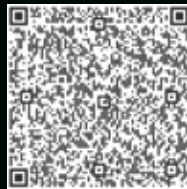


Prestige Holding is the largest Iranian corporation operating
in the field of cosmetics, perfumery and skincare products.



Scan me!

PRESTIGE HOLDING

“...It’s all about beauty ”



IRAN

IRAN, also called PERSIA, is a country with a land area of 1,648,195 km² and over 81 million inhabitants, making it the 18th populous and 17th largest country of the world. Iran is home to one of the world's oldest civilizations (4th millennium BCE). It was then unified by the Iranian Medes in the 7th century BCE, reaching its greatest territorial size in the 6th century BCE (Stretching from Eastern Europe to the Indus Valley). Therefore, Persian Empire is considered as one of the largest and oldest empire of all time.



TEHRAN

TEHRAN, the capital city of Iran, is a metropolis of 17 million people and the administrative, economic and cultural center of the country. In contemporary world, Iran owns the 4th largest petroleum reserves which will be the key for economic growth and market-related development in the region. Today, Iran is the 2nd largest cosmetics market in Middle East in terms of revenue (marginally behind Saudi Arabia) and the 7th largest in the world.

PRESTIGE HOLDING

Prestige Holding was established in 1994. The holding started its business simply by a single company named Prestige Qeshm which was considered as the first Iranian importer and distributor of cosmetics, perfumery and skincare products. This was the very first step of a long journey to become the most prominent name in Iran's beauty market. Besides the usual market activities, Prestige Qeshm closely observed and monitored consumer behavior which later on paved the way for expanding the business. The company managed to have a high impact on the market and the experience gained by Prestige Qeshm enabled Prestige Holding to enter into a new era of business. The effort and energy invested by the holding on the feedback analysis finally contributed to build a successful entity in Iran's beauty market.

Now, with more than 28 years of experience, Prestige Holding has become the largest manufacturer, importer and distributor of cosmetics, perfumery and skincare products in Iran. Prestige Holding is currently the official exclusive distributor of many renowned brands and its subsidiaries are providing Iranian people with the best quality products from the best companies around the world. Additionally, the holding has started to cooperate with internationally well-known brands in order to manufacture high quality products locally to maintain its position as the dominant beauty products provider of the country.

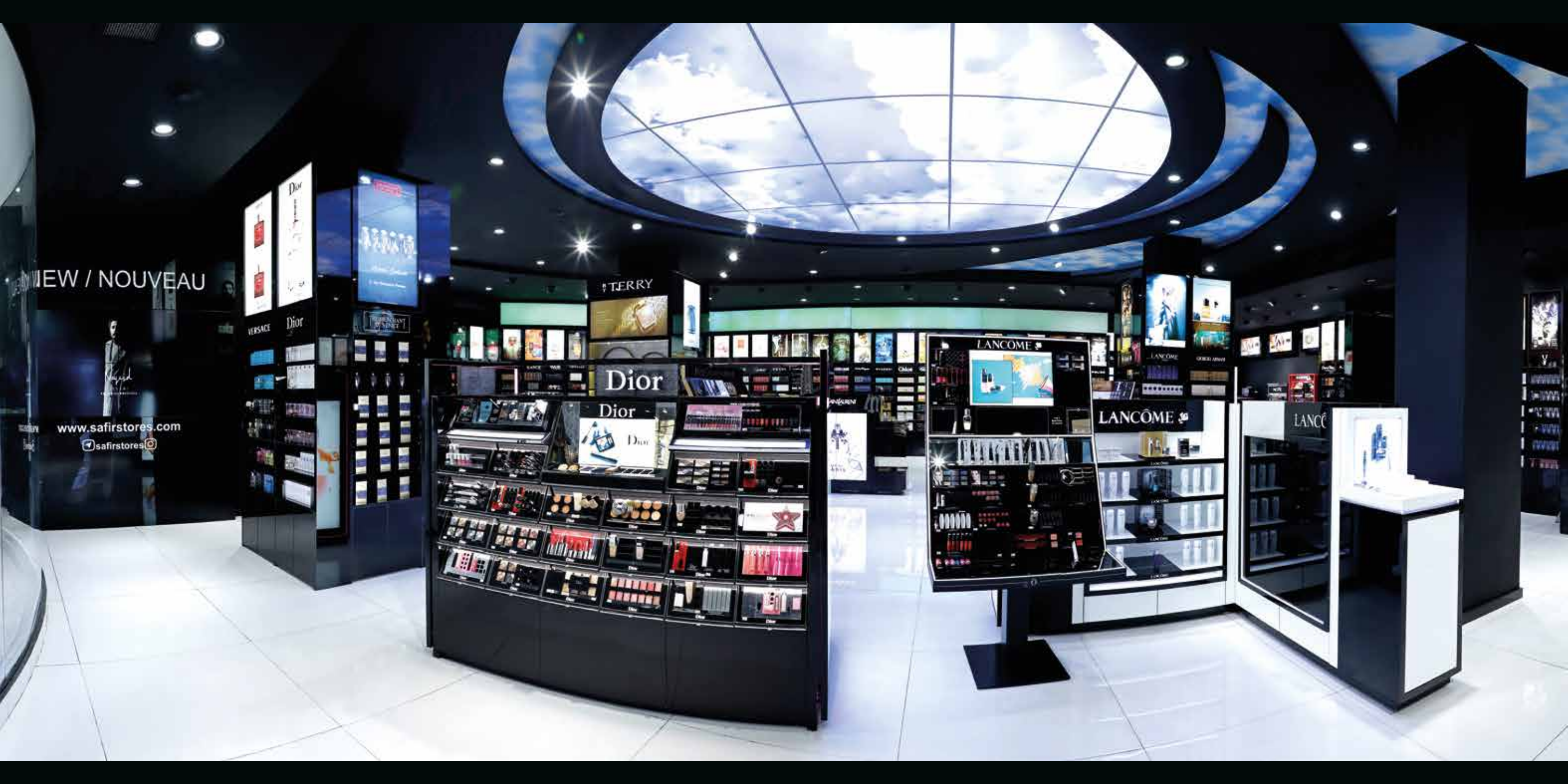
Mission: Prestige Holding is the pioneer of producing, importing and distributing beauty products in Iran. The holding commits itself to provide customers with the highest quality products in order to meet everyone's expectation and also to ensure that every single product on the shelves has passed the strictest quality controls. Prestige Holding is closely working with its international partners to select their best products, either to import or to produce locally, to stay as the largest and greatest beauty holding of Iran.

Vision: Improvement never stops! This is what distinguishes us from our competitors. From the very first year of establishment, the philosophy of continual improvement has been integrated in every decision made by the holding. Prestige Holding strives to exceed the expectations of the customers by introducing innovative and revolutionary products and services. The holding will maintain its upper hand in production, importation and distribution through wisely-made decisions and timely-taken actions. The final outcome will be keeping a decent balance between importation and production, a determining factor in success or failure of any commercial entity.



In early 2010, Prestige Holding opened its own beauty chain store named Safir Stores. Safir is the pioneer and forerunner of Iran's beauty market. It is the first and biggest chain store for beauty products in the country. Also, it is worth noting that the concept of "Self service shopping" was firstly introduced by Safir to Iranian people. The retail outlet chose "Vision of Luxury" as the slogan, which was then proven to be quite appropriate regarding the quality and standards of shopping provided to customers in the stores. Safir is not limited to the capital city and is present in many major cities all over the country. The word "Safir" in Persian means "Ambassador" and the chain store is the ambassador of beauty for customers. The logo is inspired by Eiffel Tower (acting both as letter "A" in "sAfir" and reminiscent of Eiffel Tower) which is a symbol of France as the Land of Beauty Products. Thanks to the professional beauty advisors in stores, customers will always get what they really need and every single element inside the stores conveys the feeling of luxury to ensure the best shopping experience possible.



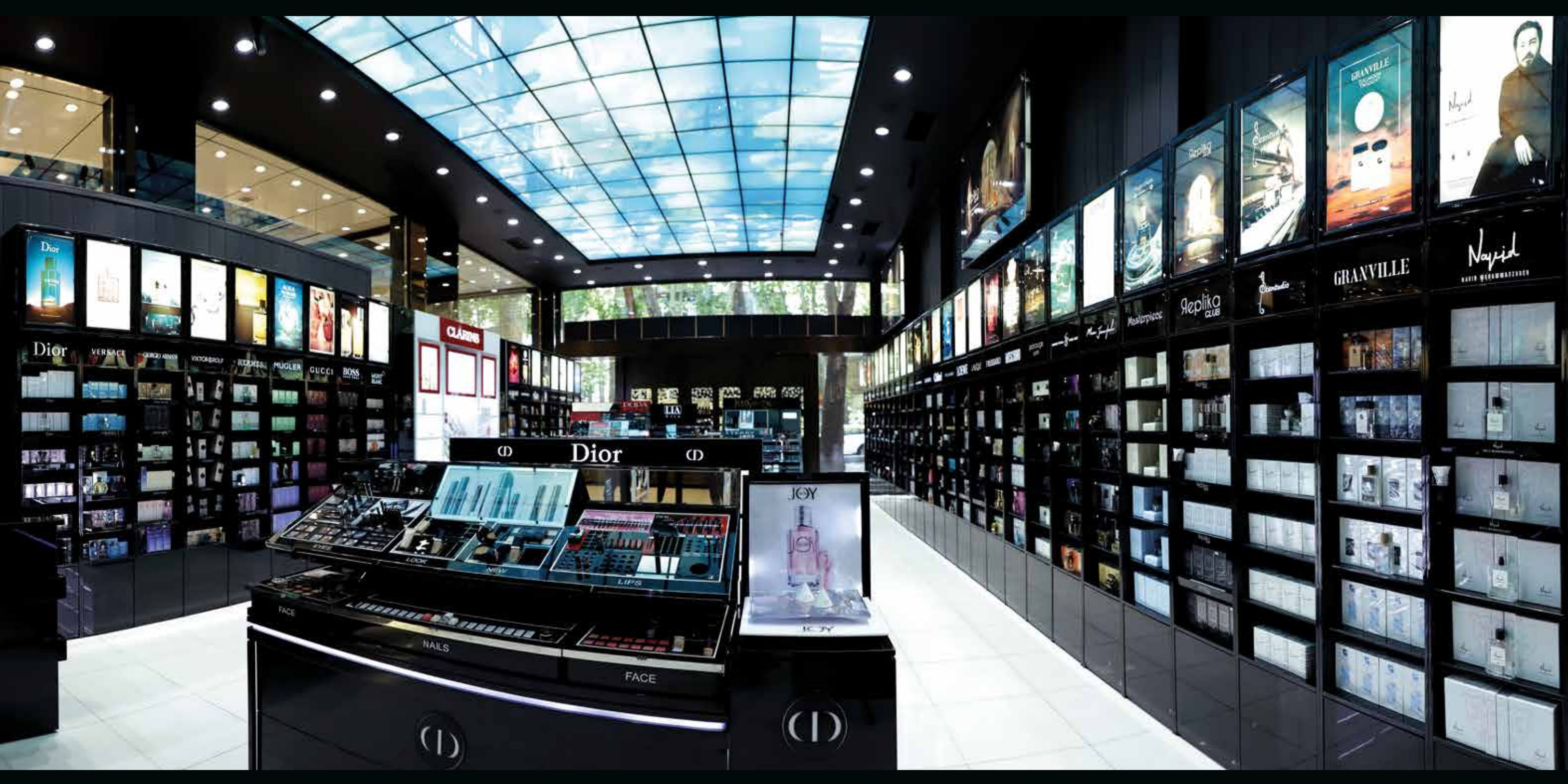


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Dior



VERSACE



GUCCI



MUGLER



HUGOBOS



HUGOBOS



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Shana Atr Company was established in 2013 and is specialized in perfumery. The company has been granted international licenses and also holds certificates of Iran Ministry of Health for perfume production. The factory is located in Payam Special Economic Zone in Alborz province and sports biological and microbiological laboratories of its own which are approved by health authorities of the country. Shana Atr products are being carefully monitored and tested by health experts to meet international standards. Domestic market is the primary target for Shana Atr products and there is a well-prepared plan to enter into Middle East market in near future as well.

While importation is believed to be the key for introducing new technologies and products to a country, every nation needs to rely on its own industries to decrease unemployment rate and increase economic growth. Prestige Holding created a decent balance between importation and production by a systematical transition from first steps (importation) to the last steps (production). With more than 28 years of experience in beauty market and the confidence gained throughout these years, Prestige Holding believed that the time had come to step into the world of production. Creating high quality products in Iran that meet international standards has always been a goal for Iranian companies. Now, three subsidiaries of Prestige Holding (Shana Atr, Oxin and Abgoon) have begun local production. Some internationally-recognized companies have already started their investment in Iran to bring their production lines to the country. Prestige Holding and all of its subsidiaries are committed to perform quality controls in the strictest way possible to ensure that a high quality product is presented to the customers.



Sales and Distribution

Perfume components

NPH&I's power of distribution which has been earned from a 28 years of experiences, now opens another way to a proper business. This time our purchase and sales experts have targeted the components and raw materials related to production of any kind of fragrances, for anyone. We believe in collaboration with field partners, by providing them what they think is better to be delivered from an expert community. NPH&I not only purchases raw materials for its production projects (including Perfume bottles and its standard belongings, Primary packaging, Soft/Hard boxes on Secondary packages), but also outsources and provides other factories and business partner the best materials ever there is. This makes us a major player of its kind.



Purchase and Distribution of such materials, makes us to gain more experience on production basis and to monitor and fix every little fracture aiming for a top quality finished product for the market and marketers.

Since 2 years ago, NPH&I added this segment to its activities and over this period, the numbers say it all. Over 1.5 M perfume bottles per year!

We have faith in our market capacity, and we wont hesitate for more.

سپهر

After years of successful partnership with international companies, Prestige Holding decided to bring its experience to the stage by introducing a prestigious perfume named "Téhéran de Leila Hatami". Leila Hatami is an internationally recognized actress of Iran and the winner of Best Actress Award in Berlin Film Festival (2011). The perfume is co-produced with Robertet Group France (the world leading supplier of raw materials for perfumery and co-producer of top selling perfumes for international celebrities) and enjoyed a tremendous sale record upon its debut. "Téhéran de Leila Hatami" is currently among the bestselling perfumes in the market and is believed to become one of the iconic perfumes in Iran. Using high quality raw materials, cooperating with experienced experts of Robertet Group France, putting so much effort in final quality control, detailed market study and appropriate pricing helped Prestige Holding to achieve what it was craving for.



Nayid
NAVID MOHAMMADZADEH

Moving forward in local production path, SHANA ATR has decided to step in collaboration with its another celebrity and creating a fragrance under his name "NAVID MOHAMMAD ZADEH".

He surely is a recognizable figure in cinema industry who has been nominated and won many international awards on important events. His high skills in acting and performing makes him one of the most admirable actors of the decade. Also his high engagement rate on social media with above 8.6M follower was a suitable choice to create this fragrance line.

This was another great achievement developing one the high end local products by using fine materials, great conceptual design and presenting it throughout the entire sales network with many different marketing activities. Initially two fragrances have been created, Navid Mohammad Zadeh for him and for her. A pair of delicate smell aligned with a Kurdish tiger as its identity which Navid considers this concept as his roots, from where he was born and raised. The hype of the launches, by collaboration of both parties was extraordinary. Resulting a promising feedback, gaining social media awareness, and engaging final consumers to the brand. All these made the product a huge launch and a very successful event in the group. Thanks to the efforts for its minimal, trendy, chic design, packaging and good smell.

Our plan is to continue this brand by presenting more lines in near future.



THE NEW EAU DE PARFUM
FOR HER AND FOR HIM



Beautiful nature of Granville

Despite of the fact that a luxury perfume is mandatory for perfume lovers, we would also need affordable perfume which could cover all type of clients as well. That's why we produced a beautiful collection based on nature and we named it Granville after two of the most beautiful places from two different countries in diverse continents in the word, Canada and France. Granville Island in the heart of Vancouver, is a trendy district with restaurants, theatres and art studios on the south side of False Creek under Vancouver's Granville Street Bridge and in the other hand, Granville commands stunning views of the bay of the Mont Saint-Michel from its fortified headland. Enjoy this seaside resort's lively fishing port, medieval upper town and museum dedicated to local celebrity Christian Dior, or catch a ferry or sailing boat from here out to the magical Chausey Islands, just 15km away. Below references already launched and we have amazing surprises in near future. Two exquisite references speak of the feelings of Sunrise and Moonlight with long-lasting Juices. Fresh and fruity, body lotion and shower gel with the same smell we produced soy wax (compatible to the nature) candles to feed your soul after a long working day.



Replika CLUB

Following importation ban and limitation on entering beauty products to the motherland, lifestyle of the end consumers also have to change. Hence, we decided to produce a luxury fragrance line to provide the same feeling of selective worldwide fragrances to the people with the same quality.

Replika reminds you of the most familiar perfumes in your life and the spirit of fragrances from the most famous noses in the world.

Replika will be a twin for the most magnificent masterpieces in the world of fragrances, even with a better quality.

Reminiscent of past memories, like a canvas, will be the basis for creating your new one, Impressive and unforgettable fragrances in luxury packaging and at the same time far from cliché luxuries.

Replica "repləkə" in the literal sense, means "copy" and to make it more meaningful we used "K" instead of "C".

We already launched 5 references, and more will come shortly.

Tiny♥ means for the people who loves mentioned smell.



Реплика CLUB

Production of Familiar Scents
BAZAAR





Viva Vita

A brand about life.

A determined will, to overcome any challenge

Meaning Long Live Life that invites you to touch each moment of life, and then you make it the way you want.

Powerful and full of passion and love for successful, determined, energetic and strong-minded people.

Keep up with fashion and seek to build a healthy and beautiful mind and body.

A person who struggles every day to build his physical and spiritual strength and knows what he exactly wants.

Ready to face challenges and overcome them.

He is never disappointed and is full of enthusiasm.

The concept of viva vita (Long Live Life), actually, generously embraces the challenges and pleasures of life and turns them into an opportunity to reach perfection through effort, vitality and confidence.



VIVA
VITA

**HARDER
BETTER
FASTER
STRONGER**

Masterpiece

The term "Masterpiece" refers to an incomparable and valuable masterpiece made by human.

The brand, on the one hand, has introduced and praised amazing works of antiquity that have been commended by artists, experts, and historians to this day, and on the other hand, to pay homage to the art and civilization of this country, it has praised the extraordinary contemporary works that are like miracles.

The purpose of creating this brand is to acquaint more people with Iranian works of art.

According to Arthur Pope, the great contemporary art historian, and Iranologist: "Art has been a lasting gift from the Iranian nation to world history."

The brand currently has 5 references



Scentudio

Perfume and music are both creative embodiments of human emotions. While experiencing these two amazing works, a deep connection is established with our inner soul and it suddenly leads us to a specific sense or memory. So, before we can process it logically, we feel it instantly. These two wonders are beautifully and artistically combined by Scentudio.

Just as the skillful connection of notes creates a pleasant piece of music, so does the ingenious combination of olfactory notes give rise to a soul-relaxing scent.

And indeed, each piece of music has a scent.

Which music do you smell?

His Piano Eau de Parfum by Scentudio is a woody, oriental fragrance for men. His Piano was launched in 2022 by this Iranian brand. This men's fragrance touches all our inner feelings, like the glorious sound of a piano. Her Violin Eau de Parfum by Scentudio is an amber, floral, and woody fragrance for women. Her Violin was also launched in 2022 along with the men's fragrance of this Iranian brand. Like the pleasant sound of a violin, this women's fragrance leads us to a luxurious, dreamy, and peaceful world.

Scentudio

His Piano & Her Violin



Symphonies of Emotions



Like stepping into a wonderland, entering the mysterious world of scents will surprise you. It is as if it bridges your soul and enters the deepest emotional layers inside you, giving a new color to your soul. With its special concept, each perfume tells a unique story, as if it touches the soul of its audiences with its charm and invites them to its wonderful world.

In fact, perfumes are created with various stories for people with different characteristics, and just when a person is attracted to a scent, an amazing moment occurs. Because the ingredients and characteristics of the perfume reveal this desire and interest, its captivating notes dance in his soul, and a deep bond is created. With an innovative idea, the BC creative brand deals with one of the most important factors that determine the personality and behavioral characteristics of each person in order to achieve a scent that is in perfect harmony with each person's personality. Inspired by the blood type personality theory, this brand artistically creates fragrances. As each person's personality flows in his veins, his unique nature is also felt in his perfume.

The influence of blood group on each person's personality Humans have four different blood groups: O, B, A, and AB Research on the personality of people with different blood groups indicates that each of these groups gives people unique characteristics that distinguish them from other groups.





SHANA ATR has step up to the colorful world of cosmetics by launching the new brand LIA VITO nail polish. Since its launching on 2020 , LIA VITO has been offering a vast range of magical and various shades of nail polishes to the women . LIA VITO has more surprises on the way and happy to tell you that the best is yet to come.





Two attractive LIA VITO eyeshadow palettes with two unique range of colors which create different and diverse makeup results.

Each palette containing 10 attractive shades creates a different make up look in your eye makeup. Each of the colors conveys the feeling and mood of its shades to the audience with its name. ENIGMATIC ISLAND

The combination of warm and fiery colors in this palette evoke the color of sky at sunset in a dazzling island. Also the names of shades that remind us the beauty and uniqueness of Iranian islands. HYPNOTIC DESERT The combination of colors that reminds the charm of mysterious nights at the desert. Shades which are similar to the red flames in the darkness of the night that stand out on the golden sands of desert. Name of the shades that all refer to the desert and its boundless beauty.



LIA Vito

HYPNOTIC DESERT

Eyeshadow Palette

SCAN SKIN

LABORATOIRE DERMATOLOGIQUE

Meet your match

The Scan Skin brand exploratory seeks to meet the needs of the skin. Its prominent features include deep penetration and various active ingredients to provide everything that a healthy and beautiful skin needs. In the professional formulation of this brand, various techniques have been used to increase the penetration depth and deliver the active ingredients to the target tissue in order to achieve optimal performance by using the minimum active ingredient. All products contain antioxidant compounds that reducing adverse effects of free radicals and air pollution. being Multi-active & Bioavailable is the summary of these products. The values of Scan Skin are defined in three principles: effectiveness, pleasure and peace of mind.



HEALTH DROP

It's more than a drop

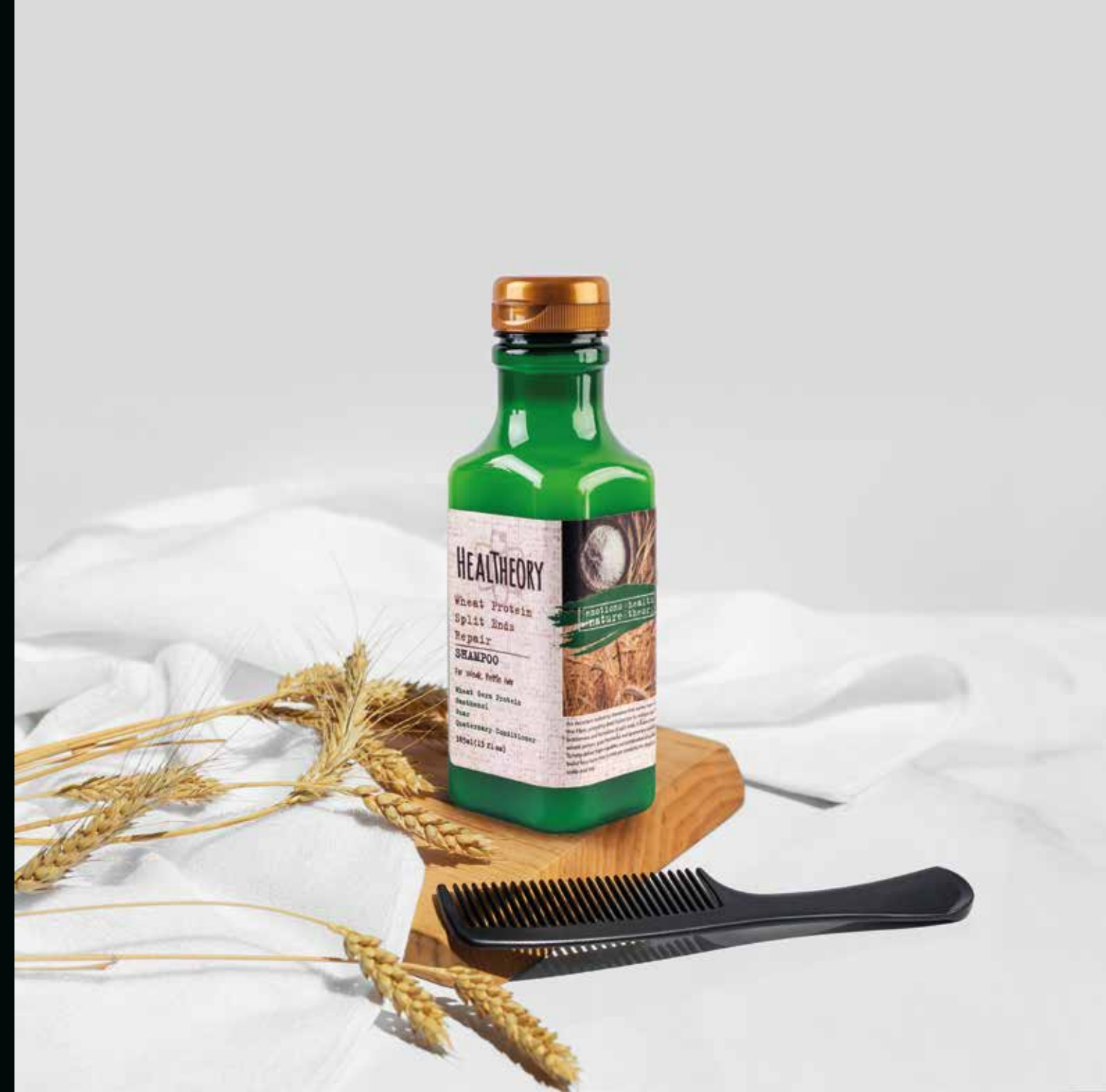
Health Drop is a brand specialised for hair and scalp treatment. The name of this brand is derived from drops that have special properties and contribute to the health of skin and hair. These products guarantee the health and beauty of your hair by having various active ingredients and professional formulations. The core values of this brand include: effectiveness, delight and safety. Health Drop is a multi-active brand with effective herbal extracts and peptides which pursues maximum effectiveness to reach the goal of treatment. Easy combing and making a feel of comfort, softness and radiance along with high compatibility with skin and hair, makes the use of them enjoyable. These products are SLS Free, SLES Free and Paraben Free so you can use them with tranquility and security of mind.



HEALTHY

Health theory for your valuable happiness

The beauty issue has long been considered by human beings and today it is one of the most controversial demands, especially among young people. But it won't be possible to reach without addressing the pillars of health. As its name suggests, Healthy brand deals with theory of health. As the approach of today's society, move the more towards health and consumer the factors affecting it, this brand has provided conditions for the audience to Look at the beauty that they are looking for. In fact, the brand philosophy is to achieve beautiful and healthy skin and hair without the need for drug treatments or the use of traditional (herbal) methods, which is usually less attractive to the younger generation. We heard the sound of your demands and responded to it. Therefore, each person chooses the right product according to their needs and easily achieves the desired result.



dermaplus[®]

DERMAPLUS GUIDE TO TOPICAL POPULAR VITAMINS IN SKINCARE

We blend together a powerful cocktail of pure skin nutrient vitamins, plant-based botanicals, antioxidants, hydrolyzed proteins, amino acids, fatty acids, anti-inflammatories and natural moisturizing factors to create Dermaplus products for excellent function of cellular redox system to achieve healthy looking skin. Newly formulated products to support skin in all aspects to treat wrinkle, age spots, acne and skin dehydration to have succulent skin and more beautiful appearance, rejuvenate skin and prevent aging signs development.



trichoplus[®]

HAIR THERAPY

Anti Hair Loss & Growth Promoter Products

Effective for hair and scalp disorders such as androgenic and non-androgenic hair loss or hair loss due to dry or oily scalp specialized for men and women with stem cells secretions technology, signalling peptides penetration enhancer molecules.

SCALP THERAPY

Anti Dandruff & Scalp Care Products

A new generation of hair care products for scalp disorders such as dandruff, excessive dryness and greasy scalp to revive, support hair follicles and improve hair health and beauty by employing natural and herbal ingredients to control the disorders.

HAIR CARE

Keratin Therapy; Hair Protector & Rejuvenator

New generation products for keeping hair beauty and healthy, new way to tame rough and unmanageable hair! formulation based on multifaceted proteins, totally compatible with scalp, keratin protector and specialized for natural hair styling.





Abgoon Company is a subsidiary of Prestige Holding which has a broad line of skincare products that are made inside of Iran. The main facilities are located in Qeshm Island and the machineries have been supplied from the best international equipment providers. The company is among few domestic skincare producers and local production helped Abgoon to create an excellent balance between price tag and quality. Abgoon has been granted all necessary health certificates from Ministry of Health and the factory is also operating under high level of standards defined by international consultants and national health authorities. The company is currently capable of producing 720Ton liquid products and 180Ton semi-solid products per year.





Focus on your health

Two decades of successful cooperation with the 15 best European brands and continued presence in the biggest pharmacies throughout the area, Mahtab Kish Company produces skin and hair care products named DERMAL FOCUS in order to support the development of national production and economic prosperity of our beloved homeland, Iran, that with the wisdom comes from the experiences and scientific discoveries of renowned professors and dermatologists all over the country and by using reliable supplies of qualified raw materials in production, it will pave the way for the name of Dermal Focus to shine in domestic and global markets. Cooperation with a reputable laboratory in France, ensures excellent quality and careful monitoring of dermal focus products so consumers can benefit from the best skin and hair care products with peace of mind.





اوکسین داروی وشت
Oxin Darou Vesht

Oxin Darou Company is the pharmaceutical company of the group and a subsidiary of Prestige Holding. The company was established in 2012 and its products are distributed in more than 5000 pharmacies throughout the country. The key to success for any pharmaceutical entity is quality and Oxin Darou started its production line in cooperation with the most famous and greatest names of the industry. DSM Corporation and Merck Group are among top international partners who supply raw materials for the company while Pierre Fabre medical products are imported to Iran by Oxin Darou. Different types of medicine are produced in highly equipped facilities of Oxin Darou and its factory and laboratories are well-prepared for future development and expansion.



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