

Beautyworld Middle East 2025

27 – 29 October 2025

Dubai World Trade Centre



Table of Contents

UK Beauty: See Things Differently	3
-----------------------------------	---

Meet our UK Pavilion Sponsor

Santander	4
-----------	---

Meet the UK Beauty Brands

Bellamianta	5
Benjamin Button Ltd	6
Blink Brow Bar	7
Edge Int Ltd	9
Ellipsis Brands	10
Erth Skin London	8
Eve Taylor London Limited	11
Facetheory	12
Fine Perfumery	13
FUL	14
Global Luxury Beauty Ltd	15
Marie Reynolds London	16
Mii Cosmetics	17
Nubyen	18
Only Curls Ltd	19
Professional Beauty Systems	20
Sienna X	21
The British Perfumery & Cosmetics Co	22
Tocu Health	23

UK Beauty: See Things Differently

On behalf of the UK Government's Department for Business and Trade (DBT), I am delighted to support this inspiring group of British businesses on the UK's fourth beauty sector trade mission to Beautyworld Middle East, taking place this October. We hope that you will come and meet us at the UK Pavilion.



Juliet Gilbert
Senior Manager,
Policy & Growth,
UK Department for
Business and Trade

This delegation of British brands will bring an exciting range of products across all categories, including cosmetics, fragrances, haircare, skincare and toiletries. Some companies are showcasing in the Middle East North Africa (MENA) region for the very first time, and all are looking forward to meeting new partners, distributors and retailers at Beautyworld Middle East.

The beauty sector is supported by the UK Government's DBT. As the department for economic growth, we secure UK and global prosperity by promoting and financing international trade and investment, and championing free trade, economic security, and resilient supply chains.

The strength of the UK's beauty sector is well known, and the industry is worth £30.4 billion¹ and ranks as the seventh largest global cosmetics market in the world.

In 2024, we exported nearly £4 billion worth of beauty and personal care products² across the world, and the UAE ranks within the UK's top five export markets outside the EU.

DBT support businesses at every stage of their business cycle to ensure their success in international markets and encourages overseas companies to look to the UK as their global partner of choice. We give advice as well as practical support with expertise and contacts via our Retail and Consumer Goods Team, our network of international trade specialists across the UK, our global network in 170 countries, connecting overseas businesses like yours to British products and services.

DBT officials will be on hand at the show and can talk to you about how the UK Government can help your business. Come and visit us on the UK Pavilion: **Hall 1, Stand E37** to talk to one of our team or arrange a meeting with our delegation.

We're delighted to welcome Santander UK as our UK Pavilion Sponsor and extend our sincere thanks for their continued support and partnership. We look forward to meeting you at the show.

If you have any further questions on how DBT can support you, please contact:
consumeretail@businessandtrade.gov.uk

¹ Value of Beauty 2025: Beauty sector's GDP contribution outpaces UK economy but job growth set to slow in 2025: The British Beauty Council

² <https://www.ctpa.org.uk/annual-reports>

**Business isn't just about who you know.
It's about who you don't.**

The connections you need. It Starts Here.
Corporate & Commercial Banking

Santander



Contact

Kelly Watson

Business Development Director

✉ kelly.watson@santander.co.uk

📷 📺 📢 📱 @santander

🌐 www.santander.com

📺 Introduction

Are you looking to expand into new markets?

In business, they often say it's all about the people you know ... but is that really true?

What if it's also about the people you don't know yet?

As one of the largest global banks, with a network that covers an impressive 86% of the UK's trade and investment flows, you can count on us to connect you to the people you need to know.

We approach every corporate and commercial banking client as an individual. With tailored financial support and a dedicated relationship director on hand, you can achieve your business ambitions.

We're looking forward to meeting you at the show and connecting you to our provider network specialising in beauty across the region. From building your knowledge to building your network, we're with you every step of the way.

The connections you need. It Starts Here.

Meet the UK Beauty Brands



Bellamianta



Contact

Audrey Tuck
Head of Sales

✉ audrey@bellamianta.com

📷 📺 📱 📺 @bellamianta

🌐 www.bellamianta.com

Introduction

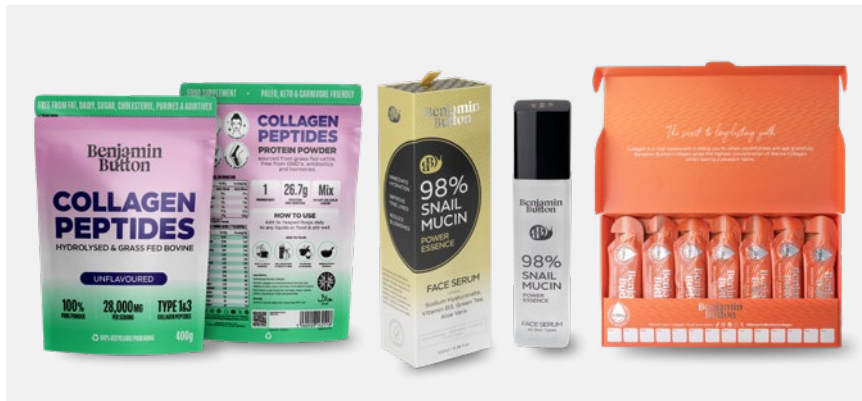
Founded in 2015 by beauty entrepreneur Linda Stinson, Bellamianta is Ireland's leading luxury tanning and cosmetics brand, renowned for combining high-performance results with clean, skin-loving formulations. Inspired by Linda's own experience with eczema and a personal tanning mishap on her wedding day, Bellamianta was created to fill a gap in the market for effective, nourishing, and alcohol-free self-tanning products suitable for all skin types.

At the heart of the brand is the philosophy 'Tanning Meets Skincare'. Every product is formulated with premium, nutritious ingredients to hydrate, protect, and enhance the skin while delivering a flawless golden olive tone that fades evenly. All products are vegan, cruelty-free, PETA-approved, and free from parabens, GMOs, alcohol, and harsh chemicals.

Over the past nine years, Bellamianta has expanded into over 5,000 retail locations across Ireland, the UK, and 10 new international markets, including Greece, Denmark, Latvia, Lithuania, and Estonia. Exports now account for 55% of total business, with continued growth forecast. Bellamianta is proud to hold the accolade of No.1 best-selling Irish tanning brand in Boots Ireland.

The product range spans self-tanning mousses, liquids, drops, skincare essentials such as body butters, hyaluronic masks, and glycolic glow pads, as well as an award-winning colour cosmetics collection in collaboration with celebrity makeup artist Paddy McGurgan.

Meet the UK Beauty Brands



Benjamin Button Ltd

**Benjamin
Button®**

Contact

Deen Hafezjee
Business Development

✉ deen@benjaminbutton.co.uk

📷 @benjaminbuttoncollagen

🌐 benjaminbutton.co.uk

📖 Introduction

Benjamin Button Ltd is a London-based health and wellness brand founded in 2023, dedicated to enhancing beauty and wellness from within. The brand offers a diverse range of products, including sustainably sourced marine collagen supplements, face masks, foot masks, innovative snail mucin creams, and a specialised menopause product line tailored to women's health. Our flagship products include collagen sachets in delicious mango, orange, and blackcurrant flavours, each containing 12,000mg of premium marine collagen.

Since launching in the UK market, Benjamin Button has established a robust presence on Amazon and Shopify, utilising targeted digital marketing strategies across Google, Meta, and TikTok platforms. Our products have received strong consumer feedback for efficacy, taste, and convenience, fueling rapid growth and brand loyalty.

As we expand internationally, including our recent launch into the US, we are keen to introduce our innovative beauty and wellness solutions to the GCC region. Beautyworld Middle East provides an exciting platform to connect with regional distributors, retailers, and consumers interested in sustainable, effective, and appealing wellness products. At Benjamin Button, we are committed to pioneering beauty innovation responsibly, aligning closely with global trends emphasising sustainability, transparency, and holistic wellness.

Meet the UK Beauty Brands



Blink Brow Bar



Contact

Vanita Parti
CEO and Founder

✉ vanita@blinkbrowbar.com

📷 @blinkbrowbar

🌐 www.bbb-london.com

📖 Introduction

Blink Brow Bar (BBB) the pioneer of walk-in Brow Bars have fifteen Brow Bars in premium UK locations. Having shaped over 20 million brows, they remain the go to service for everything brows and lashes. Their signature brow shape includes consultation, brow mapping, threading and a soothing brow pinching massage.

With a range of over 50 products, BBB offers award winning specialist products that focus not only on colour and texture but also care for lashes and brows at home. From Brow Bar to Beauty Bag, the range includes Brow Pencils, Brow Gels, Microblading Pen, Growth Serums and Oils, all designed to nourish, define and enhance.

Founded by Vanita Parti (awarded with an MBE), Blink has transformed brow care into an essential part of every woman's beauty routine, changing the way the UK approaches brows. It is also proud to celebrate being an all-female company, built to shape confidence, one brow at a time.

Blink aims to be the global number one brow and lash provider in the next five years.

Meet the UK Beauty Brands



Edge Int Ltd



Contact

Danny Corrigan
Founder

✉ dannycorrigan@edgeint.co.uk
📷 @btbgrooming
📷 @scrubbingtons
📷 @mrmozzie_insect_repellents
🌐 www.edgeint.co.uk

Introduction

Edge Int Ltd is a team of industry professionals with over 30 years of proven success in sales and distribution across some of the world's most competitive beauty markets. We specialise in strategic brand management, helping brands achieve the right positioning, market entry, and sustainable growth.

Our expertise includes:

- Identifying the most suitable markets
- Selecting effective distribution channels
- Designing sustainable sales and growth strategies

We currently represent six brands: two that we own and four with global distribution rights. Most of our portfolio is proudly made in the UK, with a focus on natural, sustainable formulations that deliver unique solutions. At this event, we are highlighting 3 focus brands:

Mr Mozzie – Launched in 2023, now available in 15 countries. A plant-based insect repellent that is 98% natural, DEET-free, and scientifically proven to protect against mosquitoes and biting insects for up to 6 hours. Safe for all ages, including babies from 6 months and pregnant women.

Scrubbingtons Pit Stop – A 98% natural, paediatrician-approved deodorant for children and adults. Gentle on sensitive skin, it offers a family-friendly approach to hygiene and wellness.

Below the Belt – A specialist range of targeted intimate wellness products designed to reduce discomfort and embarrassment caused by perspiration, odour, chafing, and sweat rash. Effective for both men and women, these solutions address everyday challenges – from working in warm environments and exercising to managing menopause and hot flushes – restoring comfort and confidence.

We would welcome the opportunity to discuss how Edge Int Ltd can support your business growth with innovative, trusted brands.

Meet the UK Beauty Brands



Ellipsis Brands

Q+A

Contact

Terry Stephens

Head of Sales EMEA,
Australia & Americas

✉ terry.stephens@ellipsisbrands.com

📷 @qandaskin

🌐 www.ellipsisbrands.com

🌐 www.qandaskin.com

Introduction

We're Q+A – a natural, affordable and results-driven brand on a mission to take the guesswork out of your routine. And if you're wondering, it's pronounced 'Q and A' as we're here to answer all your skin, body, and haircare questions!

We launched in 2019 with one clear goal: to take the stress out of skincare. Fast forward to today, and Q+A is stocked in over 10,000 stores worldwide, with one product sold every 9 seconds. Our ingredient-led philosophy now powers a full range of skincare, bodycare, sun care and haircare.

What sets us apart? We make our products ourselves, in-house in the UK, so we know (and care about!) exactly what goes into every bottle. Our 98% natural range is backed by science to deliver real results – at prices that stay accessible.

With tools like our on-pack checklist and personalised skin quiz, anyone can build an effective routine with confidence. It's easy-to-understand, easy-to-use skincare (and haircare) that actually works.

98% natural, 100% results!

Meet the UK Beauty Brands



Erth Skin London

Erth Skin
— LONDON —

Contact

 www.erthskinlondon.com

Introduction

ErthSkin London is dedicated to creating luxurious, nature-inspired products for glowing, healthy skin. Our brand's commitment to quality and eco-consciousness has been integral to its success.

Core Values:

- **Quality & Results:** We blend rare natural ingredients with advanced science to deliver visible improvements in skin health.
- **Nature + Active:** Our formulas combine nourishing botanicals with potent actives like Bio-Retinol, Marine Collagen, and Snake Venom.
- **Eco-Consciousness:** Sustainability is central to our brand, reflected in our rebranding and reduced carbon footprint.
- **Customer Connection:** We evolve through customer feedback, crafting products that meet real needs.

Product Philosophy:

ErthSkin London offers premium skincare designed to counter urban stressors like pollution. Our range includes moisturisers, serums, and innovative beauty tools – all developed to rejuvenate and protect.

Product Ranges

Includes Moisturisers, Face Serums, Eye Care, Lip Care, Hair Care, Eye Pads, Beauty Tools, Face Masks

Meet the UK Beauty Brands



Eve Taylor London Limited



Naturally Beautiful

Contact

Chris Taylor
Director

✉ marketing@eve-taylor.com

📷 @evetaylorlondon

🌐 www.eve-taylor.com

■ Introduction

Eve Taylor® London Limited is one of the UK's leading and fastest growing Professional Salon and Spa product ranges. Established in 1963 by Dame Eve Taylor DBE, the company manufactures its own products and is licensed with both GMP & ISO standards. We export worldwide and offer a complete education programme to support our growing product ranges that cover skin, spa and body. It also includes specially formulated ranges for the growing and fast developing men's and teenage skincare markets worldwide. We also now offer microneedling and chemical peels as part of our professional product range, with a whole range, which includes our own hypochlorous product.

We are currently looking to expand our international distribution network to include the Middle East and surrounding countries, as we look to work with like-minded partners to support our ambitious growth plans worldwide, with fantastic products and great treatments with supporting retail products.

If you are interested in learning more and working with our brand as a partnership, please visit www.eve-taylor.com and/or e-mail marketing@eve-taylor.com, or visit us on the stand at Beautyworld Middle East 2025.

Meet the UK Beauty Brands



Facetheory

Facetheory

Contact

Ashley Souza
CMO

✉ ashley@facetheory.com

📷 📺 📱 @facetheory

Introduction

Facetheory, founded in Sheffield, UK, is transforming skincare with science-led, sustainable formulations that deliver real results, without the fuss. Every product is developed in-house and tested to work with skin, not against it, promoting long-term improvements through smarter, simplified routines.

Our Philosophy

- **Science-driven:** We blend potent actives and plant-based ingredients into multifunctional formulas that simplify routines and deliver clinically proven efficacy.
- **Sustainable by design:** From recyclable-first packaging to vegan, cruelty-free products and B Corp certification, we prioritise environmental responsibility.
- **Empowering, not overwhelming:** We cut through marketing noise to offer clear, intelligent solutions that respect our customers' knowledge.
- **Inclusive by nature:** We create for real skin in all its forms, supporting individuality and skin diversity.

What Sets Us Apart

Purposeful formulations: No fillers, just ingredients with proven benefits.

Long-term results: Skincare focused on lasting skin health.

Accessible excellence: High-performance products at fair prices.

Built on integrity: Honest communication and sustainability at our core.

Community-driven: Real stories and outcomes fuel our innovation.

Brand Essence – Skincare, humanised. Formulated with purpose.

Facetheory blends scientific precision with human understanding, creating intelligent, intentional skincare for everyday life.

Meet the UK Beauty Brands



Fine Perfumery



Contact

Hashmeet Grover
Manager

✉ sales@fineperfumery.com

📷 [@fineperfumeryonline](https://www.instagram.com/fineperfumeryonline)

🌐 www.fineperfumery.com

📖 Introduction

Fine Perfumery London is a premier fragrance company dedicated to delivering high-quality, luxurious perfumes at prices that remain accessible to everyone. With a strong foundation rooted in British craftsmanship, all our products are proudly made in the UK, ensuring the highest standards of quality, consistency, and sophistication.

By combining expert formulation with an elegant design philosophy, our perfumes cater to discerning customers who seek exceptional value without compromising on excellence.

Our portfolio includes distinguished in-house brands such as Tom Edward, Attar&Co., Berbrini, and many more – each offering a unique olfactory experience that resonates with modern tastes and timeless elegance.

To meet the growing demands of our customers and partners, we maintain extensive stock across both the UK and Belgium, enabling swift, reliable, and efficient order fulfilment across Europe and beyond.

Whether you're a retailer, distributor, or entrepreneur seeking to expand your fragrance offering, Fine Perfumery London provides the ideal partnership – combining superior products, competitive pricing, and a proven logistics network. Join us in bringing the essence of accessible luxury to every fragrance lover.

Meet the UK Beauty Brands



FUL

FUL

Contact

Valerie Maine
Director

✉ valerie.maine@livetruelondon.com

📷 [ful_london](https://www.instagram.com/ful_london)

🌐 www.fullondon.com

Introduction

Born in the award-winning Live True London salons, FUL is a modern haircare brand built from real-life expertise and insight. After working with over 250,000 clients and collaborating with top stylists, the team behind FUL recognised a clear need in the market: haircare that balances performance with simplicity. In a category full of jargon-heavy, underwhelming formulas, FUL was created to deliver what people actually want – products that work, feel good to use, and make sense.

FUL means “in abundance of” – and that’s the ethos behind every product. Abundance of care. Abundance of innovation. Abundance of visible, feel-good results. Developed and tested in salon settings with real women, FUL focuses on solving common but often complex hair concerns with high-performing formulations. Many of the brand’s ingredients are inspired by skincare, with a focus on hydration, protection, and long-term hair health.

The collection includes 17 targeted haircare SKUs – from moisture-boosting serums to volume-enhancing sprays – and 10 sleek, stylist-approved accessories. Every product is packaged to demystify the haircare experience: clear instructions, highlighted hero ingredients, and straightforward benefit-led communication.

At its core, FUL is professional-quality haircare designed for everyday use. No confusion, no compromises – just a new standard in salon-grade simplicity.

Meet the UK Beauty Brands



Global Luxury Beauty Ltd

THE
REMEDY
ROOM

DOCTORS
COSMECEUTICAL
Skincare Formula

GLOBAL
LUXURY
BEAUTY

Contact

Rima Begum
Brand Director

✉ rima@globalluxurybeauty.com

📷 @doctorsformulauk

🌐 www.doctorsformula.co.uk

Introduction

Global Luxury Beauty is dedicated to creating advanced cosmeceutical skincare and supplement brands that combine science, innovation, and luxury. We are passionate about formulating powerful and effective skincare solutions designed to address a wide range of skin and wellness concerns.

Our clinically proven, award-winning skincare ranges include serums, lotions, and targeted treatments infused with some of the most effective active ingredients available. Each formula is developed to diminish the appearance of multiple skin conditions, including signs of ageing, skin pigmentation, redness and irritation.

At Global Luxury Beauty, we believe skincare should go beyond the surface. That's why we focus on creating real, precise, and scientifically backed solutions that can be seamlessly integrated into daily routines to make a real difference.

Meet the UK Beauty Brands



Marie Reynolds London



Contact

Marie Pilkington
Director

✉ info@mariereynoldslondon.com
📷 @mariereynolds_mrl
📷 @mariereynoldslondon
🌐 www.mariereynoldslondon.com

📖 Introduction

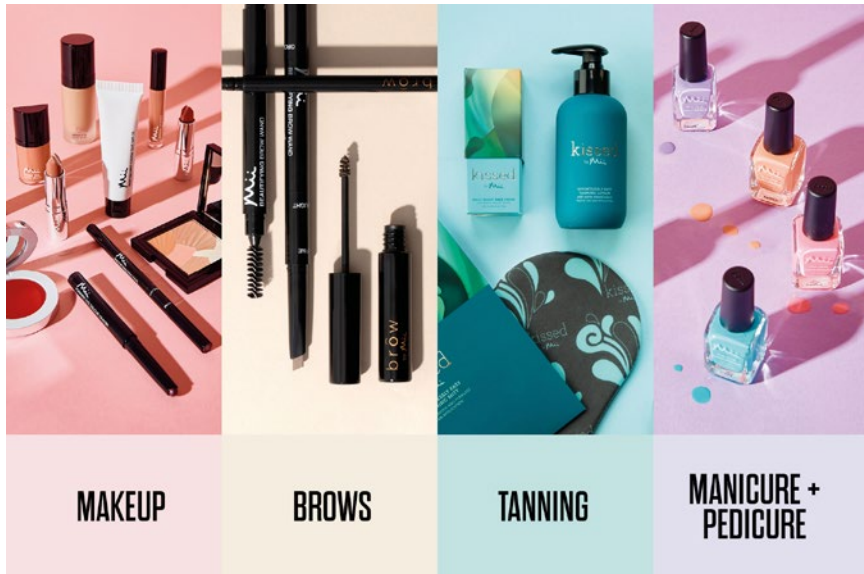
Marie Reynolds' approach to skin care is unique. Having worked in the professional skin care and wellness industries for over 35 years, both as a therapist, a judge and behind the scenes working with and ultimately creating her own skin care brand.

Marie has studied Skin health, Homeopathy, Acupuncture, Counselling, Aromatherapy, Oriental Diagnosis, Bowen Technique, Colonic Hydrotherapy and Quantum Energy Medicine. She looks beyond the linear to understand core energetic body imbalances this could be mental, emotional or physical linking to intragenerational or childhood trauma and how to bring homeostasis to allow the body and mind to heal. She has lectured worldwide in Skin Treatments, Nutrition and Advanced Consulting. Quoted in Porter magazine as a 'Global Skin Expert', it is Marie's experience in progressive skin therapy and advanced holistic well being that has garnered her attention from beauty editors and celebrities alike worldwide.

Her experience and extensive training across multiple areas over 35 years has lead her to view skin with an internal and external perspective.

Her award winning skin and wellness products are loved by Beauty Editors and Celebrities, along with being a staple to use on actors for their leading roles to protect and heal their skin from hours of prosthetics and grueling conditions. The products were used by Vikki Laing, the make up artist for Jeff Goldblum in the epic film Wicked, the Netflix series Kaos, and Black Doves which featured Kiera Knightly.

Meet the UK Beauty Brands



Mii Cosmetics



Contact

Danielle Gerrard

Director of International Sales

✉ danielle.gerrard@gerrardinternational.com

📷 📺 📺 @miicosmetics

📷 📺 @miicosmeticspro

🌐 www.miicosmetics.com

Introduction

Born out of 40 years of industry expertise, Mii is trusted by professionals and beauty lovers alike and available in over 2,000 leading salons and spas across the UK – including iconic destinations such as The Dorchester, Champneys, and Raffles London.

Founded by British beauty entrepreneur Susan Gerrard, Mii offers a curated, award-winning range of manicure, pedicure, brow, tanning, and makeup products. Mii is dedicated to skin-loving, high-performance, and cruelty-free formulations that empower confidence through beauty – combining the best of nature and science.

Mii was proud to partner with leading designers at London Fashion Week. Nails by Mii featured on the runways of Paul Costelloe and Di Petsa, and Mii makeup was showcased in the artistry for designers Maximillion Raynor and Sanyukta Shrestha.

Our international presence continues to grow, with Mii now available in over 25 markets through our valued global distribution partners, and we remain excited to explore new partnerships and opportunities.

Meet the UK Beauty Brands



Nubyen

NUBYÉN

Contact

Lola Rachel
CEO

✉ lola@nubyen.com

📷 @nubyen

🌐 www.nubyen.com

📖 Introduction

We equip individuals with the tools for unshakeable confidence to face whatever the day brings. We do this with our medically formulated skincare, cosmetics and wellness products.

Our unique selling point is that our beauty products are formulated by a team of medical doctors, veterinary surgeons and clinical scientists. We are honoured to create products that align by our core values of excellence, honesty and integrity. We obsess over the ingredients and ensure that our products are free from carcinogens and hormone disruptors.

We understand that life can be unpredictable, but what truly matters is how we respond. Confidence within is the foundation for success and the first step towards achieving your goals.

Our products act as alternatives to minor surgical procedures, i.e. we have created a reversible lip filler alternative and vegan botox to name a few!

Export comprises more than 60% of our business with a strong global presence in the USA etc.

Meet the UK Beauty Brands



Only Curls Ltd

Only Curls

Contact

Emelyne Bradley

Commercial Development Lead

✉ emelyne@onlycurls.com

📷 📺 📱 @onlycurlslondon

🌐 www.onlycurls.com

Introduction

Only Curls is a UK-born haircare brand dedicated to celebrating natural curls, coils, and waves. Founded in 2016 to fill a long-overlooked gap in the market, the brand has grown into a trusted name for over 1 million UK customers. Their products are specially formulated to cleanse, condition, hydrate, and define curls without sulphates, silicones, or parabens – giving bouncy, frizz-free, and beautifully defined curls every time. Enriched with nourishing natural ingredients, the 100% vegan and cruelty-free range is designed to suit the unique needs of curly hair textures, helping transform curl care routines into results that customers can truly see and feel. Stocked nationwide in leading retailers such as Boots and available in hundreds of independent salons across the UK, Only Curls is one of the fastest-growing curl-focused haircare brands. With a strong online community, expert curl education, and over 42,000 five-star reviews, Only Curls delivers transformational products, education, and support – offering both customers and retailers a trusted curl care solution.

Meet the UK Beauty Brands



Professional Beauty Systems



Contact

Kim Reid

Head of Sales

Private Label Division

✉ kim.reid@pbs-beauty.co.uk

📷 @professional-beauty-systems

🌐 www.professionalbeautysystems.co.uk

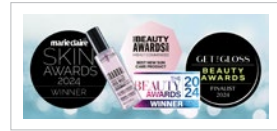
Introduction

An innovator and market leader in beauty, hair, and skincare, Professional Beauty Systems (PBS) creates award-winning products for some of the world's most renowned brands. With over 40 years of industry expertise and a proud family-business heritage, PBS is one of the UK's leading manufacturers in cosmetics, skincare, beauty, and haircare.

Our private label manufacturing capabilities are second to none – ranging from small bespoke batches to large-scale production from 60 kg to 4 tonnes, across more than 25 advanced filling lines. Whether you're an indie brand or a global powerhouse, we bring your vision to life from concept to shelf. Our expertise covers: skincare, haircare, dyes and tints, bodycare and sunless tanning, and men's grooming. Beyond contract manufacturing, PBS is home to a portfolio of beloved in-house brands trusted by professionals and loved by consumers for decades. From boundary-pushing haircare to research-led skincare, every product is crafted with the same commitment to quality, innovation, and performance. At PBS, quality is at the heart of everything we do. Every product that leaves our facility carries our promise of excellence, fully compliant with all relevant regulations and accreditations.

Endless possibilities. Unmatched expertise. Trusted quality. Let's bring your product dreams to life.

Meet the UK Beauty Brands



Sienna X



Contact

Nicola Matthews
CEO

✉ nicola.matthews@sienna-x.co.uk

📷 #SiennaXOfficial

🌐 www.shop.sienna-x.co.uk

📖 Introduction

Sienna X – Award-Winning British Beauty for Professionals and Retailers

With over 21 years of expertise, Sienna X is the UK's No.1 professional tanning brand, trusted by salons, spas, therapists, and celebrities alike. From our innovative pop-up tanning booth – the first of its kind – to our award-winning self-tan, skincare, and wax collections, we've helped over 30,000 professionals build beauty businesses and delivered confidence to millions of customers.

Proudly formulated and manufactured in the UK, our high-performance product ranges are designed to deliver expert results, whether in treatment rooms or at home. We combine luxury textures with clinically proven ingredients, creating effective solutions that look beautiful on the shelf and perform beautifully on the skin.

Our tanning, skincare, and hair removal lines are backed by professional training, industry awards, and premium branding – all designed to help retail partners and beauty businesses grow with confidence. Sienna X products are vegan-friendly, cruelty-free, and developed with sustainability in mind, using FSC packaging, solar-powered facilities, and using suppliers who have the same ethos.

Whether you are a retailer, distributor, salon chain, or spa, we offer flexible partnership opportunities and proven sell-through support.

Discover why Sienna X has become a trusted name in beauty innovation.

Meet the UK Beauty Brands



The British Perfumery & Cosmetics Co



Contact

Maddison Palmer

Global Business
Development Manager

✉ maddison.palmer@tbpcc.com

📷 [@glowglowglow_uk](https://www.instagram.com/glowglowglow_uk)

🌐 www.crushd.uk

Introduction

Who We Are

The British Perfumery & Cosmetics Co. is part of Munsley Group, a £50m leader in beauty and wellness. We specialise in fast beauty – spotting trends, acting quickly and delivering brands that make our retail partners the ultimate beauty destination.

Our Expertise

Our talent is our difference. Category specialists, designers and formulators work together to launch 5–10 new products every week. We combine global trend insight with creativity and quality execution to bring inspired ideas to life – from formulation to packaging – building brands that excite shoppers and strengthen retailers.

Manufacturing Excellence

Everything we create is made in our UK factory, giving us full control over quality and speed. With ISO 9001 and ISO 22716 approval, our 4.7-acre Suffolk site has the capacity to produce 100 million+ units annually across bath & body, skincare, haircare, fragrance, hand wash, men's grooming and gifting.

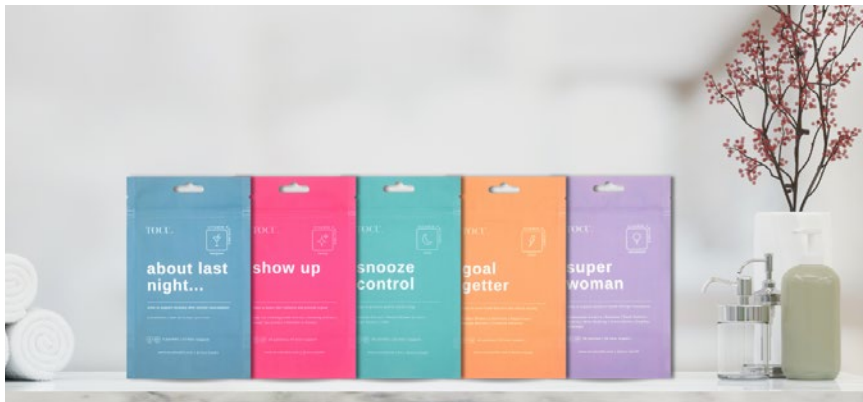
Partnership That Transforms

We are not just suppliers – we are partners. We co-create exclusive launches, deliver tailored NPD pipelines and support with social and influencer activation. By working strategically, we help retailers become the shopper's chosen beauty destination – driving loyalty and growth ahead of the market.

Fast Beauty. Quality Execution. Trusted Partnerships.

That's The British Perfumery & Cosmetics Co.

Meet the UK Beauty Brands



Tocu Health

TOCU.

Contact

Joanna Nicola
Director

✉ joanna@tocuhealth.com

📷 @tocu.health

🎵 @tocuhealth

🌐 www.tocuhealth.com

📖 Introduction

Tocu Health is a UK-based wellness brand pioneering a smarter way to supplement through transdermal vitamin patches. Designed for modern, on-the-go lifestyles, our patches offer targeted, 24-hour support without the need for pills, powders, or synthetic additives. From stress relief to immunity, energy, and hormonal balance, Tocu's range is science-led, easy to use, and built around one key principle: better absorption, fewer barriers.

Proudly founded by a female entrepreneur with a background in health retail and lived experience of nutrient absorption challenges, Tocu Health delivers clean, effective formulations you can trust. All products are developed in the UK, cruelty-free, and backed by rigorous manufacturing standards.

Launched in 2023, Tocu has quickly gained recognition in the UK wellness space, with products already stocked in Sephora, Oliver Bonas, and launching soon in Boots. Our patches are loved by wellness seekers, busy professionals, and those seeking an effortless health solution.

Tocu Health is currently expanding into international markets and actively seeking distribution, retail, and media partnerships across the EU, Middle East, and Asia.



Department for Business and Trade

The UK's Department for Business and Trade is an economic growth department. We ensure fair, competitive markets at home, secure access to new markets abroad and support businesses to invest, export and grow. Our priorities are the industrial strategy, make work pay, trade and the plan for small business.

Legal disclaimer

Whereas every effort has been made to ensure that the information in this document is accurate, the Department for Business and Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

© Crown copyright 2025

You may re-use this publication (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/

Where we have identified any third party copyright information in the material that you wish to use, you will need to obtain permission from the copyright holder(s) concerned.

**Published by
Department for Business and Trade
October 2025**



UK Government