



Hammam
EL HANA

BRAND PROFILE

Marketing presentation
2025



Our Brand Story

Hammam
EL HANA



Inspired by centuries of beauty.

HAMMAM EL HANA brings a new perspective to personal care by blending beauty rituals with the unique offerings of nature. Inspired by traditional culture, our products aim to provide deep cleansing, nourishment, and relaxation for both body and hair. Each product is carefully formulated for those who seek relief from the stress of modern life and want to feel the power of natural care.

Our Strengths & Unique Differences

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- ✓ Natural and effective ingredients
- ✓ Concept inspired by traditional rituals
- ✓ Wide product range (Hair Masks, shower gels, Shampoos, etc.)
- ✓ High manufacturing standards
- ✓ Elegant and aesthetic packaging Internationally friendly and inclusive brand approach



Brand Positioning & Target Audience

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HAMMAM EL HANA targets women & men who appreciate high-quality, natural personal care products and view self-care as an essential part of their lifestyle. Positioned in the upper-mid segment, the brand perfectly combines the sophistication of luxury with the authenticity of nature.

Each product reflects meticulous attention to quality, carefully selected ingredients by offering a sensory experience that nurtures both body and mind, HAMMAM EL HANA encourages its customers to embrace self-care as a daily ritual, bringing together elegance, tradition, and the pure essence of nature.

HAMMAM EL HANA

Around The World

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HAMMAM EL HANA is rapidly expanding across global markets, reaching a growing number of discerning customers in Europe, the Middle East and Asia. By actively participating in international trade fairs and building a strong distributor network, the brand has established itself as a global symbol of natural and premium beauty care. Each product reflects the brand's commitment to quality, authenticity, and sustainability, offering a luxurious yet natural experience. Through this global presence, HAMMAM EL HANA not only introduces its unique approach to self-care but also strengthens its reputation as a trusted and aspirational beauty brand worldwide. is rapidly expanding across global markets. Through participation in international trade fairs and a growing distributor network, the brand has become a global symbol of natural and premium beauty care.

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Damask Rose



Olive Therapy



Egyptian White Musk



Tunisian Amber



Caffeine Therapy



Arabian Oud



1. ARGAN THERAPY SERIES
• **EGYPTIAN WHITE MUSK**





SHAMPOO

PIELOR Hammam El Hana Shampoo creates a protective film on the hair and helps to keep moist with its enriched keratin. When used regularly, adds brightness by nourishing weakened follicles.

HAIR MASK

PIELOR Hammam El Hana Deep Repair Hair Mask with Argan oil is suitable for all types of hair. Prevents hair damage due to styling and external effects. Improves elasticity and reduces hair loss due to breakage. Hydrates the hair naturally. Makes hair stronger and healthy looking.



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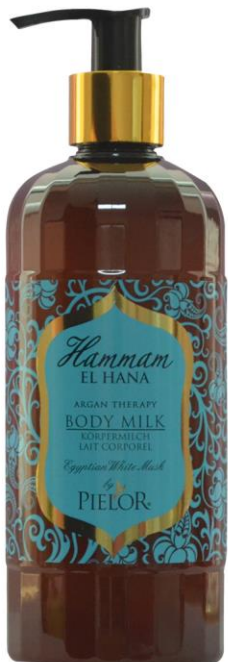
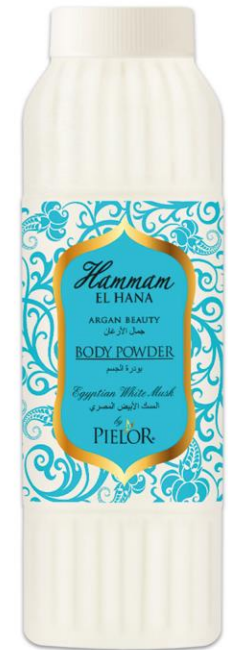


BODY SPLASH

PIELOR Hammam El Hana Body Splash, with its formula enriched with natural extracts, your skin relieves and makes you feel fresh with its pleasant smell.

BODY POWDER

Pielor Hammam El Hana Egyptian White Musk Body Powder, provides soft, silky skin protection. It absorbs excess moisture and allows your skin to feel dry and smooth. Feel refreshed with its pleasant scent.

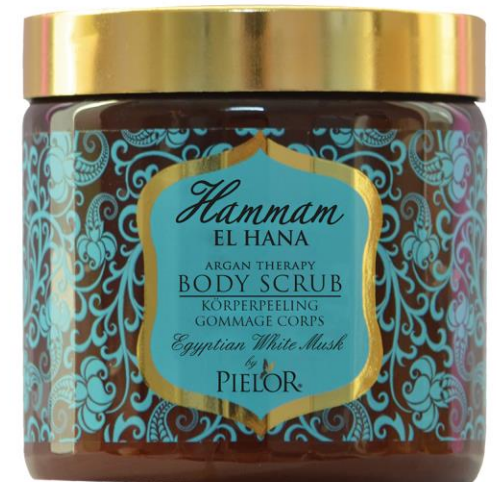


BODY MILK

PIELOR Hammam El Hana Body Milk formula, enriched with glycerin to provide necessary moisture balance for skin. Intense care and protection makes your skin glow. Flower scents helps to make you feel more joyful and lively

BODY SCRUB

Pielor Hammam El Hana Body Scrub Gently exfoliates the skin by giving a bright and clean look.





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SHOWER GEL

PIELOR Hammam El Hana Shower Gel prevents dry skin with rich moisturizing herbal extracts and gives softness and smoothness to your skin after each shower. Suitable for all skin types with its ideal pH value. Doesn't dry your skin like soaps do.

HAND CREAM

Moisturising hand cream contains Shea and Argan oil, gently softens your hands with light texture and it helps to protect your hands from external factors. By the quickly absorbed structure and miraculous shea and argan oil, hand cream helps to provide moisture balance for your hands, refreshes, nourishes and gives a smooth and healthy look.



LIQUID HAND WASH

PIELOR Hammam El Hana Liquid Hand Wash helps to gently clean your hands with its special formula by maintaining moisture balance of your skin and makes your hands smell very nice with refreshing and seductive scents of nature. Suitable for all skin types with its ideal pH value





1. ARGAN THERAPY SERIES

- DAMASK ROSE





DAMASK ROSE



SHAMPOO

PIELOR Hammam El Hana Shampoo creates a protective film on the hair and helps to keep moist with its enriched keratin. When used regularly, adds brightness by nourishing weakened follicles.

HAIR MASK

PIELOR Hammam El Hana Deep Repair Hair Mask with Argan oil is suitable for all types of hair. Prevents hair damage due to styling and external effects. Improves elasticity and reduces hair loss due to breakage. Hydrates the hair naturally. Makes hair stronger and healthy looking



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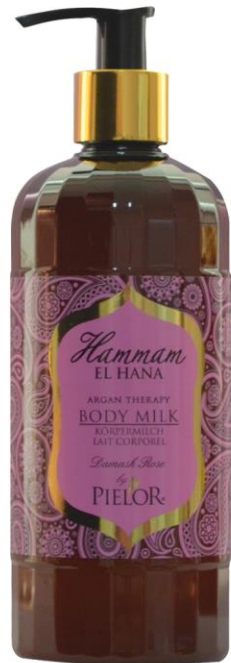






BODY SPLASH

PIELOR Hammam El Hana Body Splash, with its formula enriched with natural extracts, your skin relieves and makes you feel fresh with its pleasant smell.

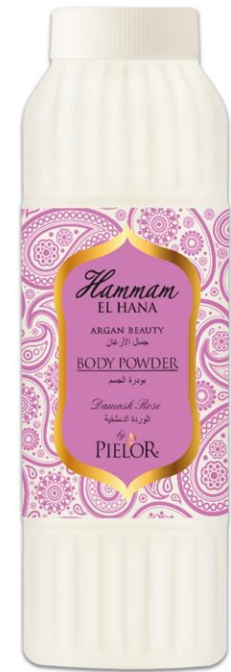


BODY MILK

PIELOR Hammam El Hana Body Milk formula, enriched with glycerin to provide necessary moisture balance for skin. Intense care and protection makes your skin glow. Flower scents help to make you feel more joyful and lively.

BODY POWDER

Pielor Hammam El Hana Damask Rose Body Powder, provides soft, silky skin protection. It absorbs excess moisture and allows your skin to feel dry and smooth. Feel refreshed with its pleasant scent.



BODY SCRUB

Pielor Hammam El Hana Body Scrub Gently exfoliates the skin by giving a bright and clean look.







SHOWER GEL

PIELOR Hammam El Hana Shower Gel prevents dry skin with rich moisturizing herbal extracts and gives softness and smoothness to your skin after each shower. Suitable for all skin types with its ideal pH value. Doesn't dry your skin like soaps do.



LIQUID HAND WASH

PIELOR Hammam El Hana Liquid Hand Wash gently cleanses your hands with its special formula by maintaining moisture balance of your skin and makes your hands smell very nice with refreshing and seductive scents of nature. Suitable for all skin types with its ideal pH value. Directions: Pour onto your hands and lather. Then rinse well.

HAND CREAM

Moisturising hand cream contains Shea and Argan oil, gently softens your hands with light texture and it helps to protect your hands from external factors. By the quickly absorbed structure and miraculous shea and argan oil, hand cream helps to provide moisture balance for your hands, refreshes, nourishes and gives a smooth and healthy look.





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1. ARGAN THERAPY SERIES
• ARABIAN OUD





SHAMPOO

PIELOR Hammam El Hana Shampoo creates a protective film on the hair and helps to keep moist with its enriched keratin. When used regularly, adds brightness by nourishing weakened follicles

HAIR MASK

PIELOR Hammam El Hana Deep Repair Hair Mask with Argan oil is suitable for all types of hair. Prevents hair damage due to styling and external effects. Improves elasticity and reduces hair loss due to breakage. Hydrates the hair naturally. Makes hair stronger and healthy looking.



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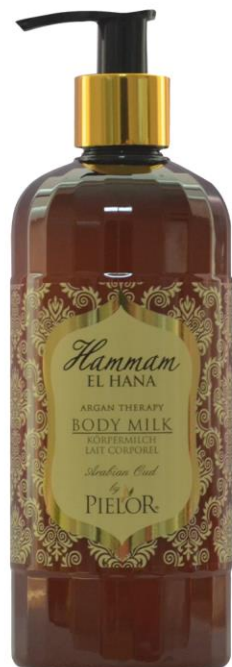
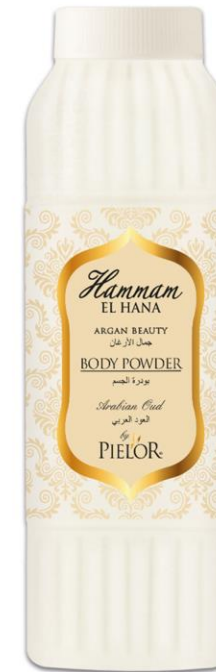


BODY SPLASH

Argan Therapy's Body Splash by help of its light structure obtained from impressive mixtures, it relaxes the skin and refreshes it with its seductive scent.

BODY POWDER

Pielor Hammam El Hana Arabian Oud Body Powder, provides soft, silky skin protection. It absorbs excess moisture and allows your skin to feel dry and smooth. Feel refreshed with its pleasant scent.



BODY MILK

PIELOR Hammam El Hana Body Milk formula, enriched with glycerin to provide necessary moisture balance for skin. Intense care and protection makes your skin glow. Flower scents helps to make you feel more joyful and lively

BODY SCRUB

Pielor Hammam El Hana Body Scrub helps to gently exfoliate the skin by giving a bright and clean look.





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SHOWER GEL

PIELOR Hammam El Hana Shower Gel prevents dry skin with rich moisturizing herbal extracts and gives softness and smoothness to your skin after each shower. Suitable for all skin types with its ideal pH value. Doesn't dry your skin like soaps do.

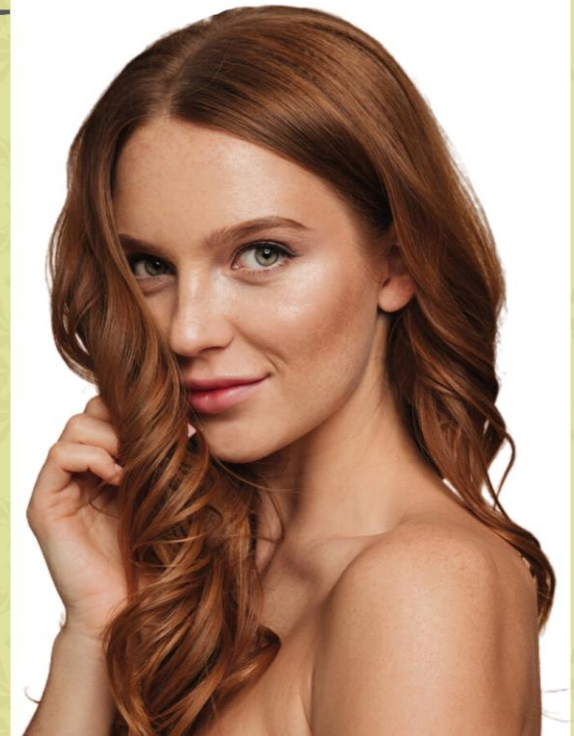
HAND CREAM

Moisturising hand cream contains Shea and Argan oil, gently softens your hands with light texture and it helps to protect your hands from external factors. By the quickly absorbed structure and miraculous shea and argan oil, hand cream helps to provide moisture balance for your hands, refreshes, nourishes and gives a smooth and healthy look.



LIQUID HAND WASH

PIELOR Hammam El Hana Liquid Hand Wash helps to gently clean your hands with its special formula by supporting moisture balance of your skin and makes your hands smell very nice with refreshing and seductive scents of nature. Suitable for all skin types with its ideal pH value.



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1. ARGAN THERAPY SERIES
• TUNISIAN AMBER



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SHAMPOO

PIELOR Hammam El Hana Shampoo creates a protective film on the hair and helps to keep moist with its enriched keratin. When used regularly, supports the brightness by nourishing weakened follicles.

HAIR MASK

PIELOR Hammam El Hana Deep Repair Hair Mask with Argan oil is suitable for all types of hair. Helps to prevent hair damage due to styling and external effects. Supports to improve elasticity, reduce hair loss due to breakage, hydrate the hair naturally and make hair stronger and look healthy. Directions: Apply to your damp hair within 5 minutes with massage moves, after shampooing. Rinse well.





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BODY SPLASH

Argan Therapy's Body Splash by help of its light structure obtained from impressive mixtures, it relaxes the skin and refreshes it with its seductive scent.

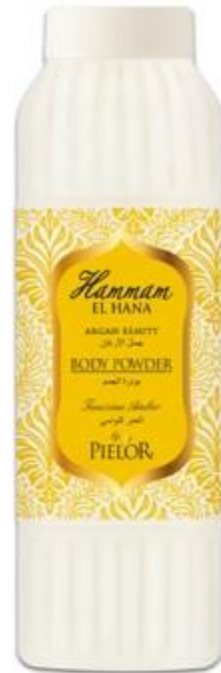


BODY MILK

PIELOR Hammam El Hana Body Milk formula, enriched with glycerin to provide necessary moisture balance for skin. Intense care and protection makes your skin glow. Flower scents helps to make you feel more joyful and lively

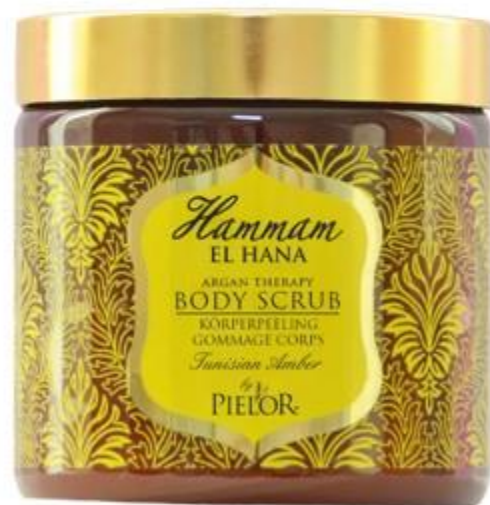
BODY POWDER

Pielor Hammam El Hana Tunisian Amber Body Powder, provides soft, silky skin protection. It absorbs excess moisture and allows your skin to feel dry and smooth. Feel refreshed with its pleasant scent.



BODY SCRUB

Pielor Hammam El Hana Body Scrub helps to gently exfoliate the skin by giving a bright and clean look.







SHOWER GEL

PIELOR Hammam El Hana Shower Gel prevents dry skin with rich moisturizing herbal extracts and gives softness and smoothness to your skin after each shower. Suitable for all skin types with its ideal pH value. Doesn't dry your skin like soaps do.

HAND CREAM

Moisturising hand cream contains Shea and Argan oil, gently softens your hands with light texture and it helps to protect your hands from external factors. By the quickly absorbed structure and miraculous shea and argan oil, hand cream helps to provide moisture balance for your hands, refreshes, nourishes and gives a smooth and healthy look,



LIQUID HAND WASH

PIELOR Hammam El Hana Liquid Hand Wash gently cleanses your hands with its special formula by maintaining moisture balance of your skin and makes your hands smell very nice with refreshing and seductive scents of nature. Suitable for all skin types with its ideal pH value. Directions: Pour onto your hands and lather. Then rinse well.





2. CAFFEINE THERAPY SERIES





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SHAMPOO

PIELOR Hammam El Hana Caffeine Therapy Shampoo provides the necessary care with Caffeine Extract which easily diffuses to scalp and helps to deeply nourish hair and hair follicles. It supports the hair to be healthy, shiny and beautiful.

HAIR CONDITIONER

PIELOR Hammam El Hana Caffeine Therapy Hair Conditioner nourishes and animates your hair by profoundly diffusing to your follicles and hair with Caffeine Extract. Your healthy and voluminous hair gains a shiny and silky appearance.







LIQUID HAND WASH

PIELOR Hammam El Hana Caffeine Therapy Liquid Hand Wash gently cleanses your hands with its special formula enriched with Caffeine Extract and maintains the moisture balance of the skin



HAND CREAM

Caffeine Therapy Hand & Nail Treatment Cream restores and moisturizes dry and cracked hands, thanks to Vitamin E and glycerin inside the formula. Caffeine extracts help to protect hands from external effects. Keratin helps to repair brittle nails and cuticles intensively. Absorbs quickly and creates vibrant looking.



BODY SPLASH

PIELOR Hammam El Hana Caffeine Therapy Body Splash is a refreshing spray that moisturizes and invigorates the skin. The formula enriched with Caffeine Extract, soothes and moisturizes your body. Directions: Spray over the body from a distance by avoiding eye contact.



BODY LOTION

Enriched with active moisturizing ingredients including Caffeine Extract, PIELOR Hammam El Hana Caffeine Therapy Body Lotion nourishes the skin and provides moisture balance. Intense care and protection shine your skin



SHOWER GEL

PIELOR Hammam El Hana Caffeine Therapy Shower Gel is a rich, luxurious shower gel laced with Caffeine Extract to help revitalize and smooth your skin. Prevents dry skin and softens your skin after each shower





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3. OLIVE THERAPY SERIES





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SHAMPOO

PIELOR Hammam El Hana Olive Therapy Shampoo helps to provide the necessary care with Olive Oil Extract which easily diffuses to the scalp and deeply nourishes hair and hair follicles. It maintains the health and beautiful definition of your shiny hair.



HAIR CONDITIONER

PIELOR Hammam El Hana Olive Therapy Hair Conditioner nourishes and animates your hair by profoundly diffusing to your hair with Olive Oil extract. Your healthy and voluminous hair will have a shiny and silky appearance.





LIQUID HAND WASH

PIELOR Hammam El Hana Olive Therapy Liquid Hand Wash gently cleanses your hands with its special formula enriched with Olive Oil extract and maintains moisture balance of the skin.



HAND CREAM

Olive Therapy Hand & Nail Treatment Cream nourishes and moisturizes dry and cracked hands, thanks to essential fatty acids inside the formula. Emollient properties help to regulate structure of dry hands. Keratin helps to repair brittle nails and cuticles intensively. Absorbs quickly and makes your hand soft and supple.



BODY SPLASH

PIELOR Hammam El Hana Olive Therapy Body Splash is a refreshing spray that moisturizes and invigorates the skin. The formula enriched with Olive Oil Extract, soothes and moisturizes your body.



BODY LOTION

Enriched with active moisturizing ingredients including Olive Extract, PIELOR Hammam El Hana Olive Therapy Body Lotion nourishes the skin and provides moisture balance. Intense care and protection shines your skin



SHOWER GEL

PIELOR Hammam El Hana Olive Therapy Shower Gel is a rich, luxurious, shower gel laced with Olive Oil extract to help revitalize and smooth your skin. Prevents dry skin and softens your skin after each shower.





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HAMMAM EL HANA NOURISHING FACIAL SHEET MASK

Pielor Hammam El Hana Nourishing Facial Sheet Mask formulated with Hyaluronic Acid and Collagen, helps to moisturize your skin. In combination thanks to Argan Oil, it nourishes your skin.



HAMMAM EL HANA DETOXING FACIAL SHEET MASK

Pielor Hammam El Hana Detoxing Facial Sheet Mask formulated with Hyaluronic Acid and Collagen, helps to moisturize your skin. In formulation thanks to the active ingredients, it purifies your skin. Feel the vitality with nice scent of caffeine.



HAMMAM EL HANA HYDRATING FACIAL SHEET MASK

Pielor Hammam El Hana Hydration Facial Sheet Mask formulated with Hyaluronic Acid, Collagen and Glycerin helps to moisturize your skin. In combination thanks to Olive Oil that gives your skin softness



Marketing Activities

We actively use social media as one of the most powerful communication channels for our brand. Through Instagram, Facebook, Pinterest, and YouTube, we share product highlights, skincare tips, and user experiences, reaching a wide audience. These platforms allow us to engage directly with our target consumers while enhancing both brand awareness and trust.

For more detail:

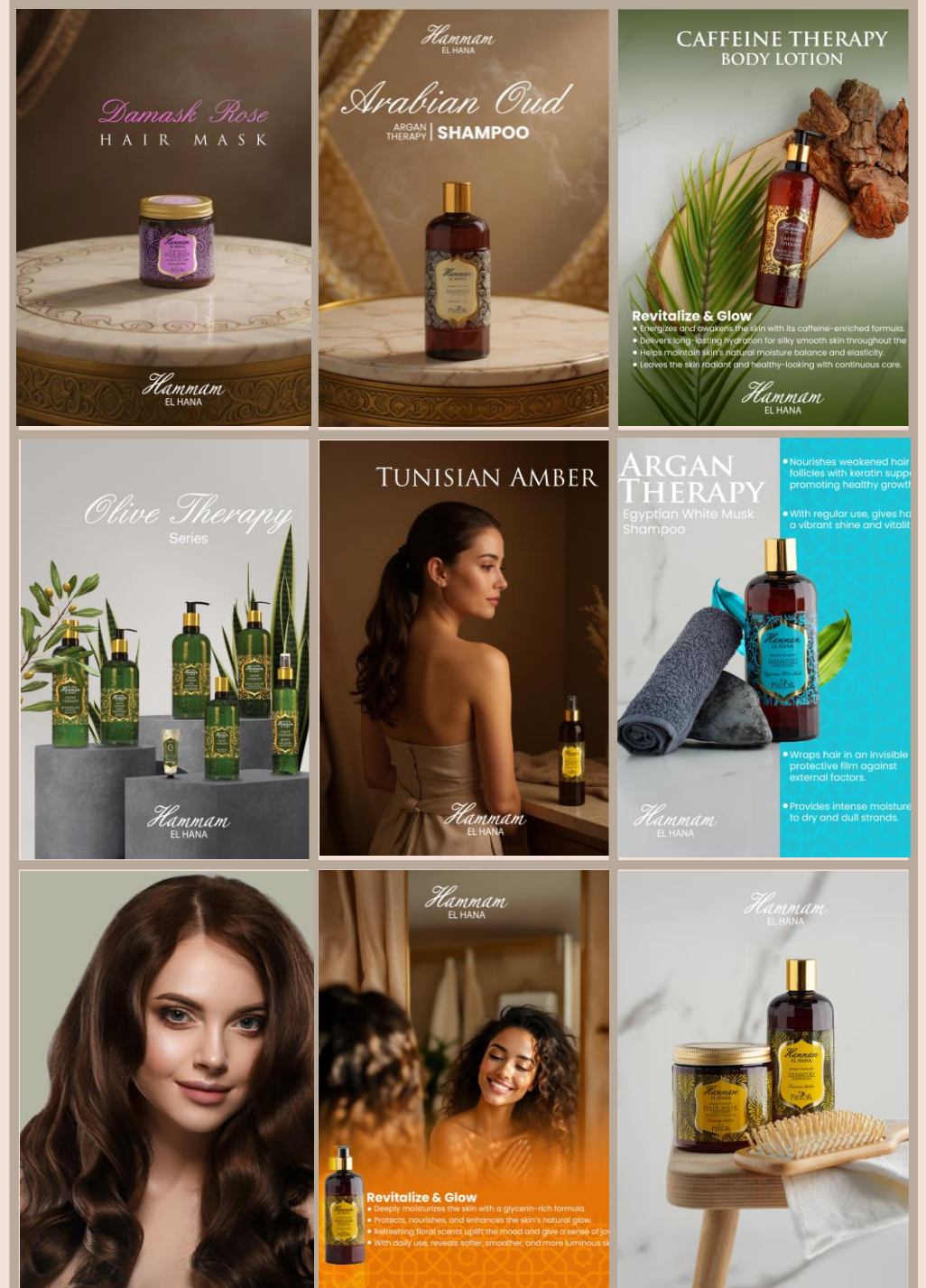
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