Mineral Flowers™

Line of Business
Cosmetics

Leading Executive
Mr. Uri ben Hur
CEO

Mineral Flowers – a cosmetics line geared towards the retail market was created when Uri Ben Hur developed a new molecule base on a natural chemical process called maceration – of extracting flowers, pomegranate peels, olive leaves and healing plants with water, Dead Sea mud and seaweed.

In 2009 mineral Flowers broke into the international market when representatives of the cosmetics giant Sephora discovered the mineral Flowers products at the Cosmoprof Bologna cosmetics expo, signing Ben Hur on the spot. Today mineral Flowers cosmetics are available at Sephora's 650 stores around the world and proudly bear the address of Arad, Israel, on the packaging.

soon we'll be in the US, Russia, Ukraine, Iceland, Germany, Australia and more," Ben Hur says.

Mineral Flowers' flagship product is its body butter, made from a solution of flowers soaked in Dead Sea water, Dead Sea salt and the micro-algae spirulina and dunaliella. Other Mineral Flowers products contain oil of the baobab tree, and the hand cream that lists camel milk extract among its ingredients.

And last but not least, one percent of revenues from mineral Flowers are invested in planting flower gardens around the world. A website is being set up, www.letsflowertheworld.com calling on people to plant at least one flower and one tree a year, wherever they live. The more the better.

mineral FLOWERS™

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That same year, mineral Flowers signed an additional business deal with a Japanese distributor, bringing the cosmetics to Japan's most luxurious boutiques. "Our products are sold at some 200 sales points in Japan and 100 in the Philippines, and

Ownership: private

Seeking
International distribution