

Natural Formula

Body Care

Hair Experts

Keff



Beauty Brands
Catalogue

Beauty

Body Care

Cosmetics

Careline

Beauty

Hair Experts

Body Care



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About Our Group

Sano Bruno's was founded by the late Mr. Bruno Landesberg in 1965, as a company that manufactures and markets household cleaning product solutions. Since its establishment, over 60 years ago, Sano has grown to become **Israel's No. 1** manufacturer of non-food items, and has expanded its line of products to dozens of categories in the home care and personal care categories. Today, Sano Group's product brands are found in every Israeli home.

As a manufacturer with internal R&D labs, we develop and manufacture unique and innovative products in almost every area: home cleaning, laundry, home care, body care, cosmetics, sunscreen and more. Each year, Sano launches over a hundred new products in different categories, that are highly successful in Israel and around the world.

Sano places high value on quality in the development of each new product. Our high-quality formulas are identical around the world, ensuring that the level of quality remains high wherever our products are sold. As a result, our products have a significant advantage over the competition's.

In the personal care category, we are constantly striving to develop brands and products that represent the hottest trends and meet the ever-changing needs of consumers. At Sano, our brands are about creating professional products of uncompromising quality and making them accessible to the retail market, while being consistently trendy and fashionable.

Our Brands:





A word from our CEO

For over 60 years, we at Sano have been promoting family values through our vision for creating a respectful workplace, building genuine partnerships with our suppliers, and above all, showing loyalty and concern for our customers and their diverse needs. We are proud to be an inseparable part of everyday life in Israel and around the world.

Since its establishment, Sano has become a leading and esteemed enterprise in Israel, successfully competing with multinational companies. We work hard to continuously provide high-quality and efficient solutions that support home and personal care. Our goal is to improve the quality of life of our consumers, while maintaining strict environmental standards. As a result, we are constantly adapting to the fast-paced and evolving needs of our consumers.

As an enterprise with 1,600 employees, Sano is an integral part of Israeli society. This means that we are involved in a number of projects, activities and charitable donations aimed at various communities throughout Israel. We also proudly provide a framework in which our employees can volunteer in social and community projects that make a difference.

Over the years, with careful planning and dedication, we've built Sano into an international company that distributes its products to the international market. We look forward to our continuous technological development, developing our products and service to consumers, to make them faster and better than ever before.

Yuval Landesberg



Keff®

About the Brand

Keff brand was launched in 1992 and became the leading bath and shower care brand in Israel.

Keff offers a wide range of quality products that are accessible to anyone and everyone, and makes the bathing experience luxurious and fun.

From the very beginning, Keff brand was aimed at a young and trendy audience, through product innovation and a fresh advertising language, and today Keff is the preferred brand by young people in Israel.

MOISTURE RICH BODY WASH

The delicious scent of ice cream will make every shower a surprising treat. When your day begins like this, everything is possible!

Enriched with: Shea butter, Vitamin E and Aloe vera.
Leaves your skin fresh, energized and smelling delicious all day long.

- Available in 500 and 700 ml •
- Box: 12 •



JELLY BEANS
7290102992454



COOKIES CREAM
7290102992447



SALTY CARAMEL
7290102992478



FLUFFY MARSHMALLOW
7290102992461



MANGO SORBET
7290102992546

CLASSIC BODY WASH

A luxurious, vitamin-rich formula, cleanses and softens skin. Comes in a variety of pampering milky scents that last all day.

- Available in 500 and 700 ml •
- Box: 12 •



ROSE & KUKUI OIL
7290102992584



LAVENDER
7290102992560



MILK & HONEY
7290102992553



VANILLA & COCONUT
7290102992577

NOURISHING HAIR CARE

A line of shampoo & conditioner products that fits fast paced lives, Helping the consumer feel special, better looking, and more empowered.

The combination of ingredients is unique, exciting and sexy.

- Available in 500 and 700 ml •
- Box: 12 •



Apple & Chia Seeds

Normal hair

Shampoo 7290102995004
Conditioner 7290102995011



Rose & Kukui Oil

Soft & Shiny hair

Shampoo 7290102995066
Conditioner 7290102995073



Pomegranate & Argan Oil

Dry & Damaged hair

Shampoo 7290102995028
Conditioner 7290102995035



Keratin & Coconut Oil

Hair restoring and protecting

Shampoo 7290102995042
Conditioner 7290102995059

HAND SOAP

Luxurious Soapless Hand Soap
Enriched with moisturizing ingredients.
Delivering a carefully balanced pH level
that is perfect for your skin.

For all skin types
Scented with fruit and spices
Leaving skin feeling refreshed and silky soft

- Available in 500 ml •
- Box: 24 •



PEACH & PEPPER
7290102993000



FIG & GREEN TEA
7290102992997



WATERMELON & MINT
7290102992980



SEAWEED
7290000291161



JASMIN & LAVENDER
7290102991006



ELIXIR OIL
7290108356496

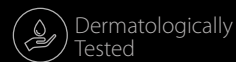


About the Brand

Careline is a beauty brand leader in the Israeli cosmetics industry.

It's core essence is the ability to simplify the beauty process that every woman can afford technologically advanced products that will simplify her life and help her look more beautiful and more confident.

Careline's affordable, high quality, simple to use and trendy cosmetic products meet the needs of the modern woman.



C POWER

A skin care collection which is based on a long-lasting, vitamin C derivative.

Provides skin with an oxidative-aging protection, helps to improve skin's appearance and elasticity, and even skin tone.



• FOR DAILY USE • FOR ALL SKIN TYPES

• Day Cream 7290104969935 • Night Cream 7290104969928 • Eye Cream 7290104969911 • Face Primer 7290104966101

HYALU TEC

Next generation skin care collection with pure Hyaluronic Acid that restores volume and imparts a youthful appearance.



DAY & NIGHT CARE

Treatment cream, enriched with pure Hyaluronic Acid restores volume and refines deep expression lines.

7290104969904

EYE & LIPS CREAM

Eye & Lip Care Cream for targeted application on deep expression lines and fine dry lines in the eye and lip areas.

7290104969898

YOUNG

Skin care collection for young skin with a refreshing gel texture.

Protects the skin from environmental damage. Postpone the appearance of wrinkles.



- Gel Moisturizing cream, 7290008444231
- Gel cream SPF15, 7290010380466
- Gel with cleansing brush, 7290104964053
- Facial Cleansing Gel, 7290104963964
- Exfoliating Peel, 7290104963674

MULTI EFFECT

A Multi- Purpose treatment enriched with Hyaluronic Acid and Peptides Complex.

Multi-effect skin care collection is especially designed to nourish, moisturize, protect, firm, and soothe your skin with every application, keeping you looking young and healthy.



- Moisturizing Day cream SPF25, 7290104964084
- Night cream, 7290104964091
- Eye cream, 7290104964107

BOOST YOUR SKIN

The combined skin care system features innovative boosters and complementary facial creams. The combination of powerful serum and effective cream provides highly concentrated active ingredients that deliver excellent results.



PRO VITAMIN C 7%

- For tired skin with dark spots.
- Inhibit loss of elasticity and sagging increasing with age.
- Brightness skin tone and enhanced protection against radiation.

C Power Cream
7290104969928

7290104969874



PRO RETINOL 2%

- For rough, tired, dehydrated skin containing lines and wrinkles.
- Enriched with long lasting Pro-Retinol in a capsule technology.

Pro Retinol 2% Cream
7290104965104

7290104969897



HYALURONIC ACID 2%

- For skin with signs of aging and environmental damages.
- Enriched with a combination of 4 Hyaluronic Acids in different molecular weights.

Hyalu Tec Cream
7290104969904

7290104969881



PRO COLLAGEN 11.5%

- For rough, tired, dehydrated, dull skin containing lines and wrinkles.
- Inhibit loss of elasticity and sagging increasing with age.
- Contain a Peptide Complex that improves the skin.

Pro Collagen 3% Cream
7290104965111

7290104969850

REVIVAL+

Skin care collection designed to strengthen & firm mature skin and prevents early signs of aging.

Revival+ products are enriched with active ingredients that helps restore the skin by accelerating the production of Collagen and elastin fibers, encouraging cell regeneration and refining the depth of existing wrinkles.



• Day Cream 7290104962721 • Night Cream 7290012350252 • Eye Cream 7290012350269 • Serum 7290012350276

OIL FREE

Oil Free light textured products freshen the skin and prevent the appearance of oily shine, reddened appearance with frequent breakouts.



• Cleansing Tonic 7290006789914 • Gentle Peel 7290104963995 • Spot treatment gel 7290104964183
• Spot treatment Lotion 7290006789938 • Face Wash 7290104963957 • Light Moisturizing Lotion 7290006789921

SIMPLY BEAUTIFUL LIPS



Lipstick collection with raw pigments to maintain color intensity from the moment of application and for long period of time. Formulated with Hyaluronic Acid and moisturizing ingredients that gives softness, elasticity and volume to your lips.

EVERLAST

All Day Lip Color

A compact, easy-to-use lipstick & lip gloss in one package for perfect lips. Unique formula that combines an innovative polymer that dries quickly, fixates on lips and lasts for 12 hours.



LIP & CHEEK TINT

The secret of professional makeup artists.

Available in two shades:

Red and Bronze - for lips and cheeks.

Cheeks: Spread a few touches of color with the applicator on the cheeks and blend with the finger pads until the liquid is assimilated all over the cheek area.

Lips: Spread a few touches with the applicator on the lips and blend with the finger pads until fully covered. Repeat several times to get a deeper tone.



BOLD MASCARA

Mini Brush for Maxi Effect

Professional Mascara with a unique wand that reaches and covers every eyelash, even the very short and small ones

- A small-dimensional silicone wand with excellent results
- Hypoallergenic
- Paraben, Fragrance and Talc free
- Available in Black, Brown and Blue colors.
- Mascara Bold Black is also available in waterproof version.

Mascara Bold Black 7290104961915

Mascara Bold Dark Blue 7290104963056

Mascara Bold Dark Brown 7290104963063



ISRAEL'S
BEST SELLER
MASCARA
BRAND FOR 5
CONSECUTIVE
YEARS

CARELINE HAND SOAP

Indulging moisture rich liquid hand soap.

Unique product with moisture, vitamins and minerals that will leave your hands soft, fresh and silky with a refreshing lingering fragrance.

- Box: 24 • Size: 500ml



SWEET KISS

Rose & Musk scent

7290102991792

MIDNIGHT GLOW

Shea Butter scent

7290102991808

SPRING BLOSSOM

Vanilla & Apple scent

7290102991785

WILD BREEZE

Water Lily scent

7290102991778

CARELINE ROLL ON BIO DEODORANTS

Enriched with Aloe vera that soothe the skin.

The new deodorants collection provides 48H protection, dermatologically tested and suitable for sensitive skin. Anti perspirant. 0% Alcohol.



SECRET GARDEN
7290108357059

VELVET ROSE
7290108357110

CITRUS BLOSSOM
7290108357042

CARELINE BODY LOTION

Moisture rich for all skin types.

Unique body lotion collection that are enriched with Hyaluronic Acid, Vitamin complex, Shea Butter, Aloe Vera & Jojoba Oil that soothes the skin and provides the skin a feeling of fragrances and a velvety touch.



COCONUT
7290104965623

LOTUS
7290104965616

YLANG YLANG
7290104965630

Item Description / Description produit	EAN	Units packaging	Unit Description	Carton per Pallet-100x120cm container
Keff				
Keff Body Wash Jealy Beans 500ml	7290102992454	12	500ml Bottle	96
Keff Body Wash Jealy Beans 700ml	7290108356045	12	700ml Bottle	96
Keff Body Wash Cookies Cream 500ml	7290102992447	12	500ml Bottle	96
Keff Body Wash Cookies Cream 700ml	7290108356021	12	700ml Bottle	96
Keff Body Wash Salty Caramel 500ml	7290102992478	12	500ml Bottle	96
Keff Body Wash Salty Caramel 700ml	7290108356076	12	700ml Bottle	96
Keff Body Wash Marshmallow 500ml	7290102992461	12	500ml Bottle	96
Keff Body Wash Mango Sorbet 500ml	7290102992546	12	500ml Bottle	96
Keff Body Wash Rose & Kukui Oil 500ml	7290102992584	12	500ml Bottle	96
Keff Body Wash Lavender 500ml	7290102992560	12	500ml Bottle	96
Keff Body Wash Milk & Honey 500ml	7290102992553	12	500ml Bottle	96
Keff Body Wash Vanilla & Coconut 500ml	7290102992577	12	500ml Bottle	96
Keff Shampoo for normal hair Apple & Chia Seeds	7290102995004	12	500ml Bottle	96
Keff Conditioner for normal hair Apple & Chia Seeds	7290102995011	12	500ml Bottle	96
Keff Shampoo for Soften & Shiny hair Rose & Kukui Oil	7290102995066	12	500ml Bottle	96
Keff Conditioner for Soften & Shiny hair Rose & Kukui Oil	7290102995073	12	500ml Bottle	96
Keff Shampoo for dry hair Pomegranate & Argan Oil	7290102995028	12	500ml Bottle	96
Keff Conditioner for dry hair Pomegranate & Argan Oil	7290102995035	12	500ml Bottle	96
Keff Shampoo restoration & nourishment Keratin & Coconut Oil	7290102995042	12	500ml Bottle	96
Keff Conditioner restoration & nourishment Keratin & Coconut Oil	7290102995059	12	500ml Bottle	96
Keff Hand Soap Peach & Pepper	7290102993000	24	500ml Bottle	56

Item Description / Description produit	EAN	Units packaging	Unit Description	Carton per Pallet-100x120cm container
Keff Hand Soap Fig & Green Tea	7290102992997	24	500ml Bottle	56
Keff Hand Soap WaterMelon & Mint	7290102992980	24	500ml Bottle	56
Keff Hand Soap Seaweed	7290000291161	24	500ml Bottle	56
Keff Hand Soap Jasmin & Lavender	7290102991006	24	500ml Bottle	56
Keff Hand Soap Elixir Oil	7290108356496	24	500ml Bottle	56
Careline				
C Power Day Cream Powerful Antioxidant	7290104969935	4	30ml Jar	-
C Power Night Care Powerful Antioxidant	7290104969928	4	30ml Jar	-
C Power Intense Eye Cream Powerful Antioxidant	7290104969911	4	30ml Jar	-
C Power Hydrating Face Primer	7290104966101	5	30ml Jar	-
Hyaluronic Tec Day & Night Care	7290104969904	5	50ml Jar	-
Hyalu Tec Eye & Lip Cream	7290104969898	4	10ml	-
Young Gel Moisturizing Cream	7290008444231	4	50ml Jar	-
Young Gel Cream SPF15	7290010380466	4	50ml Jar	-
Young Gel WITH Cleaning Brush	7290104964053	6	150ml Bottle	-
Young Facial Cleaning Gel	7290104963964	6	300ml Bottle	-
Young Exfoliating Peel	7290104963674	6	150ml Bottle	-
Multi Effect Day Cream SPF25	7290104964084	4	50ml Jar	-
Multi Effect Eye Cream	7290104964107	4	30ml Jar	-
Multi Effect Night Cream	7290104964091	4	50ml Jar	-
Skin Booster Serum Hyaluronic Acid	7290104969881	4	30ml Jar	-
Skin Booster Serum Pro Collagen	7290104969850	4	30ml Jar	-
Skin Booster Serum Pro Retinol	7290104969867	4	30ml Jar	-
Skin Booster Serum Pro Vitamin C	7290104969874	4	30ml Jar	-
Pro Collagen 3% Day Cream	7290104965111	4	50ml Jar	-

Item Description / Description produit	EAN	Units packaging	Unit Description	Carton per Pallet-100x120cm container
Pro Retinol 2% Night Cream	7290104965104	4	50ml Jar	-
Revival+ Day Cream SPF25	7290104962721	4	50ml Jar	-
Revival+ Night Cream	7290012350252	4	50ml Jar	-
Revival+ Eye Cream	7290012350269	4	50ml Jar	-
Revival+ Serum	7290012350276	4	30ml Jar	-
Oil Free Light Moist Cream	7290006789921	4	70ml Jar	-
Oil Free Spot Treatment	7290006789938	4	15ml Jar	-
Oil Free Face Wash	7290104963957	6	300ml Bottle	-
Oil Free Gentle Exfol. Wash	7290104963995	6	300ml Bottle	-
Oil Free Cleansing Tonic	7290006789914	6	15ml Bottle	-
Oil Free Spot treatment Gel	7290104964183	4	15ml Jar	-
CL Lipstick Color Code B12 Rum Raisin Brown	7290104960024	3	Unit 1	-
CL Lipstick Color Code P30 Clean Purple	7290104960161	3	Unit 1	-
CL Lipstick Color Code P33 Extreme Pink	7290104960185	3	Unit 1	-
CL Lipstick Color Code R20 Ruby Red	7290104960062	3	Unit 1	-
CL Lipstick Color Code N40 Perfect Nude	7290104960116	3	Unit 1	-
Careline Lip Color Everlast #701	7290011114305	3	Unit 1	-
Careline Lip Color Everlast #702	7290011114312	3	Unit 1	-
Careline Lip Color Everlast #703	7290011114329	3	Unit 1	-
Careline Lip Color Everlast #704	7290011114336	3	Unit 1	-
Careline Lip Color Everlast #705	7290011114343	3	Unit 1	-
Careline Lip Color Everlast #706	7290011114619	3	Unit 1	-
Careline Lip Color Everlast #707	7290011114626	3	Unit 1	-

Item Description / Description produit	EAN	Units packaging	Unit Description	Carton per Pallet-100x120cm container
Careline Lip Color Everlast #708	7290011114633	3	Unit 1	-
Careline Lip Color Everlast #709	7290011116224	3	Unit 1	-
Careline Lip Color Everlast #710	7290011116231	3	Unit 1	-
Careline Lip Color Everlast #712	7290104960864	3	Unit 1	-
Careline Lip Color Everlast #714	7290104960888	3	Unit 1	-
Careline Lip Color Everlast #715	7290104962608	3	Unit 1	-
CL Lip & Cheek- Red	7290104964930	3	15ml Jar	-
CL Lip & Cheek- Bronze	7290104964541	3	15ml Jar	-
CL Bold Mascara- Black	7290104961915	3	Unit 1	-
CL Bold Mascara- Brown	7290104963063	3	Unit 1	-
Careline Hand Soap Sweet Kiss	7290102991792	12	500ml Bottle	96
Careline Hand Soap Midnight Glow	7290102991808	12	500ml Bottle	96
Careline Hand Soap Spring Blossom	7290102991785	12	500ml Bottle	96
Careline Hand Soap Wild Breeze	7290102991778	12	500ml Bottle	96
Careline Roll on Bio Deodorants Secret Garden	7290108357059	12	75ml Roll On	300
Careline Roll on Bio Deodorants Velvet Rose	7290108357110	12	75ml Roll On	300
Careline Roll on Bio Deodorants Citrus Blossom	7290108357042	12	75ml Roll On	300
Careline Body Lotion Coconut	7290104965623	12	500ml Bottle	133
Careline Body Lotion Lotus	7290104965616	12	500ml Bottle	133
Careline Body Lotion Ylang Ylang	7290104965630	12	500ml Bottle	133

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