

# Alma K.

## Dead Sea Minerals



# Alma K Dead Sea Minerals

Skincare imagined  
and created by women



“At the age of 24, I took the leap and created Alma K, a brand with a simple vision: to create high quality skin care products based on unique, authentic botanical oils and extracts.

My vision of ‘quality’ was always about finding the right balance: natural, nourishing ingredients in perfect blends that bring amazing results, but also so easy to use, they fit right into your daily beauty routine.

I wanted to give that something extra in every jar, not just for the skin but for the soul. So began a journey of discovery that went much deeper than skin care, to the mind-body connection.

*“As someone who believes deeply in women’s empowerment, I am proud to have built a successful skin and soul care company, operated by mainly women, bringing unique, natural, nourishing and simply beautiful products to our fan base worldwide.”*

~ Amy Kafri, Founder & CEO

**Alma:** Hebrew for ‘young woman’, she who inspires and executes the brand story





# Alma K: A Tale of Skin & Soul

Alma K is a skin care that goes way beyond the skin.

Created with a **PASSION FOR NATURE** and a commitment to quality, Alma K is loved by customers all over the world for its **PURE, HEALTHY INGREDIENTS** and soothing sensations **FOR SKIN AND SOUL.**



# Our Philosophy



## FEED THE SKIN.

Straight from nature, Alma K products are infused with natural plant oils and botanical extracts. 100% natural nourishment for your skin.

## PAMPER THE SOUL.

Relaxed, nurtured skin creates perfect soul harmony.



# Triple Action Skin Care

Alma K presents a three-step approach to skin & soul harmony:

PURIFY.  
HYDRATE.  
RELAX.

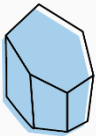
**For ultimate smooth,  
nourished skin.**

Formulated to simplify the daily skin care routine, while achieving optimal results.



# Exclusive formulas

The goodness of nature, specially blended to make exclusive Alma K formulas, based on a range of nourishing ingredients that bring out the skin's beauty:



DEAD SEA MINERALS



NATURAL PLANT OILS



BOTANICAL EXTRACTS





# The Dead Sea

## Feel the Magic



# The Wonder of the Dead Sea

The Dead Sea is a place of extremes – Earth's lowest point, the world's saltiest water, the most ancient spa known to man. A wellspring of rich nourishment.

**-417**

The Dead Sea lies at the lowest point on earth -417m below sea level.

**21**

Dead Sea water contains 21 unique minerals with powerful rejuvenating benefits.

**4**

The Dead Sea contains 4 life affirming elements: Mud, Water, Salt & Minerals.

**33%**

Dead Sea water has extreme salt density of 33%, compared to 3% in regular sea water. Hence the famous floating effect.





# Dead Sea Benefits



## Dead Sea WATER

The waters of the Dead Sea have a 33% concentration of salts and minerals, compared to just 3% in ocean water. Renowned for thousands of years as a health-giving natural treasure, the Dead Sea contains a combination of 21 unique minerals that have powerful healing and regenerating properties.

## Dead Sea MUD



Pure Dead Sea black mud is rich in these organic minerals, noted for their rapid absorption by the skin. The intensive natural mud helps to energize blood flow, regulate sebum and cleanse impurities, for skin that is soft, smooth and revitalized, with a healthy vibrant glow.

## Dead Sea SALT



Dead Sea salt has a unique combination of purifying minerals that cleanse the pores and gently exfoliate while supporting the skin with natural nourishment.



# Dead Sea Minerals in Alma K Products

## Magnesium

Improves the skin's moisture level, soothes and heals, enhances skin metabolism.

## Sulfur

Natural anti-bacterial activity.

## Calcium

Protects skin cells, regulates oil production, balances and tones.

## Bromine

Calms and soothes, anti-inflammatory properties

## Sodium

Fortifies the skin for moisture absorption, enhances skin metabolism.

## Zinc

Enhances skin renewal, antioxidant rich, soothes and heals.

## Manganese

Antioxidant rich, improves skin circulation, improves skin elasticity.

## Potassium

Balances the skin's moisture level, maintains a healthy skin pH.





# Dead Sea Minerals in Alma K Products

The Dead Sea unique minerals combination have powerful healing and regenerative properties, which can be found in all of Alma K's products:



**BALANCES** the skin's natural moisture level.

**REDUCES** dryness and inflammation.

Replenishes lost **HYDRATION**.

**MINIMIZES** the appearance of fine lines.

**REMOVES** dead skin cells.

**MINIMIZES** pores and **CALMS** redness.

**IMPROVES** skin elasticity and firmness.



# Nature for Nurture

Natural plant oils & botanical extracts are combined to deliver nature's best and to nurture the skin with care.

These and more can be found in our products:

- POMEGRANATE
- LEMON
- EVENING PRIMROSE
- BASIL
- AVOCADO
- SHEA BUTTER
- ROSEHIP OIL
- APRICOT SEED POWDER
- OLIVE OIL
- GINKGO BILOBA
- GRAPE SEED
- JOJOBA OIL
- WHITE TEA
- SWEET ALMOND OIL
- ARGAN OIL
- COCOA BUTTER
- CALENDULA OIL
- CUCUMBER EXTRACT
- CHAMOMILE
- ROSA CANINA
- COCONUT OIL
- BORAGE OIL
- ALOE VERA EXTRACT





# Collections



FACE CARE



BODY CARE



FOR MEN



SUN CARE



HAIR CARE



"ME TIME" COLLECTION



# Why Alma K?

## NATURAL-BASED FORMULAS

Effective power of Dead Sea minerals and natural oils & plant extracts

## INTUITIVE PRODUCT ASSORTMENT

Clearly defined purpose and use of product = easy to choose

## THREE STEPS APPROACH

### PURIFY. HYDRATE. RELAX:

Combine products from our 3 categories for a complete treatment.

## ENCHANTING SCENT

Unique scent of white tea & neroli.

## “ME TIME” CONCEPT

Wellness promoting marketing events.

## ‘MASSTIGE’

The best of all worlds: prestige branding, quality products, and affordable prices.

## INNOVATIVE

Always looking to improve our formulas and striving for sustainability.



# Why Alma K?



DERMATOLOGICALLY  
TESTED



NO SLS, PARABENS OR  
MINERAL OILS ADDED



VEGAN FRIENDLY



NOT TESTED ON ANIMALS

# Why Alma K?



## THE PERFECT GIFT

Alma K products are the perfect nourishing gift for friends & family. Most products are suitable for all skin types.

## GET MORE THAN ONE

Combine products to create a complete treatment.

## 'MASSTIGE'

The best of its kind: a prestigious brand, quality products with an affordable pricing structure.

## UNIQUE MARKET POSITIONING

Other Dead Sea brands are normally more expensive and appeal to a more mature market.

# Me Time

## By Alma K

Modern life is hectic and demanding. Now more than ever before, self-care is the path to wellbeing. Alma K is designed to help people nurture the mind-body connection every day, with a unique wellness-focused philosophy: **“Me-time moments”**.

**Alma K believes in the power of “Me-time”** That’s why we promote the concept in several exciting and engaging ways, including online and in-store activities, and the launch of new products specially created to nourish skin and soul.





# Typical customer

- 20-45 years old
- Appreciates quality
- Seeks naturally-based beauty products
- Looks for the affordable-premium choice in beauty
- Seeks simple intuitive skin care- beautiful skin made easy
- Longs for body & soul connection – skin care that calms the senses





Thank  
you



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