty consumers.

Luxury meets innovation as Goddess Maintenance Co. introduces its Biotech Blowout Leave-In Restorative Hair Mask to the Middle East—a region known for its beauty sophistication, vibrant hair culture, and demand for high-performance care. Backed by silk biomaterial science and powered by the proprietary Goddess Molecule, this biotech-powered formula offers protection, strength, and stunning results for every hair type.

Goddess Maintenance Company, is the newest category in haircare: **BIOPROTECTION™** with its first ever product **BIOTECH BLOWOUT™ LEAVE-IN RESTORATIVE HAIR MASK**.

Biotech Blowout is not just a product—it's a movement. Designed for both salon professionals and beauty lovers alike, this lightweight, leave-in mask transforms your blow-dry routine by protecting hair from root to tip. Whether in the salon or at home, clients can now enjoy smoother, fuller, stronger hair—faster.

Our mission is to empower stylists and their clients with technology that inspires confidence and creativity. The Middle East is a region where hair is culture, and Goddess is here to elevate it.