



After successfully completing its rebranding effort, AHAVA continues to implement its marketing strategy, and in 2013 launches a new, advanced communication language

AHAVA Dead Sea Laboratories was founded 25 years ago as a venture started by three kibbutzim in the Dead Sea region. In 1988, AHAVA built its own laboratory on the shores of the Dead Sea analyzing the Dead Sea salts, saline waters, sulfuric hot spring waters, black mud, and desert plants. All these Dead Sea mineral actives are at the heart of AHAVA's face and body cosmetic products. During the first several years, the brand's target audience was primarily tourists vacationing at the Dead Sea. Over time, AHAVA began to market its products to the Israeli and the foreign markets. Today, the AHAVA brand is present in 25 international markets, sold in leading chains and department stores across Europe, Asia and the US, the brand's largest international market.

Today, AHAVA is the definitive Dead Sea Minerals beauty expert. AHAVA holds steadfast to its mission of delivering the virtues of the Dead Sea by harnessing its most extraordinary ingredients and creating innovative and efficacious products for consumers worldwide.

In 2011, AHAVA underwent a strategic global rebranding process, launching new packaging and reorganizing its portfolio to comply with the brand's essential values as a prestige brand. (More on this effort can be read in the 2012 edition of the Superbrands Israel book.)

2013 marketing challenges

This year, AHAVA faced several key challenges:

- Reinforcing the brand's messages as one of the routes to establish AHAVA

as a worldwide skincare expertise brand based on Dead Sea minerals.

- Focusing on the launch of facial care products.
- Strengthening the message of AHAVA's heritage, story and R&D to consumers.

Meeting marketing challenges

AHAVA developed a new creative campaign that further anchors AHAVA with the Dead Sea and reinforces its positioning as an innovator in skincare based on the performance of Active Dead sea Minerals. Also launching new facial products based on proprietary technology that support its positioning in prestige skincare and expanding marketing activity in all markets

2013 New Global Creative Campaign

At the start of 2013, AHAVA launched a new global creative campaign that leveraged its' brand cornerstones: a unique Dead Sea heritage, a focus on the active minerals that power AHAVA products and the science and innovation that are a part of each product within the portfolio.

The new communication displays Dead Sea vistas, minerals, mud, salts and plants, which define AHAVA's



expertise in Dead sea minerals. The new creative is bringing more focus to products and effectiveness using prominent, strong messages, movement, energy and life. All new ads for the brand have a uniform structure: the product positioned at the center of the ad and the exploding energetic element that leads it. Another element that is shown in the advertisement is the consumer test result conducted prior to the product launch.

Alongside is information about the innovation and benefit to the skin. In the left lower corner the Company logo appears on a background of the Dead Sea shoreline, in order to reinforce the sense of belonging to the Dead Sea and its proven capabilities in skin care. Underneath the logo appears the brand tag line: "Active Dead Sea Minerals". This is all entirely unique to AHAVA.

Development of Facial Care Products

AHAVA's R&D new product development focuses on the development of products based on minerals as well as mud, salt and unique plants that are typical to the Dead Sea region.

As part of the rebranding strategy and the focus on selective product categories, emphasis was placed on the development and marketing of facial care products. At the basis of all AHAVA's products is Osmoter™, a





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natural mineral composition of Dead Sea minerals that is unique and exclusive to AHAVA. Osmoter™ has been scientifically proven to help the skin elevate its moisture level, making skin smoother, vital and more youthful.

Ongoing research performed by AHAVA's scientists went beyond traditional levels of mineral content, leading to the discovery of the natural outstanding benefits of triple concentration of AHAVA's propriety Osmoter™ to boost key cellular activity. Based on these breakthrough revelations, AHAVA's R&D developed a universal, multi-benefit serum fit for all skin types and ages, to recharge, rehydrate and illuminate facial skin.

This silky-smooth textured serum is the first step in every AHAVA skincare routine, AM & PM – boosting the effectiveness of every cream applied over it, the skin regaining its natural hydration, clarity and luminosity.

In addition to the launch of Dead Sea Osmoter™ Concentrate, AHAVA launched several other facial care products, such as Age Control Even Tone SPF20, Facial Renewal Peel and Essential Moisturizing Lotion SPF-15.

International Brand

AHAVA is an international company with a consistent marketing and advertising communication in all its 25 markets.

All strategic launches occur at the same time around the world, including Israel.

To standardize international activity and meet the need of every one of its 25 markets, the company's management team, R&D, corporate marketing team and heads of leading markets, sit together and decide on the future product development plan.

Social and Environmental Responsibility

Being native to the region, AHAVA operates and engages in several activities that contribute to the environment and community:

Recyclable packages – All interior and exterior product packages are recyclable.

Water return project – In order to protect the rare desert

flora, AHAVA installed in the factory a green system for waste water purification, based on natural plants that cleans water and restores it to nature.

AHAVA Education Project – AHAVA teaches a curriculum

on product development in schools, as part of which children develop products based on Dead Sea minerals and are introduced to natural resource conservation methods in the Dead Sea region.



Things You Didn't Know About AHAVA

- Madonna, Demi Moore, Donna Karan, Natalie Portman, Meryl Streep, Michelle Obama, Hillary Clinton and other celebrities use AHAVA products.
- AHAVA established a biotechnology lab for skin research in conjunction with The Hebrew University and Dead Sea and Arava Science Center, in which biological activity of Dead Sea ingredients are tested on a real skin model.
- An international press conference to mark the launch of Dead Sea Osmoter™ Concentrate took place in Israel at the Dead Sea and was attended by journalists from top cosmetic and fashion magazines in the world, including Vogue, Elle, Marie Claire, Cosmopolitan, etc.

1988

Three kibbutzim in the Dead Sea region establish the brand.

1992

AHAVA begins to export its products to the US.

2007

AHAVA chain stores are established overseas.

2011

Rebranding process is launched.

2012

The brand is active in 25 countries and available at selective points of sale in Israel and around the world.

2013

New marketing communication and launch of key product in the facial care line: Dead Sea Osmoter™ Concentrate.