



پہچانو  
خود کو...

BRAND  
NO. 1



AWARDED BY GOVT. OF PAKISTAN



# ABOUT US

Faiza Cosmetics by Poonia Brothers has been operating in Pakistan since 1990. It's a company that has created a pioneer brand concept consisting of skin care & nourishing beauty needs for men & women.

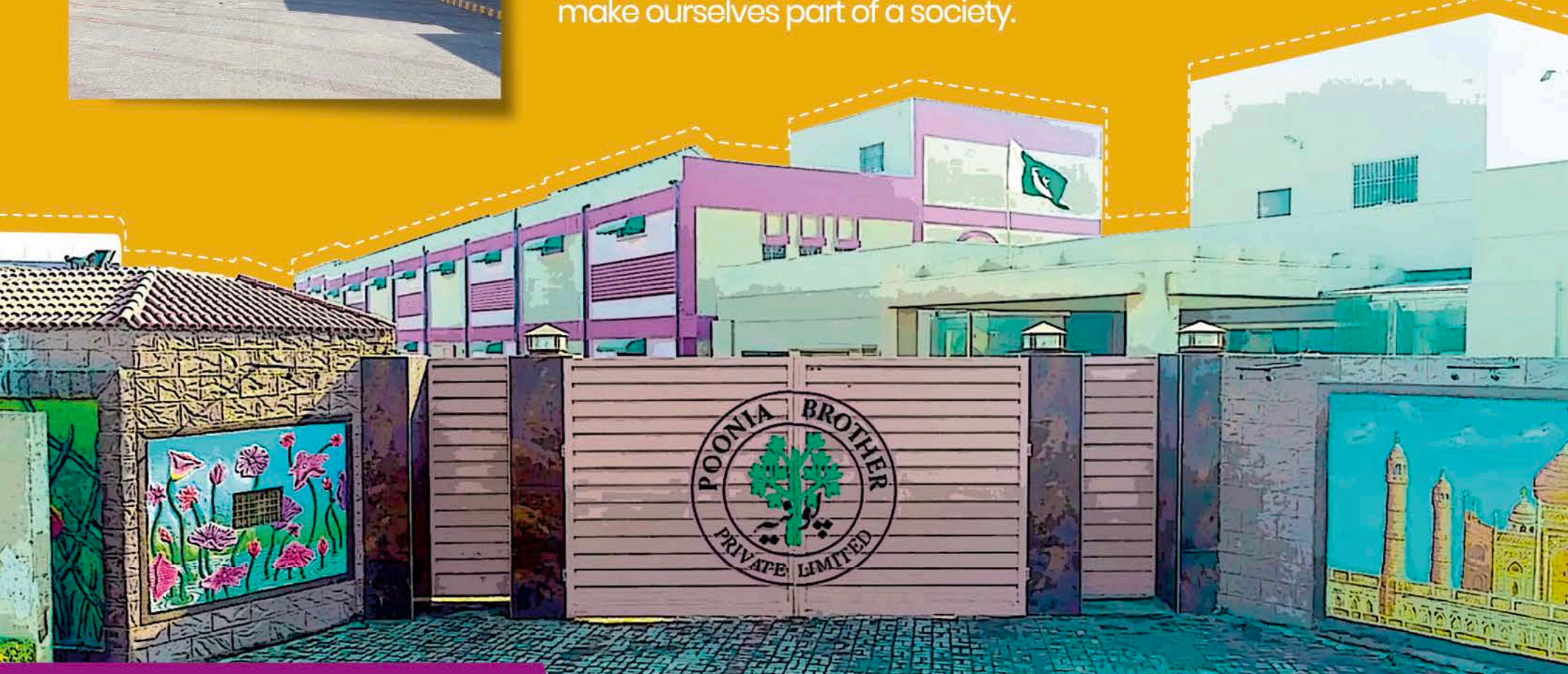
Faiza Cosmetics by Poonia Brothers is a domineering brand that represents quality in skin care. The Company accomplishes its objective by using high quality manufacturing and research, a creative marketing program, and a comprehensive distribution network using both brick and mortar retail outlets, internet presence, and a consumer catalog.

**Faiza**<sup>®</sup>  
BEAUTY CREAM

By utilizing a multi-channel approach company will be able to reach the niche market for quality personal care products rapidly and efficiently. It will allow Faiza Cosmetics by Poonia Brothers to develop as the brand for quality skin and personal care products within Pakistan as well as in the International Market.

Currently, Faiza Cosmetics by Poonia Brothers is serving more than 10 million customers in national & international markets. Product lines of Faiza Cosmetics by Poonia Brothers include beauty cream, beauty soaps, bleach creams, facewash, body lotions, Hair colors, cleansing creams, facial scrubs, urgent facials, masks & hair removing creams. Faiza Cosmetics are working with the objective of cherishing the natural beauty and individuality of every person by promoting a culture of quality product consumption and personal care.

We always want to make ourselves look better and make ourselves part of a society.



Poonia Brothers Private Limited

[www.faizabeautycream.com](http://www.faizabeautycream.com)

# OUR RESEARCH & DEVELOPMENT



Our research & development at the cosmetic company focuses on creating innovative products that enhance natural beauty. We explore advanced ingredients and cutting-edge technologies to deliver effective safe solutions.

At our cosmetic company, our dedicated research and development team is committed to pushing the boundaries of beauty innovation. Through meticulous experimentation and collaboration, we strive to formulate products that not only meet but exceed the expectations of our customers. By harnessing the power of science and nature, we are constantly exploring new ingredients and techniques to create cosmetics that enhance and celebrate individual beauty in unique ways. Our mission is to consistently deliver high-quality, safe, and transformative products that inspire confidence and empower our customers to feel their best.





# BOARD OF DIRECTOR

POONIA BROTHERS (PVT) LTD.



**Mr. Riaz Ahmed Poonia**  
Chairman Poonia Brothers (Pvt) Ltd.



**Mr. Fiaz Ahmed Poonia**  
Vice-Chairman Poonia Brothers (Pvt) Ltd.



**Mr. Adeel Riaz Poonia**  
CEO Poonia Brothers (Pvt) Ltd.



**Mr. Nabeel Ahmed Poonia**  
Director Poonia Brothers (Pvt) Ltd.



**Mr. Sajeel Ahmed Poonia**  
Director Poonia Brothers (Pvt) Ltd.



**Mr. Bilal Ahmed Poonia**  
Managing Director Poonia Brothers (Pvt) Ltd.



**Mr. Faraz Poonia (Adv)**  
Director Poonia Brothers (Pvt) Ltd.



**Mr. Abbas Poonia**  
Director Poonia Brothers (Pvt) Ltd.

## THE EXECUTIVE COMMITTEE



**Mr. Adeel Riaz Poonia**  
CEO Poonia Brothers (Pvt) Ltd.



**Mr. Bilal Ahmed Poonia**  
Managing Director Poonia Brothers (Pvt) Ltd.



**Mr. Kashif Gujar**  
Media Director  
Poonia Brothers (Pvt) Ltd.





# MD MESSAGE

At Poonia Brothers Pvt. Ltd., we value the special bond that begins with a promise when a customer purchases our product. A promise to deliver only the best! We believe that everyone has the right to proper skin and body care. It should not be a privilege reserved for a select few. We take special care to keep all of our products halal and to test them for halal certifications in accordance with Islamic country standards.

It is both empowering and humbling to be able to touch millions of lives, to bring joy and happiness through the gift of beauty. We will continue to offer high-quality, efficient, and innovative products that meet the needs of our customers around the world. I thank Allah Almighty and am eternally grateful for our customers' unparalleled love and continued trust from all over the world.



# CEO MESSAGE

Poonia Brothers Pvt. Ltd., established in 1990, is a leading name in skincare and beauty products. Through years of extensive research, innovation, and immense emphasis on quality and safety, Poonia Brothers cemented an unrivaled reputation in the beauty market. From a humble beginning in the city of Gujranwala to an international best-seller with products being exported to more than 50 countries around the world, Poonia Brothers has set a benchmark in the history of cosmetic brands. It has solidified its position as a beauty expert in the international market by obtaining ISO 9001-2008 and GMP certifications. The Government of Pakistan awarded Poonia Brothers with the Brand of the Year Award in 2013, 2017, and 2020 for its contributions to the local economy, achieving excellence in quality products and community service. All of this would not be possible without the unwavering love and support of our devoted consumers, hardworking employees, distributors, retailers and shopkeepers. We are grateful for the perpetual faith shown in Poonia Brothers Pvt. Ltd, which enabled us to build such a one-of-a-kind family of 2.5 million satisfied customers.







Our Business Operation Is Guided By The Following Values:



## OUR VISION

By ceaselessly developing high-quality, natural, innovative cosmetic products friendly to the user and environment Faiza Cosmetics by Poonia Brothers aims to: Take over the leading market position in the segment of cosmetic care products on the National market and other foreign markets to become the first choice of end users as well as professional users, increase our market share and corporate reputation in our other existing markets, and to break into new markets within and beyond national markets.



## OUR MISSION

As the leading beauty products establishment, we have consistently met the desires, needs, and expectations of end and professional users with high-quality cosmetic products and services for more than 20 years. We build and maintain partner relationships with our consumers as well as all other stakeholders based on trust and reciprocity. We strive for a pleasant working environment and do our best to contribute to the welfare of our local, as well as, the broader community. Our socially responsible stance is reflected by our support for a number of sports, cultural, educational, and humanitarian organizations and projects. Being aware of our environmental responsibility, we take particular care to preserve the natural world by continuously striving to improve the environmental aspects of our business operations and with rational use of energy, raw materials, and other natural resources. Faiza cosmetics are a synonym for an effective, natural, trustworthy user and environment-friendly brand.

**Faiza**<sup>®</sup>  
BEAUTY CREAM

[www.faizabeautycream.com](http://www.faizabeautycream.com)





## OUR JOURNEY STARTUP ROADMAP

Poonia Brothers (Pvt) Ltd.

**Faiza**<sup>®</sup>  
BEAUTY CREAM



2020  
&  
2021



BRAND  
OF THE YEAR  
AWARDS 2021



BRANDS ICON  
OF PAKISTAN  
2021

Awarded as Best Brand  
of Pakistan by  
Govt of Pakistan



2015

Multinational  
Company



2008

National Level  
Company



2001

State Level  
Company



START UP

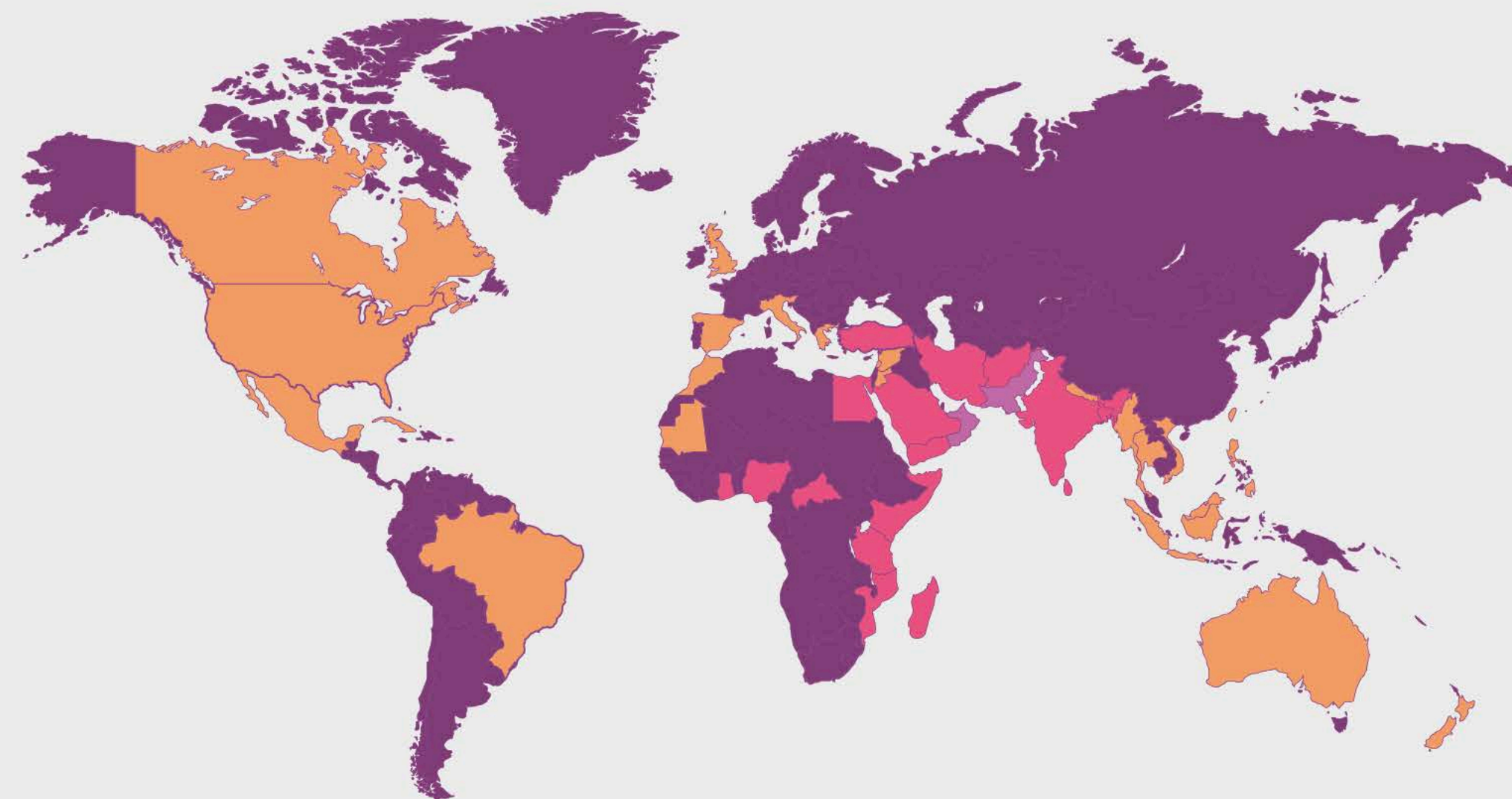
1990

Small & Medium  
Enterprise



## OUR GLOBAL FOOTPRINTS WORLD WIDE PRESENCE

Poonia Brothers Private Limited



### Company Productions Network

Pakistan & UAE

### Company sales Network

India, SriLanka, Bangladesh, Afghanistan, Iran, Yamen, Saudi Arabia, Turkiye, Somalia, Kenya, Madagascar, South Africa, Sudan, Mozambique, Nigeria, Egypt, Mortania, Uganda.

### General Retail Network

Indonesia, Malaysia, Nepal, Australia, New Zealand, Philippians, Vietnam, Thailand, Taiwan, Burma, Maldives, Syria, Jorden, Greece, Italy, Spain, Morocco, United Kingdom, Mauritania, Brazil, Cuba, Mexico, United States of America, Canada



# OUR WORLD WIDE CERTIFICATIONS

POONIA BROTHERS PRIVATE LIMITED

Cosmetics Registrations  
Pakistan & UAE

Trademark Registrations

- Class 3 Cosmetic Category
- Class 5 Medicated Category

 Pakistan

 UAE

 Oman

 Iran

 Afghanistan

 Europe Union

 United States of America

 United Kingdom



# PRODUCTS SHORT DETAILS

POONIA BROTHERS (PVT) LTD.



**FAIZA BEAUTY CREAM**  
Large 50gm  
Medium 25gm  
Small 15gm



**FAIZA FACE WASH**  
Moisture Balancing  
Ice Menthol  
Foaming Oil Free



**FAIZA BEAUTY FACE WASH**  
Lemon & Vit. C  
Aloe Vera  
Activated Charcoal



**FAIZA SOAP**  
Normal Skin Soap  
Neem Soap  
Whitening Soap



**FAIZA HAIR REMOVING LOTION**  
Rose  
Tulip  
Aloe Vera

ALSO AVAILABLE  
IN JAR & TUBE



**FAIZA MOISTURIZING LOTION**  
APRICOT      FLORAL  
ALOE VERA      HONEY  
COCONUT

SMALL 100ML  
LARGE 200ML



**FAIZA ANTI-ACNE & WHITENING SERUM**  
**FAIZA ANTI-ACNE & GLOWING SERUM**



**FAIZA SKIN SERUM**  
24K Gold  
HYALURONIC ACID + GLUTATHIONE  
VITAMIN-C



# FAIZA BEAUTY CREAM

Faiza Beauty Cream is a top-selling product that is renowned for its remarkable results in removing every kind of skin impurities. It is people's choice to achieve fairness, brightness, and youthfulness just within a few days. Due to its healthy formulation enriched with vitamins, minerals, and anti-oxidants agents, It eliminates pimples, freckles, dark spots, dark circles, and blackness of the face. Faiza Beauty Cream is used for an awless, beautiful, and glowing face.



ITS REMOVES PIMPLES

FRECKLES

DARK SPOTS

IMPROVES YOUR BEAUTY  
& BEAUTIFUL FACE



[www.faizabeautycream.com](http://www.faizabeautycream.com)

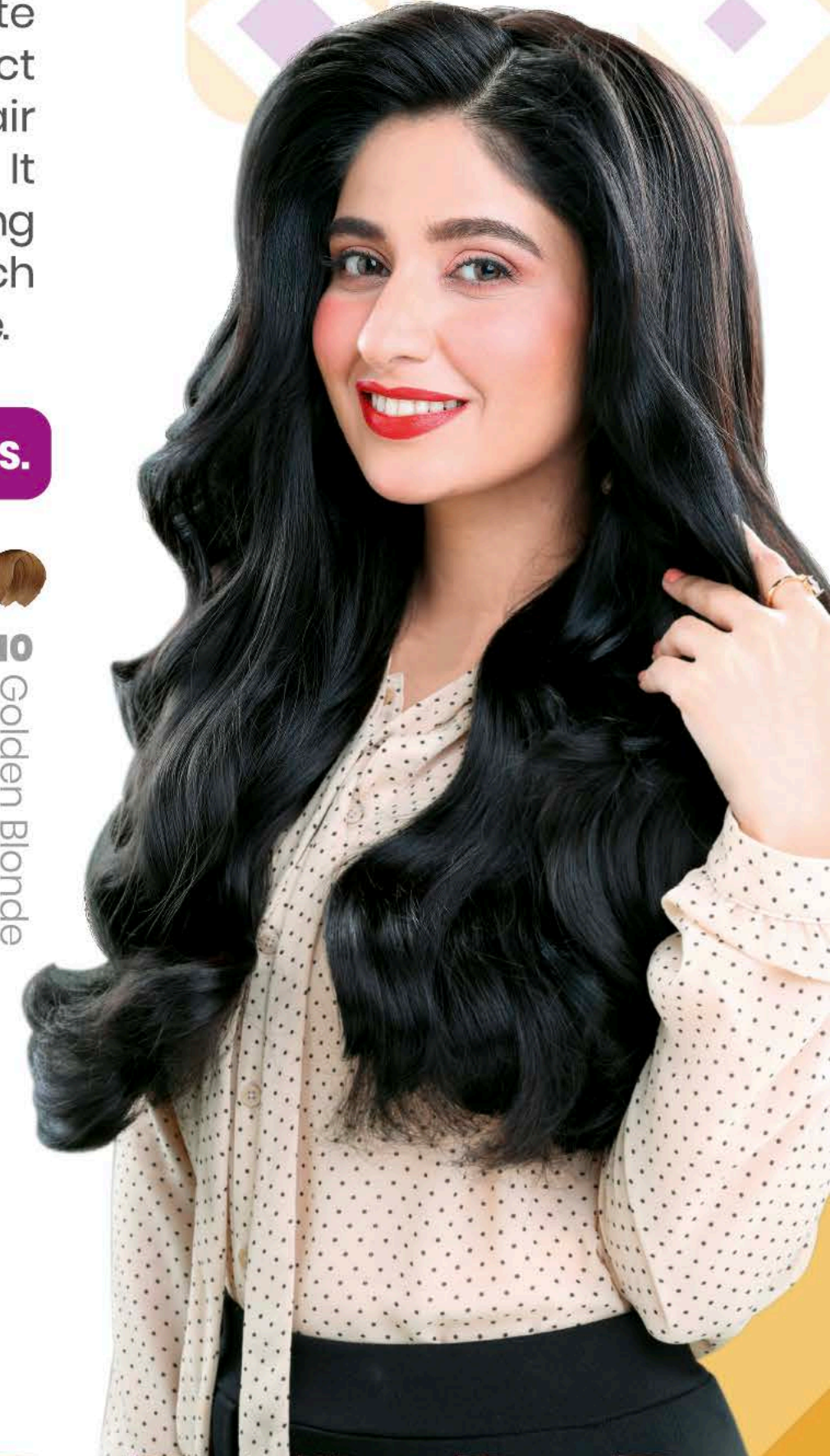


# Faiza<sup>®</sup> HAIR COLOUR

## FAIZA HAIR COLOUR

Faiza Hair Color to your hair can create more varied hues that pick up and react to light in different ways, making your hair appear more vibrant and interesting. It can also help tame frizzy hair by conditioning your hair and adding more weight, which really helps keep your hair smooth & tame.

AVAILABLE IN 10 DIFFERENT COLORS / SHADES.





# Faiza®

ANTI-ACNE & GLOWING  
SERUM

## FAIZA ANTI-ACNE & GLOWING SERUM

Faiza Anti-acne & Glowing Serum is a skincare product crafted to address two concerns: anti-acne and a radiant complexion. This serum is like a potent elixir applied to your skin. It works on multiple fronts, combating acne while enhancing your skin's natural radiance. Formulated with ingredients such as salicylic acid, it tackles acne issues, while vitamins and anti-oxidants contribute to the glowing effect.

Mix ANTI-ACNE & Glowing Serum  
In Faiza Beauty Cream  
For Best Results



# Faiza®

ANTI-ACNE + WHITENING  
SERUM

## ANTI-ACNE + WHITENING SERUM

An anti-acne+whitening serum is a skincare product that targets both acne and uneven skin tone. This dual-action serum is designed to tackle breakouts while also working to lighten dark spots or areas of hyperpigmentation, creating a more even complexion. Ingredients like salicylic acid addresses acne by unclogging pores, while skin brighteners like niacinamide and Vitamin C helps fade discoloration.

Vitamins  
Minerals  
&  
Special  
Whitening







It's Light & Not Cloying  
Accelerates Collagen  
Plumping Out Fine Lines

# Faiza<sup>®</sup>

## SKIN SERUM

### FAIZA 24K GOLD SKIN SERUM

Faiza 24K Gold Skin Serum is a unique product for skin to make a fair complexion. Its deep penetration provides natural look to your skin.

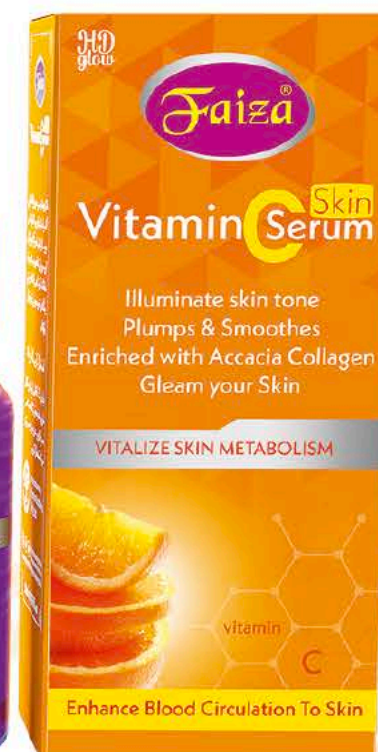
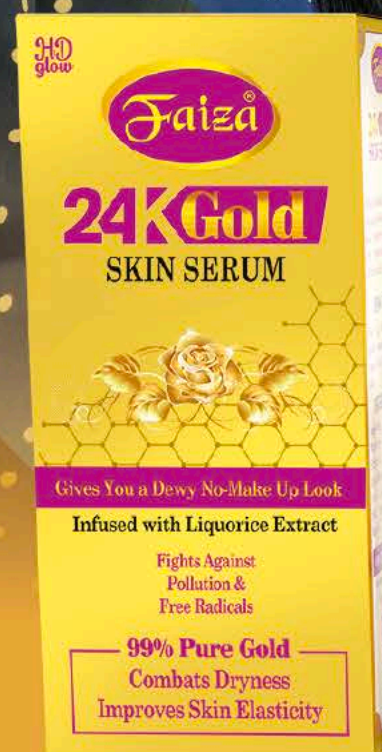
### FAIZA HYALURONIC ACID + GLUTATHIONE SKIN SERUM

Faiza Hyaluronic Acid + Glutathione Serum prevents scars and blemishes. It provides hydration and keeps skin fair and smooth. It promotes skin cell metabolism and regeneration.

### VITAMIN C SKIN SERUM

Faiza Vitamin C Serum acts as a natural anti-oxidant that fights the effect of free radical damage and sun exposure, also repairing your skin and protecting it from pre-mature fine lines.

**Illuminates skin tone  
Plumps & Smooths  
Enriched with Accacia Collagen  
Gleam your Skin**



# Faiza<sup>®</sup>

## SOAP

### FAIZA BEAUTY SOAP

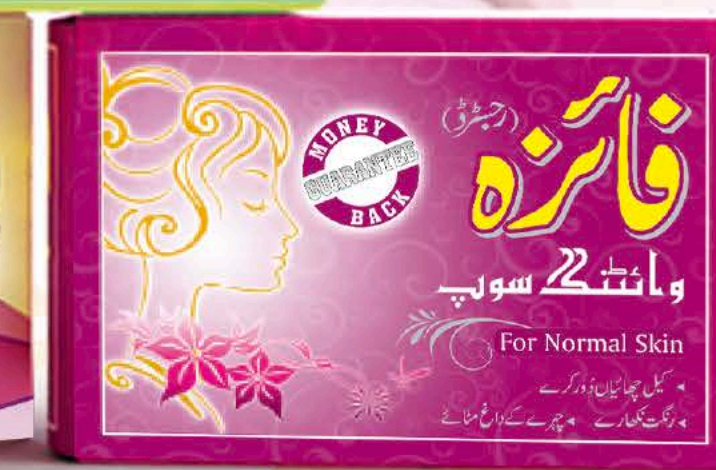
Faiza Beauty Soap is produced to feature attractive fragrance, it cleanses, moisturizes & whitens your skin. It helps eliminate pimples, treat acne, white and black heads. It is often used to even skin tone, decreases the appearance of scars, and reduce age spots.

**VITAMINS THAT NOURISHES THE SKIN REDUCING VARIOUS SIGNS OF SPOTS LIKE FINE LINES & WRINKLES.**

**SERVES AS ANTI-BACTERIAL AND HAS ANTI-OXIDANT THAT REMOVES DAILY IMPURITIES.**

**IT REJUVENATES AND HELPS THE SKIN TO STAY HYDRATED AND GLOWING.**

### BEAUTY SOAP WHITENING SOAP NEEM SOAP





# Faiza®

BEAUTY FACE WASH

## FAIZA BEAUTY FACE WASH

The skin of the face is more sensitive than the rest of the body, hence it needs a gentler wash. The flawless white complex is the most active natural ingredient to whiten & brighten skin. Faiza (Lemon & Vitamin C, Aloe Vera, Active Charcoal) Beauty face wash

combines the natural power of flawless white complex and modern science's boost white technology to white skin, regenerate dead skin cells, eliminate skin impurities, and cleanse deep into pores while ensuring that your facial skin does not strip off its natural moisture.

**LEMON & VITAMIN C**  
**ALOE VERA**  
**ACTIVE CHARCOAL**



# Faiza®

FACE WASH

## FAIZA FACE WASH

Skin care is not a daily routine but has become more or less a ritual and obviously dull & aging skin is always a concern for consumers. This is when we look for beauty products, whether you love them or not, but the fact is that everyone wants to look good. Considering these points Faiza Cosmetics introduced Faiza Face Wash which surely lightens the blemishes & dark spots and gives you flawless skin.

**MOISTURE BALANCING**  
**MENTHOL ICE**  
**FOAMING OIL FREE**





## BODY & FACE ALL SKIN TYPES

# Faiza<sup>®</sup> LOTION

### FAIZA MOISTURIZING LOTION

Applying body lotion is one of the easiest ways people can pamper themselves. A standard body skin lotion can work wonders on rough, dehydrated skin that feels rough and undesirable, and moisturizing lotion works especially well on the hands and feet, but on the whole body can be applied. Faiza Moisturizing Lotion helps to:

RE-HYDRATES DRY SKIN.

FEELS AND SMELLS GOOD.

RELAX YOURSELF.

MAKE YOUR SKIN GLOW.

SMOOTH CALLUSES.

SOFTEN THE ROUGHEST PARTS  
OF YOUR BODY.

REPLENISH EXTRA DRY OR ROUGH  
SPOTS ON DRY SKIN.



[www.faizabeautycream.com](http://www.faizabeautycream.com)



# Faiza<sup>®</sup> MAGIC CLEAN

### FAIZA HAIR REMOVING LOTION

Faiza Hair Removal Lotion is a Safe alternative over waxing, plucking and other similar methods. The formula is developed to be painless and soothing with minimized risk of irritation and works for both men and women. It Inhibits hair growth and decreases the need for regular hair removal due to weakening the hair follicles.

Faiza Hair Removal Lotion is a popular option for depilation. It offers several key features; firstly, it provides a painless and quick method for hair removal, secondly, the lotion is easy to apply, making it suitable for various body areas, thirdly, it contains active ingredients that dissolve hair at the surface, leaving skin smooth, additionally, it is formulated with moisturizing agents, preventing dryness and irritation. Lastly, it is available in different variants for different skin types.





**Pulp The Skin**  
**Enhance Skin Texture**  
**Lighten Dark Spots**



### FAIZA GOLD CREAM BLEACH

A Deep Dive Faiza Gold Cream Bleach is a cream formulated with an activator that helps us make the unwanted hair on our face look lighter in colour. Faiza Gold Bleach Cream are specifically curated for the skin, keeping skin sensitivity in mind.

**HELPS TO LIGHTEN UP FACIAL HAIR**  
**HELPS TO REMOVE DEAD SKIN LAYER**  
**GIVES YOU WITH NATURALLY GLOWING SKIN**



**Faiza**<sup>®</sup>  
**URGENT FACIAL**

**within 15 MINUTES**

### FAIZA URGENT FACIAL

Faiza Urgent Facial is like quick makeovers for your face. It's all about giving your skin a fast and refreshing pick-me-up. These treatments usually include cleaning your face, scrubbing away old skin, putting on special masks, and adding moisture to make your skin glowing.

Faiza Urgent Facial has an incredible formulation that effectively cleans your face with fantastic ingredients.



It keeps your skin hydrated, soft, supple, & youthful-looking



Removes dry & dead skin cells, revealing a fresh layer of skin for a natural glow.



An ultimate efficiency of acne & marks removal.







**BEST SELLING BRAND IN AFRICA**



**FASTEST GROWING BRAND IN INDIA**



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## PRODUCTS RANGE

PCS. CTN	PRODUCTS NAME	PCS. CTN	PRODUCTS NAME
288	Faiza Beauty Cream Large 50gm	72	Faiza Hair Removing Jar 120 ml Tulip
144	Faiza Beauty Cream Medium 25gm	72	Faiza Hair Removing Jar 120ml Aloe Vera
288	Faiza Beauty Cream Small 15gm	144	Faiza Hair Removing Tube Rose
144	Faiza Face Wash	144	Faiza Hair Removing Tube Aloe Vera
144	Faiza Face Wash Ice Menthol	144	Faiza Hair Removing Tube Tulip
144	Faiza Foaming Face Wash	576	Faiza Anti-Acne & Whitening Serum
72	Faiza Face Wash Lemon / Vitamin-C	72	Faiza Hair Colour 10 Varients
72	Faiza Face Wash Aloe Vera	144	Faiza Skin Polishing Kit
72	Faiza Face Wash Activated Charcoal	576	Faiza Skin Anti-Acne & Glowing Serum
144	Faiza Normal Skin Soap	576	Faiza Urgent Faical
144	Faiza Neem Soap	96	Faiza Moisturizing Lotion 100ml
144	Faiza Whitening Soap	48	Faiza Moisturizing Lotion 200ml
72	Faiza Hair Removing Jar 120 ml Rose		



[www.faizabeautycream.com](http://www.faizabeautycream.com)



NEW



**GOLD**  
BEAUTY CREAM



NEW

**F'livel**  
Bath Soap

F'LIVEL BATH SOAP WITH ROSE  
F'LIVEL BATH SOAP WITH JASMINE  
F'LIVEL BATH SOAP WITH LEMON & VITAMIN C  
F'LIVEL BATH SOAP WITH ACTIVATED CHARCOAL

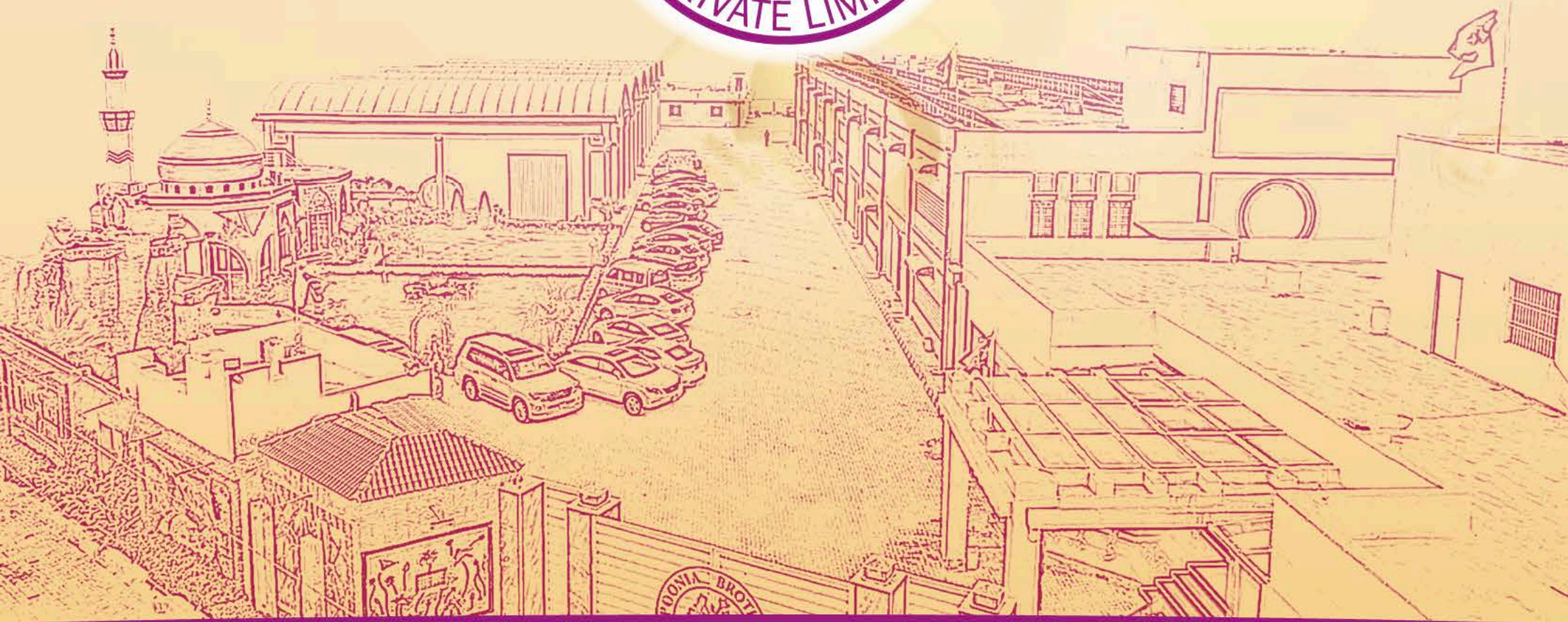


**Goldies Samra**  
BEAUTY CREAM

SAMRA GOLDIES BEAUTY CREAM  
SAMRA GOLDIES BEAUTY SOAP  
SAMRA GOLDIES FACE WASH  
SAMRA GOLDIES ANTI-ACNE & GLOWING SERUM  
SAMRA GOLDIES HAIR REMOVING CREAM







## HEAD OFFICE:

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