



The Sea of Life Corporation (Jordael Ltd.)

Line of Business

Cosmetics (Dead Sea)

Established

1997

Leading Executive

Mr. Uri Ben Hur
CEO and Chairman

Jordael (Trade as Sea of Life) is a pioneering, joint Israeli/Jordanian venture, building a healthy peace. The company is achieving this aim by transforming the life-enhancing minerals and trace elements of the Sea of Life (formerly known as the Dead Sea) into sophisticated health products.

Type of Business

Natural health products, Dead Sea mud, bath salts, massage salts, cosmetics, micro algae, candles, aromatherapy, Dead Sea water.

Customers

Sea of Life is the exclusive supplier of Major spa hotels and leading brands around the world, pharmacies and health shops.

General Information

Why have we transformed the Dead Sea into the Sea of Life? Because for thousands of years, going back to the times of Cleopatra and King Solomon, the Dead Sea has been recognized for its wonderful therapeutic properties. As the earth largest natural reservoir of 26 minerals and trace elements, it



Products

With factories in Arad, Israel and Amman, Jordan, the company manufactures mud, salt, water, cosmetics, essential oils, micro-algae, patented removable mud masks, aloe-vera gels with essential oils, vitamineral scalp treatment etc... Sea of Life also offers spa treatment menus.

Other Important Information

Marketing

The company supplies the professional spa market, the retail market and private labels. Sea of Life packaging ranges from bulk to retail size and includes prestige packaging and packaging according to client's requirements.

serves as the very infrastructure of life, supplying vital nutrition for both body and mind. And despite the lack of most visible forms of marine life, it is literally teeming with billions of micro algae. Sea of Life products start with the unique concentrations of life-enhancing minerals and trace elements contained within the mud, salt and water of the Sea of Life. We then apply innovative ideas and formulations to create a line of wonderful health and beauty products. Our aim is simple: to deliver high quality products that make people look and feel better, at the best possible price.

Seeking

International Distribution; Joint Venture Capital; Prototype Development Fund; Production Line Funding; Strategic Alliances; Marketing Expertise.

Sea of Life™

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