

AND LET'S JEALOUS

**WE
MAKE
BEAUTY**

To-me
C o s m e t i c s

FEEL THE BEAUTY

**TO IMPOSE
IT ON
REALITY**

Certificate of Approval

This is to certify that the Management System of:

AXE Company Trades & Investment

Ramallah/ Alberieh, Ramallah, 91541, Palestine

has been approved by Lloyd's Register to the following standards:

ISO 22716:2007

Approval number(s): ISO 22716 – 00024185

The scope of this approval is applicable to:

Manufacture of Hair & Body Products



Luis Cunha

Area Operations Manager - SAMEA

Issued by: Lloyd's Register EMEA



ARGAN

Bioenergy

Bplex

Aloe vera

GELIX

DENSITY

Marjoran

PASS CLASS

DOW

MASTEK

JOGRA

About us ...

Abu Hadwan group companies consists of (**SOC Company, AXE Company, TOME Company**). SOC Cosmetics the first Company of the Group, was founded in 1996, where it started its first business from Training Center in the field of cosmetics, then developed into sales branches that specialized in sale and distribution of cosmetics and all equipment supplies for salon imported from international markets to cover all governorates of Palestine (West Bank, Gaza, and the 48 areas).

After a few years, the company was able to gain extensive experience and build bridges of trust with all the parties we deal with, Consequently, it was necessary to establish an industry to manufacture cosmetic products for hair and skin care, to achieve this need, AXE was established to manufacture cosmetic products, which produces more than 180 various cosmetics for hair and skin care.

The most important feature of the AXE factory is obtaining the **European Good Manufacturing Practice Certificate ISO 22716**, and obtaining all licenses from all Palestinian official authorities.

Contract manufacturing (Private Label) is one of the most important features of our factory, as it manufactures under private brand names for several companies. In addition to, the ability to export the company's products to all over the world, the ambitions of our group will not stop at the local markets only

Working in our Group Companies is characterized by accuracy, work perfection, experience constant attention to product quality and customer satisfaction, and working according to the international standards of quality within an integrated system and in the spirit of team-work in order to meet what is required professionally according to solid rules that are compatible with what is required by the world of cosmetics.

Our Vision:

To be an international company that closely follows technological developments in the beauty products, leads change, guarantees effective meeting of needs by keeping customer satisfaction at the highest level, and is preferred with its success all over the world.

Our Mission:

To produce Beauty products and services by analyzing the needs of our customers in the cosmetic sector in order to ensure and increase the resource and work efficiency.

As SOC Group, we pursue success, not projects. We have carried out projects that have made a name for themselves all over the world with 100% success rate only in areas we are specialized in and we want to continue this situation.

We offer solutions that will be beneficial for business processes of beauty and cosmetics by revealing the needs of our customers, only in areas where we are specialized.



Beauty is a lifestyle

Argan

Natural Care for Your Hair



Argan Extract
KERATIN - PROTEIN



Anti-Dandruff shampoo

Enriched with Argan oil, keratin, and multi-vitamins that help maintain tangled and fizzy hair, piroctone olamine is the main ingredient of Argan Anti-Dandruff Shampoo, an anti-fungal compound enriched with mint oil that helps calm the scalp.

Shampoo Argan Salt Free

Rich in Argan oil, keratin and protein helps prevent split ends, gives hair a soft-sleek touch for smoother styling.



Leva Shower

An effective, anti-bacterial formula that helps cleanse and soften the body, prevents dryness, and gives it super softness thanks to its unique ingredients that leave the skin fresh and pure. Rich in argan oil that helps moisturize the skin, tighten the body, renew its cells, and maintain healthy and strong skin. Its richness in antibacterial and antifungal coconut oil, rich in lauric and capric acid, also helps boost collagen production, which maintains skin firmness and elasticity, gets rid of fine lines and wrinkles, narrows pores, and maintains skin freshness and hydration.

Argan Conditioner Salt Free

Rich in argan oil keratin and protien helps prevent split ends, gives your hair a soft - sleek touch for smoother styling



Argan Oil Serum

Intense treatment for all hair types, enriched with Argan and keratin oil. Helps nourish, strengthen and care for hair, with a smooth touch. Also helps nourish hair follicles and adds a great shine, helps prevent split ends. for smoother hair styling.

Argan Hair Mask Salt Free

Enriched with Argan Oil, renews the inner strength of hair, helps maintain tangled and fizzy hair. contains herbal extract that helps nourish and strengthen hair, rich in vitamin E that helps repair split ends. Suitable for all hair types, for hair exposed for straightening treatment.





Bioenergy

Get gorgeous hair, naturally

Herbal Extract





Herbal Shampoo

Advanced formula of natural herbs, contains useful herbal extracts that purify, shine, nourish and care for the scalp and prevent hair loss.

Herbal hair mask

Rich in herbs and natural oils. Helps treat dry, damaged hair from the use of lightening processes and hair dyes. Contains useful vitamins for hair.



Herbal Conditioner

Rich in natural components, contains advanced formula of natural herbal extracts that helps prevent hair loss, gives hair complete comfort and care.

Herbal Serum

Rich in keratin and useful oils that work nourish, strengthen and restore damaged hair, reserves hair and gives it a silky texture, nourishes the scalp.



Anti-Hair Loss Shampoo

Helps strengthen thin and weak hair from its roots, also contains hazel which helps reduce hair loss, reducing scalp irritation. Strengthens hair follicles due to its richness in oblepiha oil, which is considered one of the most oils that are rich in antioxidant components.



salt-free Shampoo

Preserves the color of dyed and straightened hair, To-me bioenergy shampoo helps repair dry hair, contains useful oils, including rosemary oil, which gives strength, softness and nourishes the hair follicles. Rich in vitamin E.

Anti-dandruff Shampoo

Multi-action formula that keeps hair fresh, healthy and dandruff-free. Due to the fact that it contains many natural oils, including oblepiha oil, which helps regenerate cells, strengthen hair and make it look healthy. Rich in rosemary oil, which contributes to get rid of dandruff and moisturizes the scalp.





Conditioner

Softens and nourishes hair, contains important vitamins and components to restore hair Structure, due to its content of oblepiha oil, it contributes to increase its density and length, helps moisturize dry hair, facilitates hair styling process.



Keratin Mint Shampoo

Enriched with Mint oil, helps restore weak hair with a refreshing scent of mint. Contains herbal extracts and vitamins that nourish hair and prevents split ends.



Keratin Hair Shampoo

Helps treat hair breakage, contains many useful oils that help stimulate growth of hair follicles, works to soften and shine hair, maintain its beauty. Rich in rosemary extract, which helps nourish hair, reduces hair loss, gives it moisture and vitality, and helps reduce the appearance of dandruff. Rich in keratin and vitamin E, which helps re-enhance hair vitality and reduces hair breakage.

Moroccan Oil

To-me Moroccan oil contains (Argan), the largest portion of vitamin E than any other oil. According to this feature, it helps control frizz and dry. In addition, it contains a large portion of fatty acids, that help to moisturize dry hair and reduce hair split ends.



Keratin Hair Conditioner

Gives hair softness, shine and vitality, facilitates the process of hair styling, Enriched with rosemary extract, which stimulates hair growth, strengthens its structure and gives it the necessary nourishment. Contains many vitamins and antioxidants that help soften and moisturize hair and increase its density.

Oxygen Cream

Extract of natural herbs that help in maintaining the softness and protection of hair. The oxygen cream is combined with the dye to help analyzing and ferment the dye and prepare the hair for color cohesion. The dye helps in penetrating the internal color of the hair. The higher the oxygen percentage the more reaction increase, specifically for completely coated and dry hair. When the hair is brittle and fluffy, we use less oxygen. It is also used with hair lightening materials known as blender to help in hair bleaching.



Silver Shampoo

for all types of hair, enriched with oil extracts for healthy scalp skin and shining hair. Maintains silver or gray hair. Helps correct the appearance of yellow or orange blonde and natural colored hair.





Herbal Shampoo

An advanced formula of natural herbs that has wonderful benefits as it contains useful herbal extracts that purify, shine, nourish and care for the scalp and prevent hair loss.



Herbal mask Keratin

Enriched with Keratin that is designed to help replenish hairs vitality, thicken, rehabilitate and keep hair sleek and straight. This mask contains Argan and Jojoba oil that is an essential nutrient that helps to penetrate deeply into the hair shaft for greater elasticity, improved protection from breaking and splitting and for a natural healthy and shiny look. The mask is suitable for all hair types, especially for hair after straightening and thermal treatment.

B

PLEX Olive

lit from a blessed tree

Hair care with olive oil and seed extracts





Bplex straightening

Bplex hair straightening treatment straightens hair and helps regrow hair, suitable for dry and damaged hair nourishes hair with pure olive oil extract.



Restructuring Keratin

Unique hair treatment strengthens hair from inside protect hair from damage before bleaching or lightening process or hair dying.



Keratin Silver Shampoo

Contains B-Plex substance that helps strengthen hair, absorbs the undesired yellow color from the hair and maintains grey and blond hair color and natural hair color look.

Silver Hair Mask Keratin

Works remove the undesired yellow color from lightened hair. Rich with oils, vitamins and Omega 3,6,9, formula that reserves blond hair color. Recommended for damaged, dried or dyed hair.



Keratin Hair Shampoo

Extra Virgin Olive Oil Shampoo(salt free), enriched with pure keratin, help repair and restore dry and colored hair. With a beautiful scent.



B.Plex Olive Serum

Rich in beneficial oils, concentrated with olive oil that helps nourish, strengthen, relaxes hair and gives it silky texture. Used for strengthening the scalp, adds flexibility and shine to hair. Works repair hair fibers, provides adequate protection to it. Prevents hair breakage and split ends, helps detangle tangled hair.

Hair Olive Mask

Strengthen and nourish hair, helps improve hair structure, gives it vitality and density. Rich in natural oils, concentrated with olive oil, which helps soften and moisturize hair and increases its density, works reduce hair tangles and frizz, moisturizes dry scalp.





B.Plex Hair Colour

B.Plex hair colour new advanced technology, where ammonia is in an encapsulation system, no ammonia smell, contains Bplex formula for maximum protection for hair, suitable for hair that has undergone chemical treatments.

Oxygen Cream

Maintains smoothness and protection of hair. The glossy oxygen cream is combined with dye to help analyzing and ferment the dye and prepare the hair for color cohesion. The dye helps in penetrating the internal color of the hair.



COLOR Remover

for professionals to remove artificial oxidation colors bringing the hair back to its natural color, it does not diminish direct color, the product consists of two separate phases which are mixed just before applying, contains treatment agents and conditioners.



B Plex Hair Fibers

Bplex hair building fibers that instantly covers the thinning hair areas, for a greater and Fuller look Works for women and men. A perfect travel size package. Comes in three colors, lasts through wind and rain,removes easily with shampoo.



B PLEX Spray

For extra hold under any wather and air conditions, enhanced strong formula, gives a great shine with maximum hold.

COLOR Remover

For the removal of hair dye color on the skin, areas like behind the ears, forehead or the neck.



B.Plex Drops

For the prevention of hair loss and strengthening hair follicles, helps hair regrowth, treat dry Hair gives it soft touch and shine. Nutrition of hair follicles that help stimulate cell regeneration for the production of collagen.

Be Proud of Your Hair

ALOE VERA

Healthy hair starts here





Aloe Vera Straightening

The perfect solution for long-term care and treatment, its effect lasts for one year (12 months), its structure and ease of styling, give hair vitality and increases its density, gives it a smooth shiny and soft touch. Activates follicles and strengthens it, protects it from external factors that weaken it, restores hair vitality, prevents Hair loss and preserves it from breakage, helps hair re-grow, moisturizes and prevents dryness. Suitable for all hair types, curly and Afro.



Shampoo Aloe Vera

A preparatory shampoo for hair, contains active substances that help clean hair and scalp, works mainly on lightening hair levels so that the therapeutic substances penetrate into the hair.



Aloe Vera Shampoo

Helps treat hair loss, moisturizes scalp, and gives hair luster and vitality. Rich in aloe vera and many useful components that stimulate hair follicle growth, soften hair and increase its luster, rich vitamin contents maintain hair health and its beauty, that soothe and moisturize an irritated scalp.

Aloe Vera Conditioner

Rich in aloe vera extract & keratin, which restores hair vitality and brightness, moisturizes hair and facilitates the process of styling. Protects and treats the ends of split hair and prevents hair loss. Suitable for keratin treated hair.



Aloe Vera Hair Mask

Hair treatment and nourishing, retains moisture and restores hair shine. Rich in natural oils, which help soften and nourish hair and give it healthy appearance, due to its rich content of many vitamins, it helps renew the internal strength of the hair and gives it nourishment and softness.

Aloe Vera Serum

Rich in Aloe vera oil, which helps nourish, strengthen, calm hair, gives it luster and natural shine. Its rich content of aloe vera extract, help repair damaged hair and hair split ends, provides adequate protection for it and adds a silky texture.



GeliX

unleash the beauty of your hair

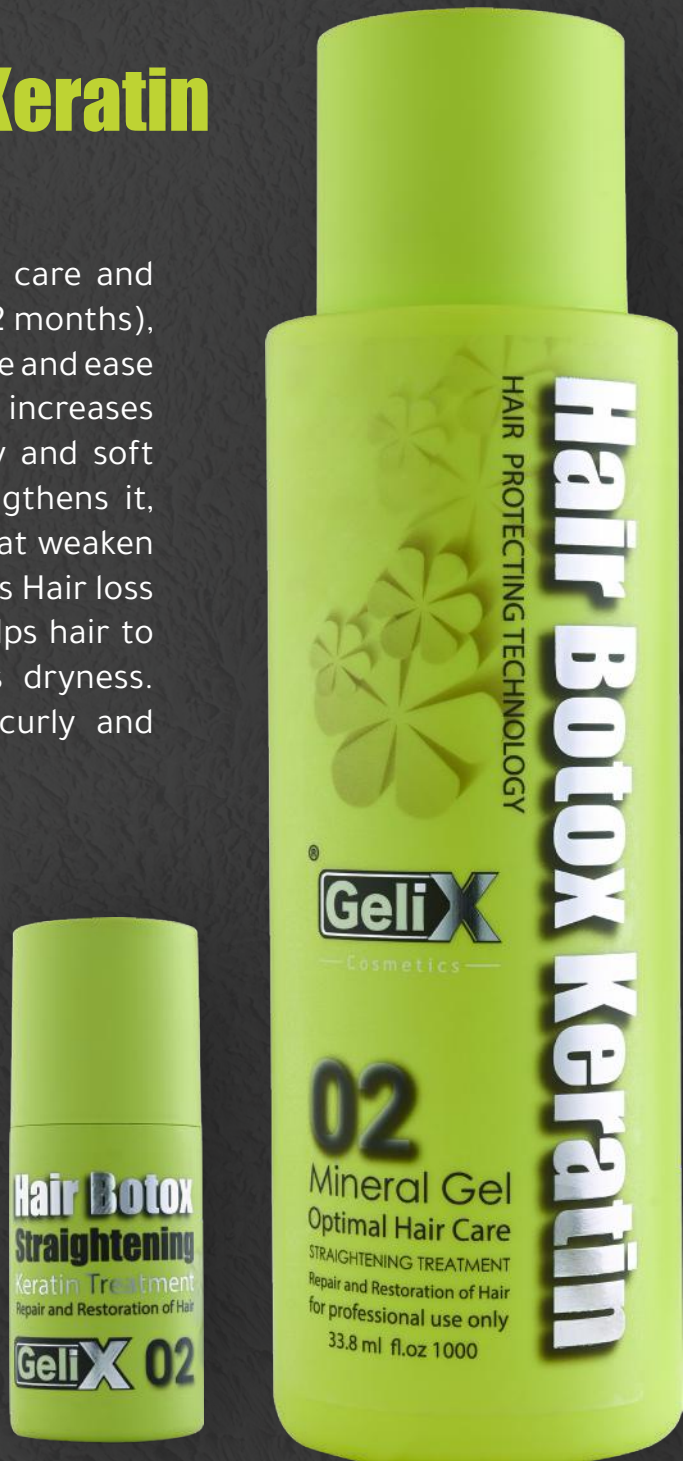


Hair Protecting Technology

two sizes for your convenience

Gelix Hair Botox Keratin Treatment

The perfect solution for long-term care and treatment that lasts for one year (12 months), to treat hair and improve its structure and ease of styling, gives hair its vitality and increases its density, gives it a smooth shiny and soft touch. Activates follicles and strengthens it, protects it from external factors that weaken it, restores hair vitality, that prevents Hair loss and preserves it from breakage, helps hair to re-grow, moisturises and prevents dryness. Suitable for all hair types, even curly and African





Hair Botox Shampoo Gel 01

The first step used before starting the treatment that prepares hair for GeliX hair straightening treatment. contains active substances that help to clean hair and scalp and works mainly on lightening hair scales so that the therapeutic substances penetrate into hair, helps clarify hair from oils and greases.

Gelix Hair Botox Shampoo 03

Rich in keratin and natural oils, which helps treat hair loss, prevents split ends and moisturizes the scalp. It gives the hair gloss and vitality. GeliX shampoo contains many beneficial compounds such as natural herbal extracts that contain antiseptic elements that help get rid of dirt and dead cells that can obstruct hair follicles and prevent their growth. It also prevents split ends and helps to enhance the vitality of the hair and increase its growth, and gives flexibility and volume, leaving a fragrant scent for the hair.



Hair Botox Mask Keratin 04

Rich in keratin and natural oils, helps improve hair structure, prevent hair loss and breakage . Repair, restore, protect, & inforce hair follicle and moisturize the scalp, giving hair glossy and shiny appearance, vitality with fragrant scents. contains many useful compounds such as natural herbal extracts, rich in antiseptic elements work to get rid of dirt and dead cells, Suitable for all hair types.

Gelix 9+3 Multi-Task

Gelix leave-in hair mask, a multi-task mask that works with 9 benefits and 3 tasks, helps with detangling also moisturizes and nourishes hair, works improve hair structure, vitality and density of hair, contains natural oils, helps revitalize hair follicle and straighten the hair to preserve it from split ends, Suitable for all hair types.



Gelix Hair Botox Conditioner 05

Rich in keratin, which restores hair vitality and brightness, moisturizes and softens it, facilitates the process of styling, helps treat hair loss, prevents, protects and treats the ends of split hair. Using Gelex Hair Botox 05 conditioner keeps your hair very magnificence, beauty, vitality and freshness of splendor. Softens and nourishes hair, moisturizing hair by restoring natural substances that lost during washing, restores brightness & luster.



Gelix Botox Keratin Cream 06

Gelix moisturizing cream helps maintain hair moisturized and provides easier grooming of hair, recommended for dry damaged or pigmented hair.



Gelix Botox Hair Serum 07

salt free intense care and nourishment for all hair types enriched with organic oils help strengthen and prevent frizziness and gives hair great shine with beautiful scent.

Anti-Hair Loss Shampoo

Contains useful active components and vitamins, that help stop hair loss, nourish and strengthen hair follicles. Stimulates hair growth and reduces inflammation in the scalp.



Hair Colored Shampoo

Helps treat dry, damaged and dyed hair, treats hair split ends, nourishes and moistures hair, give it shiny and vitality look, contains antioxidants that protect scalp and maintain its health. Rich in Keratin, which makes it the primar responsible for preserving luster of hair and beautiful appearance.

Density

COSMETICS

Massive Confidence !

MOROCCAN OIL



**Different Size
with the same combination!**



Hair Treatment

Rich in Protein and Keratin, Smoothens frizzy hair, suitable for African hair, treats dry hair, gives hair shine and vitality, Formaline free.



Moroccan Hair Shampoo

Salt-free hair shampoo. Nourishes and helps treat split ends and is an effective treatment for dry hair Gives moisture, shine and the vitality desired.

Moroccan Hair Conditioner

Salt free conditioner that Softens and nourishes the hair, contains protein and keratin, which restores the hair's vitality and luster, best for dry hair.





Moroccan Hair Serum

Intensive care serum for all hair types, nourishes and maintains hair. It helps to combat frizzy hair and protect from heat damage caused by blow-dryer or hair straightener.

Moroccan Hair Mask

Salt-free hair shampoo. Nourishes and helps treat split ends and is an effective treatment for dry hair. Gives moisture, shine and the vitality desired.



Marjoran

Everlasting shine !





Hair Cream Negro

Moisturizing and nourishing hair cream that treats dry hair and gives a wet texture, salt free cream used daily to moisturize and softens hair that works help prevent a dull look.

Curly Hair

Hair Serum

For intense treatment of all hair types, enriched with Marjoran and keratin oil. Helps nourish, strengthen and care for hair, with a smooth touch . Also helps nourish hair follicles and adds a great shine, helps prevent split ends. ease brushing hair as desired.





Silver Shampoo

Anti-yellow and copper shampoo that absorbs the undesired yellow color from hair and maintains the grey and blond hair color and natural hair color look.

Hair Conditioner

With a unique formula with natural herbal extracts and vitamins helps prevent split ends to make your hair softer, ideal for dry and colored hair.



Keratin Shampoo

Helps treat split ends and dry colored hair Also maintains chemically treated hair with a great smoothness effect. Salt free suitable best for dry hair.



Glaze Liquid Gel Keratin

Suitable for all hair types, works give hair a shiny and elegant appearance, ease hair styling. Contains components with distinctive and useful features to make hair more vital and shiny for a beautiful and attractive wet look appearance, used on wet or dry hair to style as desired.

Color Remover

For removal of hair dye color on the skin, areas like behind ears, forehead or neck.



Keratin Hair Cream

Salt free Hair cream counter frizziness dry and colored hair, strengthens hair and gives a great shine, also resist split ends.

Everlasting Shine !

Marjoran



Eleven Hair Spray

Gloss finishing spray, suitable for dry and damaged hair Enriched with borage oil. suitable for hair that has undergone chemical treatment Manufactured according to a unique salt-free formula.

Twelve Keratin

Professional leave-in hair treatment, based on a unique formula With natural herbal extracts, vitamins, antioxidants and high hair care. helps prevent split ends and make your hair soft, sleek and easy to comb



Zero Shampoo

Helps nourish and soften hair, reduce inflammation, irritation and dryness of scalp, free of chemicals that cause hair damage. Rich with marjoram oil, contains active substances such as Linalool and Sabinene.



Hair Mask

For Dry, Colored & Damaged Hair Contains a unique formula enriched with marjoram kernels that have a high consistency of amino acids ,keratin, gamma linolenic acids and ceramids that penetrate hair .fibers for maximum softness



Matte Wax Pro

Wax mat hair styling wax shinny free for men, maintains the natural volume of the hair leaving it a natural look. Gloss free styles hair easily, also is used for the endings of mustaches



Wax Vax

Treatment Serum cream for dry & damaged .hair

DOW

Hair Styling Group

PAS CLASS

SPECIALLY DESIGNED FOR
ELEGANT MAN



JOJOBA **Extract**

Active shampoo

Helps restore and strengthen the vitality of hair, especially dry and dyed hair. Enriched with Jojoba Oil, which helps treat split ends, Keeps hair shiny, Vital ,thickness, and leaves stunning fragrance to hair.



Pas Class Matte

Wax matte for men hair styles, maintains the puff and volume of hair for a natural look.

Pas Class GUM

It helps to hold the hair, and gives the hair the styling that suits modern hair styles. Maintains the required shape throughout the day.





Spider

Elastic with moderate shine hold the hair and also shapes spider web like strings for a unique hair style look.

Ceka

Dow Ceka for a shiny look, holds the hair style in place, in a flexible way, easy to use perfect for a great shine.



Meska

A different new shine, with unique advantages for the hair while applying, easy to use.

Flex

With minimized matte look, works to hold hair style in a flexible way, which allows the hair style to be altered at any time after blow-dried hair to achieve more volume.



Hair Wax

Strong Hold For Youth



Helps hold the hair together, suitable for modern hairstyles.
Maintains the desired hairstyle for long hours



Matt Wax Pro

It helps to hold the hair, and gives the hair the styling that suits modern hair styles. Maintains the required shape throughout the day.

Matte Volume Powder

Hair Styling Powder Wax Provides long-lasting volume and matte appearance of your hair.



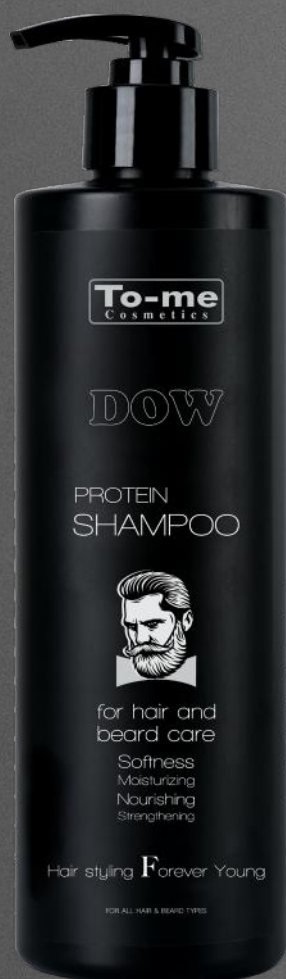
Hair Styling Forever

It helps to hold the hair, and gives the hair the styling that suits modern hair styles. Maintains the required shape throughout the day.



Meska Beard Oil

Beard and hair oil strengthens and treats the hair enriched with keratin, Argan and jojoba oil, softens the hair with a great shine and a beautiful scent.



Protein Shampoo

Dow shampoo softens, moisturizes, nourishes and strengthens the hair and beard.



Beard Straightening

Mask protein for beard; softens, moisturizes, nourishes and strengthens the beard.

Beard detangling treatment

To-me
Cosmetics



MASK PROTEIN
BEARD
Straightening

Softness
Moisturizing
Nourishing
Strengthening

Hair styling Forever Young

MASTEK

STYLED HAIR ALL DAY LONG



Keratin Hair Cream

Styles, moisturizes, nourishes and strengthens weak hair, gives hair softness and shine, gives it a silky touch and facilitates the process of combing and hair styling. Recommended for dry, dyed and damaged hair, maintains styled hair all day long.



Mastek Hair Keratin Mask

Hair mask for dry damaged and colored hair also can be used for chemically treated hair rich in keratin and hair Botox.



Mastek Keratin Shampoo

Salt-free shampoo, rich in keratin, herbal extracts and hair-nourishing vitamins. It nourishes hair, Suitable for all hair types and for hair that is being treated with protein treatments, keratin and Gelix, and for dry and dyed hair, gives hair softness and shiny texture.



Hair Styling Gel



JOGRA

Professional



Hair Color Spray

JOGRA series is a single preparation giving your hair the color you wish and though it thoroughly adheres, shampoos out straight away.



Experience the thrill



Aqua Hair Black Wax

It creates long lasting styles for your hair. Your hair look shiny and good looking. it can be easily removed by combing



Aqua Hair Silver Wax

It creates long lasting styles for your hair. Your hair look shiny and good looking. it can be easily removed by combing



Hair Spider Wax

It helps tame and shape your hair. This spider web effect wax provides a flexible hold and moderate shine. Gives every hair type or cut a moldable, versatile look.



Hair Styling Cream

It creates long lasting styles for your hair. Your hair look shiny and good looking. it can be easily removed by combing.

Beauty is a lifestyle

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