



FOUNDED IN 1999

COUNTRY OF ORIGIN –
UNITED KINGDOM

PRICE POSITIONING -
MIDDLE PRICE SEGMENT

BRAND PHILOSOPHY

We produce only high quality, safe and natural cosmetics. This is our mission and basic principle. Every our customer deserves the best. Our brand was created by women, who know what to look for or even must-have.

We never stop and always follow the market trends. We test and launch new trendy products to meet the requirements of our customers. Great result is achieved by attention to details. We follow each step: from developing and testing the product to its quality, packaging and design. We combine high quality and safety of products with reasonable prices.

Our cosmetics are available to any woman who loves beauty. This is the key to success for **SOLOMEYA**.





BRAND HISTORY

SOLOMEYA is not just a cosmetics brand; it is a whole story of beauty and development that began 25 years ago.

The mission of the brand is to create high-quality, modern, and safe products.

- **2001** - The Solomeya brand entered the Russian market.
- **2010** - Brand development in the nail care category.
- **2020-2023** - Development and launch of the world's first scented combs.
- **2024-2025** - Development of new body and hair care categories.
- **2024** - Participation of the brand in major international exhibitions.



SOLOMEYA

HAIR BRUSH & ACCESSORIES

AROMA WET DETANGLER HAIR BRUSHES

FOR DRY AND WET HAIR

Properties:

Careful detangling of wet and dry hair with pleasant delicate aroma. Suitable for all hair types, including damaged hair. Flexible design for detangling and massage.

Benefits:

- Ultra-flexible body and brush teeth carefully detangle all hair types
- Easy to wash one-piece brush prevents bacterial growth
- Ergonomic is good for scalp massage
- Brushes are fragranced with long lasting pleasant and relaxing aromas
- Variability of shapes and sizes suitable for all kind of hair

Aroma brush - **12 SKU**

Aroma brush mini for travel - **5 SKU**



BIO HAIR BRUSHES

FOR DRY AND WET HAIR

Properties:

Careful detangling and scalp massage brush. Bio-friendly material.

Benefits:

- Ergonomic and flexible shape for relaxing scalp massage
- Carefully detangles hair without damaging it
- Elastic teeth for gentle brushing
- Maximum heating temperature is 80 °C
- Variability of shapes and sizes

Bio brush - 12 SKU

Bio brush mini for travel - 2 SKU



BIO HAIR BRUSHES

FOR DRY AND WET HAIR

Properties:

The comb with a gentle massage effect ensures soft detangling and gives hair a healthy appearance.

Benefits:

- Ergonomic and flexible shape for relaxing scalp massage
- Gentle detangling: it delicately untangles even the most unruly hair without causing damage
- The soft and safe materials used in the comb are eco-friendly
- The massage effect helps to stimulate hair growth
- Suitable for all hair types and sensitive skin
- Maximum heating temperature 80 °C

Bio brush - 12 SKU

Bio brush mini for travel - 2 SKU



THE CUTE DESIGN HAIR BRUSHES

Properties:

The comb is specially designed for people with sensitive scalps. Safe and clean material is used to make combs.

Benefits:

- Ultra-soft and flexible teeth do not cause discomfort or damage to the hair during use
- The comb glides smoothly through the hair without causing any damage to its structure
- Prefer to all hair types, including straight and curly hair, both dry and wet, and can even untangle the most stubborn knots without causing pain
- The comb is made of soft and safe plastic

The cute collection
of hair brushes - **4 SKU**



THE CUTE DESIGN HAIR BRUSHES

Properties:

The combs are specially designed for gentle hair care in a cute design.

Benefits:

- Gentle detangling: it does not damage and delicately untangles even the most tangled hair
- The massage effect stimulates hair growth
- Suitable for all hair types and sensitive scalps
- Reduces combing and blow-drying time
- Maximum heating temperature: 80 °C

The cute collection
of hair brushes - **4 SKU**



CROKS MASSAGE HAIR BRUSHES WITH JIBBITZ

Properties:

Create your unique hair brush design or change it every day to match your mood.

Benefits:

- Special holes for decorations, which allow you to create your unique hairbrush design
- Built-in brush at the base of the hairbrush helps easily clean it from hair
- Soft bristles do not damage hair or the scalp
- The brush provides a massage effect, stimulating hair growth
- Suitable for all hair types, dry and wet hair

Croks brushes - 4 SKU



SET OF JIBBITZ FOR CROKS HAIR BRUSHES

Properties:

Bright, unique accessories for hair brushes from the SOLOMEYA brand. Create your unique hairbrush design or change it every day to match your mood.

Benefits:

- Special decorations allow you to create a distinctive hairbrush design, making it stand out among other accessories
- The vibrant design will highlight your individual taste and mood
- This hairbrush will be an original addition to your daily hair care routine, adding a touch of style and creativity
- The set includes 5 pieces

Jibbitz for Croks - **5 SKU**



HAIR BRUSHES WITH NATURAL BOAR BRISTLE

Properties:

The comb with a light massage effect ensures gentle detangling and gives hair a healthy and tidy appearance.

Benefits:

- Natural bristles polish the hair, making it smooth and shiny
- Gentle detangling: it does not damage and delicately untangles even the most unruly hair
- The massage effect stimulates hair growth
- Suitable for all hair types and sensitive scalps
- Soft touch material and teeth made of polymer resin
- Maximum heating temperature: 80 °C



2 SKU



Trendy color: brown is the new black!

VENTED HAIR BRUSHES

Properties:

The ventilated comb ensures easy detangling and gives hair a healthy and neat appearance. The ventilated design is perfect for wet hair, blow-drying, and styling

Benefits:

- Gentle detangling does not damage the hair structure
- Ideal for styling and blow drying
- Suitable for all hair types and sensitive scalps
- The one-piece body is easy to clean
- Maximum heating temperature: 80 °C

2 SKU



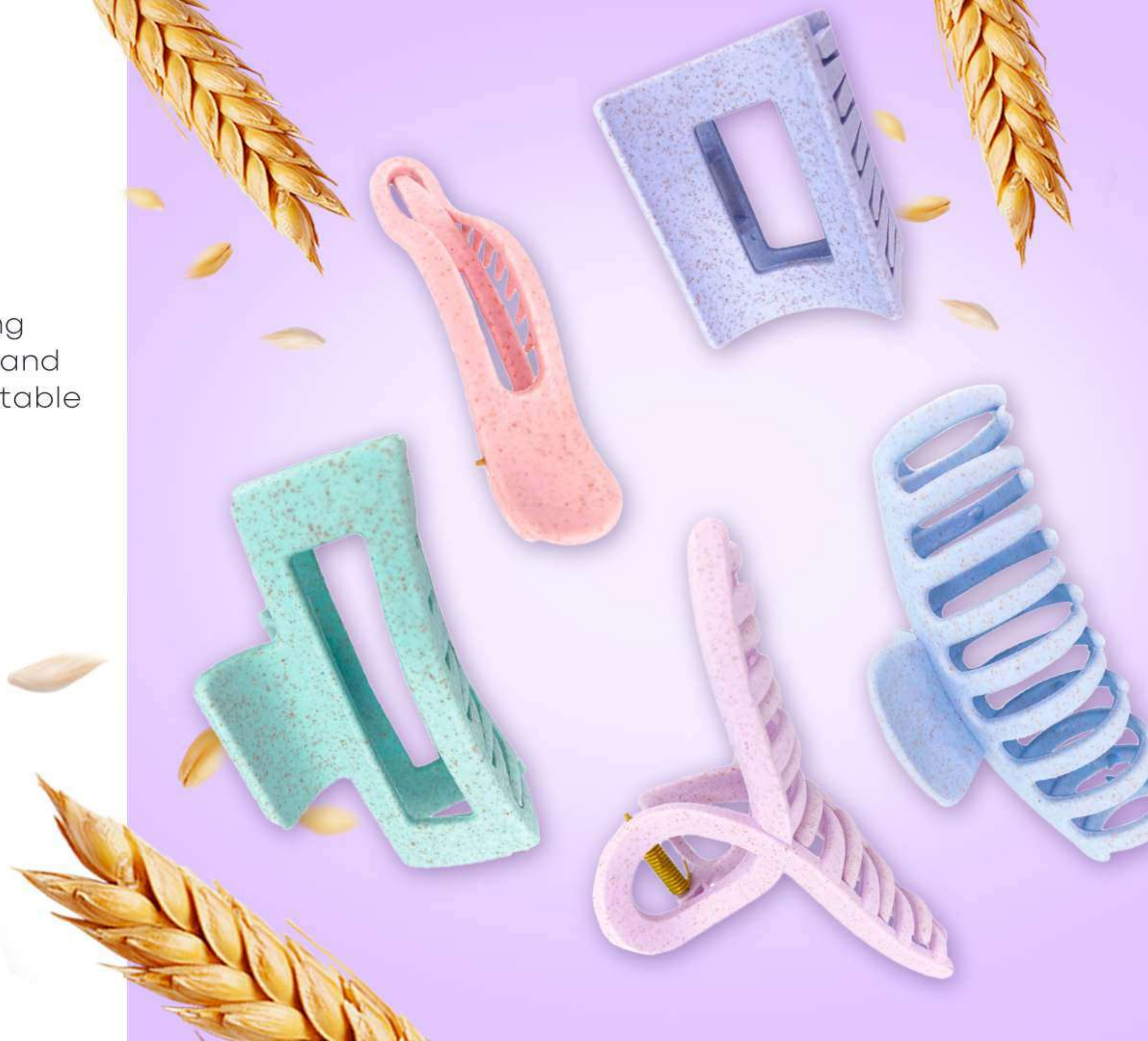
STRAW HAIR CLIPS

Properties:

Stylish accessory for different hairstyles. Fine size provides strong hold even for long and thick hair. Clip has a smooth surface and doesn't pull or damage your hair. Comfortable for everyday wear. Eco-friendly. Made of biodegradable material.

Benefits:

- Doesn't damage or crease your hair
- Keeps the hair gently without pulling it
- Made of natural wheat
- Variability of shapes and sizes
- Modern design



AROMA HAIR BANDS

Properties:

The hair bonds will become an indispensable accessory for creating a stylish hairstyle and can also be worn as a bracelet.

Benefits:

- The aroma hair bands set is available in 4 popular colors
- A delicate scents
- The set consists of 3 pieces



a large collection of
fragrances



the set consists
of 3 pieces

4 SKU





SOLOMEYA

MAKE UP SPONGES

COLOUR-CHANGING MAKE UP SPONGE

Properties:

Handy tool for effortless buffing and blending liquid, powder and cream products into the skin for a flawless finish.

Benefits:

- Latex-free
- Odor-free
- Non-allergenic
- A convenient packaging case for storing the sponge
- Does not absorb a lot of product, which leads to no wastage
- Variety of designs and shapes

4 SKU



MAKE UP ENHANCERS: NON-STANDARD SPONGES

Properties:

Handy tool for effortless buffing and blending liquid, powder and cream products into the skin for a flawless finish.

Benefits:

- Latex-free
- Odor-free
- Non-allergenic
- Does not absorb a lot of product, which leads to no wastage
- Variety of designs and shapes

2 SKU

MULTIFUNCTIONAL SPONGE FOR
HARD-TO-REACH AREAS



PERFECT FOR
CREATING FRECKLES

FLAT END BLENDING SPONGE

Properties:

Multifunctional Sponges - the perfect assistant for creating a flawlessly even tone, without spots and a mask-like effect. The porous surface and absence of silicone in the composition allow for perfect coverage

Benefits:

- Non: allergenic, latex, odor
- Round side for blending cream textures
- Pointed tip for concealing imperfections
- Large flat edge for even application of cream textures

6 SKU



FLAT END BLENDING SPONGE

Properties:

The sponge increases in size two times when in contact with water. The classic drop shape is very convenient for even application of foundation of any density, as well as loose powders, eyeshadows, and blush, making it suitable for baking

Benefits:

- Perfect tone quickly and efficiently
- Convenient case allows for hygienic storage of the sponge
- Non: allergenic, latex, odor
Does not absorb cosmetics

2 SKU



MAKE UP SPONGES

Properties:

Handy tool for effortless buffing and blending liquid, powder and cream products into the skin for a flawless finish.

Benefits:

- Latex-free
- Odor-free
- Non-allergenic
- A convenient packaging case for storing the sponge
- Does not absorb a lot of product, which leads to no wastage
- Variety of designs and shapes

9 SKU





SOLOMEYA

LIP CARE

LIP CARE

Properties:

Moisturizing lip glosses with dried flowers have a pleasant weightless texture, nourish and moisturize lips without leaving a sticky feeling. Enriched with jojoba oil, vitamin E and fat acids, it moisturizes and softens the lips.

Benefits:

- Natural jojoba oil.
- Vitamin E
- Dried flowers
- Moisturizing and nutritive effect
- Glossy Finish

3 SKU



LIP CARE

Properties:

Say goodbye to separate lip scrubs and masks!

Our new 2-in-1 Lip Scrub & Moisturizing Mask combines a gentle exfoliating scrub with a deeply hydrating mask, all in one convenient jar.

Benefits:

- Suitable for all lip and skin types
- Effortless application: Apply the scrub and mask with ease using our soft silicone applicator
- Prepares your lips for long-lasting makeup
- Gently exfoliates, renews, and smoothes your lips
- Leaves your lips feeling soft, smooth, and hydrated
- Gentle exfoliation: Finely dispersed cane sugar gently removes dead skin cells, leaving your lips soft and smooth
- Deep hydration: Natural coconut oil and Shea butter nourish and moisturize your lips

1 SKU





SOLOMEYA

PERSONAL CARE

HAIR CARE

Properties:

A gentle cleaning products which leaves your hair soft and shiny. It is neutral pH and suitable for all types of skin and hair. The composition, saturated with proteins and vitamins B, E, A, fills the hair structure and adds shine. Coconut oil deeply moisturizes the hair, making it soft and silky. Argan oil restores dry and damaged hair.

Benefits:

- Easily combed
- Suitable for damaged hair
- Vitamins B, E, A
- Fat acids
- Protein for damaged and dehydrated hair
- Argan oil products - in traditional and travel size



ARGAN OIL



MACADAMIA OIL



COCONUT OIL

13 SKU

BODY CARE

Properties:

Indulge in our luxurious skincare line, featuring a gentle cleanser for all skin types, a shimmering spray for a radiant glow, an exfoliating scrub for smooth skin, and an intimate hygiene gel for a fresh and balanced feeling.

Elevate your body ritual!

Benefits:

- Gently cleanses
- For all skin types
- Macadamia and avocado oils for deep skin nourishment
- Pleasant and rich aromas
- Niacinamide in composition helps build proteins in the skin and offers protection against environmental
- Shower shake - in traditional and travel size



WATERMELON
AND MANGO



SWEET GUAVA



PAPAYA
AND PEACH



14 SKU

KONJAC SPONGE



Properties:

Effectively cleanses facial skin from external impurities and excess sebum. The soft and porous texture of the sponge does not damage the skin. The special texture gives a thick foam, reducing the consumption of care products

Benefits:

- For all skin types
- Suitable for sensitive skin
- Soft and porous texture
- Gently exfoliation
- Stimulates skin cell renewal
- Improves skin tone and tightens pores
- Doesn't leave micro damage on the skin

2 SKU

AND BATH SPONGE



Properties:

Softly and effectively massages and cleanses the skin, gently exfoliates with thin and delicate "piles" that do not injure the sensitive skin of the body

Benefits:

- Gently cleanses
- For all skin types
- Massage effect
- Safe material
- Quickly forms foam and is easy to wash
- Suitable for children's and sensitive skin

4 SKU

FRESH BREATH MOUTH SPRAY

Properties:

The spray instantly eliminates unpleasant bad breath and gives a feeling of freshness. With one press you will feel lightness and pleasant taste. The spray eliminates discomfort after drinks, food or cigarettes. Castor oil in the composition maintains the health of teeth and gums, and also reduces the number of bacteria.

Benefits:

- Maintains optimal pH in the oral cavity
- Alcohol free
- Fluoride free
- A safe alternative to chewing gum
- Maintains the health of teeth and gums
- Travel size

2 SKU



**TRAVEL
SIZE**



**FRESH
BREATH**



**ALCOHOL
FREE**

GLOVES AND SOCKS

FOR COSMETIC USE AND SPA TREATMENTS

Properties:

These cotton gloves and socks create thermo effect, helping active ingredients to penetrate deeply and act more effectively. Prevent skin dryness and flaking.

Benefits:

- 100% eco- cotton
- Soft & comfortable
- Strong and durable-over time do not lose their form and fabric quality





SOLOMEYA

UNIVERSAL SANITIZERS

TRAVEL SIZE HAND SANITIZERS

Properties:

Sanitizing hands during the day.
Stylish travel size package.

Benefits:

- 70% isopropyl alcohol formula removes harmful viruses and bacteria
- Travel size spray is easy to use on the go
- Suitable for sanitizing gadgets and any other surfaces
- Quickly absorbed and non sticky
- Pleasant fragrances



ISOPROPYL
ALCOHOL



ATTRACTIVE
FRAGRANCE



ANTIBACTERIAL



TRAVEL-FRIENDLY SIZE



UNIVERSAL ANTI-BACTERIAL DISINFECTANT PRODUCTS

Properties:

Reliable protection from germs and bacteria.

Benefits:

- Contains 70% Isopropyl alcohol
- Different volume formats (20, 75, 100, 150 ml)
- Quickly absorbed with no stickiness after applying
- May be used for surfaces disinfection
- Suitable for all surfaces, nail treatments and gadgets

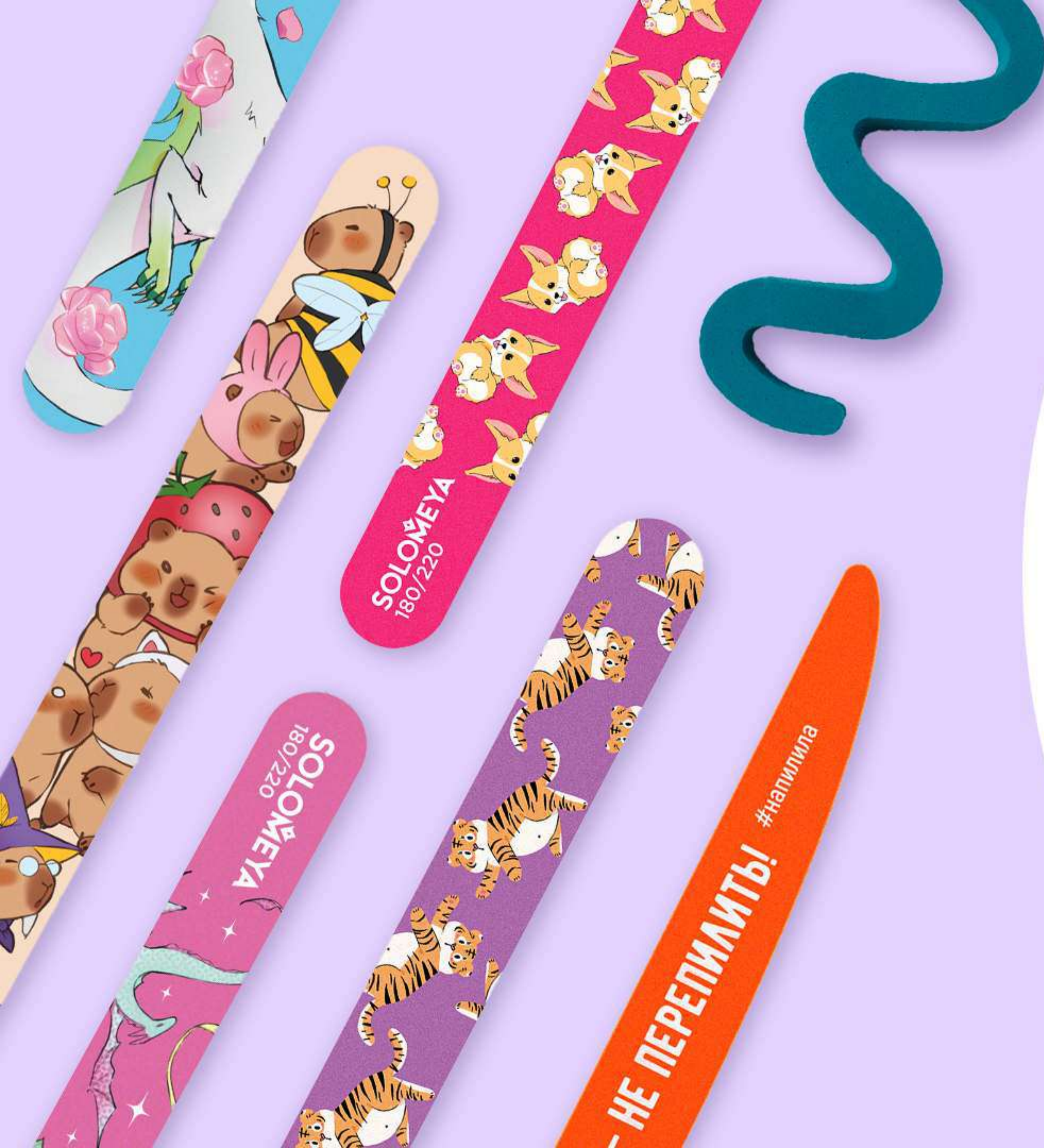


Contains
chamomile
and calendula
extract



Kills 99,9%
of germs
and bacteria





SOLOMEYA

PROFESSIONAL FILES
FOR NATURAL & ARTIFICIAL NAILS

FILES FOR NATURAL AND ARTIFICIAL NAILS

THE COLLECTION «WITH A MEANING»

Properties:

Provide the desired length and shape for nails without damaging of soft areas. Suitable for both natural and artificial nails.

Benefits:

- A file that is like a fashion accessory to express emotions
- Variability of grit levels
- Variability of design collections
- Multiple variety of shapes
- Easy to clean and disinfect
- High wear resistance



FILES FOR NATURAL AND ARTIFICIAL NAILS

Properties:

Provide the desired length and shape for nails without damaging of soft areas. Suitable for both natural and artificial nails.

Benefits:

- Variability of design collections
- Easy to clean and disinfect
- High wear resistance



FILES FOR NATURAL AND ARTIFICIAL NAILS

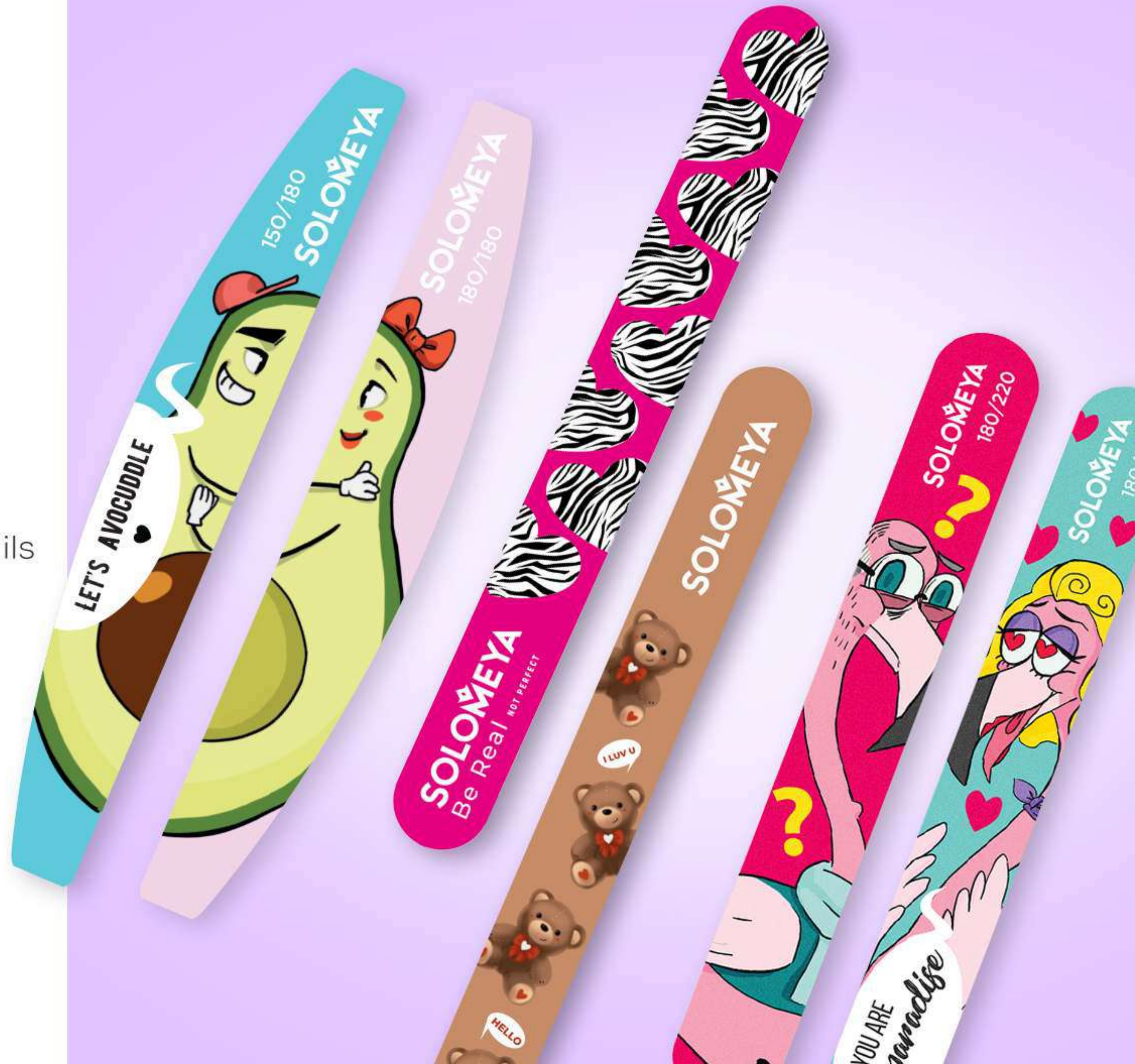
YOUR MOOD BOOSTER!

Properties:

Provide the desired length and shape for nails without damaging of soft areas. Suitable for both natural and artificial nails.

Benefits:

- Variability of design collections
- Easy to clean and disinfect
- High wear resistance



BUFFERS AND POLISHERS

Properties:

Polishing of natural and artificial nails, step-by-step using of 4 surfaces for perfectly smooth and glossy nail plate.

Benefits:

- Polish the nail surface to a mirror shine
- Do not damage the cuticle area
- High wear resistance



MANICURE SET: NAIL CLIPPER AND DOUBLE-SIDED NAIL FILE

Properties:

The **2-in-1 design** manicure set consists of nail clippers and a double-sided file with 180/3000 grit.

Benefits:

Nail Clipper

- Curved steel blades made from high-quality steel
- Follows the natural curve of the nail

Double-Sided File

- 80 grit side for shaping nails
- 3000 grit side for polishing to a shine
- Helps achieve desired length and shape effortlessly





NAIL CARE

ROLL-ON CUTICLE OIL WITH FLOWERS

Properties:

Cuticle Oil with a roller applicator and natural flowers inside instantly restores and moisturizes the cuticle, giving hands a well-groomed appearance.

Benefits:

- Strengthens and stimulates nail growth
- Quickly absorbs without a sticky layer
- Convenient travel format
- Natural flowers inside are part of the vibrant design
- Leak-proof protection in your bag



STRAWBERRY
CHAMPAGNE



TARO LATTE



PINEAPPLE



3 SKU

NAIL CARE IN PENS

Properties:

Easy to use twist pen for daily nail care.

Benefits:

- Regular use makes the nails healthy and strong
- The pen is easy to use both at home and on the go
- Good for everyday use
- Highly effective products for nail care: cuticle remover, cuticle oils, strengthening and revitalizing products.



MONARDA OIL



GREEN TEA
EXTRACT



MANGO AND
MACADAMIA
EXTRACTS



PEACH KERNEL
EXTRACT



AVOCADO AND
ALMOND EXTRACT



ALGAE EXTRACT



CUTICLE OILS

Properties:

Soften and moisturize the cuticle giving it a well-cared appearance.

Benefits:

- Different scents and extracts
- Quickly absorbed with no stickiness after applying
- 2 volume formats (9 and 14 ml)





SOLOMEYA

FOOT CARE AND PROFESSIONAL
PEDICURE FILES

CUTICLERS

Properties:

Careful and accurate removal of the cuticle without its damaging. The basis for unedged technique of manicure.

Benefits:

- Regular usage provides slowing of cuticle growth and prevents its dryness
- Different formats of volume
- Professional formula and skin-friendly composition



KERATOLICS

Properties:

Careful and effective removal of calluses and corns thanks to the safe acids in the formulation.

Benefits:

- Do not damage healthy skin areas
- Different formats of volumes and textures (foams, gels)
- Well suit for diabetic foot
- Do not require using of tools
- Soften the skin and protect it from the appearance of cracks.



FOOT CREAMS

Properties:

Intensive nourishing and restoring of feet skin.

Benefits:

- Rich texture
- Intensive nourishing
- Prevents calluses and corns formation
- Quickly absorbed



PEDICURE FILES

Properties:

A pedicure file helps gently reduce calluses and maintain your feet soft and smooth.

Benefits:

- Fast and gentle removing even rough calluses and corns
- Ergonomic handle is comfortable to hold
- Double-sided abrasive coat: rough side for initial treatment and fine side for smoothing the skin
- Strong and durable material for long time use
- Easy to wash and sanitize
- Variability of models





SOLOMEYA

NAIL POLISH COLLECTION

VINYL ONE WEEK POLISH

Properties:

Quick-dry nail polish lasts up to **7 days**

Benefits:

- Brilliant shine
- Long-lasting wear
- Rich colors
- Gel effect
- 5FREE formula: no Toluene, no DBP (Dibutyl Phthalate), no Formaldehyde, no Formaldehyde Resin, no Camphor.





SOLOMEYA

NAIL POLISH REMOVERS COLLECTION

NAIL POLISH REMOVERS

Properties:

Effective removal of different polish types without streaks with no harm to the nail plate

Benefits:

- Wide range with different content of acetone in the composition
- Soft formulation is suitable even for sensitive nails
- Pleasant scents without pungent smell



NAIL POLISH REMOVERS ACETONE FREE

Properties:

Efficient formula quickly removes nail polish and does not dry out nail or cuticle. It does not contain acetone which affect nails. The soft composition with Vitamin B5 is specially developed to protect fragile and delicate nails.

Benefits:

- Acetone free
- Gentle to nails and skin
- Instantly removes nail polish with shimmer
- Does not dry the nail plate and cuticle
- Soft composition minimizes the negative impact on the nail



NAIL POLISH REMOVER PADS

Properties:

Nail polish remover pads gently and effectively remove polish without drying out the nail plate. Each pad is soaked in a soft, acetone-free liquid, which allows to be used even on fragile and delicate nails.

Benefits:

- Acetone free
- Quick and easy to use
- One - two pads is enough to remove the polish with one hand
- The vitamins in the composition prevent nail delamination
- Light fruity aroma
- Gentle formula
- Vegan Friendly
- Travel size





SOLOMEYA

The support of the brand
at every stage is the
MAIN PRIORITY

MARKETING DEPARTMENT



**BRAND MANAGER
GROUP**



**BLOGGER RELATIONS
MANAGER GROUP**



SMM-MANAGER



**KEY ACCOUNT MANAGER
GROUP**



DIGITAL MARKETING



DESIGN TEAM

MAJOR OBJECTIVES OF THE DEPARTMENT:

- Launching and promoting new brands in the market, maintaining their sales
- Media planning and strategy development
- Increasing audience loyalty and brand awareness
- Analyzing consumer demand, beauty trends, and competitive environment
- Collaborating with partner networks
- Creating and implementing advertising campaigns using various channels: social media, online ads, events, PR&Influencers

MEDIA & PR

TO PROMOTE BRANDS, WE USE
VARIOUS PR FORMATS:



Collaborations with popular
beauty-boxes



Multi and mono-brand thematic
selections on partner accounts



Participation in giveaways
and contests



Placement of advertising campaigns
with major media holdings,
publications, and opinion leaders



WORKING WITH BLOGGERS

Every month, **over 100 bloggers** support the brands of SOLOMEYA in their social media.

Regular PR-gifts to influencers and creative collaborations assist to attract a new loyal audience and increase brand awareness and sales.



INFLUENCE MARKETING



Beauty Bazaar Day brings together beauty brands and international cosmetic labels: cosmetics and skincare, local and well-known brands, as well as industry experts.

The event includes PR influence support, networking with bloggers, an exhibition area with sales opportunities, and a stage program.



EVENT DEPARTMENT

BEAUTY FESTIVAL
AT MOSCOW DEPO
2024-2025



INTERNATIONAL EXHIBITIONS

PARTICIPATION IN INTERNATIONAL EXHIBITIONS
IN ARMENIA AND THE UAE | 2024-2025



- Presentation of new brands and categories
- Increasing the company's visibility and brand portfolio
- Experience exchange, establishing business contacts in the industry, and developing joint projects
- Studying market trends and international demand, new technologies, and innovative solutions

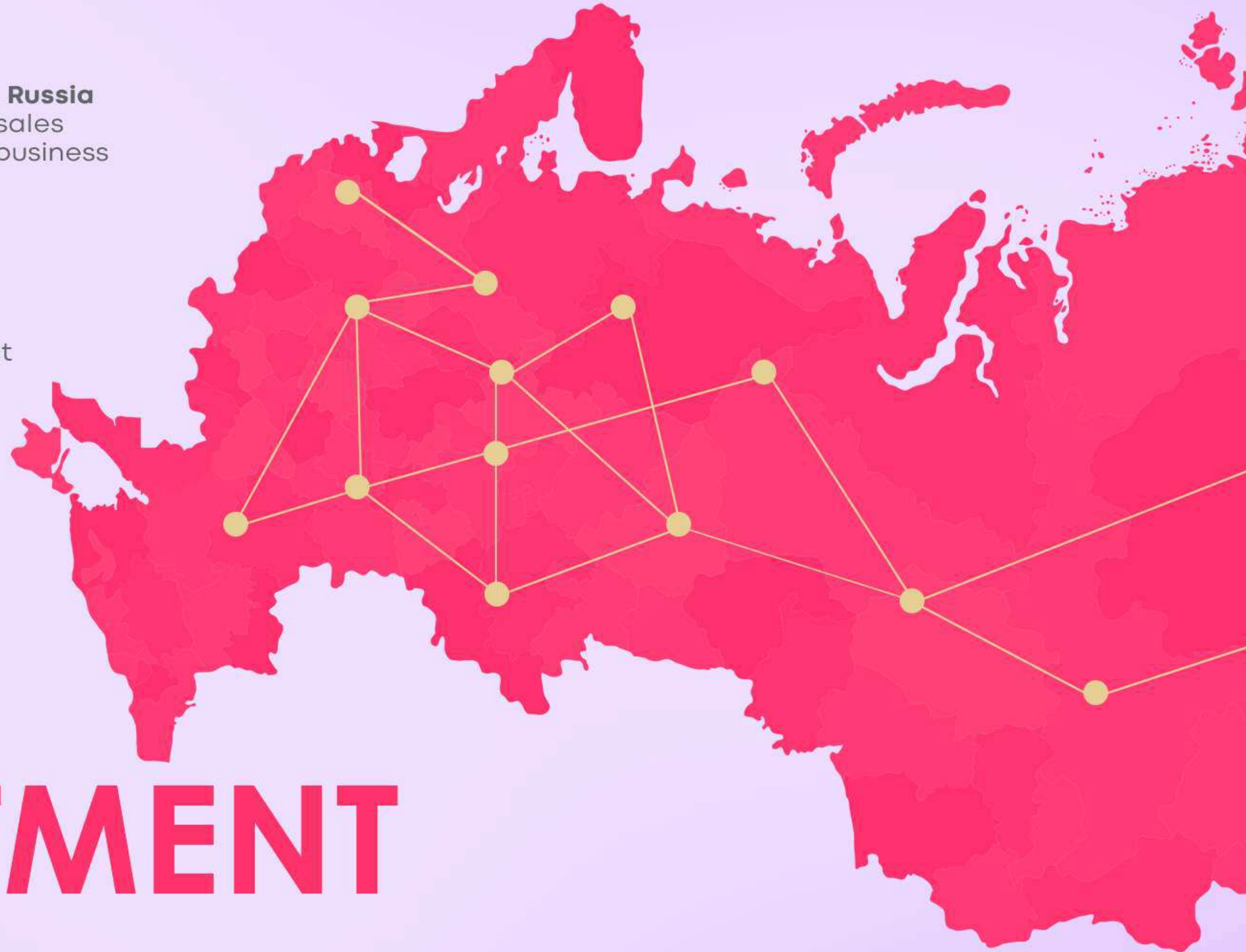


A team of professionals in Kazakhstan, Russia and Azerbaijan works daily to increase sales for the company's brands and improve business performance.

In Moscow and St. Petersburg, there is **a professional team of consultants and merchandisers.**

The training manager conducts product training for consultants and clients, enhancing brand loyalty and stimulating sales growth.

SALES DEPARTMENT



BENEFITS OF COOPERATION

WITH OUR COMPANY:

01

Availability of our own
warehouses in Kazakhstan,
Moscow and St. Petersburg

02

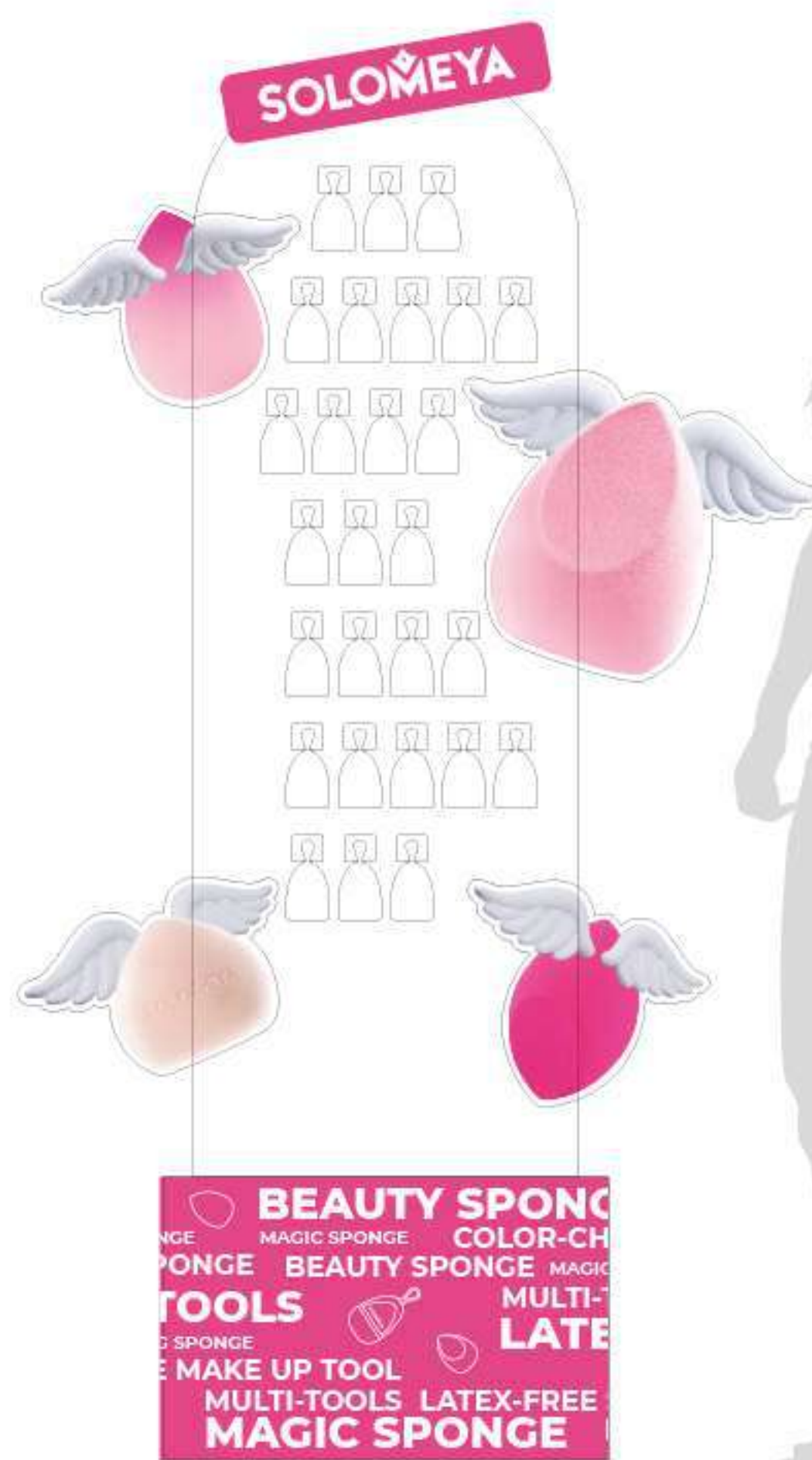
Timely information about new
products for all our clients and
training for consultants by
a training manager

03

Individual approach
and personalization to address
any issues

SALES DEPARTMENT

POSM



Bright and creative trade merchandising displays, branded image stands help to highlight products against competitors and attract customers' attention to the brand.