

ECONews Members Initiative

Atelier Beautanique began in 2020 with a straightforward goal: crafting top-quality skincare products using only natural ingredients. We aimed to offer Lebanese consumers a local alternative to pricey imports while positioning ourselves as a luxury brand internationally.

Already, we've expanded to three countries and aim to grow further in the region.

Our mission is clear: provide effective skincare solutions without the harmful extras. No synthetic additives just pure, natural goodness. Our product range covers essentials like cleansers and moisturizers, all focused on simplicity and efficacy.

What sets us apart? It's our focus on quality, transparency, and sustainability. While other brands might use fancy marketing tactics and synthetic ingredients, we keep it real with authentic, natural products. Plus, we're committed to eco-friendly practices, using sustainable packaging and responsibly sourcing our ingredients.

In terms of spreading the word, we use a mix of digital marketing, influencer partnerships, and events to connect with customers. We want to build a community around our brand and let everyone know about our amazing products.

Since our launch, we've achieved significant milestones expanding into multiple countries and gaining recognition for our products and sustainable practices. Looking forward, we're focused on growth, adding more products, and staying true to our values of quality and sustainability.

Watch out, skincare industry , Atelier Beautanique is on the rise!

www.atelierbeautanique.com



The Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML) is a non-profit private organization working for the public benefit.

Established in 1887, the Beirut Chamber is the largest and most influential business organization in Lebanon with a membership roaster exceeding 10,000 SMEs and young entrepreneurs.

The Chamber provides a wide array of support services, targeting the achievement of the UN Sustainable Development Goals (SDGs 2030) namely Decent Work & Economic Growth, Inclusive and Quality Education, Youth Empowerment and Gender Equality.

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