WHITE SHELL
وايت شل

COMPANY PROFILE

Born from Culture.
Perfected by Science.

Saudi skincare, body care and hair care designed around real regional needs.



Inspired by Culture. Perfected by Science.

White Shell was created by combining local insight with science-led product development for the skincare needs of Saudi consumers.

CULTURE

Understanding regional routines, climate and consumer expectations.

SCIENCE

Formulations built around purposeful ingredients and practical daily use.



OUR STORY

A Saudi-born beauty brand built for everyday results

White Shell began with a deep exploration of local skincare challenges and evolved into a focused portfolio spanning face, body, sensitive care, lips and hair.

From targeted brightening care to complete hair routines, the portfolio is designed to make effective care simple, accessible and easy to integrate into everyday life.

600K+

Loyal clients

1M+

Products sold

A growing customer base and proven product demand provide a strong foundation for the next stage of the brand.

OUR MISSION

Better care, made relevant

To enhance skin and hair health through science-backed, regionally relevant products that are straightforward to use and designed for consistent routines.

Science-led

Formulations built around purposeful ingredients.

Regionally relevant

Products designed with local routines and needs in mind.

Routine-ready

Easy-to-use formats across face, body, lips and hair.

Results-focused

A portfolio built around visible consumer needs and everyday care.

A full spectrum of care

12 products across the most relevant daily care occasions.

01	**FACE**	Brightening cream, serum and cleansing
02	**BODY**	Scrub, shower gel and nourishing lotion
03	**SENSITIVE CARE**	Targeted brightening and cleansing
04	**LIPS**	Exfoliation and moisturising care
05	**HAIR**	Oil, tonic, mask and leave-in care



SKINCARE HIGHLIGHTS

Targeted care for tone, texture and hydration



Brightening & Moisturizing Cream

A multi-action cream that exfoliates, brightens and hydrates for smoother-looking skin.



Sensitive Area Brightening Cream

Fast-absorbing targeted care with Dead Sea salts, chamomile and tea tree oil.



Foaming Brightening Scrub

Dual-action exfoliating care with niacinamide, sucrose and glycerin.

DAILY CARE ESSENTIALS

Hydrate. Smooth. Refresh.



Nourishing Body Lotion

Moisturising body care with argan oil, shea butter and vitamin E.



Skin Serum

Hydrating, smoothing serum with grape seed oil, vitamin C and hyaluronic acid.



Lip Scrub & Moisturizer

Gentle exfoliation and hydration with Dead Sea salts, coconut oil and cocoa seed butter.

Cleanse with purpose. Care with comfort.



Sensitive Area Wash

Gentle cleansing and moisturising care with chamomile, lavender, aloe vera, lemon and pineapple extracts.



Brightening Shower Gel

Daily body cleansing with niacinamide and glycerin for a smooth, refreshed feel.

Transform Your Hair

A four-product routine designed to nourish, restore, refresh and simplify daily hair care.



From scalp to lengths



Hair Oil

Natural oil blend developed to support strength, shine and vitality.



Ginkgo Hair Tonic

Lightweight daily scalp tonic with ginkgo biloba and pea shoot extract.



Sidr & Collagen Hair Mask

Rich restorative mask for softness, shine and smoother-looking hair.



Leave-In Conditioner

Lightweight leave-in care for hydration, detangling and manageability.

CURATED ROUTINES

Bundles that make complete care easier

BRIGHTENING

Targeted routine for softness and freshness.

INCLUDES

Cream + Sensitive Area Cream + Foaming Scrub

CARE

An all-in-one face and lip routine.

INCLUDES

Cream + Lip Scrub + Foaming Scrub

GLOW

Daily essentials for radiant-looking skin.

INCLUDES

Cream + Face Wash + Foaming Scrub

PREMIUM

A broader routine across key care needs.

INCLUDES

Cream + Spot Corrector + Sensitive Area Cream + Lip Scrub + Lotion + more

Available through leading beauty, pharmacy and e-commerce partners

White Shell has built visibility across a broad mix of channels in Saudi Arabia and the wider region.

WHITE SHELL

Built locally.
Ready to grow further.

A focused portfolio, established customer demand and multi-channel retail presence create a strong platform for the next phase of White Shell.

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