



WABI
MAKE UP

NO.1

IN GREECE

PREMIUM
MAKE-UP
BRAND


GREEK MAKE-UP
PRODUCTION COMPANY



CRAFTED IN GREECE



THE COMPANY



WABI Beauty is the No.1 Greek makeup and cosmetics brand, based in Athens. Over the past five years, it has successfully developed more than 700 new product formulas.

With a strong focus on quality, **WABI Beauty** has built an integrated Research & Development team that analyzes global beauty trends and creates innovative cosmetic formulas tailored to the needs of international consumers.

WABI CULTURE

WABI Beauty was inspired by a belief every woman should hold about herself:

To feel (W) Wonderful, (A) Amazing, (B) Beautiful, and (I) Inspiring.

WABI Beauty makes its mark in the world of makeup and beauty with its own bold statement.

PROFESSIONAL

- WABI develops makeup products designed to meet **professional standards**, delivering high performance, long-lasting wear, and reliable stability. As a Greek cosmetics manufacturer and brand, we invest in advanced formulations that respond to the demands of beauty professionals — from makeup artists and beauty studios to editorial shoots and long-hour applications.
- Each WABI product is created to ensure flawless results, easy application, and consistent performance under real professional conditions. Our philosophy is rooted in combining quality, expertise, and modern aesthetics, producing products that function as **true professional beauty tools**.



MILESTONES

Products: 20
P.O.S.: 0
Stores: 5
Countries: 2

2021

Products: 470
P.O.S.: 45
Stores: 10
Countries: 2

2023

Products: 680
P.O.S.: 105
Stores: 13
Countries: 5

2025

2020

Products: 210
P.O.S.: 15
Stores: 7
Countries: 2

2022

Products: 630
P.O.S.: 95
Stores: 12
Countries: 3

2024

Products: 700+
P.O.S.: 120+
Stores: 14+
Countries: 6+

GROWTH

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E SHOP **WHOLESALE** **RETAIL**

+380 %

+330 %

+450 %

For the last 5 years (2020 – 2025) WABI Beauty succeed and overcomes the targets in all the channels of distribution.

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THE FACTORY

- The WABI Beauty factory is equipped with cutting-edge technology and modern production machinery. All products undergo strict quality and safety control procedures, and the company has achieved certifications such as ISO 22716.
- Its highly qualified staff and advanced technological infrastructure give WABI Beauty a significant competitive advantage. The company produces 100% of its products in-house, enabling rapid merchandise renewal and swift launches of new, innovative products that are both high-quality and competitively priced.



THE PRODUCTION

- WABI Beauty researches, develops, and manufactures safe, certified products that align with the most popular beauty trends. Its product range includes innovative makeup formulas in a wide variety of colors, facial and body care cosmetics, beauty fragrances, and accessories.
- Thanks to its vertically integrated production facility, WABI Beauty remains highly competitive, as it independently manufactures all of its makeup, cosmetics, and fragrance products — without reliance on external suppliers. This autonomy allows WABI Beauty to introduce new, high-quality products quickly, gaining customer trust and satisfaction.

PRODUCT MIX

CREATIONS THAT GIVE EVERY WOMAN THE OPPORTUNITY TO EXPRESS HER STYLE AND PERSONALITY!

The revolutionary product mix of WABI Beauty includes:



Innovative makeup formulas in a wide range of colors for every style



High-quality face and body care for every skin type



A wide selection of beauty fragrances and accessories



The vertically integrated production available to 'WABI Beauty' puts it in an advantageous position to renew its range at a speed that anticipates demand and wins the satisfaction and confidence of all its customers.



MAKE UP



BODY TREATMENT



FACE



PERFUMES



NAILS



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DISTRIBUTION CHANNELS



Retail



Wholesale



E-shop



Exports



RETAIL (Owned and Franchised)

WABI Beauty's vertically integrated production model gives it the agility to refresh its product range ahead of market trends, ensuring customer satisfaction and brand loyalty. Its love for beauty is reflected in its uniquely designed stores, known for their modern aesthetics, comfort, and functionality.

These stores immerse makeup and beauty lovers in a world of innovation — offering a complete range of products distinguished by high quality and affordability. Experienced makeup artists are always available to advise customers and offer tailored guidance, enhancing the luxurious shopping experience.

All points of sale follow consistent architectural and design standards to ensure a pleasant, intuitive customer journey. Strategic lighting, modern equipment, and creative merchandising maximize product appeal and support effortless product discovery.



WHOLESALE

WABI Beauty is available both nationwide and internationally through a wide network of partner stores, including cosmetics shops, pharmacies, hair salons, and beauty centers.

The brand provides custom-designed display furniture, tailored for each product to highlight both the item and its tester.

A variety of stand formats and display proposals are available, based on the specific needs and layout of each retail partner.

We carefully design and implement merchandising solutions for every WABI Beauty location.

WABI Spring Collection

Get the most popular products from the collection together and get 10% discount!



WABI Elegance Compact Bronzer 03

9,95 €



WABI Matte Revolution Liquid Lipstick
– Red Fire

8,45 €



WABI Compact Highlighter
Champagne Sparkles

9,95 €

Add all products



E-SHOP

EXPORTS

Our company is dynamically investing in extroversion, continuously expanding its presence in international markets with the goal of strengthening our brand and meeting the needs of the modern global consumer.

In this context, we have developed a stable network of representatives abroad, which includes:





EXPORTS

Italy

Italy represents a key pillar of WABI's international expansion and one of the brand's most strategic markets.

Through an exclusive partnership with a local distributor, WABI has successfully established a solid and continuously growing presence, with a network of more than 300 carefully selected points of sale across the country.

The brand's positioning in the **Italian market** is built on a semi-selective distribution strategy, ensuring alignment with partners and retail locations that reflect WABI's philosophy, image, and quality standards.

The strong response from both partners and consumers highlights the brand's potential and confirms its ability to compete in one of Europe's most mature and competitive beauty markets.

EXPORTS

Czech Republic

WABI has successfully expanded into the **Czech market**, further strengthening its international footprint. Through a strategic partnership with a local distributor, the brand has developed a well-structured and growing network of approximately 80 professional beauty institutes, establishing a solid presence in the professional skincare segment. This targeted approach reinforces WABI's positioning as a trusted and results-driven brand among beauty professionals.

A key milestone in the **Czech Republic** is the operation of a dedicated WABI retail store in **Brno**, which serves as a flagship point of contact with consumers and a physical representation of the brand's identity, philosophy, and product experience.

Complementing its offline presence, WABI has also built a strong and high-performing e-commerce channel in the market. The local e-shop plays a crucial role in brand visibility, customer acquisition, and sales growth, supporting a seamless omnichannel strategy. The combination of professional distribution, retail presence, and a powerful digital channel positions WABI as a fast-growing and well-established brand in the **Czech market**, creating a solid foundation for further expansion in the region.

EXPORTS

Iraq

The development of WABI in **Iraq** is particularly significant, as it marks the company's expansion outside the European Union, demonstrating its ability to operate in diverse and more complex international environments. This step reflects the brand's adaptability, as well as its capability to meet different regulatory frameworks, consumer preferences, and market dynamics.

At the same time, WABI possesses all the necessary certifications, regulatory compliance, and technical expertise required for exports beyond the European Union. This know-how ensures that the brand can efficiently navigate international requirements, supporting a smooth and reliable expansion into non-EU markets.

Through its local partner, WABI ensures effective market penetration and consistent brand representation, building awareness and accessibility across key retail channels. The collaboration is focused on long-term growth, with an emphasis on strengthening distribution and gradually expanding the brand's footprint.

WABI's expansion into **Iraq** highlights its strategic vision to grow beyond established European markets and reinforces its ambition to become a globally recognized brand with a strong and growing presence in the Middle East.

EXPORTS

Cyprus

WABI has also established a strong presence in **Cyprus** through a strategic partnership with a local distributor, further reinforcing its footprint in the Eastern Mediterranean region. The brand's development in the Cypriot market is focused on a selective distribution approach, with particular emphasis on placement within pharmacies.

This targeted positioning aligns with WABI's commitment to quality, credibility, and dermo-cosmetic standards, ensuring that its products are presented in an environment that enhances consumer trust and professional endorsement. Through its partner's established network, WABI continues to expand its presence across key pharmacy points of sale, strengthening both brand visibility and market penetration.



EXPORTS

Lithuania

WABI has also expanded its international presence into **Lithuania** through a strategic local partnership, further strengthening its footprint in Northern and Eastern Europe. The brand's positioning in this market places a strong emphasis on the fragrance category, leveraging the growing consumer demand for distinctive and high-quality scent experiences.

Lithuania represents a new and strong presence in the Baltic region, with our local team bringing our products closer to the market. A partnership with dynamism and potential.

MARKETING

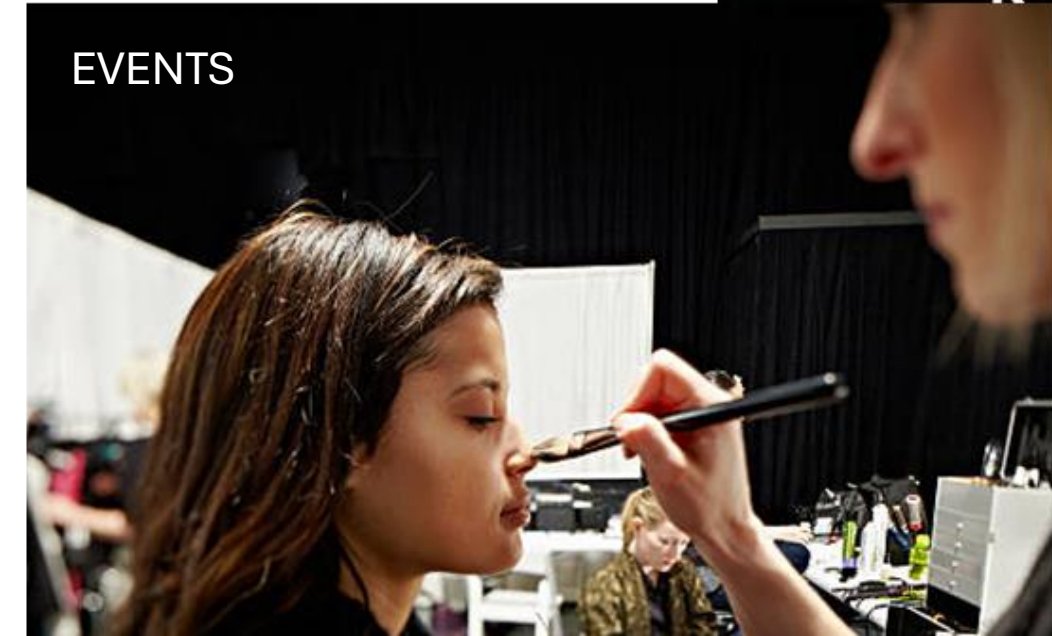


TV

Through our omnichannel marketing strategy, we embrace a customer-centric approach that unifies all sales and communication channels.

This ensures a consistent brand experience across physical stores, mobile apps, and websites — allowing customers to engage seamlessly with the brand at every touchpoint.

EVENTS



R U WABI?



WABI gives **GREAT ATTENTION** to:



Environment



Sustainability



Local Communities

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www.wabibeauty.com

