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USING ORGANIC MIDDLE EASTERN AND NORTH AFRICAN INGREDIENTS FOR THEIR MEDICAL BENEFITS IN NATURAL HANDMADE COSMETICS

Mona Alydreessy

Azara Beautique, UK

Azara Beautique is our small family run boutique brand that specializes in handmade and organic hair and skin products. Azara in the Arabic language is the plural for Azraa, which means 'pure and virgin'. We chose this name for our boutique, as we only use the finest extra virgin oils and the purest of raw materials grown in The Middle East and North Africa in our products in order for you to gain the medical benefits that they provide to enhance your health and beauty. The products have secret formulas that have been created according to the 20 years of knowledge and medical experience of my mother Dr. Samira Zaidan, the first Saudi female homeopath and quantum physician. The extensive medical knowledge of the ingredients that are used in our products are what makes them special and effective in our soaps, lotions, balms and creams and we wish to revive and share their traditional uses. Together we have dedicated time and effort travelling across the mountains, deserts and lustrous valleys of Oman, Saudi Arabia, Lebanon, Morocco, the United Arab Emirates and Yemen to find the most inaccessible and rarest jewels; mineral-rich Zamzam water from Makkah, green hojari frankincense from Oman, sidr honey from Yemen are only a few of the refined and pure ingredients used in our products that are all individually and freshly handmade by us with love, passion and care. We take great pride in providing a unique service by creating truly natural products and ensuring that our creams, lotions, shampoos and conditioner in particular are freshly made for each customer, ensuring that they are packed with natural goodness for maximum health benefits. We do not use any chemical preservatives, scents or colours in any of our products.



Biography

Mona Alydreessy, who is a specialist in the field of sociology, is the Director of Azara Beautique Ltd in London. She has been working in the field of herbs and organic products since 2012. She launched this business after years of experience in research, making and selling products and learning from her mother who is a certified homeopath. Her handmade products are unique, as they contain many rare and special ingredients that contain many medical benefits and are all organically grown and found in North Africa and The Middle East.

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