

GA-DE

Danya Cosmetics Ltd

Israeli Company Number: 511068405 – Address: Hakadar 16, Netanya, Israel

Danya Cosmetics Ltd., the owner of the **GA-DE** brand, was Founded in 1985. Danya is a privately-owned Company

Owner & Chairman: Mr. Moshe Bensason

CEO: Mrs Sibel Ben Reytan

Danya creates and manufactures color cosmetics, skincare and fragrances of the finest quality and adhere to international standards of excellence.

GA-DE is a semi-selective brand ("affordable luxury")

GA-DE is the market leader in its local market in Israel, with a 18% market share

Extensive product range, in excess of 650 SKUs

More than 200 new GA-DE SKU's introduced every year.

Danya presently employs 480 employees.

Danya's growth Strategy: significantly increase Export Sales and E-Commerce, boost International presence and global Brand recognition.

Brand Positioning / Price Positioning / Merchandising: similar to International Semi-Selective brands such as MAC, Smashbox, Clinique.

Our International Presence: We work with semi-selective cosmetics distributors in Germany, Austria, Switzerland, UK, Czech Republic, Hungary and other European countries, as well as China, Russia, and other countries.

We cooperate with upscale Retailers, such as Gradmann, Pieper, Becker, Stephan, Godel and other prestigious chains in Germany, LOEB Department stores in Switzerland, with Marionnaud in East Europe, with Golden Apple in Russia, etc.

GA-DE products can be found at several leading European Luxury Online Retailers, such as Douglas, FeelUnique, etc., as well as a Flagship store on TMALL in China.

GA-DE was crowned "SUPERBRAND" in Israel every year since 2017



Social media and Online presence:

www.gadecosmetics.com

www.facebook.com

www.instagram.com/gade_cosmetics

www.pinterest.com/gadecosmeticinternational

www.tiktok.com/@gade_cosmetics