



UNLEASH  
THE  
BEAUTY  
OF  
YOUR  
HAIR

**To-me**  
Cosmetics

*Beauty is a lifestyle*

# 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

# 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.

# Gelix

unleash the beauty of your hair



# Argan

Hair Care Especially for you



# Bplex

lit from a blessed tree



# Bioenergy

Get gorgeous hair, naturally



# Aloe vera

Be Proud of Your Hair



# Density

Massive Confidence !



# Mastek

STYLED HAIR ALL DAY LONG



# Pas Class

SPECIALLY DESIGNED FOR ELEGANT MAN



# Marjoran

Everlasting shine !



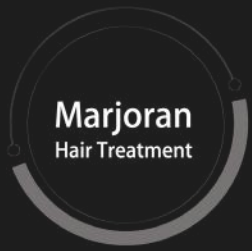


**D**OW

YOUR BEST HAIR DAY  
EVER STARTS HERE



# Our Industry Brands



# 1996

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