Fasha Cosmetics

COMPANY PROFILE

MANUFACTURER · RETAILER · ONLINE SELLER

BEO SKIN CURE · AURA 100% · BLACK PINK

cGMP · ISO 22716:2007 · HALAL CERTIFIED

LAHORE, PAKISTAN · 2026

01 — ABOUT THE COMPANY

Healthy skin, *for life.*

Fasha Cosmetics was built on a simple conviction — that effective, medicated skincare should be affordable for every household in Pakistan.

Fasha BEO Cosmetics (Private) Limited is a Lahore-based skincare company that manufactures, retails and sells online its own ranges of dermo-cosmetic products under two brands — BEO Skin Cure and AURA 100% — and distributes the partner brand Black Pink alongside them. Eighteen products in all, covering daily retail skincare, salon treatments and professional-use systems.

Our philosophy is to create and maintain healthy skin for life, and every product we develop is formulated to do just that. Our development team continuously reviews market trends, sources new active ingredients and formulates products that deliver visible results — improving the skin's natural functions and resolving common concerns such as acne, pigmentation and dullness.

AT A GLANCE

Legal entity	Fasha BEO Cosmetics (Private) Limited
Head office & plant	Kot Lakhpat, Lahore
Brands	BEO Skin Cure · AURA 100% · Black Pink
Products	18 across three brands
Certification	cGMP · ISO 22716:2007 · Halal
Channels	Manufacturing · Trade distribution · E-commerce

02 — OUR BUSINESS MODEL

Three channels, *one standard.*

Fasha operates across the full value chain — we formulate and manufacture our own products, distribute them through the trade, and sell directly to consumers online. That integration keeps quality uncompromised and pricing competitive.

01 Manufacturer

Our own BEO Skin Cure and AURA 100% ranges are formulated and manufactured in-house at our certified Kot Lakhpat facility on modern stainless-steel processing and filling lines, under documented hygiene and quality procedures — from raw material through to batch-coded finished pack.

02 Retailer & Distribution Network

Products are placed in the market through appointed distributors and retail counters, supported by structured trade terms, marketing support and a growing city-by-city footprint across Punjab.

03 Online Seller

Through our own e-commerce store at fashacosmetics.com we sell direct to consumers nationwide, with delivery in two to five working days and cash-on-delivery available.

Three brands, *one supplier.*

BEO Skin Cure and AURA 100% are formulated and filled in-house on the same certified lines, under the same quality system. Black Pink is a partner brand produced by Black Pink Cosmetics, Lahore, and supplied through the same trade channel — so distributors order all three on one invoice, on the same terms.

BEO Skin Cure

Science-backed daily dermo-cosmetics

8 PRODUCTS

- Sun Care
- Cleansing
- Moisturiser
- Cleansing Bar



AURA 100%

Natural skin expert — spa & salon formula

9 PRODUCTS

- Clay Mask
- Scrub
- Face Wash
- Cleanser



Black Pink

Water-based beauty cream

1 PRODUCT

- Face Cream



04 — CERTIFICATIONS & QUALITY

Certified, audited, *documented.*

Quality at Fasha is not a claim — it is independently certified and recorded for every batch.

GMP

cGMP Certified

Current Good Manufacturing Practice — hygiene, documentation and process discipline audited across the entire facility.

ISO

ISO 22716:2007

The international standard for cosmetics Good Manufacturing Practice — covering production, control, storage and shipment.

HALAL

Halal Certified

Formulations and processes certified Halal — assured ingredient integrity for domestic and export markets.

WHAT THIS MEANS FOR OUR PARTNERS

Safe formulations	Every ingredient checked, every batch tested against specification before release
Full traceability	Batch numbers and dates coded on every pack, with retained samples for each run
Hygienic production	Stainless-steel equipment, purified RO water and demarcated filling areas
Export readiness	Documentation and certification suitable for regulated export markets

8 formulations.

Science-backed daily dermo-cosmetics



BEO

UV Rays Protector — SPF 50+

50 ml



BEO

CICA Brightening Gel

120 ml



BEO

Luminous Clean Monotone Cleanser

150 ml



BEO

Brightly Booster Cream

50 ml



BEO

Niacinamide Face Wash

100 ml



BEO

Exfoliate Crystal Bright Face Wash

100 ml



BEO

Brightening Pigmentation Reduction Soap

90 g



BEO

5% Salicylic Niacinamide Soap

90 g



BEO — SUN CARE

UV Rays Protector — SPF 50+

Broad-spectrum SPF 50+ against UVA, UVB and IR-A, enriched with goat milk for a soft, non-greasy finish. Sweat proof and waterproof — daily defence for every skin type.

- SPF 50+ PA++++
- UVB · UVA · IR-A
- Sweat & waterproof
- No white cast

SIZE	CATEGORY
50 ml	Sun Care



BEO — CLEANSING

CICA Brightening Gel

A gentle daily gel-foam cleanser powered by CICA (Centella Asiatica). Targets dullness, uneven tone and spot correction while soothing and repairing the skin barrier.

- Centella Asiatica
- Niacinamide B3
- Vitamin C
- Mild exfoliation

SIZE	CATEGORY
120 ml	Cleansing



BEO — CLEANSING

Luminous Clean Monotone Cleanser

A foaming brightening cleanser with Glutathione and Vitamin C and a built-in massage brush head. Evens tone and lifts dullness — available in travel and family sizes.

- Glutathione
- Vitamin C
- Integrated brush head
- Travel & family sizes

SIZE	CATEGORY
150 ml	Cleansing



BEO — MOISTURISER

Brightly Booster Cream

A lightweight, fast-absorbing moisturiser targeting dark spots, pigmentation and uneven tone while deeply hydrating — without the heavy occlusive finish.

- Dark spots
- Pigmentation
- Fast absorbing
- Day & night

SIZE	CATEGORY
50 ml	Moisturiser



BEO — CLEANSING

Niacinamide Face Wash

A daily pump cleanser built around Niacinamide B3 — controls oil, reduces breakouts and refines the look of pores without stripping the barrier.

- Niacinamide B3
- Oil control
- Pore refining
- Acne-prone skin

SIZE	CATEGORY
100 ml	Cleansing



BEO — CLEANSING

Exfoliate Crystal Bright Face Wash

Gentle exfoliation with Mandelic Acid (AHA) — corrects blemishes, refines pores and revives radiance on normal-to-oily skin.

- Mandelic Acid (AHA)
- Unclogs pores
- Smooths texture
- Brightens

SIZE	CATEGORY
100 ml	Cleansing



BEO — CLEANSING BAR

Brightening Pigmentation Reduction Soap

A cleansing bar carrying the range's brightening complex — kojic acid, glutathione and alpha arbutin — in a format that suits daily use.

- Kojic acid
- Glutathione
- Alpha arbutin
- Daily cleansing bar

SIZE
90 g

CATEGORY
Cleansing Bar



BEO — CLEANSING BAR

5% Salicylic Niacinamide Soap

Salicylic acid at 5% with niacinamide — targeted at acne, open pores and oil control for combination and oily skin.

- 5% Salicylic acid
- Niacinamide
- Open pores
- Oil control

SIZE
90 g

CATEGORY
Cleansing Bar

9 formulations.

Natural skin expert — spa & salon formula



AURA

Vitamin C Clay Mask

150 ml



AURA

Pink Clay Mask

150 ml



AURA

Charcoal & Tea Tree Scrub

100 ml



AURA

Strawberry Scrub

150 ml



AURA

Rice Brightening Face Wash

100 ml



AURA

Cucumber Cleanser

150 ml



AURA

Massage Cream

150 ml



AURA

Bleach Powder Developer — Skin Polish

60 ml



AURA

Creamy Developer — Activator

150 ml



AURA — CLAY MASK

Vitamin C Clay Mask

A detox mask on bioavailable Vitamin C and hydro clay — draws out impurities, balances excess oil and restores glow. Spa and salon formula.

- Vitamin C
- Turmeric
- Hydro clay
- Kale extract

SIZE	CATEGORY
150 ml	Clay Mask



AURA — CLAY MASK

Pink Clay Mask

French pink clay with a full brightening complex. Absorbs excess oil, detoxifies and calms redness without stripping the barrier.

- Glutathione
- Kojic acid
- Alpha arbutin
- Hyaluronic acid

SIZE	CATEGORY
150 ml	Clay Mask



AURA — SCRUB

Charcoal & Tea Tree Scrub

Deep cleans pores and lifts dirt, oil and dead skin for a clearer, smoother complexion. Suitable for daily use on combination and oily skin.

- Activated charcoal
- Tea tree
- Witch hazel
- Exfoliating beads

SIZE	CATEGORY
100 ml	Scrub



AURA — SCRUB

Strawberry Scrub

A physical and chemical exfoliant in one — sugar granules with citric acid AHA to remove dead cells, unclog pores and smooth texture.

- Strawberry extract
- Citric acid (AHA)
- Sugar exfoliant
- Panthenol (B5)

SIZE	CATEGORY
150 ml	Scrub



AURA — FACE WASH

Rice Brightening Face Wash

Rice bran extract and wheat germ oil in a daily wash that reduces dullness and reveals a natural glow without stripping the skin.

- Rice bran extract
- Wheat germ oil
- Natural botanicals
- All skin types

SIZE
100 ml

CATEGORY
Face Wash



AURA — CLEANSER

Cucumber Cleanser

A cooling, non-greasy multi-action cleanser that removes makeup, dirt and impurities and leaves skin soft without residue.

- Cucumber extract
- Aloe vera
- Non-greasy
- All skin types

SIZE
150 ml

CATEGORY
Cleanser



AURA — MASSAGE CREAM

Massage Cream

A salon massage cream with kiwi extract, sweet almond oil and vitamins E, C and B5 — built for slip, circulation and finish.

- Kiwi & sweet almond oil
- Vitamins E, C and B5
- Shea butter
- Improves elasticity

SIZE
150 ml

CATEGORY
Massage Cream



AURA — SALON — SKIN POLISH

Bleach Powder Developer — Skin Polish

The powder component of the AURA skin-polish system, used by trained salon operators for facial and body polishing treatments. Supplied with the matching creamy developer.

- Professional salon use
- Mixed with AURA developer
- Patch test required
- Not for unsupervised home use

SIZE
60 ml

CATEGORY
Salon — Skin Polish



AURA — SALON — ACTIVATOR

Creamy Developer — Activator

The activator paired with the AURA skin-polish powder, supplied at 6 per cent (20 volume). A professional salon product for trained operators only.

- Developer strength 6% (20 vol)
- Use only with AURA polish powder
- Professional salon use
- Avoid broken or irritated skin

SIZE
150 ml

CATEGORY
Salon — Activator



BLACK — FACE CREAM

Black Pink Beauty Cream

A water-based day and night face cream for the face and neck, built around aloe vera, milk, avocado and almond. Produced by Black Pink Cosmetics, Lahore.

- Water-based formula
- Aloe vera
- Milk & avocado
- Almond

SIZE

Retail pack

CATEGORY

Face Cream

07 — OUR PRODUCTION PROCESS

From formula *to finished pack.*

A disciplined, GMP-driven workflow governs every batch — the same rigour, every run.

1 **Formulation & development**

Every formula is developed and refined in-house, with ingredients and market trends reviewed before any product reaches the line.

2 **Raw material inspection**

Incoming actives, bases and packaging are checked against specification and approved-supplier controls before entering the store.

3 **Purified water**

A dedicated reverse-osmosis plant supplies purified process water to every batch — the foundation of stable, safe formulations.

4 **Mixing, milling & homogenisation**

Vacuum emulsifying mixers, high-shear vessels and colloid mills process each batch to a fine, uniform, stable emulsion.

5 **Filling & batch coding**

Products are filled in demarcated hygienic areas and inkjet-coded with batch number and dates for full traceability.

6 **Quality release**

Each batch is tested against specification, with retained samples and records held before the run is released to the trade.

08 — FACILITY & MACHINERY

Stainless steel, *hygienic lines.*

Vacuum emulsifying mixer	Fine, stable emulsions under vacuum — creams, lotions and gels
High-shear mixing vessel	Uniform dispersion of actives through the batch
Colloid mill	Fine particle processing for smooth, consistent texture
Piston filling machine	Accurate volumetric filling of creams and pastes
Semi-automatic filling line	Demarcated hygienic filling area, operator controlled
RO water treatment plant	Purified process water dedicated to production
Inkjet batch coding station	Batch number and manufacture/expiry coding on every pack
Retained sample store	Samples and records held for every production run

PLANT

149-C, Quaid-e-Azam Industrial Estate, Kot Lakhpat, Lahore, Pakistan

09 — WORKING WITH US

Why partners *choose Fasha.*

Own manufacturing

Integrated, certified production keeps quality controlled and margins competitive for the trade.

Three brands, one supplier

BEO Skin Cure, AURA 100% and Black Pink ship on the same terms, on one invoice.

Proven range

18 fast-moving, repeat-purchase SKUs across retail, salon and professional use.

Brand support

Digital marketing, social media presence and bundle promotions that pull retail sales.

Fair trade terms

Structured distributor margins and transparent, documented dealing.

Export readiness

cGMP, ISO 22716 and Halal certification with documentation suited to regulated markets.

SUPPLY TERMS

Minimum order quantity	Confirmed at enquiry
Wholesale price list	Issued on request
Distributor pricing	By territory and volume
Payment terms	Agreed per account



GET IN TOUCH

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