

Saudi Brand **LOCA Beauty** Showcases Bold Makeup and Nail Innovations at **Beautyworld Middle East 2025**

Gaddaha Trading Company proudly announces the participation of its homegrown brand, **LOCA Beauty**, at Beautyworld Middle East 2025, one of the largest international trade fairs for beauty and personal care.

Founded in 2017, LOCA Beauty has rapidly evolved into a trend-driven makeup and nail brand redefining beauty standards in Saudi Arabia and beyond. With a commitment to quality, modern aesthetics, and accessibility, LOCA empowers consumers to express their individuality through trending colors, innovative formulations, and stylish designs.

At this year's exhibition, LOCA Beauty will present its collections in makeup and nails. Visitors will have the opportunity to experience LOCA's signature balance of high-performance beauty, affordable and aesthetic, reflecting the brand's mission to make trend-driven products accessible to all.

LOCA Beauty's presence at Beautyworld underscores its role as a regional trendsetter with international ambition. As part of Gaddaha Trading Company, LOCA is redefining beauty innovation in the region, proudly carrying Saudi creativity and innovation into the global spotlight.

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Exhibition Details

- Event: Beautyworld Middle East 2025
- Dates: October 27,28 to 29, 2025
- Location: Dubai World Trade Centre
- LOCA Beauty Booth: 5-B26

About LOCA Beauty

LOCA Beauty is a Saudi brand under Gaddaha Trading Company, launched in 2017 in Dammam, Saudi Arabia. With a focus on modern, accessible, and high-quality makeup and nail products, LOCA has grown into one of the region's most dynamic beauty brands. Inspired by global trends yet rooted in Saudi creativity, LOCA continues to expand its reach across the Middle East and beyond.

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