





## **COMPANY PROFILE**

Innovative professional cosmetics with skincare qualities

#### About the Company

Founder and creative mind behind Sormé treatment Cosmetics, Refineé Skincare and Persé Mineral Basics created the company over 22 years ago with an inheritance of knowledge in the cosmetics industry from his father who was an innovator and importer of luxury cosmetics in his own right!

Mr. Morad Amirieh started the company with the intent to manufacture a cosmetics line that he would feel comfortable using on his own family. A complete treatment based cosmetics line, un-heard of back in the 90's with ingredients that could only be found in department store brands at extortionate prices and un-available to the professional client at the time.

Sormé Cosmetics and the innovative point of sale displays dominated the Professional Beauty Supply market in the beginning and grew to become a professional beauty favorite in a short time. The brand has flourished and due to demand has also created an all-inclusive skincare line, Refineé skincare that has been able to satisfy the needs of spas and salons with skincare maintenance products that have the quality of extensive prestige brands, without the prestige price tag.



Sormé treatment cosmetics does not rely on one professional makeup artist to develop its innovative products. Instead, our educational department and in-house makeup artists, use focus groups consisting of other professionals in the makeup and beauty industry to recommend desired products and critic any new ideas. Our R & D department attends the latest shows and events and is constantly scouring the globe for the latest trends and unique developments to be ahead of the consumer based beauty industry for our professional audience.



We have been globally distributing Sormé Cosmetics and Refineé skincare throughout US, Canada, Central and South America, Asia, and the Middle East and with our aggressive approach in Europe this year our goal is to be in over 12 European countries by mid-2016.

- Why Sorme Cosmetics and Refinee skincare?
  - Sorme is a brand created on the basis of providing our makeup professionals with a safe, well balanced, high definition color cosmetics that allows for an application that is not only beautiful in front of the lens but also beneficial enough to be used on a daily basis without the fear of causing skin irritations.
  - Professional
    - Sorme Color cosmetics products are made with the highest quality ingredients available to provide the most effective application with minimal effort.
    - By using High Definition color pigments and blending the finest ingredients to achieve a sophisticated balance of durability, the makeup professional can reliably use, mix and blend the powders to achieve the color that is desired rather than have to carry an endless variation of base foundation colors.
  - Skincare Treatment cosmetics
    - Creating a true skincare, treatment professional cosmetic is much easier said than done. It is only in the Sorme Co. Laboratories that we were able to add rich ingredients such as Argan oil, Arnica, jojoba, Cucumber oil, Vitamins and minerals and HD color pigments and create the stable formulas that have been used and loved by Makeup artists for over two decades.
  - Educational support
    - We provide FREE Sorme Cosmetics Certification to all our licensed clients online or through our live seminars
    - Our Certification not only educates the MUA with the professional tips and tricks that we learned from top Hollywood artists but also teaches the fundamentals in starting or adding on a new business in selling cosmetics and/or skincare.
  - o Brand recognition amongst professional Makeup artists for 22 years
    - Sorme is a brand that has been trusted by the professionals to be safely used on major celebrities such as Lucy Lu, Carrie Underwood, Katherine Hiegel, Mrs.
      World 2016 and many, many more who shy away from other cosmetics due to their sensitive skin.

Decades of media coverage (from most recently)

• Global Beauty Masters competition Season 3

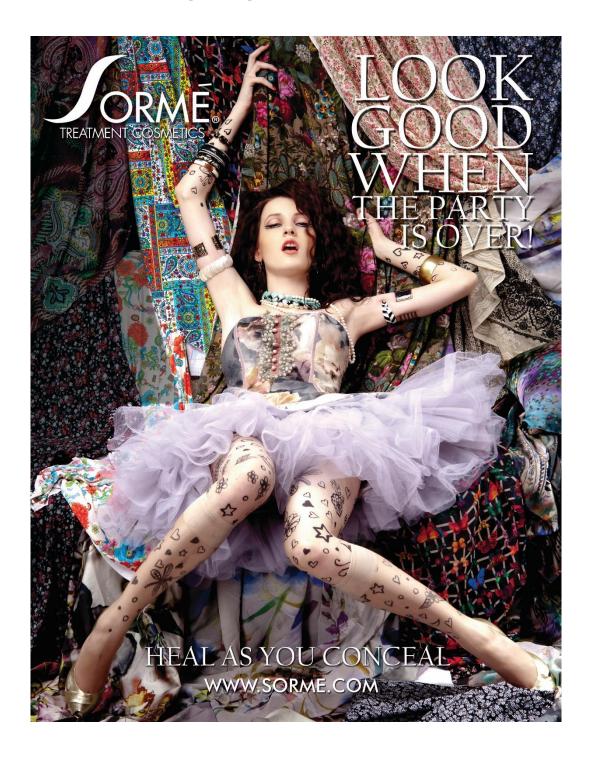




Mrs. World 2016 Competition Sponsor



• American Music awards sponsorship



• Monthly advertising in National publications and media editorial coverage in publications such as Dayspa Magazine, Beauty Launchpad, Beauty Industry Report and more.











Sormé Cosmetics and Refineé Skincare are in over 2,500 brick and Mortar stores throughout the United States and offer both products to over 1,300,000 beauty professionals.

The success of the Sormé Cosmetics group abroad points to the important fact that we provide a professional brand with professional support, such as our Educational department, with professional displays and a sales and marketing team that not only focuses on our sales but on our client's sales.

Our new profit centers and counter displays allow for placement in any environment and act as silent salesmen to provide a no-hassle revenue source for the distributor.

Even though we are growing exponentially every year, our customer service and our desire to help our clients has never faltered. We have a tremendous loyal customer base throughout the world and with the surge in our social media and our focus on building our brand globally.

Refer to attached product catalogue and display catalogue

Visit us at www.sorme.com and www.refineeskincare.com for more information