



Marketing Halal Cosmetics in the GCC The Steps to Success

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ONEPURE'S KEY HIGHLIGHTS

⑩ Current Partners



⑩ Unprecedented Media Coverage









⑩ Distribution interest from 42 countries

Partial list of countries requesting OnePure product Distribution



ONEPURE - SHARIAH COMPLIANT IN ITS ENTIRE VALUE CHAIN

Banking	R&D	Sourcing	Production	Logistics	Sales & marketing
 Islamic Banking with Emirates Islamic Bank	 Products were designed and formulated in Canada using only acceptable raw materials that conform to Halal and Haram requirements	 Halal compliant raw materials were sourced Ensured supplier's Halal and haram process	 Confirmed Halal and haram compliant production: Halal products did not touch other products; production process does not rely on non-halal products (no alcohol to clean machinery)	 Halal compliant transportation and storage of products throughout the supply chain. This protects the brand's claim to Halal purity.	 Halal certification was obtained from the Malaysian authorities to target the Muslim consumer Ensure halal compliance in consumer outlets: OnePure abayaas for sales staff

THE HALAL BEAUTY INDUSTRY

Partial List of Potentially Questionable Ingredients

Collagen is found in Moisturizers, Exfoliants, and Cosmetics

Elastin is found in Moisturizers, Masks

Hyaluronic Acid is found in Body Lotions, Moisturizers, Cosmetics

Lauric Acid is found in Cleansers, Exfoliants, and Moisturizers

Oleic Acid is found in Moisturizers, and Cosmetics

Keratin is found in Moisturizers

Palmitic Acid is found in Moisturizers, Masques and Cosmetics

Gelatin is found in Moisturizers, Cosmetics

Stearic Acid / Stearyl Alcohol is found in Moisturizers, Cleansers, Cosmetics, Toners, Masque, Exfoliator, and after shave

Glycerin/glycerol is found in Moisturizers, Cleansers, and after shave

- Muslims are Forbidden to have any contact with pork products.
- With rising awareness and transparency, the focus is moving towards making more offerings Halal.
- Using the beauty products currently available on the market means consumers are potentially contaminating themselves with Haram ingredients in these products.
- No fully Shariah compliant Halal Beauty Company in the market
- No worldwide consensus or single standard on recognition of single certification as Halal.
- No proper information or transparency in terms of production facilities and ingredient sourcing
- Misleading labeling practices

THE HALAL BEAUTY INDUSTRY - OPPORTUNITIES

In a society where innovation in all fields except technology has taken a backseat, the Halal Beauty industry, stands out.





Unique Features

- Innovation outside the technology domain
- A privileged opportunity to target the virgin market of Halal Beauty Products
- An uncommon blend of high returns coupled with furthering of social and religious causes.
- Represents the largest concentration of affluent Muslims in the world
- Fastest population growth rate in the world at 6%
- Young and vibrant population with almost 60% of the population below 25 years
- Good long term prospects by cultivating the young customers right now as spending increases with age
- About 60% of the Muslims of the world belong to Asia
- Large Muslim population in concentrated areas of the countries
- Relatively easy and efficient to target
- Third generation of immigrants with an appreciation of Islam as their primary identity

REGIONAL FOCUS - GCC

- Represents the largest concentration of affluent Muslims in the world
- Retail sales have shown resilience even in the recent financial crisis
- Explosive growth in economy expected in Qatar, Saudi Arabia and Abu Dhabi
- Total Market Size of AED 7.7 Billion in 2007, for all beauty products
- Average growth rate of 19% for the skin care industry in the region
- Fastest population growth rate in the world at 6%
- Young and vibrant population with almost 60% of the population below 25 years
- Good long term prospects by cultivating the young customers right now as spending increases with age

REGIONAL FOCUS - GCC

Country						
GDP in Billions USD	262	102.3	21	468	158	52
Muslim Population	4,606,551 (96%)	833,285 (77.5%)	590,961 (81%)	28,686,633 (100%)	2,287,484 (85%)	3,418,085 (87.7%)
Ethnic Makeup	Locals Palestinians Egyptians Jordanians Yemenis Omanis	Arabs Indians Pakistani Iranians	Bahrainis Indians Pakistanis Iranian	Arabs Afro Asians	Kuwaitis Other Arabs Iranian	Arabs Baluchis South Asians African
Sex Ratio (M:W)	2.19	2	1.24	1.18	1.54	1.22
Number of Females	1,444,059	277,761	263,822	13,159,005	900,584	263,822
Target Market at 2%	28,881	5,555	5,276	263,180	18,012	30,794
Women's Associations	UAE Women's Federation	N/A	Bahrain Women's Association	N/A	The Union of Kuwaiti Women Association	Oman Women's Association

WHO IS THE LUXURY HALAL PRODUCT CONSUMER?

Evolved beyond the “head to toe single brand loyalist” to smart, savvy and discerning

Highly Demanding

- Expect brands to know their needs in advance.

Strong values and principles

- Desire to be associated with brands that share their moral values.

Key drivers

- Explosion of youth
- New access to money and credit
- Families supportive of purchasing Halal goods
- Ease of travel gives international exposure and desire for western goods while respecting their roots – The Burqini and designer Abaayas

Luxury brands

- Define and accentuate the type of person they are or would like to be and assist in communicating this definition to others
- Real or aspirational identity
- Personality & Lifestyle

LUXURY HALAL BRANDING – THINGS TO CONSIDER

Narrowness in concentration and its success in communication.

Successful Communication

- Brand Story – Who, what, why and where?
- Exclusive events
- Print Media – advertorial, traditional and testimonial ads
- Website Message
- Risk of using Local Celebrities versus Brand Ambassadors

Where it is sold

- The Brands surrounding you can value or devalue your brand.

Marketing Material

- Not a place to cut cost

Quality Sales team

- To offer support at every level and knowledgeable about product offering and positioning in the local language

Merchandising

- How is the individual product displayed

LUXURY HALAL BRANDING GUIDELINES

Understand who the customers are, where to find them and the key factors that drive their behavior

Strategy

- Innovative, creative, unique and appealing products
- Consistent delivery of premium quality
- Tightly controlled distribution
- A distinct brand identity
- A global reputation
- Emotional appeal
- Premium pricing
- High visibility

REPEAT BUSINESS AND BRAND SUCCESS

Be conscientious with the following guidelines



SALES AND MARKETING CHANNELS



NEW CONCEPT MARKETING AND CHALLENGES WITH FMCG

Challenges

- Same lack of awareness as the luxury industry
- Has no way to overcome obstacles
- Religion is a sensitive issue

No Beauty Advisors

- No personal communication.
- No connection.

No Emotional Satisfaction

- You are an anonymous shopper

WHAT THE INDUSTRY NEEDS

Steps to Improve Understanding

- Demand Imams to discuss current issues with congregations that need guidance and ask people locally to discuss with their Imams.
- Demand your politicians understand these very real issues that need to be addressed for their communities and their role in providing peace of mind and security to their communities.
- Individuals should write to their magazines, articles, blogs and newspapers requesting guidance and clarity on these subjects.



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