


A photograph of a modern building facade with a large, three-dimensional white sign that reads "SADAGROUP HOLDING". The building has a light blue-grey tiled exterior. To the right, a glass-walled section of the building is visible, showing interior floors. In the background, a tall metal lattice tower stands against a clear sky. The entire image is overlaid with a semi-transparent blue filter.

# SADAGROUP

HOLDING

SADAGROUP  
HOLDING



We, at SADAGROUP, never fail to be ourselves. Every team member is reinforced, every product reflects our perfect image, and every achievement points towards our promising future.

We are a definition of quality and following 24 years of strong presence in the field, we aim to constantly abide by our core ethics.



# About Us

We are leading manufacturers of consumer goods, committed to producing superior quality products that meet the needs and expectations of our customers. With over 24 years of experience in the industry, our unwavering commitment to quality, safety, and innovation has earned us a reputation as a leader in the field.

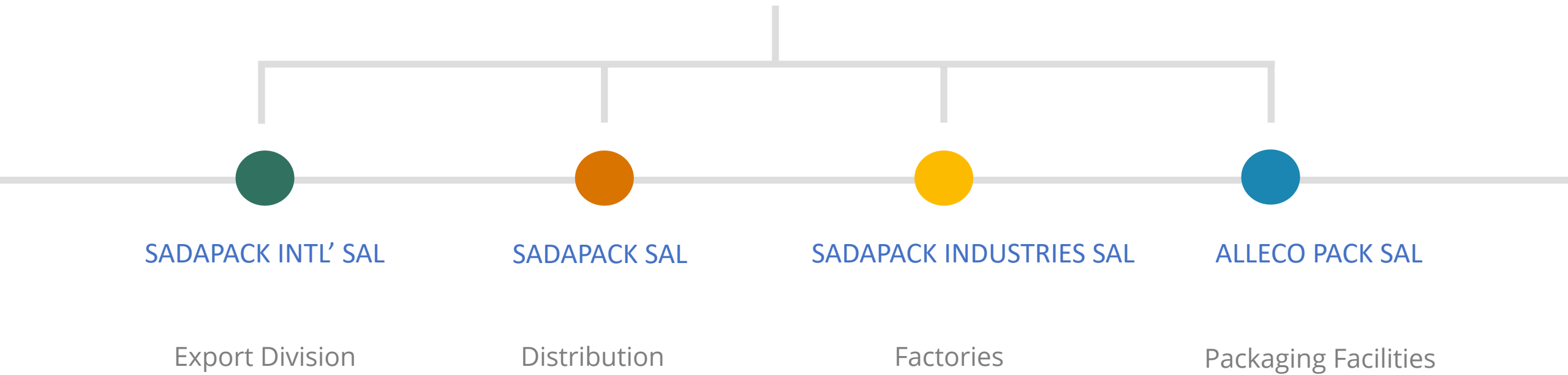
Founded in 1999, we've leveraged decades of expertise and experience to craft a comprehensive range of exceptional personal and homecare products to cater the needs of discerning customers worldwide. Our team of seasoned professionals includes chemists, formulators, and industry experts who possess a keen understanding of the latest trends and cutting-edge technologies.

With an area extending over 100,000 square meters, SADAGROUP boasts its Head Offices in Lebanon, Jiyeh, Dahr Al-Maghara to become an essential part of every Lebanese household.



# SADAGROUP<sup>®</sup>

## HOLDING

















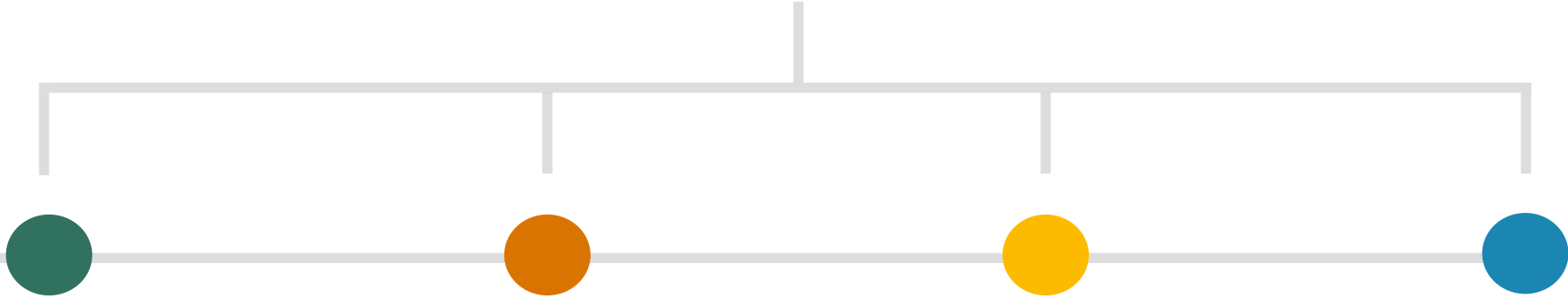






**SADAPACK<sup>®</sup>**  
I N D U S T R I A L

**سدادباك<sup>®</sup>**  
الصناعية









**SADAPACK®**  
I N D U S T R I E S







# Values & Mindset

At SADAGROUP, we put our 5 values at the core of everything we accomplish.

- Transparency
- Responsibility
- Ambition
- Dedication
- Excellence

To achieve exceptional results and continually surpass our own standards, mediocrity is insufficient. We must consistently aspire for excellence—excellence in quality, innovation, execution, and deliverables. Our commitment lies in surpassing expectations, relentlessly striving for improvement, and consistently delivering superior outcomes.







With attentive follow-up and dedicated consistency, we were able to reach more than 42,000 sales points in Lebanon and distribute our high-quality products to various retailers such as barbershops, minimarkets, hypermarkets, key accounts, cooperative societies, wholesalers, beauty salons, cosmetic stores, pharmacies, and many more.

42,000 +

sales points locally

# A Fleet of **200 +** Distribution Vehicles







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SADAGROUP is  
striving to reach  
UNIVERSALIZATION!

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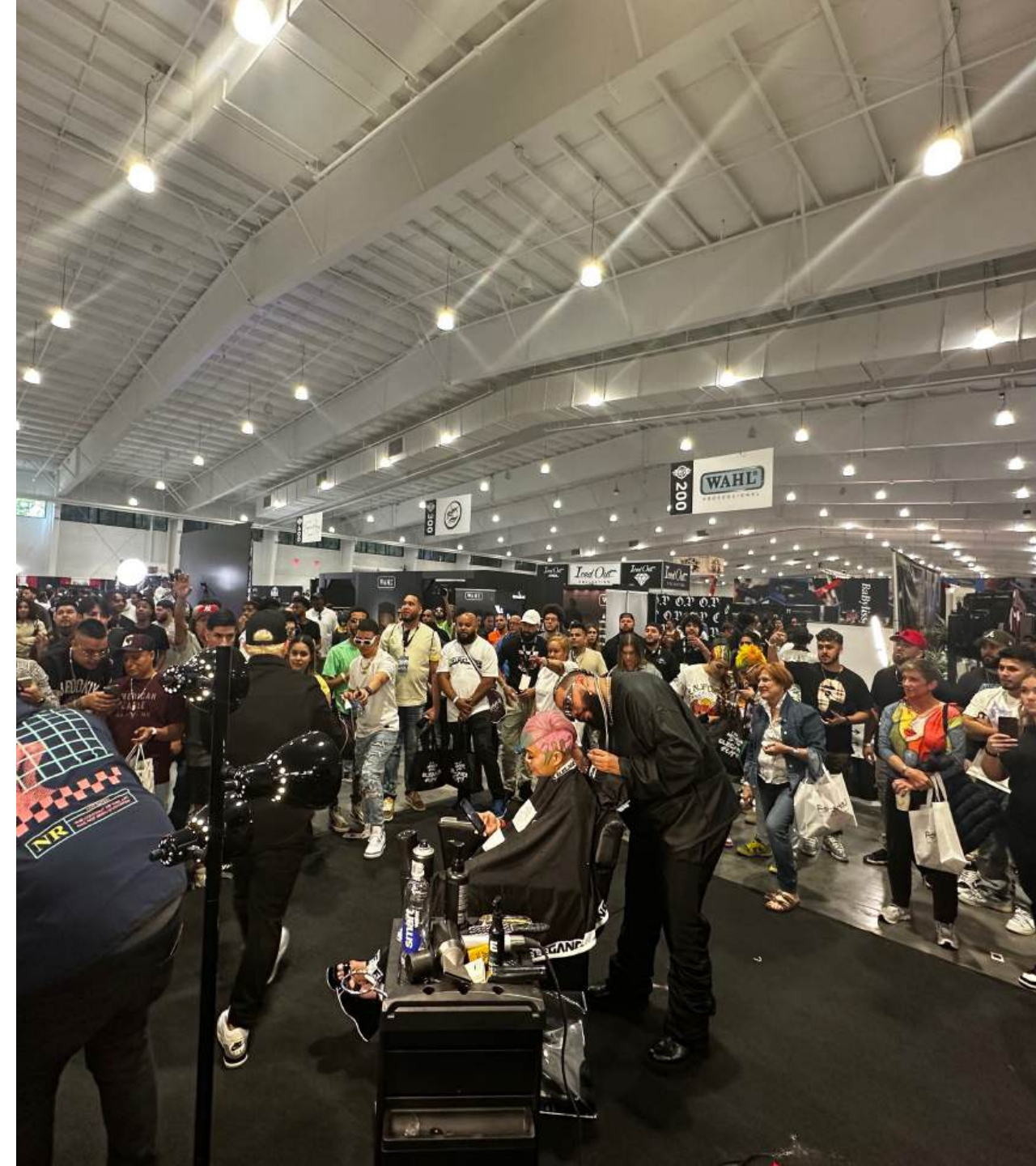
At SADAGROUP, we work hard to make sure our products reach consumers in the best of quality - what constitutes the first point of launching our products around the world to more than 55 different countries among **America**, **Australia**, **Europe**, the **GCC**, and **northern Africa**.

55 +

Countries Internationally



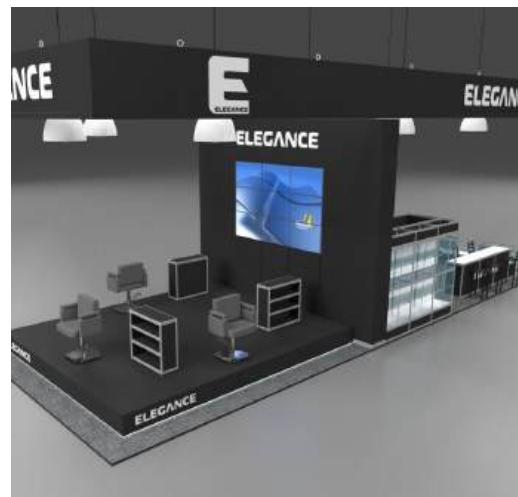
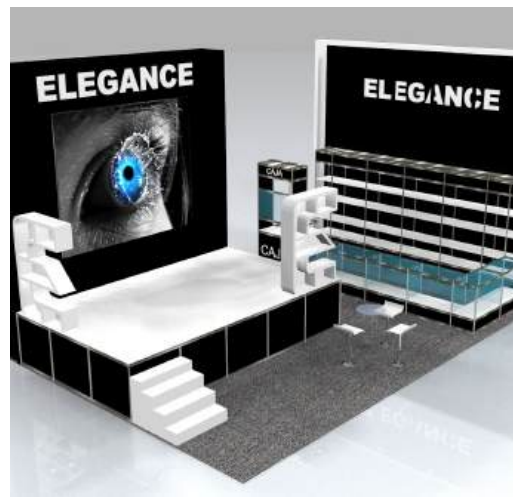
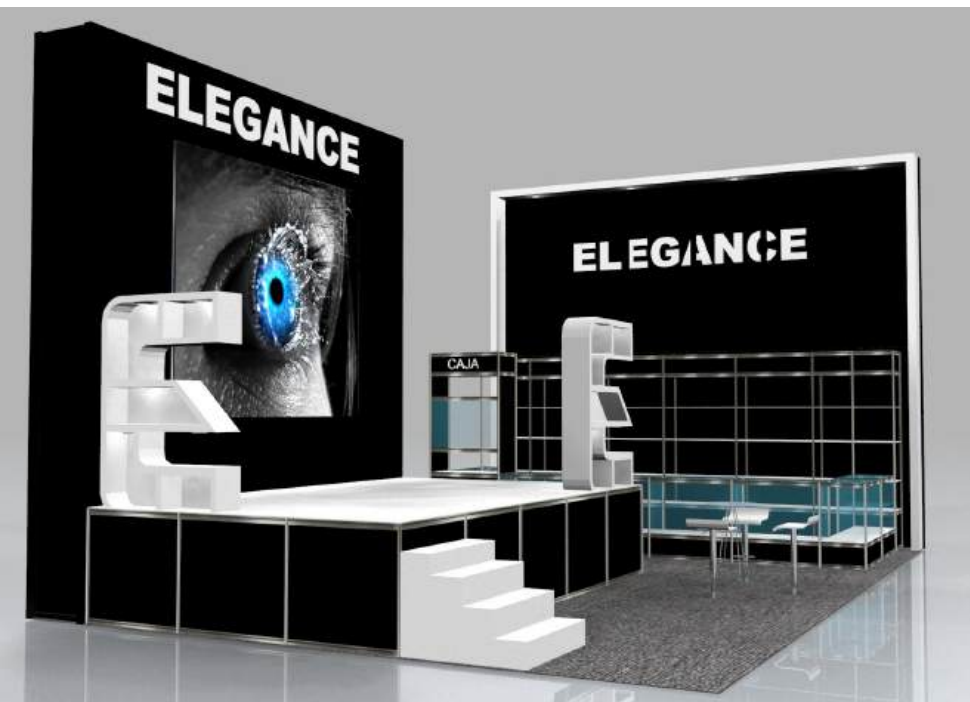














We are found in

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USA, Canada, Brazil, Venezuela, Peru, Ecuador, Chile, Argentina, Colombia, Peru, Uruguay, France, Italy, Spain, Poland, Netherland, Albania, Kosovo, Armenia, Denmark, Tunisia, Morocco, Algeria, Libya, Egypt, Ghana, Nigeria, Angola, Liberia, Sierra Leone, Guinea, Romania, UK, Greece, Hungary, Russia, Portugal, Belarus, Slovakia, Belgium, Switzerland, Germany, Sweden, Lebanon, Syria, Iraq, Kuwait, Qatar, UAE, Oman, Yemen, Jordan, KSA, Bahrain, Australia, New Zealand.





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# Achievements

Beauty is a universal power, and simply being part of it and knowing that we are impacting societies and generations-to-be is a great achievement for us. For us, leaving an imprint is ensured by standing out. To do so, we brought unique products to the Lebanese market, products that were not available, products that were mostly imported.

Today, we boast around 1,850 varieties that were crowned with the internationally recognized GMP certificate in addition to the conformity mark to the Lebanese and international standards from the Industrial Research Institute (IRI).

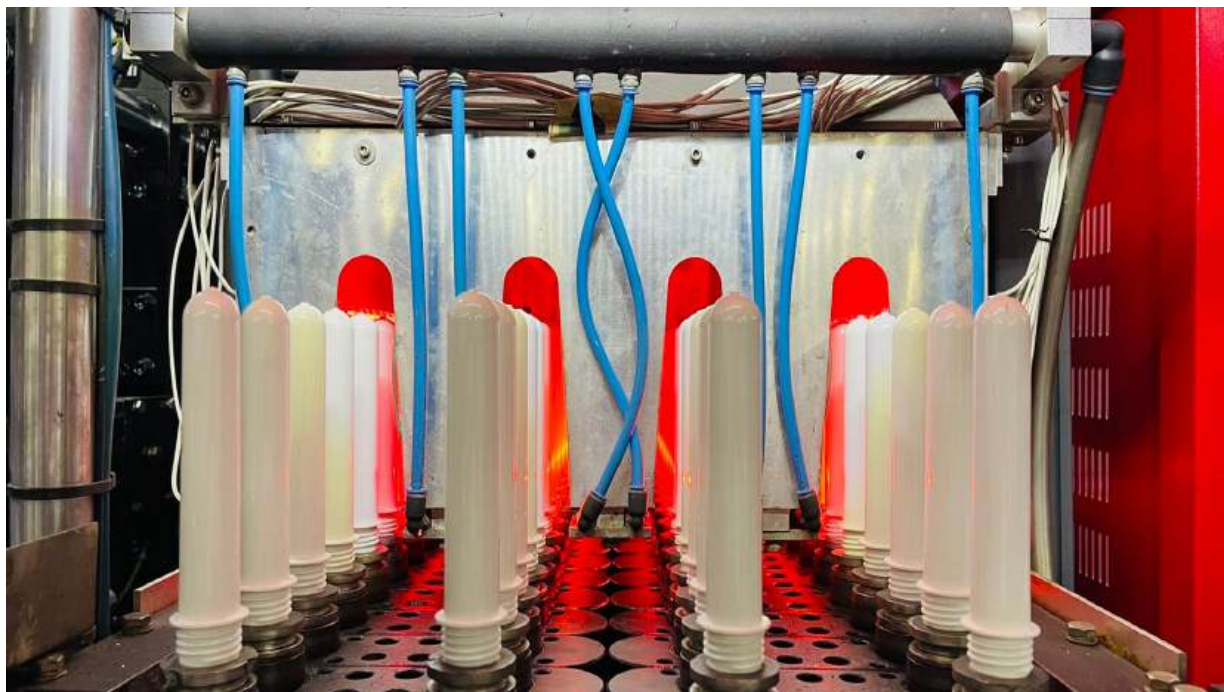


# 1,850 +

Proudly producing more  
than 1850 different SKU'S  
Starting from plastic  
granules to packed finished  
products















**SADAGROUP**  
HOLDING

# 1,800 Tons

Manufacturing 1800 Tons  
of finished products daily  
across all our factories  
internationally











# Our Brands

**ELEGANCE®**

**ELSADA®**  
N A T U R A L S

**ELEGANCE®**  
P R O F E S S I O N A L

**ELEGANCE®** *plus*

**ELSADA**  
الساد

UV PROTECTION  
**Platinum®**  
BY SADAPACK COSMETICS

**MODISH®**

**NO LIMIT®**  
نو اليميت

**Vírol®**

**DIMEX®**

**Spika®**  
COSMETICS

**SWAG®**  
سـ و ا ج

**CHALLENGE®**

**SADAGROUP®**  
HOLDING



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[WWW.SADAGROUPTHOLDING.COM](http://WWW.SADAGROUPTHOLDING.COM)





# Mission

For decades, we made beauty our mission; a mission that goes beyond looks.

Beauty comes in all shapes and forms. It starts from within and reflects our outstanding personality, grows our self-confidence, and attracts all that complements our goals.

At SADAGROUP, we aim to help everyone discover the key to their own beauty and what makes them unique in their own way. The sky is our only limit and with persistence, all can be achieved.

Elegance is the essence of beauty.

We are not simply a company. We represent a partnership between team members who are devoted to a promise of perseverance and commitment.

Our promise remains to ensure the highest quality, while following international standards as we have always done. We believe that success comes with transparency and dedication and that is what we deliver without exception.



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## Our Green Story

At SADAPACK, we place a strong emphasis on prioritizing environmentally friendly practices within our industrial and business operations. We recognize the crucial importance of striking a balance between business growth and environmental sustainability in every decision we undertake as a responsible corporate entity. SADAPACK is actively engaged in furthering the cause of sustainable energy in Lebanon, diligently implementing various green policy initiatives. Currently, our company utilizes a 1,500-kilowatt solar electrical system and has established a comprehensive post-production materials recycling program. Additionally, both our main office building and factory are equipped with efficient lighting systems and utilize balanced, energy-efficient ventilation and air conditioning systems. Our commitment to green business practices is unwavering, and we continuously strive for improvement in all facets. Investment in environmentally friendly technologies, such as solar electric energy, not only enhances our utilization of clean energy but also fosters the development of a green supply chain. By leading by example, we aim to inspire others to adopt similar sustainable approaches, thereby collectively contributing to positive changes in our environment. At SADAPACK, our sustainability vision is rooted in our dedication to enhancing the global ecosystem and promoting healthy living, all while ensuring that our operations have no adverse impact on the environment.









# Green Business Benchmark<sup>o</sup>

Certified



# Scoring



GOLD

678

For decades, SADAGROUP has been driven by a singular mission: redefining beauty beyond mere appearances. We recognize beauty's myriad expressions, originating from within and shaping our distinct personalities, fostering self-assurance along the way. It acts as a magnetic force, attracting elements that align with our aspirations.

At SADAGROUP, our aim is to empower individuals to unlock their unique beauty, embracing what sets them apart. Our vision knows no bounds; we believe in the boundless potential achievable through unwavering perseverance.

Elegance is the heart of our beauty philosophy. Beyond being a mere company, we stand as a testament to partnership among dedicated team members, bound by a shared commitment to perseverance and integrity.

We pledge to uphold the highest standards of quality and environmental stewardship, adhering rigorously to international benchmarks. We steadfastly believe that success is built on transparency and unwavering dedication, principles we uphold without compromise.





# Vision

We aim high at SADAGROUP. The company's dreams are not just limited to its 35,000- square-meter Head Offices but extend over the country, and hopefully soon the whole world.

Our local workforce represents our image. They are our family, our superpower and the reason behind every step forward, be it minor or major.

For this, we find it best to support every member of our local workforce by protecting their jobs, motivating them by securing job opportunities, caring about the team's health and striving to keep them safe no matter what.

Dedication is key. And we are dedicated to providing the best quality of products with the appreciated help of the unique talents found in our country.

# Our Documentaries

Part 1:

<https://www.youtube.com/watch?v=ZtxRtWZEUdE&t=5s>

Part 2:

<https://www.youtube.com/watch?v=73kgDyeA09Y&t=1s>

Part 3:

<https://www.youtube.com/watch?v=LdypgSCDNkg&t=17s>





