





HOUSE OF BEAUTY

COMPANY PROFILE



Perfumery is the best imitation of the vibrancy and subtlety of nature's evolution.



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ABOUT US

In 2012 House Of Beauty started its distribution operations with Middle East's most prestigious and popular brand AJMAL Perfumes across Pakistan region.

Today House Of Beauty is renowned for distribution and retailing quality brands in Pakistan.

The Key ingredients to the success of House Of Beauty has always been an unstinted dedication to quality and business ethics along with a strong customer focus which has been a driving force behind all its business operations.

Our primary strength lies in our ability and willingness to work closely with our team members and our distribution partners. Headed by highly motivated commercial team. Company's enduring strength in distribution is visible with consistent supplies to above 350 points across Pakistan region.

In 2015 Essence D' Arabia was established as retail wing of House Of Beauty to showcase some of the finest Middle East brands in fragrance. Today Essence D' Arabia has 5 store locations across Pakistan to be followed by more in future.



VISION

Be the leading distributor of international quality brands in Pakistan region, by offering consumers greater value products and create a difference by providing more features and benefits that meets the highest level of customer satisfaction.

MISSION

We strive to excel in meeting and exceeding customer needs through maintaining and acquiring leading international brands and distributing them efficiently across Pakistan region. This will be accomplished through developing value added services, strategically expanding our distribution and retail network, enhancing organizational effectiveness and efficiency. Building long-term partnership with our brand partners.

QUALITY POLICY

Continue to offer quality products to our customers. Be closer to our customers to ensure service of the highest standards with regards to products information.



OUR PRODUCTS

French Collection **Men**

French Collection **Women**

Deodorants

Gift Sets

Beauty Care

Spray Fragrance

Oriental **Collection**

Signature **Collection**

Concentrates

Dahn Al Oudhs

Bakhoor/Dakhoon

On your demand



OUR BRANDS



SINCE 1951

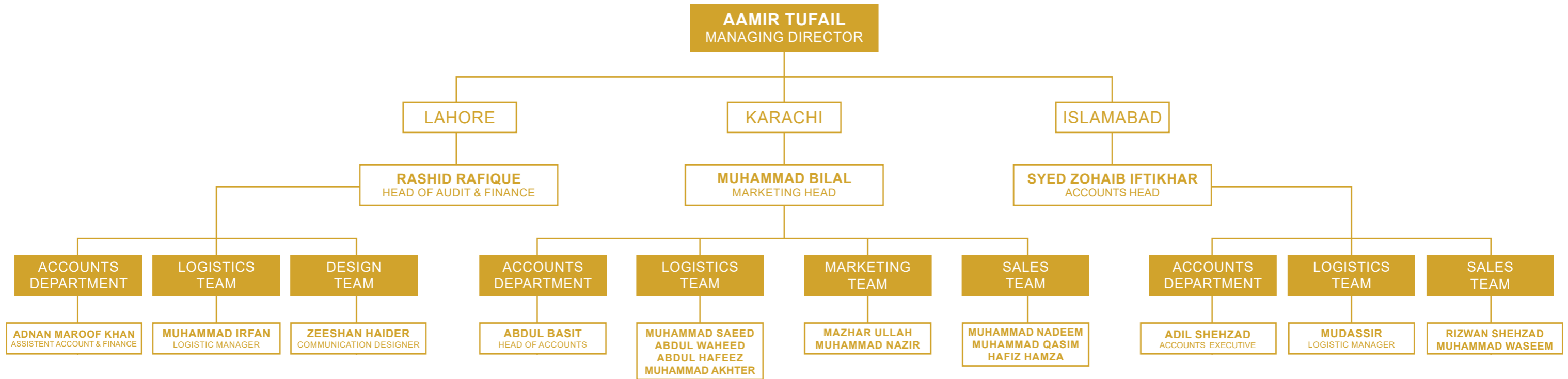
Eternal
BY AJMAL



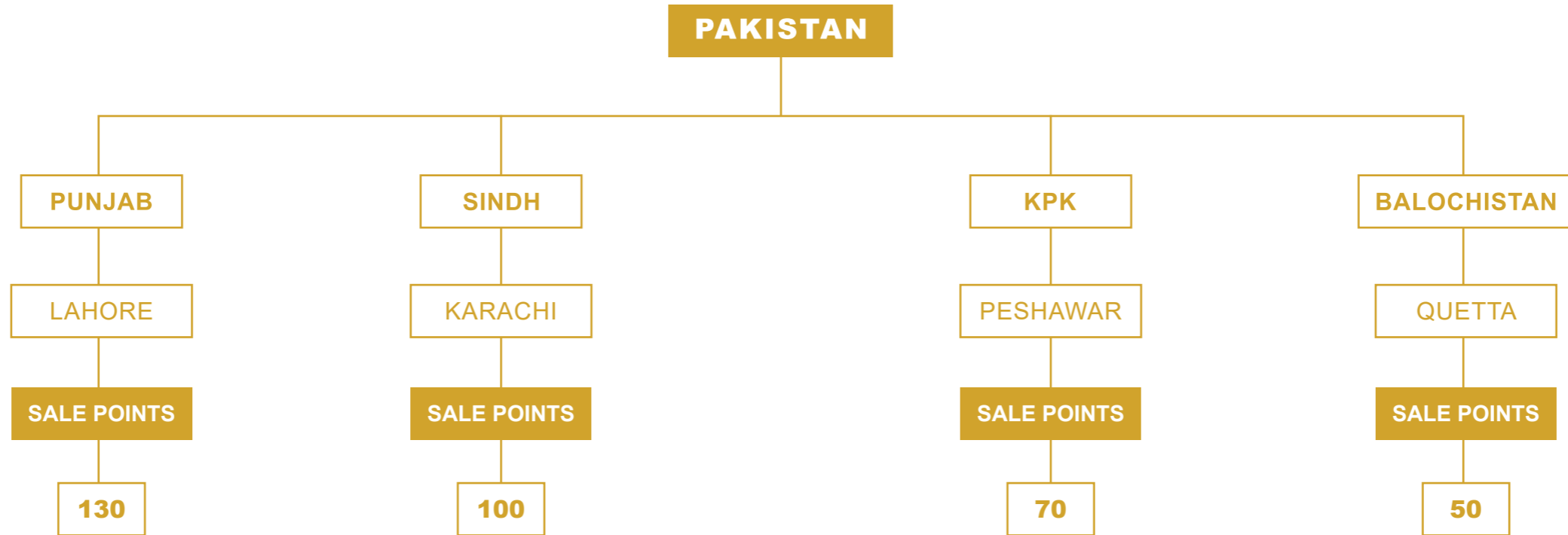
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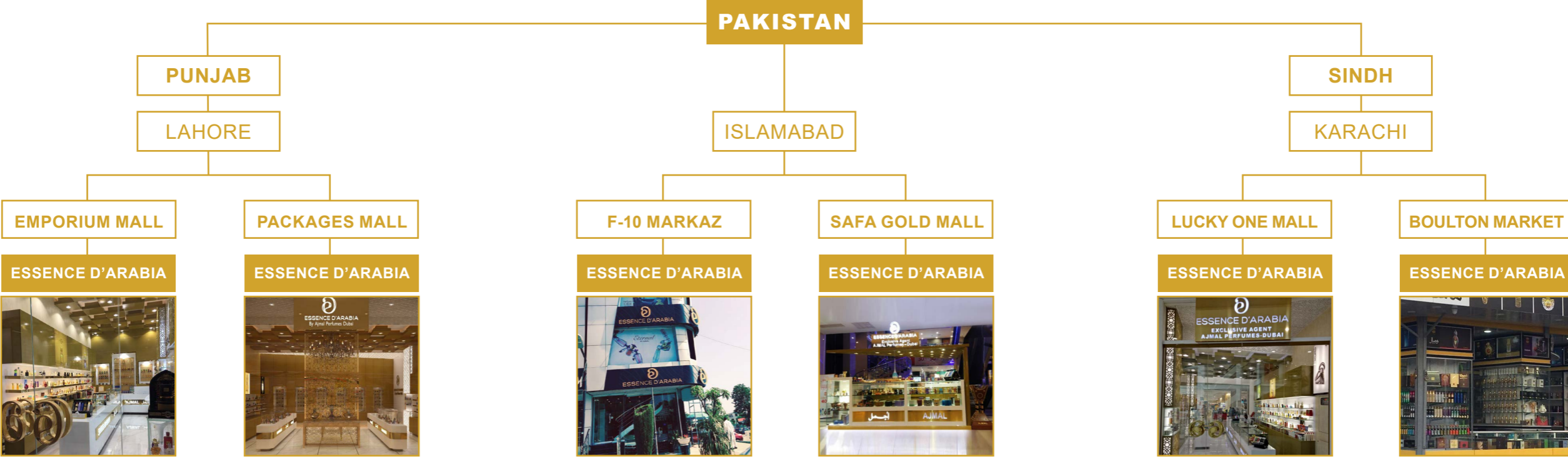
LEADERSHIP TEAM



OUR DISTRIBUTORS



OUR OUTLETS



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