

PRESS RELEASE

THE AB Cosmetics launches new scalp care innovations at Beautyworld Middle East 2025

Dubai, September 26, 2025 – **Azer Bozoglu**, chemical engineer and mother of three, is the founder of **THE AB Cosmetics GmbH** and the creator of Azerum, an innovative scalp serum developed and produced in Germany.

Inspired by her own mother's struggle with hair loss, Azer transformed a **personal mission** into a fast-growing international beauty brand.

Dermatologically tested and rated “very good”, Azerum is suitable even for sensitive skin. The serum provides fuller, bouncier hair with visible results within 3 months and has no known side effects. Today, it is trusted by clinics, salons, and major retailers such as Douglas in Europe, and has already received FDA approval for the USA.

At Beautyworld Middle East 2025, the company will showcase its portfolio of scalp and hair care innovations.

Bozoglu emphasizes: “We are now looking for distributors, retailers, and professional partners worldwide who share our passion for delivering innovative products that help men and women regain confidence.

Beautyworld Dubai is the perfect stage to connect with new partners and bring Azerum to more people globally.”

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