



-417
Beauty you can sense

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-417では、ポジティブシンキングが心と体の両方を育む力があると信じています。私たちのラグジュアリースキンケアラインは、専門家によって開発および製造され、自然由来の成分、ビタミン、ミネラル、酸が組み合わせられ、目に見える、触れることのできる結果を提供します。20年以上の国際的な経験を持つ-417は、革新的なフォーミュラとクリーンコスメティクスへのコミットメントを組み合わせ、内なる力を引き出すグローバルなビューティーソリューションを提供します。-417は、外見と心身の両方を向上させるためにデザインされたブランドで、美しさを感じてください。

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- 長いバージョン (1ページ):-417の物語: 感じる美しさ -417では、美しさは表面的なものだけではなく、ポジティブシンキングと心と体を育むことから始まると信じています。セラピストでありアーティストのMoty Fridmanによって設立された当ブランドは、自己ケアの瞬間が身体的なリフレッシュだけでなく、より深いレベルで自分自身とつながる機会を提供するという信念に基づいています。これらの瞬間を通じて、私たちは感覚に集中し、肌をケアし、内なる平和を作り出します。この心のこもった自己ケアは、内なる強さと可能性を思い出させ、日常生活により大きな明瞭さと強さをもたらします。私たちのラグジュアリースキンケアラインは、自然由来の成分、ビタミン、効果的な酸、強力なミネラルを厳選し、精巧に作られています。これらの要素は、肌の外見と感触の両方を向上させるために、先進的で革新的なフォーミュラに結びついています。20年以上にわたる国際的なビューティーマーケットでの経験を持つ** -417**は、高品質でクリーンコスメティクスを提供し、目に見える、感じることのできる結果を約束します。私たちの製品は、国際的なチームの専門家によって社内で開発および製造されており、厳格な品質管理を維持し、国際基準を満たすことを保証しています。クリーンコスメティクスへのコミットメントは、私たちの豊富な経験と市場のニーズに対する理解によって支えられています。私たちは世界20か国以上に製品を提供し、イスラエルを含む多くの市場で展開しています。私たちの製品は、主要な薬局、美容チェーン、免税店、ホテルで購入でき、強力な物流の専門知識と効率的な配送システムによってサポートされています。自宅で私たちの製品を使用する場合でも、ラグジュアリースパで体験する場合でも、-417を選ぶ女性たちは、自己ケアの瞬間を通じてポジティブシンキングに取り組んでいます。これらの瞬間を大切にすることで、彼女たちは肌をケアし、内なる静けさを作り出し、自然な美しさを高めます。これが** -417**の力ですー「感じる美しさ」。



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- Background on the factory and exports abroad
- Collections
- BEST SELLERS
- Recommended series
- Registration
- Prices - an indication of some of our BEST SELLERS



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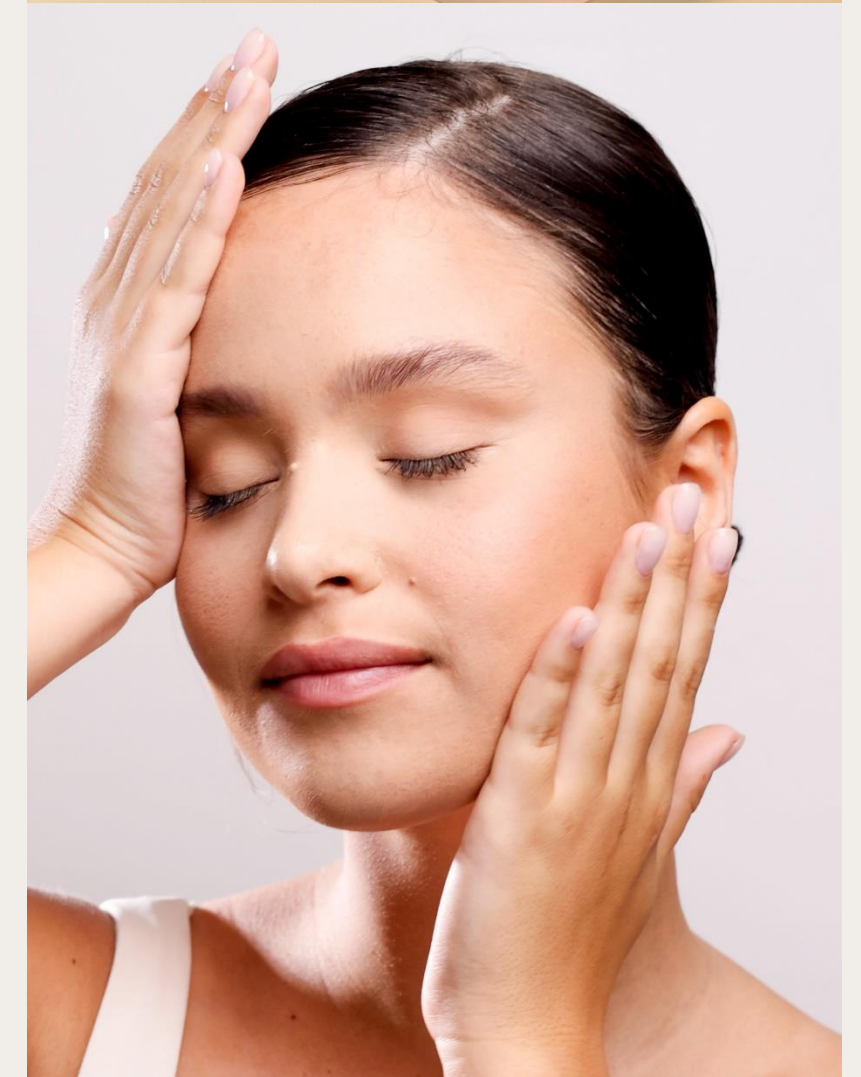
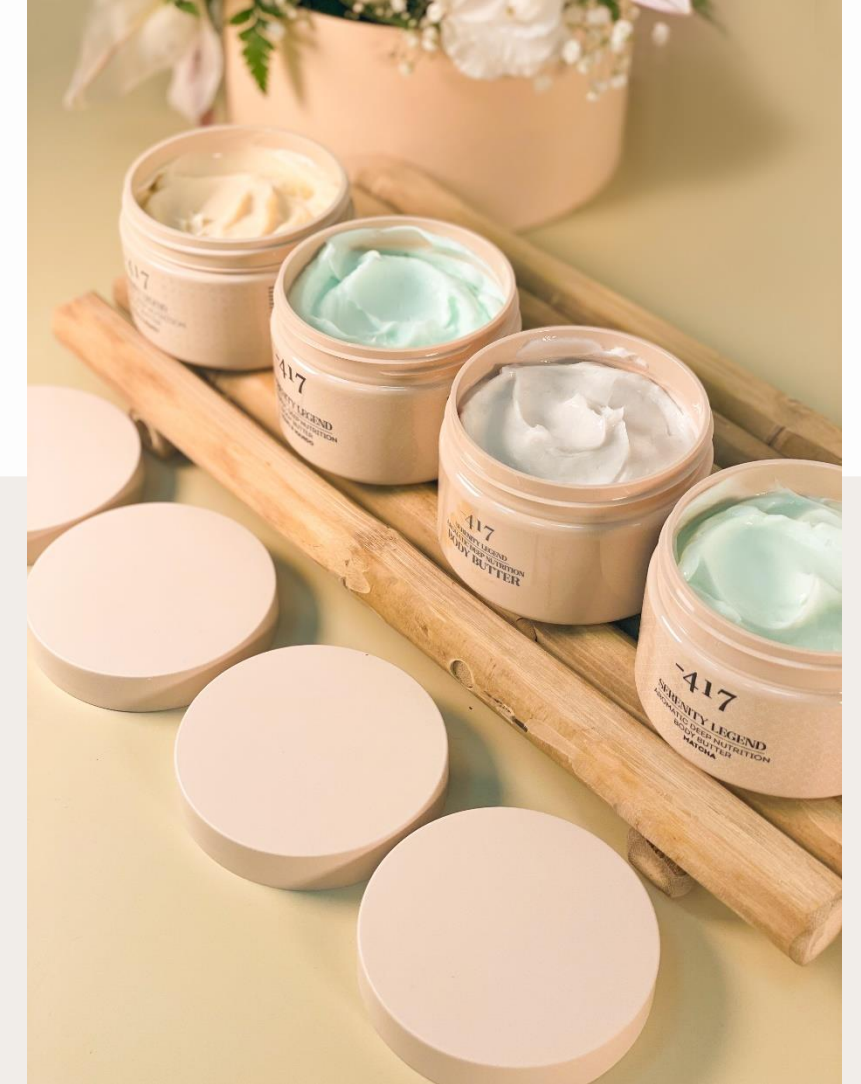
- Established 2003 on the shores of the Dead Sea
- Privately owned by Moty and Sivan Fridman from Tel Aviv
- Self developer of natural vegan innovative skin care collections for -417 and for private labels.
- Producer of skin care and hair care products
- International distribution management for -417
- Local sales and marketing of -417



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Our Story

At -417, we believe in the power of positive thinking to nurture both body and mind. Our luxury skincare line, developed and manufactured by experts, is enriched with natural ingredients, vitamins, minerals, and acids that deliver visible and tangible results. With over 20 years of international experience, -417 combines innovative formulas with a commitment to clean cosmetics, offering a global solution to beauty that empowers women to connect with their inner strength. Discover the beauty you can sense with -417, a brand designed to enhance both your appearance and well-being.



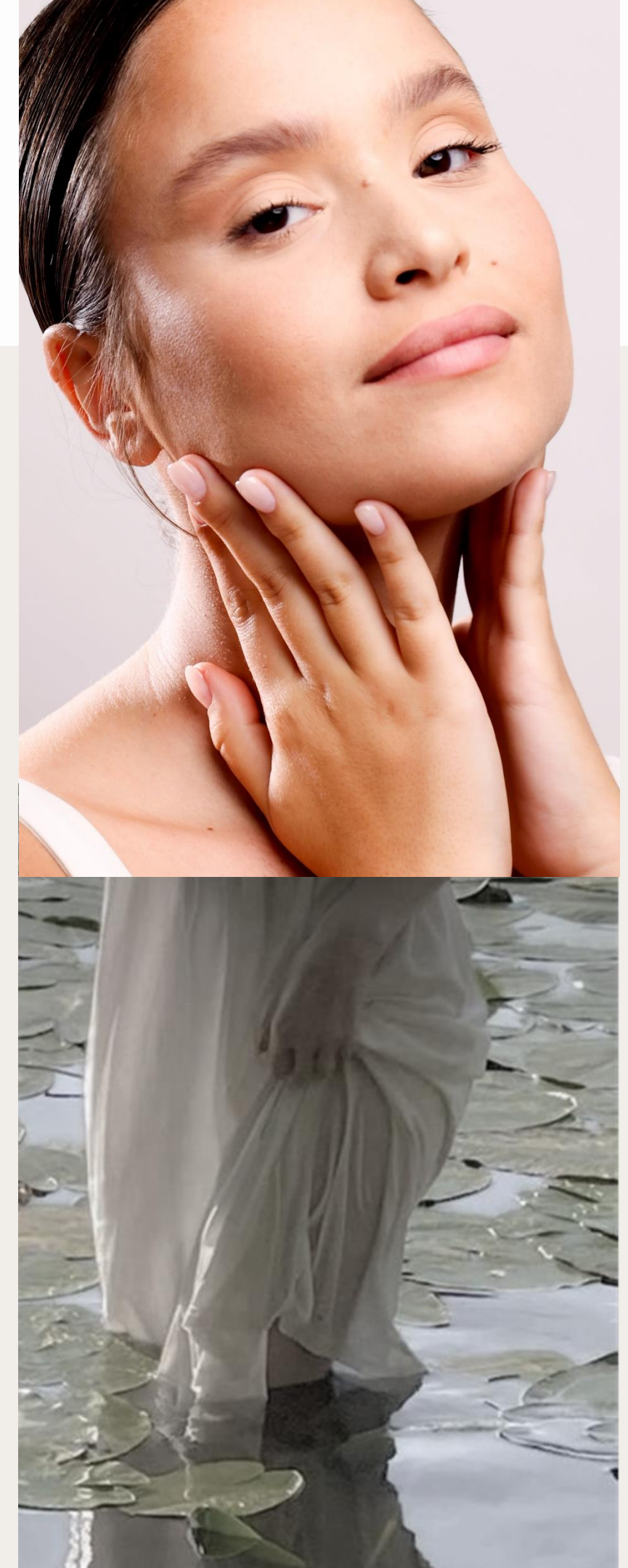
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The -417 Journey

Beauty You Can Sense

At -417, we believe that beauty goes beyond the surface—it starts with positive thinking, nurturing both body and mind. Founded by therapist and artist Moty Fridman, our brand is built on the belief that moments of self-care offer more than just physical renewal; they are an opportunity to connect with ourselves on a deeper level. During these moments, we focus on sensations, nurture our skin, and create inner peace. This mindful self-care helps us remember our inner strength and potential, allowing us to approach daily life with greater clarity and resilience.

Our luxury skincare line is carefully crafted from naturally sourced ingredients, including energetic vitamins, effective acids, and powerful minerals. These elements come together in advanced, innovative formulas designed to enhance both the look and feel of the skin. With more than 20 years of expertise in the international beauty market, -417 has earned a reputation for delivering high-quality, clean cosmetics that offer visible, tangible results. Our products are developed and manufactured in-house by a global team of experts, allowing us to maintain strict quality control and ensure each product meets international standards.



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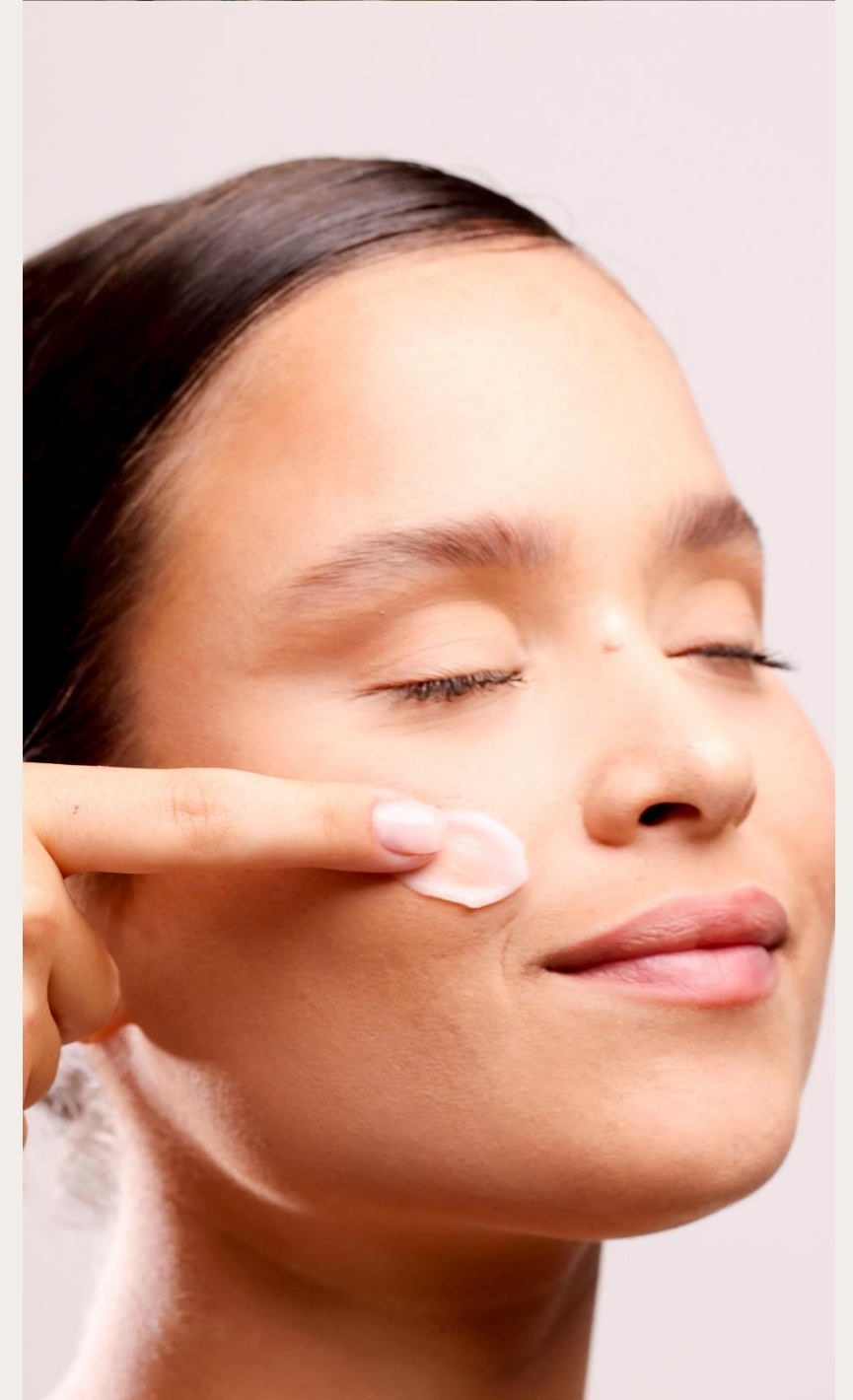
Our commitment to clean cosmetics is backed by extensive experience and understanding of market needs. We distribute globally, with presence in 20 markets, including Israel and around the world.

Our products are available in leading pharmacies, beauty chains, duty-free shops, and hotels, supported by strong logistics expertise and efficient delivery systems tailored to our customers.

Whether you're using our products at home or discovering them at luxury spas, the women who choose -417 engage in positive thinking through moments of self-care.

By embracing these moments, they nurture their skin, create space for inner calm, and enhance their natural beauty.

This is the power of -417—Beauty You Can Sense.



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Beauty you can sense

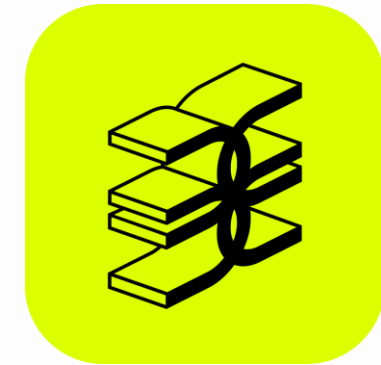
OUR PARTNERS

 **RIV GOŠ**
парфюмерия и косметика

 **ИЛЬ ДЕ БОТЭ**

 **ΛΕΤΥΑΛ**

 **tira**



 **attica**

 **FACES**

 **BEAUTY LINE**

 **flaconi**

 **Ann**

 **AURORA**

 **PERFUME WORLD**

 **JR/DUTY FREE**
JAMES RICHARDSON

 **MAKEUP**

 **DOUGLAS**

 **PINALLI**

 **kult**

 **Bebe Tei**

 **parfumdreams**

 **NOCIBÉ**
la beauté libérée

 **BROCARD**
P A R F U M S

 **Hondos Center**
Υπέροχο ταξίδι ομορφιάς

 **PARCOS**

 **SUPER-PHARM**

 **BEAUTY SUCCESS**

 **il Tulipano**

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THE COLLECTIONS

THE RANGE – FACIAL COLLECTION

A complete range of advanced skincare solutions for every customer's needs 85% NATURALLY SOURCED INGREDIENTS (average)



Redefine
Cleansers, Peeling and Masks
Feel clean and fresh
\$20-30



Radiant See
Anti-Aging
See the results
\$100-140



Time Control
Anti-Aging
See the skin looking younger
\$70-80

THE RANGE – FACIAL COLLECTION

A complete range of advanced skincare solutions for every customer's needs 85% NATURALLY SOURCED INGREDIENTS (average)



For Men
Clean & Hydrate
\$20-50



Even More
Brightening
See the even skin tone
\$60-70



Infinite Motion
Hydration
Feel the textures
\$50-60

THE RANGE – BODY AND HAIR

A complete range of advanced skincare solutions for every customer's needs 85% NATURALLY SOURCED INGREDIENTS (average)



Sensual Essence
Hair Calmness
\$25-35



Absolute Mud
Calm & soothe
the skin
\$20-50



Serenity Legend
Touch the textures
\$18-30

RANGE – HOME | SPA | HOTEL



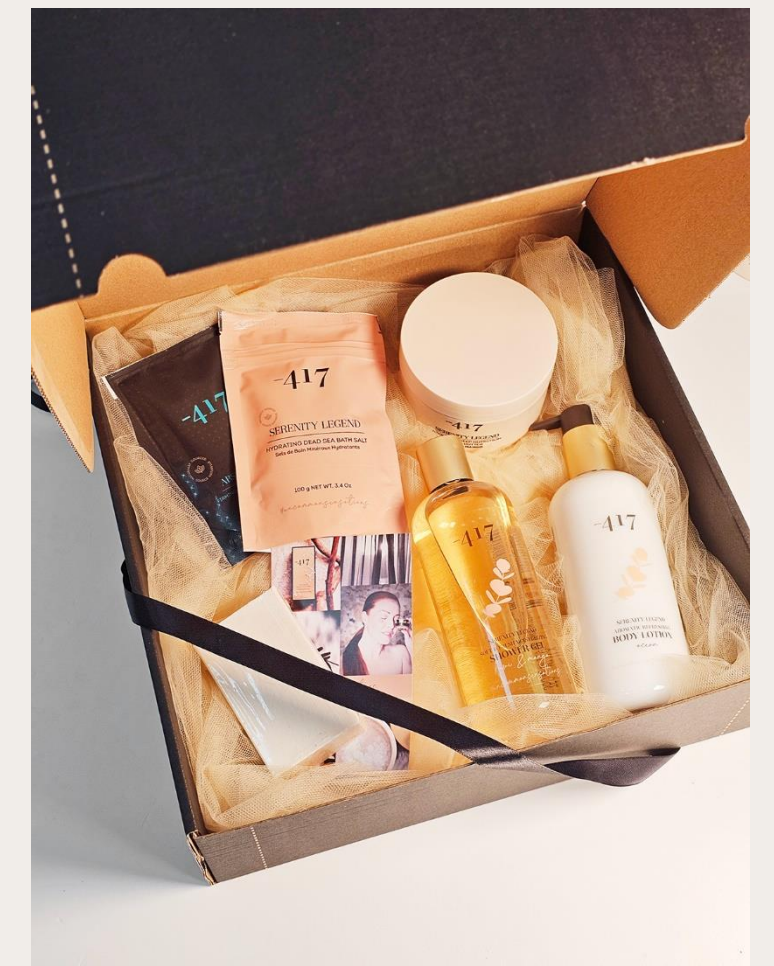
Candles Diffusers and room fragrance



Spa's



Hotels



Gifts

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BEST SELLERS

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RE DEFINE

Cleansers, Peeling and Masks



**Micellar and Mineral Cleanser
Makeup Remover**
\$35



Mineral Vitalizing Peel-Off Mask
\$40
Facial Micro Luffa Foaming Gel
\$35



Mineral Vitalizing Peel-Off Mask
\$32
Gentle Nourishing Milk Cleanser
\$32



**Deep Purifying
Cleansing Gel**
\$30



**Rich Mineral Hydrating Soap
Face & Body**
\$18
**Ultra Deep Mattifying
Cleansing Mud Soap**
\$18



Detoxifying Mud Mask
\$35

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RADIANT SEE

See the results



Miracle Rejuvenation Wrinkle Filler
\$150



Beauty Miracle Sleeping Cream
\$110



Radiant Intense Cream
\$110



60 Second Miracle Lifting Mask
\$110



Instant Miracle Recovery
Mud Mask
\$150



Detoxifying Firming
Mud Facial Mask
\$12

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TIME CONTROL

Anti-Aging collection



**Advanced Anti-Wrinkle
Eye Cream**
\$90



**Ultimate Invisible
Sunscreen Serum SPF 50**
\$65



Multi Active Facial Serum
\$90



Firming Radiant Mud Mask
\$50



**Advanced Regenerating
Firming Cream**
\$80



Time Reverse Night Facial Serum
\$150



Night Recovery A-Cream
\$80

**Intense Recovery Peptide
Eye Serum**
\$90

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INFINITE MOTION

Full Hydration



Mineral Detox Night Cream
\$65



Hydra Light Sunscreen Lotion SPF 50
\$40



**Mineral Aqua Perfection Face
Moisturizer – Normal to Dry Skin**
\$65



Mineral Aqua Soothing Eye Cream
\$60



**Mineral Aqua Perfection Face
Moisturizer – Oily Skin**
\$65

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ABSOLUTE MUD

Dead Sea Mud



**ANTI-OXIDANT RICH MUD BUTTER
BODY.HAND.FOOT**
\$30



Intense Mud Body Sculpting Lotion
\$52



Firming Mud Body Foaming Scrub
\$55

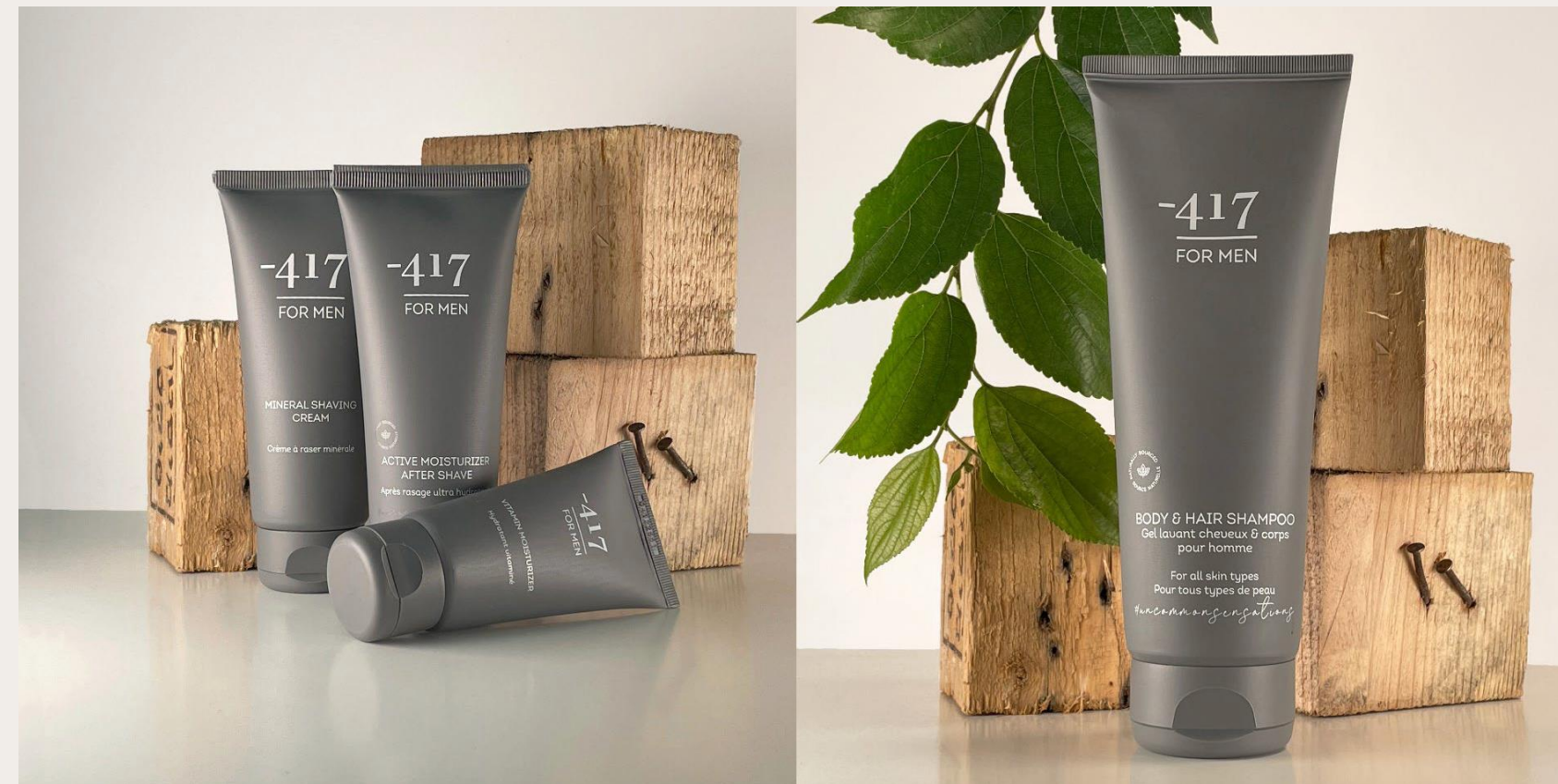


SOS Skin Relief Cream
\$35

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FOR MEN

Minerals for Men



Mineral Shaving Cream \$24
Vitamin Moisturizer For Men \$55
Active Moisturizer After Shave \$40

Body & Hair Shampoo For Men
\$30

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SERENITY LEGEND

Touch the textures



Aromatic Deep Nutrition Body Butter
OCEAN | MILK & HONEY | KIWI & MANGO | MATCHA
\$32

Aromatic Refreshing Body Lotion
OCEAN | MILK & HONEY | KIWI & MANGO | MATCHA
\$24



Anti-Oxidant Hand Moisturizer
OCEAN | MILK & HONEY | KIWI & MANGO | MATCHA
\$20

Relaxing Nourishing Foot Cream
OCEAN | MILK & HONEY | KIWI & MANGO | MATCHA
\$21

Hydrating Dead Sea Bath Salt \$16



Aromatic Balancing Body Scrub
OCEAN | MILK & HONEY | KIWI & MANGO | MATCHA
\$32

Soft & Fresh Moisturizing Shower Gel
OCEAN | MILK & HONEY | KIWI & MANGO | MATCHA
\$20

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SENSUAL ESSENCE

Hair Rescue



Deep Nourishing Mineral Conditioner
\$27



Intense Volumizing Mud Shampoo
\$27
Recovery Hair Mud Mask
\$34



Replenishing Moisture Mineral Shampoo
\$27

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GIFT SETS

Home | Body | Face



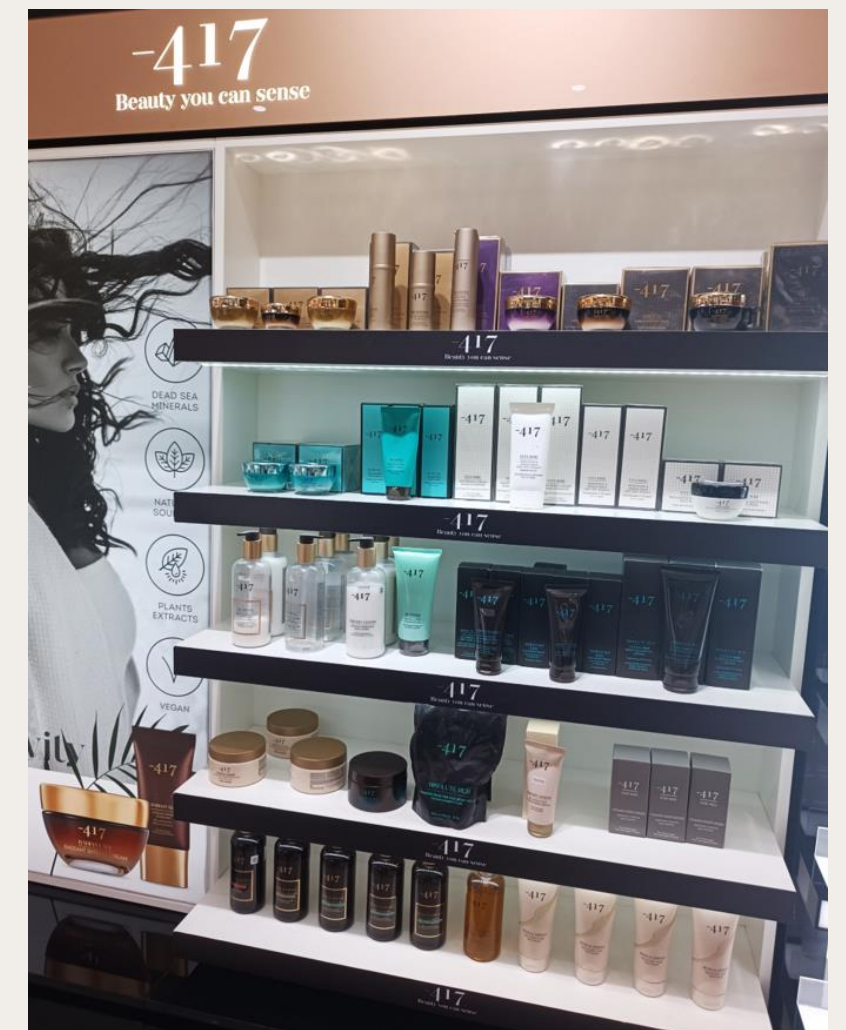
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POS MATERIALS



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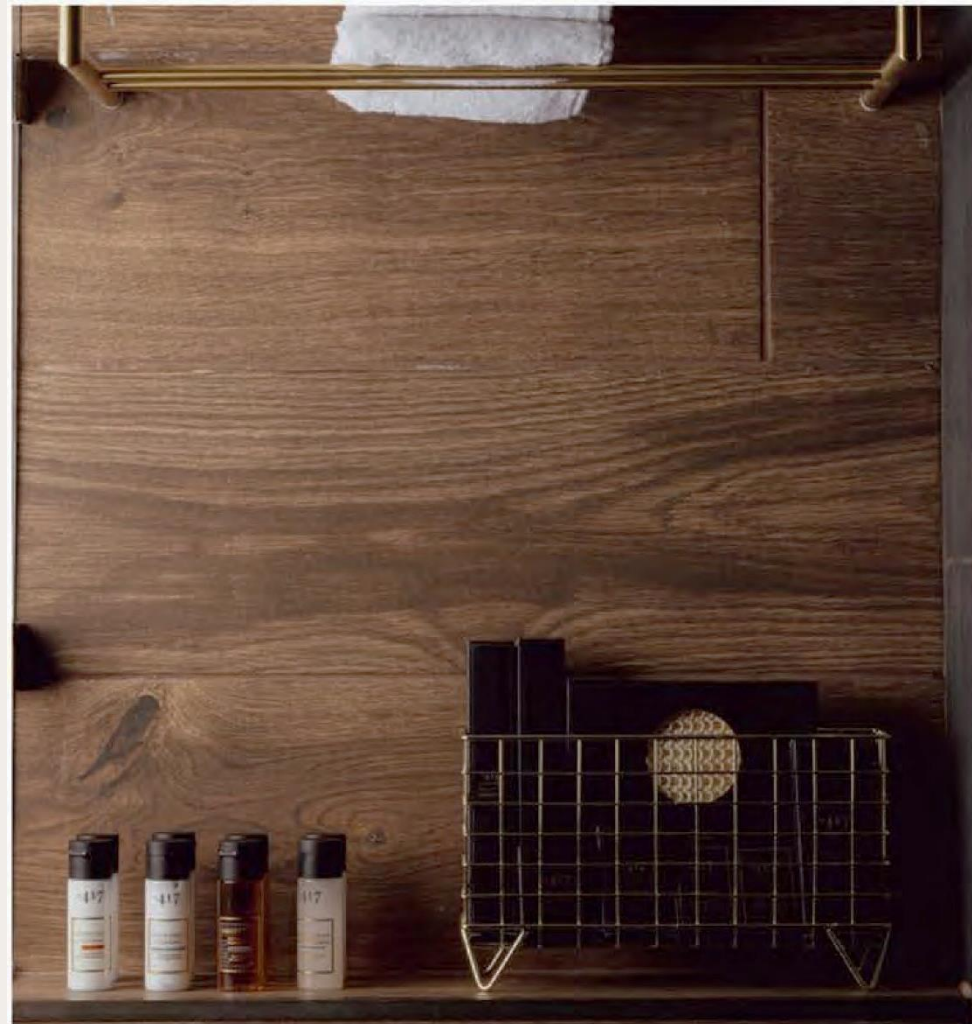
PRODUCT DISPLAY



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DISTRIBUTION

Hotel and Spa



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DISTRIBUTION

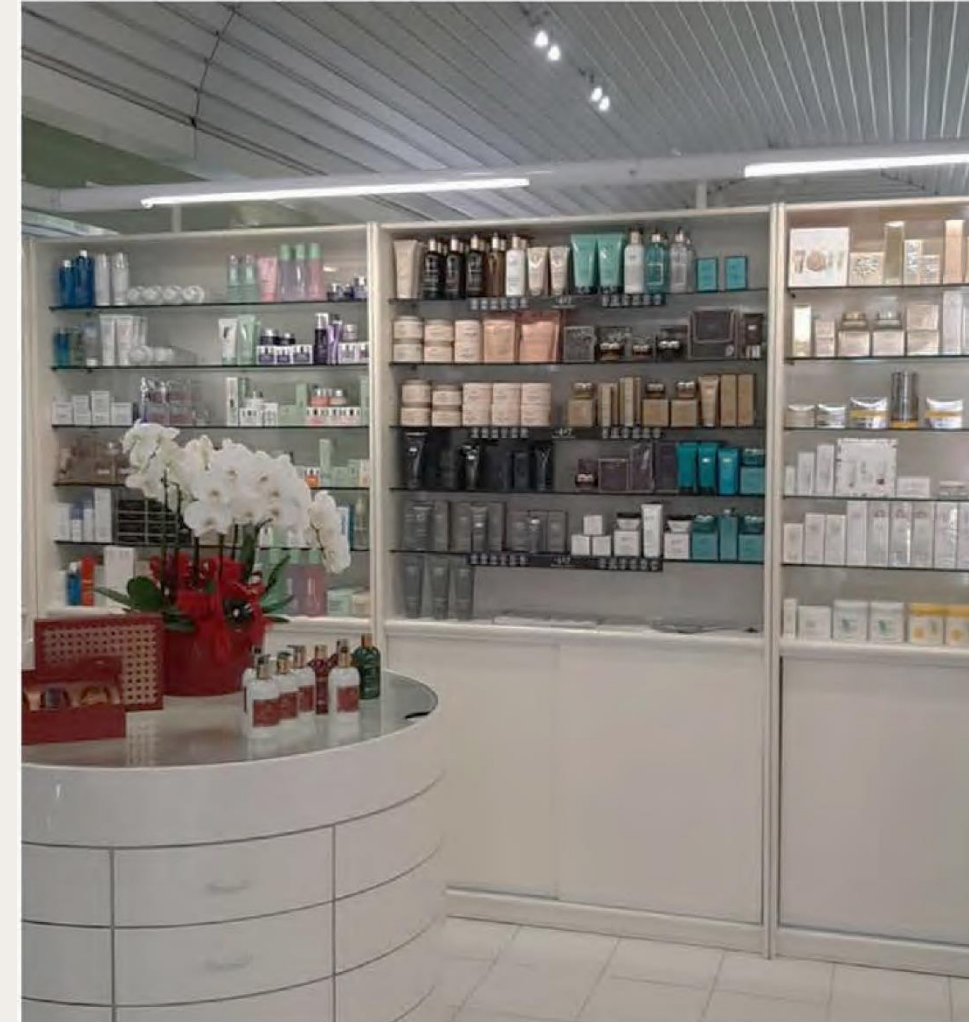
Luxury Department Stores



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DISTRIBUTION

Exclusive Perfumeries



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DISTRIBUTION

High-End Selective Pharmacies



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DISTRIBUTION

High-End Selective Pharmacies



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DISTRIBUTION

Travel Retail



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DISTRIBUTION

Full Range Shelf Layout

