



PEARLA
PHARM



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Pearla Pharm is a leading company specialized in production of Cosmeceuticals & herbal products in Egypt Since 2005. Our products are of unique effective compositions that follow the worldwide trends of full use of medicinal herbs.

We started out small, with just a few employees and a small office, but today we have offices in multiple countries with hundreds of people working inside them.

Our commitment

- Considering the right of healthy life.
- Social responsibility locally and regionally.
- R&D is the core of quality enhancements.
- Coping with the technological radical changes.
- Local, regional and international professional partnership cooperation.
- Empowering employees and competent professionals who are highly selected to achieve organization marked success.
- Meeting our clients' needs on cost saving basis exceeding their expectations.
- Responding to the governmental regulations outlined to meet and match with the international standards.



Company history

Pearla Pharm has been established since 2005 and specialized in the production of cosmeceutical & natural herbal products with high efficacy & high safety profile.

Pearla Pharm launched its first product “Pearla Cream” as a skin whitening & anti hyper pigmentation cream that made a great success in the Egyptian cosmeceutical market.

The product was recommended and prescribed by most famous dermatologists in Egypt.

2005

The start ..

Pearla pharm started with 2 products
This was the time when we started our company. We had no idea how far we would go, but we decided to give it all we had. We opened our first office in Tanta city, and we started out with 2 products; Pearla Cream and OraFresh mouth wash

Later in 2005

2 More new offices

After only 3 months , we decided it was the time for more power and availability. So, we opened Cairo and Upper Egypt offices .

2006

New product every 3 months

For the following 2 years; every three months, we added one new member to our products portfolio as Hi-forte cream , Anagen lotion , Novel vaginal wash in addition to some oral products as Brain vita capsules , New-vital & Holiday mix syrups .

2007

Exporting to Saudi Arabia

We signed our first partnership contract with Al-Sukait agency in KSA. And our products met a huge success there.

2008

Exporting to Sudan

After our success in Saudi Arabia, we expanded our distribution to Sudan by signing a new contract with Al-Jazira Trading Co.

2011

Co-operation with EGPI pharmaceutical company

We have made a deal with EGPI to make co-promotion for 3 of their pharmaceutical products which are topical corticosteroid formula as : Allerzone cream , ointment & lotion and we have extended that successful deal till now

2012

New agent in KSA

We have made a deal with AL-Ebtisam company to be our official an exclusive representative for us in saudi arabia

2012

Exporting to UAE and Qatar

That was done after our partnership with the famous MONRONE company.

2015

New face in Sudan

We partnered with Al-Hilaly Co. as our agent in Sudan. A very respected and well known trading company.



2018

New Vision .. Expansion

Now, we have 30+ products locally and internationally. Our offices full capacity is about 120 employees & actually we have about 70-90 employees working in our different departments as marketing department , promotion & sales departments , designing & graphics department, distribution department & accounting department . It is the time for a new era. An era defined by a new vision, new approach and fresh minds working together to define the bright future of PEARLA PHARM

2018

We started to update the products packaging with a new design that unifies the soul of pearla pharm products





Our mission

Through an integrated formulation strategy that governs our every choice from ingredients to manufacturing to packaging and distribution systems — we seek to respect the environment and the health and well-being of our consumers and the personal care industry.

First and foremost our purpose is to create an extraordinary range of truly effective care products that are inherently pure, safe and certified also the Care Products Containing Organic Ingredients formulated made with natural extracts designed to reflect patients needs.

Additionally, our products are created with a blend of natural active ingredients such as herbal oils and extracts with high quality , high efficacy and high safety profile.



Our vision

Our vision is to be the company that well understands and satisfies the product, service and patients needs in Egypt an the whole MENA region .

We are looking forward in 2019 to implement our vision through starting the production of new production line for a group of products that aims to reach the end user directly through its distribution in hypermarkets , beauty centers & cosmetics retailers

We actually started to combine 4 of our products with this new line as pearla cream , soap , soap SD & pearly hair oil and we have started a TV advertising campaign in a group of Nile sat channels from the start of february 2019 and this campaign made a big success & we have made a great awareness about the company & the products and received a lot of direct customers through our call center



Our values

Trust

points of view and to speak the truth as they see it. Trust people to do the right thing and help them to understand your underlying reasoning and philosophy.

Respect

Helps us to value differences, to appreciate each person for her or his unique qualities. Through respect, we help bring out the full potential of each person.

Belief

Is the cornerstone of empowering associates to assume responsibilities and be the very best they can be. Believe in someone—and show it—and that person will move mountains to prove you're right.



Working environment

Valuing talents, Pearla pharm is working hard to ensure a challenging, safe and fair working environment for its employees.

To achieve its competitive strategic goals, Pearla pharm adopts a unique talent acquisition strategy to recruit the best candidates, deploy, develop and retain them and provides everlasting assistance for better performance. Pearla pharm believes and considers them as real assets and weapon them with continuous professional education and various training programs. Pearla pharm keeps an eye on motivating its talents to ensure an attractive and encouraging.



Distributors in Egypt

United company group for pharmacists
“H.O group”



The largest pharmaceutical wholesaler in Egypt.

with extensive geographical coverage through its network of 67 distribution centers enabling products to reach more than 32,000 delivery points. UCP is a subsidiary of Hedef Alliance, which became a subsidiary of Alliance Boots in July 2010



Distributors in Egypt

Ibnsina pharma co.



**The fastest growing company in the health care supply chain
business in Egypt**

Since establishment in 2001, Ibnsina Pharma evolved to become characterized by rapid business growth and financial stability, its pool of investors grew to include European Bank for Reconstruction and Development.

Distributors in Egypt

Egydrug co.



The company deals with 6573 medicinal drugs for 267 foreign, local and commercial companies. Established in 1965 with a capital of one million pounds . Since then it has witnessed a huge evolution/development in all activities till its sales reached 5.16 billion in 2014.



International distributors

Al-Ebtessam co.

Our agent in saudi arabia



International distributors

Al Hilaly co.



Our Agent in Sudan .



Pearla pharm branches in Egypt

Cairo office

Address : 37 , 3rd district B $\frac{3}{4}$, 5th settlement
Tel : 0220824019 **Mob :** 01225440663

Delta office

Address : el-kornish st , Tanta
Tel: 0403327282 **Mob :** 01227472055

Upper Egypt office

Address : 17 Macaa El-Mokramaa St. Sohaag.
Tel: 093 230 9335



Pearla pharm online platforms

Website

www.pearlapharm.com

Facebook page

www.facebook.com/pearlapharma

Instagram page

[Pearlapharm2018](https://www.instagram.com/Pearlapharm2018)

Our products

Our products cover a wide range of specialities as :

Dermatology

Pediatrics

Dentistry

Surgery

Orthopedic

Gynecology

Nursery

Physiotherapy



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**Thank you for your
attention**