

# M'STQ

DIVERSIFIED OWN BRAND · FIRST LAUNCHED 2018

## TERRITORY

Available in all Diversified markets.

## THE BRAND

Developed in-house and manufactured to Diversified's specification for the four-star segment and serviced apartments. Owning the formulation allows multi-year pricing on portfolio agreements.

## FORMATS

300ml · 5L refills



## RANGE AND SERVICES

### Labelling

Labelled in Arabic and English

### Customisation

Co-branding and configuration to a property's or group's specification

## FRAGRANCE AVAILABILITY BY PRODUCT

| FRAGRANCE          | BODY WASH | SHAMPOO | CONDITIONER | LOTION | HAND WASH | 2-IN-1 |
|--------------------|-----------|---------|-------------|--------|-----------|--------|
| Fruit'e D'or       | •         | •       | •           | •      | •         | •      |
| White SereniTea    | •         | •       | •           | •      | •         | •      |
| Olive & Date       | •         | •       | •           | •      | •         | •      |
| Citrus & Cedarwood | •         | •       | •           | •      | •         | •      |

### LEAD TIMES

Contracted customers are supplied from stock held against forecast usage. Large one-off orders: typically within two weeks for urgent shipments, up to twelve weeks for standard shipping. Co-branded items add four to eight weeks of manufacturing.

### INGREDIENTS

Full ingredient list available on request.

### SAMPLES

Most samples are free of charge. If a sample has to be custom-made, a fee may apply, usually offset against the order that follows.

### HALAL

Not halal-certified, but contains no non-halal ingredients.

### REGISTRATION

Every product supplied into a market is registered with that market's authorities, such as Dubai Municipality and the Saudi Food and Drug Authority (SFDA). Registration documents are available on request.

### DISPENSERS

Brackets are of premium quality, theft-proof and tamper-proof.

### ARABIC LABELLING

Available where required by market.