



**PARS HAYAN**  
Pharmaceuticals

Innovation, entrepreneurship and social responsibility

Our path toward  
sustainable beauty



# Global Goals

01

Expanding to CIS & MENA  
Markets

02

Strategic Partnership with  
multinational companies

03

Customized products for  
different regions



**Pars Hayan** is one of the largest manufacturers of Personal Care, Skin Care, SunCare and Cosmeceutical products in Middle East and serve millions of customers in Iran, Middle East and CIS region.

Established in **1982** by Dr. Roghieh Gouloubandi and Dr. Zahra Gouloubandi, two renown scientists, researchers and University Professors.

Pars Hayan is known for innovation, entrepreneurship and social responsibility

Over **1700** employees of whom more than **700** people work in marketing and sales department.

Product Portfolio consists of more than **800** SKUs under **14** Brand names.



“

## Our Mission

Pars Havan's mission is to provide all women, men, kids and babies with personal care products that fulfill their ambition and quest for well-being and sustainable beauty. Our commitment is to develop effective, safe, innovative and environmental-friendly products that are trusted by consumers and recommended by dermatologists, healthcare and beauty professionals.

”

“

## Our Vision

Sustainability is vital to our business this is how we can continue to fulfill our commitment to our people, consumers & society through sustainable environmental and social responsibility initiative.

We continue to engage further with consumers to anticipate their needs to improve their lives, pursue excellence through innovation, modern and eco-friendly practices, raise awareness about natural beauty and well-being through communities and inspire, train and support our employees to achieve their aspirations.

”



# Our Values

## Respecting Environment

To use natural material and packaging

## Integrity and Transparency

To be truthful to ourselves and our customers.

## Accountability and Responsibility

For our consumers, employees, stakeholders and environment.

## Collectivism

We work together and think together.

## Individualism

To blossom each of our employees' potentials holistically.

## Innovation

To value and invest in research and development, support innovative minds and to extend and fortify relationships with universities and research institutes.

## Respecting our customers

To treat ourselves and our customers with respect and dignity.

## Quality

To dedicate all our knowledge and efforts to produce high quality products focused on our consumers' needs.

**We are active  
in 7 divisions  
and Business  
Sectors :**

- 1- Personal Care (Mass & Masstige)**
- 2- Cosmeceutical (Functional &RX)**
- 3-Professional&Premium Masstige**
- 4-Nutraceutical&Pharmaceutical**
- 5-Home Care**
- 6-Logisitic (Cross Dock)**
- 7-Strategic Partnership**



**OUR BUSINESS**



# Ardene

Launched in 1991, Ardene is the first line of Cosmeceutical products ever introduced to the Iranian market. Ardene is a pioneer in sun care segments, and its sun care products has kept its position amongst popular brands in Iran with high consumers awareness and enjoys a significant loyal customer base. Ardene's target groups are all age groups, genders and families with low-medium to medium income.

Four brands are associated With Ardene:





# Ardene® EXPERT AGE



## Ardene® EXPERT AGE

Launched in 2010, Expertage is a rejuvenating and anti-aging group of products targeted at Women over 40 with medium to medium-high median income, many of them Ardene's loyal customers.

# Ardene®

## C-FACTOR





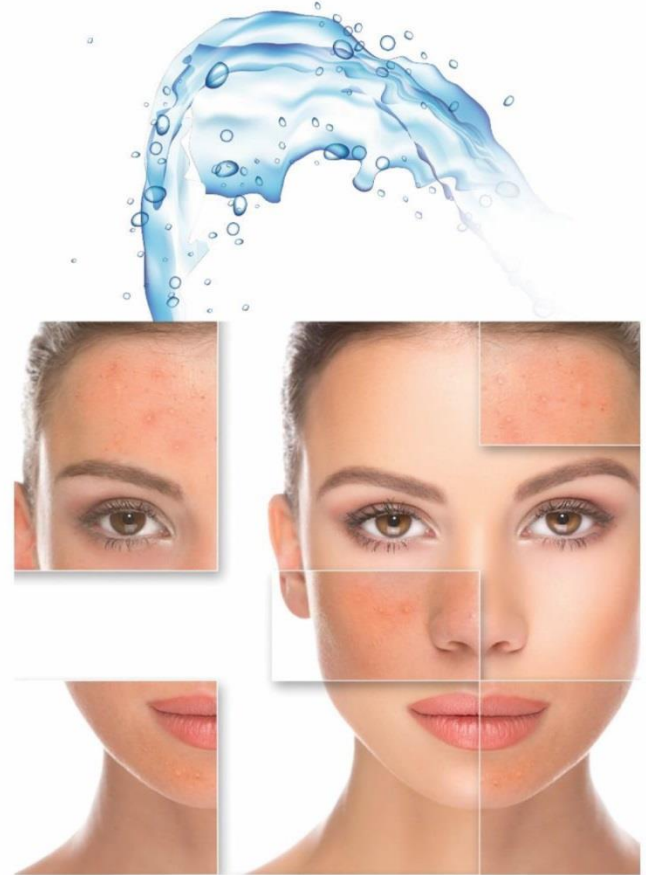
## Ardene® ATOPIA

launched in 2018, Atopia is the result of Pars Hayan's efforts in responding to the population of children and adults with problems caused by skin dryness and eczema.

Atopia products are based on the formula of a complex of natural moisturizing factors and 100% pharmaceutical ingredients, and without any high-tolerance essential oils and preservatives that have successfully completed all in vivo tests.

## Ardene® SEBUMA

Launched in 2018, Sebuma has been formulated and developed to meet the needs of consumers with complaints of "oily and acne skin" and to help cure acne.





# FULICA

Launched in 2007, Fulica is a group of dermatological Haircare and Hair Fortifying products designed to address hair and scalp problems. We also supply our specialty line of Syntetic Detergent Bars (Pain Dermatologiques) under Fulica brand umbrella.



# HYDRODERM

Introduced in 2007, Hydroderm offers a variety of Cosmeceutical products such as skin care, sun care, body care, nail care, lip care, feminine care and baby care to medium income families.

Three sub brands are associated with Hydroderm:



## HYDRODERM *Lady*

A dermatological group of specialty products dedicated to Feminine and Maternity care.



## HYDRODERM *baby*

A group of skin care, hair care and body care products for babies and newborns.



Launched in 2018, Hydroderm Men is a group of skin care, Hair care and body care products for handsome and gentleman.



## Antiperspirants Deodorants for Men & Women

Launched in 2018, Antiperspirants Deodorants is a Hygienic products for Men and Women.

Using Hydrodem Deodorants you can experience freshness during the daily routing, activities and sport.





# sunSafe

A new generation of multiple action sun care products launched in 2011 targeting medium to upper medium income consumers.



# DERMA SAFE

Dermasafe, a sophisticated Dermatological line of skin care and hair care products, was launched in early 2014 targeting upper-medium income consumers.



**DERMA  
SAFE**

**ECZO-DERM**  
very dry skin

**Hydrating Surgras Pain**  
Face & Body

Octyl PEG-9, Primal-Hyal 300,  
Hydrating Cream 10%, Zinc PCA,  
Bisabolol, Oat Milk, Shea Butter,  
Chamomile Extract, Dexpanthenol

Free of parabens,  
sulfates, alcohol, phenoxyethanol,  
paraffin, Fragrance, pH ≈ 5.5

**DERMA  
SAFE**

**ECZO-DERM**  
very dry skin & scalp

**Ultra Mild**  
Hair & Body Wash

Face & Body

Primal-Hyal 300,  
Zinc PCA,  
Chamomile Extract,  
Oat Milk,  
Vitamin E

Relieves very dry &  
eczema & Atopic  
dermatitis, redness & itchy scalp  
irritation, itching &  
burning. Hydrating &  
soothing formula

Free of SLES/SLS,  
parabens,  
alcohol. Tested  
pH ≈ 5.5

Minimize  
irritation





Launched in 2011 .A herbal line of haircare and skincare products containing herbal extracts and essential oils.  
Target groups are medium income families, this brand is redesigned in 2019.



# Bio Marine

Bio Marine is launched in 2017 focusing on different treatment methods, advised by beauticians and beauty therapists.

From this point of view, Pars Hayan started to develop treatment-compatible products that could be used by clients at home. Bio Marine professional treatments will be available in many beauty salons and SPAs with complete range of products for face and body. It is the synergy of professional services and skincare products that results in beautiful skin, for which Bio Marine is renowned.







*New Product Launch*

CRAPET&UPHOLSTERY FOAMING SPRAY

SURFACE DISINFECTANT SPRAY

STAINLESS STEEL CLEANER&POLISH SPRAY

STOVE-GRILL&OVEN CLEANER SPRAY

DISINFECTANT MULTISURFACE CLEANER SPRAY

BATHROOM CLEANING FOAM

## Air FRESHENER

Sanitizer

Gemini

Aquarius

Scorpio

Mystère

Prairie

Bouquet







### **3 Models for Cooperation and Partnership :**

**1- Joint Venture Strategy : Manufacturing by Parshayan, Distribution By partner**

**2- Exclusive Brand Strategy : for partenr**

**3- Contract Manufacturing Strategy**



**Our services :**

**1- R&D (Stock Formulation,  
New formulation )**

**2-MOH Permissions**

**3-Procurement (Raw material  
and Packaging)**

**4-Production**

**5-Comprehensive  
Consultancy (Product  
Selection, Design,  
Distribution,...)**



## Quality Control and Quality Assurance

All raw materials are imported from well-known multinational suppliers. Enjoying a well equipped and advanced analytical labs, Pars Hayan is the first and only Cosmeceutical Manufacturer in Iran whose QC lab is accredited by the Iranian Ministry of Health, allowing the company to perform all the QC and compliance tests in house.

Since receiving the ISO 9001 certificate in 2006, quality management processes are diligently monitored, ensuring a sustainable quality of our products and services and all manufacturing processes are compatible with GMP requirements.



## R & D Strengths

Pars Hayan Laboratories have always a major concentration in research and development and consider everyday innovation in its growth model. With over 1000 professional formulations developed over the past 30 years, Pars Hayan Laboratories made itself well distinguished from its competitors.

Pars Hayan Laboratories has organized its Research and Innovation center as the first accredited laboratory in Iran by health ministry, in the field of cosmetics and personal care research and quality control activities.

Our R&D center integrates the activities of research, "development practices" and "market needs". So we try to understand the needs and preferences of our customers where beauty and personal care is concerned. Thanks to this integration between research and marketing, Pars Hayan Laboratories is able to offer its products that are adapted to different skin types, hair types and cultures.



# Our Manufacturing Capabilities





## Cream, Lotions & Toothpaste Production Lines



Lines	Machinery Model	Year	Capacity ton/Year	Products
Process Line 1	Arkan Machine - Iran	2015	1000	Cream / Lotion
Process Line 2	Arkan Machine - Iran	2010	1000	Cream / Lotion
Process Line 3	IKA - Germany	2010	1000	Cream / Lotion
Process Line 4	Arkan Machine - Iran	2014	1000	Cream / Lotion
Process Line 5	Fryma - Switzerland	2008	850	Toothpaste
Process Line 6	Koruma - Germany	2006	400	Toothpaste

Lines	Machinery Model	Year	Capacity Unit/Year	Products
Filling Line 1	Norden 400	2008	25/000/000	Cream / Lotion
Filling Line 2	Norden 400	2009	25/000/000	Cream / Lotion
Filling Line 3	Norden 700	2010	30/000/000	Cream / Lotion
Filling Line 4	Norden 700	2012	30/000/000	Cream / Lotion



## Shampoo Production Line



Lines	Machinery Model	Year	Capacity ton/Year	Products
Line 1	Pneumatic 12 Nozzles -Janner Co	2008	4500 ton	Bottle Shampoo
Line 2	Hydraulic 16 nozzles	2012	2500 ton	Bottle Shampoo
Line 3	Valian co Tube Filler	2013	2500 ton	Tube Masks, Shampoo

Line	Year	Capacity
Process Line 1	2010	3500 ton
Process Line 2	2010	3500 ton
Process Line 3	2007	1750 ton
Process Line 4	2015	1750 ton

## Pain & Soap Line



Filling Line	Machinery Model	Year	Capacity Unit / Year
Line 1	Garybaldy - Italy	2008 renewed	3/000/000



## Lotion Filling Line



Filling	Machinery Model	Year	Capacity Unit / Year
Filling Line 1	PKB France	2006	10/000/000
Filling Line 2	Janner Iran	2011	10/000/000

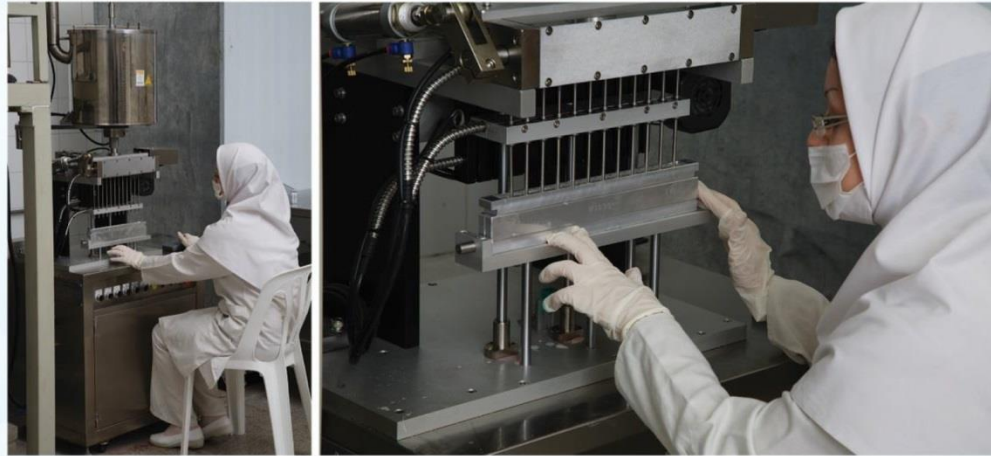


## Jar filling line



Line	Machinery Model	Year	Capacity Unit / Year
Line 1	Janner-Iran	2012	15/000/000
Line 2	Kalix-France	2000	15/000/000

## Lip care Filling Line



Filling	Machinery Model	Year	Capacity Unit / Year
Filling Line 1	Yu-Hao Taiwan	2009	5/000/000



## Nail Care Filling Line

Filling Line	Machinery Model	Year	Capacity Unit / Year
Line 1	Yu-Hao Taiwan	2009	5/000/000



## Capsule and tablet line



Filling	Machinery Model	Year	Capacity Unit / Year
Filling Line 1	Tablet press	2017	20/000/000
Filling Line 2	Capsule filling machine	2017	20/000/000

# Accreditations

In Process:

HACCP: TUV NORD

## **ISO 9001 : 2008 / 2005**

Quality Management System

## **ISO 18001 : 2007 / 2011**

Occupational Health and Safety Management System (OHSAS)

## **ISO 14001 : 2004 / 2013**

Environmental management systems

## **URSA : SGS / 2017**

## **ISO 17025 : 2005 : NACI / 2016**

requirements for the competence of testing and calibration laboratories

## **ISO22716 (GMP) : TUV NORD / 2018**

## **ISO 27001 : 2013 / 2017**

security management system

## **ISO 10001 : 2007 / 2017**

## **ISO 10002 : 2014 / 2016**

Customer Complaints

## **ISO10004 : 2012 / 2016**

Customer Satisfaction

## **ISO 10015 : 1999 / 2016**

Training

## **IMS Integrated Management System**

**Iranian Ministry of Health's  
"Accredited and Reference QC Lab"**

**Observing Participant at ISO/TC 217  
Suncare's Technical Committee**

# Awards & recognitions

## 2019 ,2020,&2021

Golden Award of Safe and Healthy Products

## 2018

global understanding – Iran regional action center

## 2018

Social health commitment – Qazvin Provincial Authority

## 2017

Gold status winner, Iranian national exporter of the year in cosmetics sector, ministry of industry and commerce

## 2017

Nutrition and health public influencer award, ministry of health

## 2016

sustainable Quality award management research and training center

## 2015

Distinguished Industrial Entity Award - Qazvin Provincial Authority

## 2014

Outstanding Customer Satisfaction Award: Iranian National Consumers' Association

## 2013

Distinguished Corporate Award - Iranian Ministry of Economy and Finance

## 2015

Distinguished Industrial Entity Award - Qazvin Provincial Authority

## 2014

Outstanding Customer Satisfaction Award: Iranian National Consumers' Association

## 2013

Distinguished Corporate Award - Iranian Ministry of Economy and Finance

## 2012

Work Place Safety Award - Iranian Food and Drug Administration

## 2011

Distinguished Industrial Entity Award - Qazvin Provincial Authority

## 2011

Silver Statue Winner, Iranian National Exporter of the Year in Cosmetics Sector, Ministry Of Industry and Commerce

## 2010

Industry Pioneer Award: Qazvin Provincial Authority

## 2010

First Prize Winner, Iranian National Exporter of the Year in Cosmetics Sector, Ministry Of Industry and Commerce





“

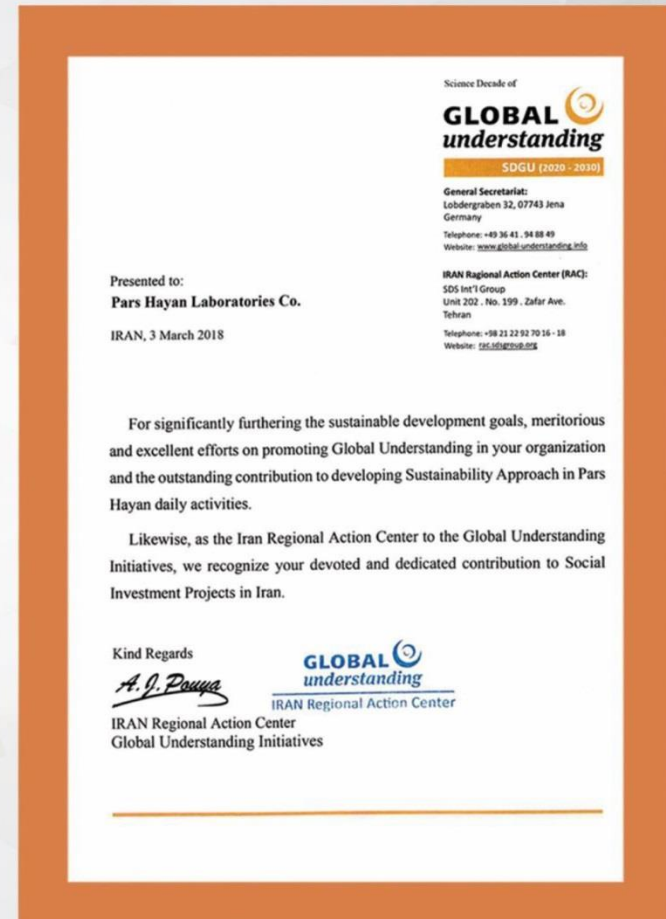
## corporate social responsibility 2018

We started to define all of our organizational efforts on promoting Global Understanding and sustainability approach in 2018. So Pars Hayan is committed to declare and implement all actions considered for sustainability improvement.

”

### CSR goals:

- Creating job opportunities for individuals and businesses without any discrimination
- Raising awareness of society's health and well-being knowledge
- Building schools in undeveloped areas.
- Support charities
- Reducing emission by upgrading production facilities
- Giving preference to sustainable resources







## Health & well-being

"Millions suffer from Eczema, let's do something together" - *Atopia's motto*

Pars Hayan committed to train rural population and give them enough information to keep from sun rays and skin dryness, as the main factors of skin cancer. As we have a close relationship with dermatologists and health centers across the region, we financially support advanced skin disease cases in deprived areas.

One of our social works for children is to increase their awareness of how to protect themselves from sun rays and how to prevent from skin dryness and eczema.

## Sustainable resources, Strengthening rural woman

"Say No to unrecyclable gifts!"

We decided to stop adding more plastic to environment. And supply our marketing gifts from local handicraft makers to raise life style of rural women and keep the environment cleaner. all materials are locally supplied from nature.







*We respect,  
all family members  
We consider,  
their well-being needs  
We give,  
natural beauty to them*