

S O U L T

OF THE DEAD SEA



THERE IS POWER IN LEGENDS.
POWER IN THE ELEMENTS.



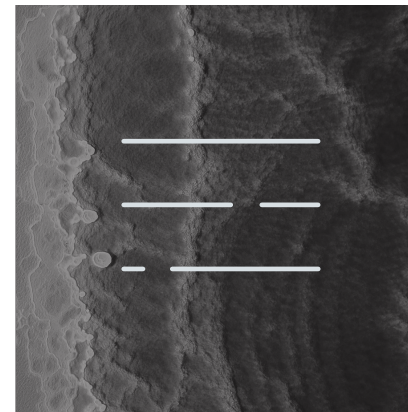
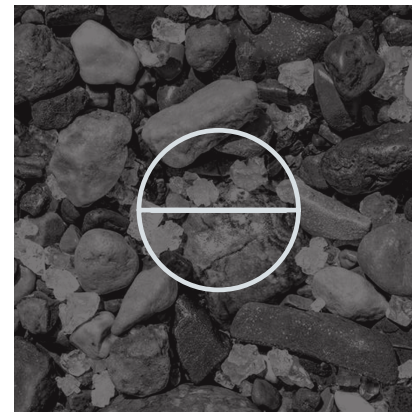
Soult is a premium skincare brand that introduces global consumers to the mysteries and myths of the Dead Sea as well as the power of its natural minerals and elements. Inspired by ancient wisdom and the deep myths and culture of the Dead Sea and its region, Soult offers consumers a comprehensive range of products that cover the modern skincare routine: bath salts, muds, creams, lotions and serums. These products are enriched with the legendary waters, salts and muds of the Dead Sea, blended with contemporary ingredients and cosmeceutical how-how.

In a market crowded with skincare products that make countless scientific and medical claims, Soult has been designed to take consumers on a different experience. Beyond the proven cleansing, nourishing, healing and rejuvenating properties of the Dead Sea, Soult's products take you on a journey to experience the soul of the Dead Sea not just on the skin, but also in every essence of your being.

DIVE INTO THE DEPTHS OF THE SEA, DISCOVER MINERAL-RICH SKINCARE.

Soult is a skincare line abundant in minerals, harnessing the potent properties of the Dead Sea. Rich in antimicrobial and anti-inflammatory elements, our products boast 21 essential minerals, including unique components like magnesium, zinc, iron, calcium, and potassium, all derived from the mystical depths of the Dead Sea.

In addition to our core Dead Sea elements, Soult products are meticulously crafted with a plethora of other nourishing ingredients, including AHA, rosemary, shea butter, Rose Water, peptides, and more. Each ingredient is carefully selected to deliver specific skin benefits, ranging from hydration, exfoliation, and rejuvenation to purifying, refining the complexion, and firming the skin. Our commitment to clean and ethical skincare is evident in our modern formulations, where science seamlessly blends with the unique touch of the Dead Sea

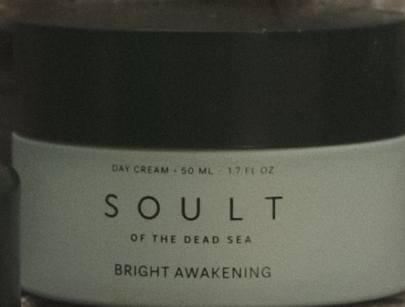
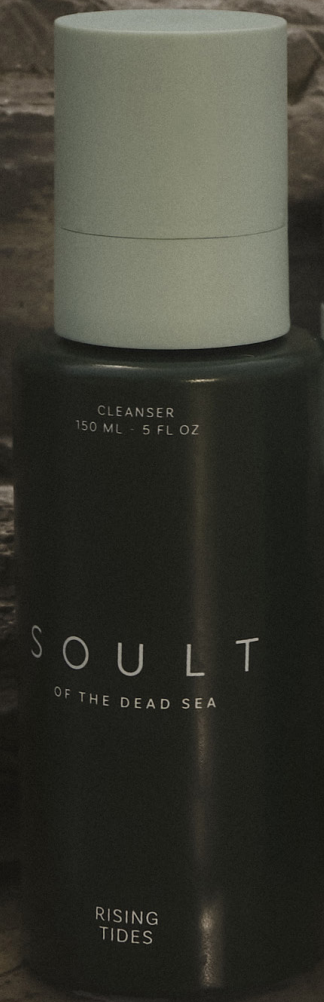
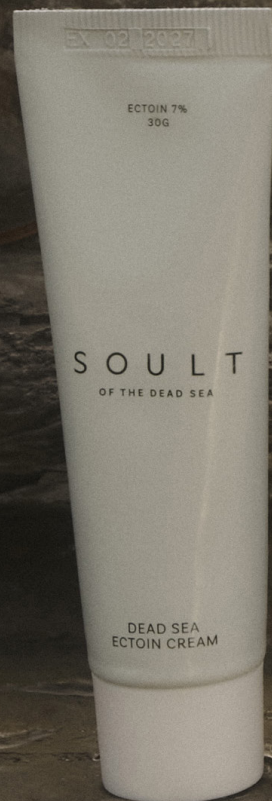


At soult, we are deeply committed to sustainability and environmental care.

That’s why we’ve taken significant steps to ensure that our packaging reflects these values. Our packages are crafted from FSC™ certified paper, produced with EKO 100% green energy, and are GMO-free. They also contain 40% post-consumer recycled waste, resulting in a 20% reduction in carbon footprint. Our paper, made from corn, not only supports eco-friendly practices but also contributes to giving new life to

products that would otherwise end up in landfills or animal food. Furthermore, all our product containers are consciously made from glass, bio-based HDPE, aluminum, and PCR-PET plastic, each chosen for its eco-friendly properties and recyclability. We believe in minimizing our environmental impact while delivering exceptional skincare products that enhance both your beauty and our planet’s well-being.





BODY LINE

Every product is meticulously crafted to envelop your skin in pure rejuvenation. Ranges from scrubs and muds to soaps and lotions for an all immersive shower routine infused with the essence of the Dead Sea’s minerals.



Body mud – Eternal Clay

An immersive body mud “Eternal Clay”, from the moment its applied as it slowly dries and transforms the skin. Enriched with natural oils to create a unique blend that hydrates the skin and cleanses the soul.

DEAD SEA MUD + NEROLI WATER

Bath salts – Silent Sea

“Silent Sea” bath salts will take people on a journey to soothe the soul and replenish the skin. Pure, harvested Dead Sea Salts rich with minerals that will imbue tranquility into their day.

PURE DEAD COARSE SEA SALT



Salt scrub – Salt Lore

A gentle body scrub “Salt Lore” to exfoliate the skin and ignite a sense renewal. Infused with the enigmatic Dead Sea salts, Shea Butter, and natural oils, revealing the body’s inner glow.

SHEA BUTTER + COCONUT
OIL + DEAD SEA SALT



Shower gel – Forbidden Waters

A mystifying touch of Dead Sea Water infused with Rosemary and Green Tea Extracts to enrich the shower experience. “Forbidden Waters” shower gel is a blend designed to cleanse, hydrate the skin, and revitalize the spirit.

DEAD SEA WATER + GREEN
TEA + ROSEMARY EXTRACT



Body lotion - Velvet Haze

“Velvet Haze” a moisturizing body lotion to embrace the skin. Enriched with Shea Butter, Aloe, Calendula Extract, and the rejuvenating touch of Dead Sea water, leaving it with a luminous afterglow.

ALOE + SHEA BUTTER +
CALENDULA EXTRACT



Mud/Salt soap - Sublime Earth/Sublime Wave

The elements of nature come together in “Sublime Wave”, a purifying salt and mud soap.



Hand cream - Silk Myth

Our deeply hydrating hand cream “Silk Myth,” crafted to nourish both the hands and nails. Infused with the toning properties of Dead Sea Water, Shea Butter, and vitamin E rich Fig Extract, a magical blend that enhances the vitality of the skin.

SHEA BUTTER + FIG EXTRACT +
DEAD SEA WATER

FACE LINE

Each product is thoughtfully designed to nourish and revitalize the skin. From cleansers to serums, each product in our face line is infused with the revitalizing essence of the Dead Sea, offering a holistic approach to skincare that nurtures the skin's natural beauty.

Cleanser - Rising Tides

“Rising tides” a purifying and balancing facial cleanser blend with AHA, Dead Sea Water and Rosemary to revive the spirit. Gently exfoliates and purifies the face, infusing the skin and self with a sense of calm.

Dead Sea Water + Rosemary + AHA



Day cream - Bright Awakening

An intensely hydrating and repairing face cream “Bright Awakening”. Repairs loss of firmness and elasticity, evens out skin tone by fading redness and age spots. Rich in natural Dead Sea minerals and Rose Water for radiant skin.

SQUALANE + ROSE WATER +
DEAD SEA WATER



Night cream - Mystic Moon

Bringing harmony and balance into the night routine with “Mystic Moon” a hydrating and repairing night cream.

Facial mud mask - Mineral Grace

A revitalizing Dead Sea mud mask “Mineral Grace”, infused with natural oils and Rose Water, expertly formulated to purify the skin and prevent breakouts. Leaves the skin feeling irresistibly soft and the soul with a sense of tranquility.

DEAD SEA MUD + ROSE
WATER + NATURAL OILS



Night Serum - Midnight Charm

An illuminating multi-action face serum “Midnight Charm”, instantly brightens dull skin and reduces the appearance of wrinkles over time. Infused with Peptides and Dead Sea Water.

PEPTIDES + NATURAL EXTRACTS +
DEAD SEA WATER



Facial mud exfoliant - Radiant Solace

“Radiant Solace”, a facial mud exfoliant that rids the skin of impurities. Crafted with a 10% AHA blend that minimizes pores, reduces blemishes, and refines the complexion. Complete with Dead Sea Mud, Chamomile and Dead Sea Water to unveil the skin’s luminosity.

CHAMOMILE + DEAD SEA
WATER + AHA



Eye serum - Nomad Secret

“Nomad Secret” an eye serum to reawaken your spirit. Infused with caffeine, peptides and Dead Sea minerals to brighten the under-eye area, reduce puffiness, firm and impart a smooth appearance, accentuating the spark in your eyes.

CAFFEINE + PEPTIDES +
CUCUMBER + DEAD SEA WATER



Pseudocatalase - Dead Sea Melanin Boost Cream

Dead Sea Melanin Boost cream with pseudocatalase, specifically designed to restore skin color, enriched with natural minerals from the Dead Sea. It's a targeted solution for hypopigmentation issues.

DEAD SEA WATER +
SODIUM BICARBONATE +
MANGANESE CHLORIDE



Ectoin - Dead Sea Ectoin Cream

A soothing and protective Dead Sea Ectoin Cream. Crafted to prevent skin dehydration, it provides relief for extremely dry, cracked, and sensitive skin. Perfect for those prone to eczema, psoriasis, and dermatitis, our formula combines the power of Ectoin, Dead Sea Water, and emollients to enhance the skin barrier's natural resilience.

DEAD SEA WATER + ECTOIN 7%

DERMA LINE

Our Derma Line products are designed to address dermatological issues effectively, offering targeted solutions for specific skin concerns. Whether combating hyperpigmentation, soothing sensitive skin, or promoting skin repair, each product is meticulously crafted to deliver visible results, empowering individuals to achieve healthier, radiant skin.





Soult, is produced by Numeira, a company founded in 1997 by the Arab Potash Company (APC).

Numeira holds exclusive rights to extract, use, and distribute raw minerals from the Dead Sea in Jordan, making it the primary supplier of completely natural Dead Sea bath salt, mud, and brine. APC, the eighth largest potash producer globally and the sole producer of potash in the Arab World.. Apart from potash operations, APC invests in downstream industries related to Dead Sea salts and minerals, focusing on sustainable community development and environmental conservation.

100%

RAW MATERIAL

20000

TONS OF SALT

5000

TONS OF MUD

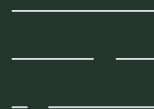


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AWAKEN THE SENSES.
REVITALIZE THE SPIRIT.
NURTURE YOUR SKIN.

