

LOCA Beauty – Brand Fact Sheet

- Parent Company: **Gaddaha Trading Company**
- Brand: **LOCA Beauty**
- Founded: 2017
- Headquarters: Dammam, Saudi Arabia
- Category: Makeup & Nail Products
- Vision: To redefine beauty in the region by creating trend-driven, aesthetic, and accessible products that empower self-expression.
- Key Strengths:
 - Aesthetic and innovative product lines inspired by global trends
 - Affordable yet high-quality makeup and nail products
 - Strong identity rooted in Saudi creativity with global ambition
 - Rapid growth and recognition in the regional market
- Product Range: Makeup collections, nails, and accessories
- Achievements:
 - Established presence in Saudi Arabia and GCC beauty markets
 - Continuous expansion through exhibitions and retail partnerships
- Contact for Media:

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