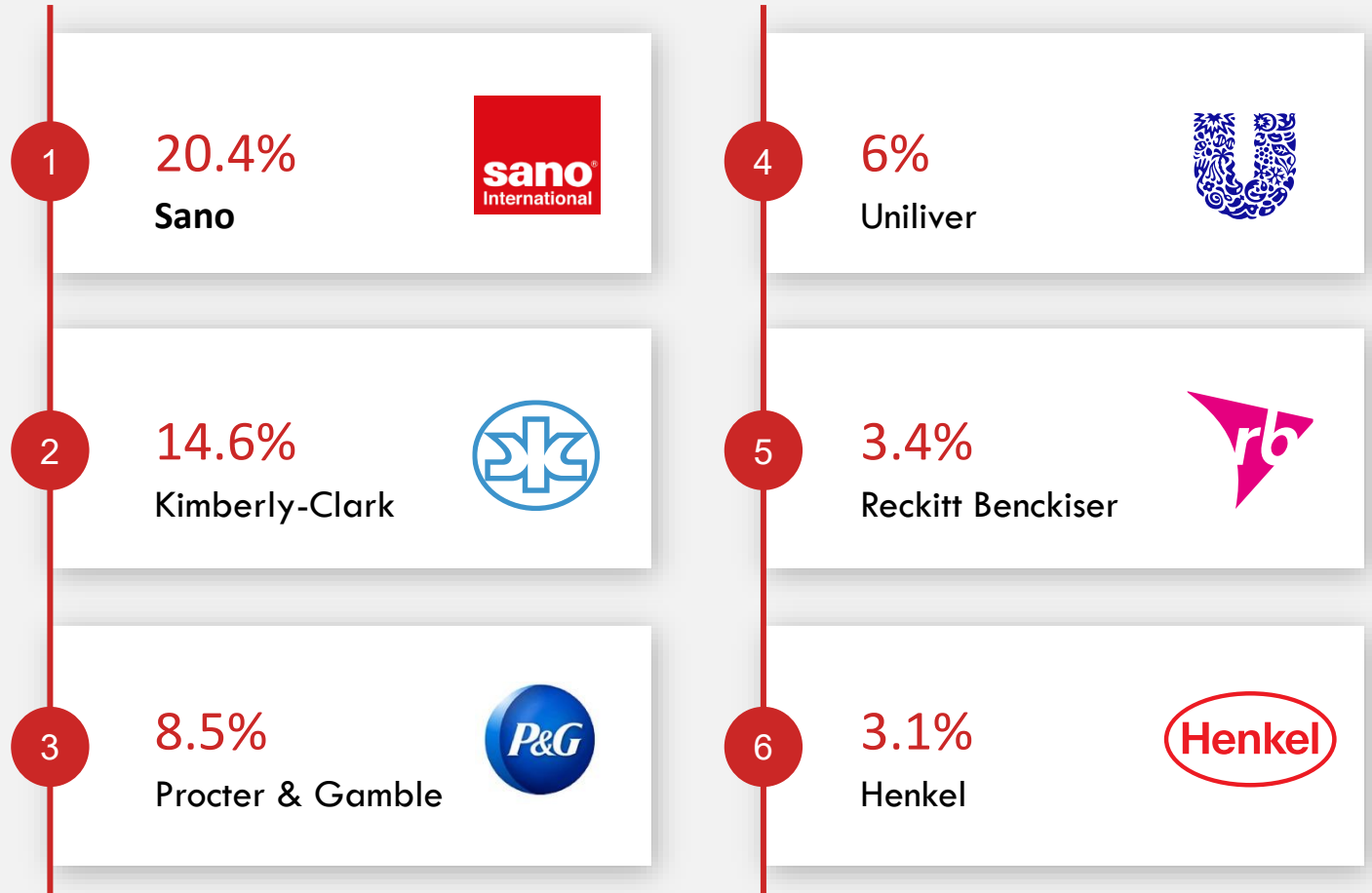




**BEAUTY BRANDS - KEFF**

# LEADING ISRAEL'S COMPETITIVE MARKET



# FACTS AND FIGURES



**\$566 M**  
Turnover 2023



**5**  
Factories



**+2,000**  
Products



**+1,600**  
Employees

SANO GROUP  
UNIQUE  
BRANDS

*Natural*  
FORMULA

CARELINE

keff®

Soft  
care

sano®

ORBITOL

Crēma®







**KEFF = FUN**

Everything has been done





**Who  
doesn't like  
ice cream?**





so  
why  
don't we  
combine  
the two?



# The delicious scent of ice cream will Make every shower a surprising treat



7290102992546



7290102992447



7290102992461



7290102992454



7290102992478

# About Keff



- Keff brand was launched in 1992 and became a leading brand in Israel. In recent years Keff became visible and successful in EU as well
- All Keff Products are registered in CPNP database and are suitable for sale in Europe.
- Keff - a fun and trendy brand, was aimed at young people through product innovation and a fresh advertising language.
- Keff is the leading brand in the soaps Segment 14.6% MS in Israel





# Marketing





# Keff Launch

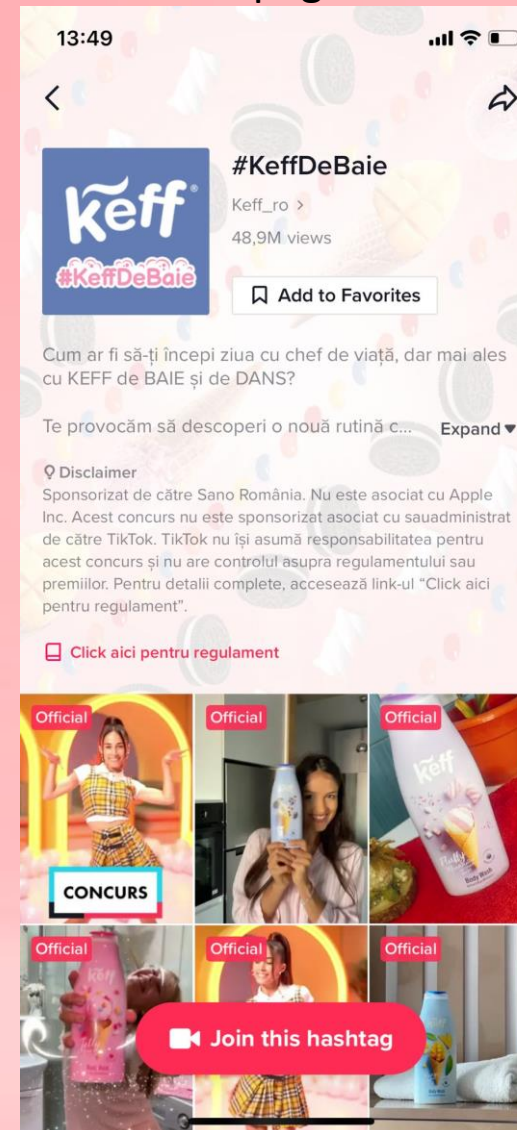


**TA: Teens** – boys & girls (10-16)  
**Second TA** – Teens parents

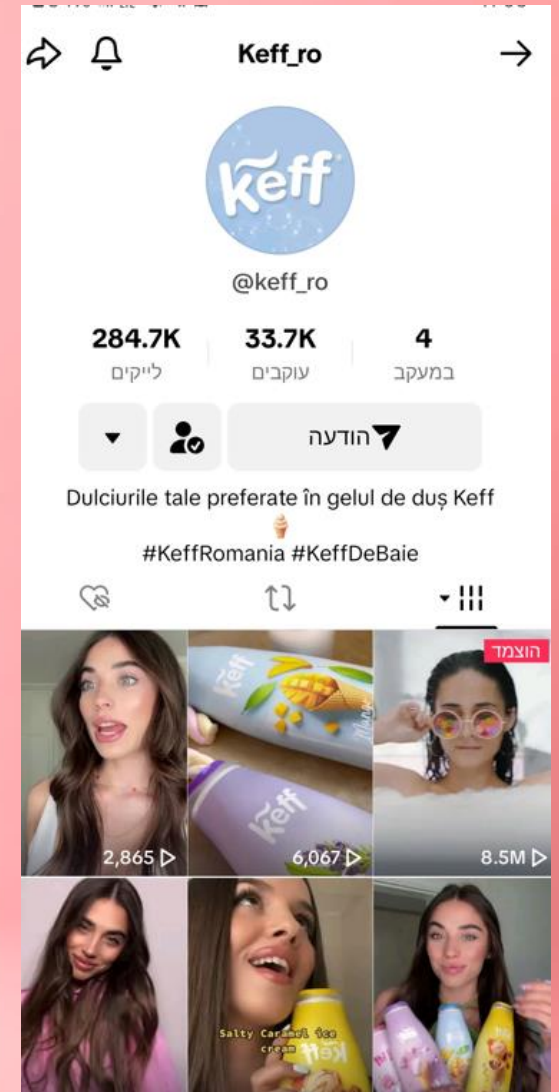
## What has been done:

1. We recruit the no.1 Teen Idol in Romania Andra Gogan
2. We used related Teen Platform for Teens (TT and ING)
3. Also launched a TV ad in order to increase awareness and endorse the brand to the parents

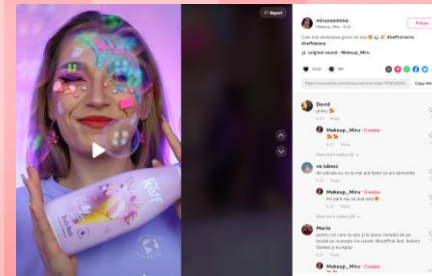
## TT page



## ING Page



# Organic content from consumers via Social Media





# Micro Influencers from Social media

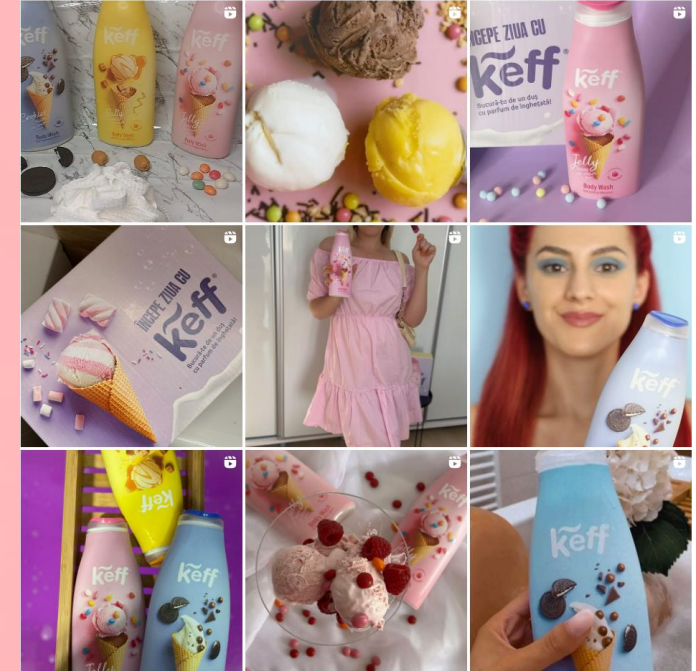


## Summary

Total Feed Posts: 6  
• 1 image  
• 5 carousels  
Total Stories: 101  
• 38 images  
• 63 videos  
Total Reels: 49  
Total Likes: 34936  
Total Comments: 2689  
Estimated Reach: 261229

49

Influencers  
Participated





# Social Media- Online content



**Keff®**



# Keff Retail Chains Presence

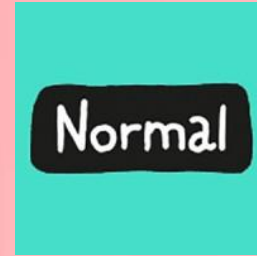
Romania



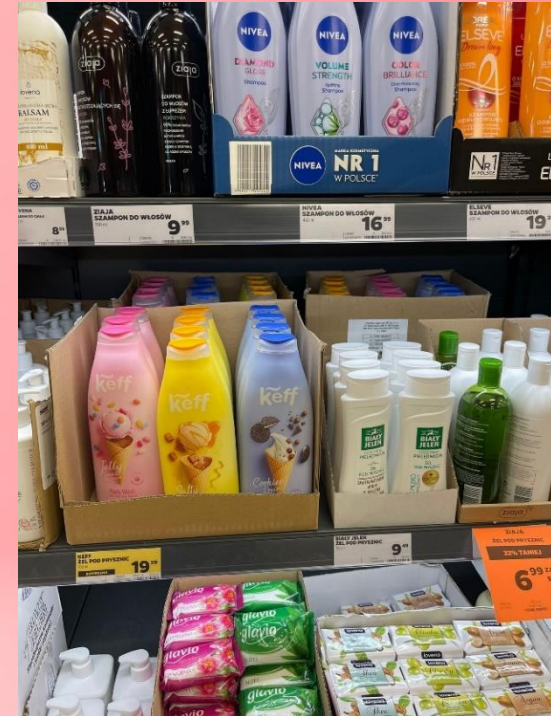
Bulgaria



Denmark



Poland





# Keff Retail Chains Presence

Romania



Romania



Launching Q1, 2024

Poland



Greece



Poland



# Keff Online Shops

Czech Republic

7  
dne

11  
dne

18  
dne

13  
dne

Valentýnská akce 2024

Nežefť láskou, šefť s kódem VALENTYN20

-20%

Fragnito

Našli jste, co hledáte

Hledat

Valentin 20

Dárkové sady

Naše značky

Plaf

Liční

Sto

Vlasy

Zuby

Parfémy

Muži

Děti

Interiérové vůně

Willow Tree a Anora

Jídlo a pití

Domů

Naše značky

Keff

Keff

Značka Keff byla vytvořena roku 1982 a rychle se stala velmi populární na domácím trhu, v zahraničí. Náš široký výběr kvalitních produktů, které jsou všem snadno dostupné. Už od začátku je značka Keff začleněna především na místo, emoce Keff nachází velkou odhodu.

Nejprodávější

Nejlevnější

Nejdražší

Skrýt filtry

Cena

127 Kč

Speciální péče

Pro koho

Značky

~20% s kódem VALENTYN20

Keff Mycí krém - Růže & Kukul olej, 500ml

Skladem (>20 ks)

128 Kč

Keff Mycí gel - Mango sorbet, 500ml

Skladem (1 ks)

128 Kč

Romania

Bebe

De vrei sa cauti astazi?

Contul Meu

Produse

PROMOTIILE SAPTAMANI

CARIERE

MAGAZINE

Campanie cu produs promotional Burete de baie Baby Keff

Keff

CUMPARA ORICARE 2 GELURI DE DUS KEFF SI PRIMESTI UN BURETE DE BAIE!

GEL DE DUS CU PARFUM REZISTIBIL DE INGHEȚATA

BENEFICIILE CAMPIANIE

- modalitate de aplicare a beneficiilor -

Beneficiul acestei campanii este reprezentat de un produs promotional: 'Keff Burete de baie Baby' x 1 buc

Campania valabila in perioada 12-10-2021 - 26-11-2021, in limita stocului disponibil.

PRODUSE PARTICIPANTE

Ordoneaza dupa: Cele mai noi

Gel de dus Lavender Keff, 500 ml, Sano

KEFF

12,00 RON

DODAJ DO KOSZYKA

Gel de dus Rose & Kukul Oil, 500 ml, Keff

KEFF

12,00 RON

DODAJ DO KOSZYKA

Gel de dus Coconut Vanilla, 500 ml, Keff

KEFF

12,00 RON

DODAJ DO KOSZYKA

Gel de dus Milk & Honey, 500 ml, Keff

KEFF

12,00 RON

DODAJ DO KOSZYKA

Gel de dus Cookies & Cream, 500 ml, Keff

KEFF

12,00 RON

DODAJ DO KOSZYKA

Gel de dus Mango Sorbet, 500 ml, Keff

KEFF

12,00 RON

DODAJ DO KOSZYKA

Gel de dus Strawberry, 500 ml, Keff

KEFF

12,00 RON

DODAJ DO KOSZYKA

Gel de dus Blueberry, 500 ml, Keff

KEFF

12,00 RON

DODAJ DO KOSZYKA

Gel de dus Peach, 500 ml, Keff

KEFF

12,00 RON

DODAJ DO KOSZYKA

Poland

allegro

keff 700

szukaj wielu

Wszystkie kategorie

SZUKAJ

badz SMA

Moje Alle

Kategorie

Gwarancja najniższej ceny

Pomagaj z WOŚP

Strefa Okazji

Sprzedawaj na Allegro

Premiery

szukasz „keff 700”

(3 oferty)

Polub wyszu

Podkategorie

Uroda

3

Filtry

Filtry z kategorii Kąpiel i prysznic - Żele

Allegro Smart!

nowe

kup teraz

Darmowa dostawa i zwrot

☐ Allegro Smart! SMART

☐ darmowa dostawa

☐ darmowy zwrot

Czas dostawy

☐ dostawa jutro

☐ dostawa do wtorku

☐ dostawa do srody

Stan

☐ nowe

3

Przedprzedaż biletów tylko dla klientów allegro SMART

ŻYWIEC MĘSKIE GRANIE

Oferty

Przeznaczenie: kąpiel i prysznic

19,97 zł SMART

28,96 zł z dostawą

dostawa jutro do 10 miast

DODAJ DO KOSZYKA

Przeznaczenie: kąpiel i prysznic

19,93 zł SMART

28,92 zł z dostawą

dostawa jutro do 10 miast

DODAJ DO KOSZYKA

# Promotional Activities





**But what else do we have?**



# New Launch 2024

## KEFF Shower Mousse – 200ml

Keff Shower Mousse, lathers into a rich foam for a delightful cleansing and truly pampering experience that leaves your skin fresh for long hours.

The Mousse's whipped texture gives a beautifully creamy coverage.

Elevate your everyday routine with Sweet Strawberries & Cookie Cream scents with a lingering essence of pure delight wherever you go.



7290108356274  
Mousse Strawberry Cream



7290108356298  
Mousse Cookie Cream 200ml

# Keff Classic Line



7290102992577



7290102992560



7290102992584



7290102992553



# Keff Hair Care Line - 500ml





# Keff Hair Care Line - 500ml

A line of Shampoo & Conditioner that stands out from the crowd and leaves a lasting impression.

The extraordinary blend of innovative and trend-setting ingredients ensure every wash will make you feel special, better looking, and empowered



# Keff Hair Care Line - 500ml

## Apple & Chia Seeds

Shampoo & Conditioner for normal hair.  
Enriched with Apple Extracts and Chia Seeds.



## Keratin & Coconut Oil

Restoring and protecting Shampoo & Conditioner.  
Enriched with Keratin and Coconut oil.



# Keff Hair Care Line - 500ml

## Pomegranates & Argan oil

Shampoo & Conditioner for Dry hair.  
Enriched with Pomegranate Extracts and Argan oil.



## Rose & Kukui Oil

Shampoo & Conditioner for Soft, shiny hair.  
Enriched with Rose Extracts and Kukui oil





# Soapless Hand Soap - 500ml pump

## Fruit Party series:

- ✓ Scents with fruit and spices
- ✓ Hypoallergenic

Product name	Barcode #	Unit Packaging
Fig & Green Tea	7290102992997	24
Watermelon & Mint	7290102992980	
Peach & Pepper	7290102993000	





# Soapless Hand Soap - 500ml pump

## Classic series:

- ✓ Infused with Seaweed or Jasmin Lavender pampering extract
- ✓ Balanced pH level

Product name	Barcode	Unit Packaging
Seaweed	1161029007290	24
Jasmin & Lavender	7290102991006	





# Contact Information

The logo for Sano International, featuring the word "sano" in white lowercase letters with a registered trademark symbol, and the word "International" in white uppercase letters below it, all on a red rectangular background.

**sano**<sup>®</sup>  
International

Olga Grinshpan

Business Development Manager

Tel.: +972-9-7691543

Cell: +972-50-318-0241

Email: [olgag@sano-international.com](mailto:olgag@sano-international.com)

Website: <https://www.sano-international.com/>