

# Maha Arayssi Rifai

Beesline



**Beesline®**

“ I saw an opportunity to bring a line of natural and unique personal care products to the Middle East. ”

<b>COUNTRY</b>	Lebanon
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	181
<b>YEAR SELECTED</b>	2013
<b>PARTNER</b>	Mohamad Arayssi

## **WEBSITE**

### **COMPANY SNAPSHOT**

Founded in 1993, Beesline is a brand of natural personal care products developed and produced in Lebanon. Based on the science of apitherapy (the medicinal use of bee by-products), Beesline products are rich in natural active ingredients that are free of additives like artificial coloring, fragrances and harsh preservatives. With over 150 SKUs, the products offer specialized treatments for a wide range of skin care problems, such as acne and eczema, as well as cosmetic needs like make-up and skin-whitening items. These products are sold in thousands of pharmacies and supermarkets throughout the region in Saudi Arabia, Iraq, Lebanon, Yemen, Jordan, Bahrain, Qatar, and the UAE, as well as through Beesline's retail store in Beirut.