



COLOR OF LIFE MEDICAL EST
DENTAL CARE DEPARTMENT

COMPANY PROFILE 2021

RIYADH
KINGDOM OF SAUDI ARABIA

TABLE OF CONTENTS

<u>SL NO</u>	<u>DESCRIPTION</u>	<u>PAGE NUMBER</u>
01	Introduction -----	03
02	Vision -----	04
03	Mission -----	05
04	Our Suppliers -----	06
05	Our Brands -----	07
06	Contact Us -----	08

INTRODUCTION



We are a medical establishment based in Kingdom of Saudi Arabia, Riyadh.

The founder, Dr.Omar Ahnaf Arafah, The Owner, incorporated Color of Life Medica Est.(CI-Pharma) in 2004. Color of Life Medical Est.(CI-Pharma) initially focused in dental equipments , In addition to Diagnostic medical equipment.

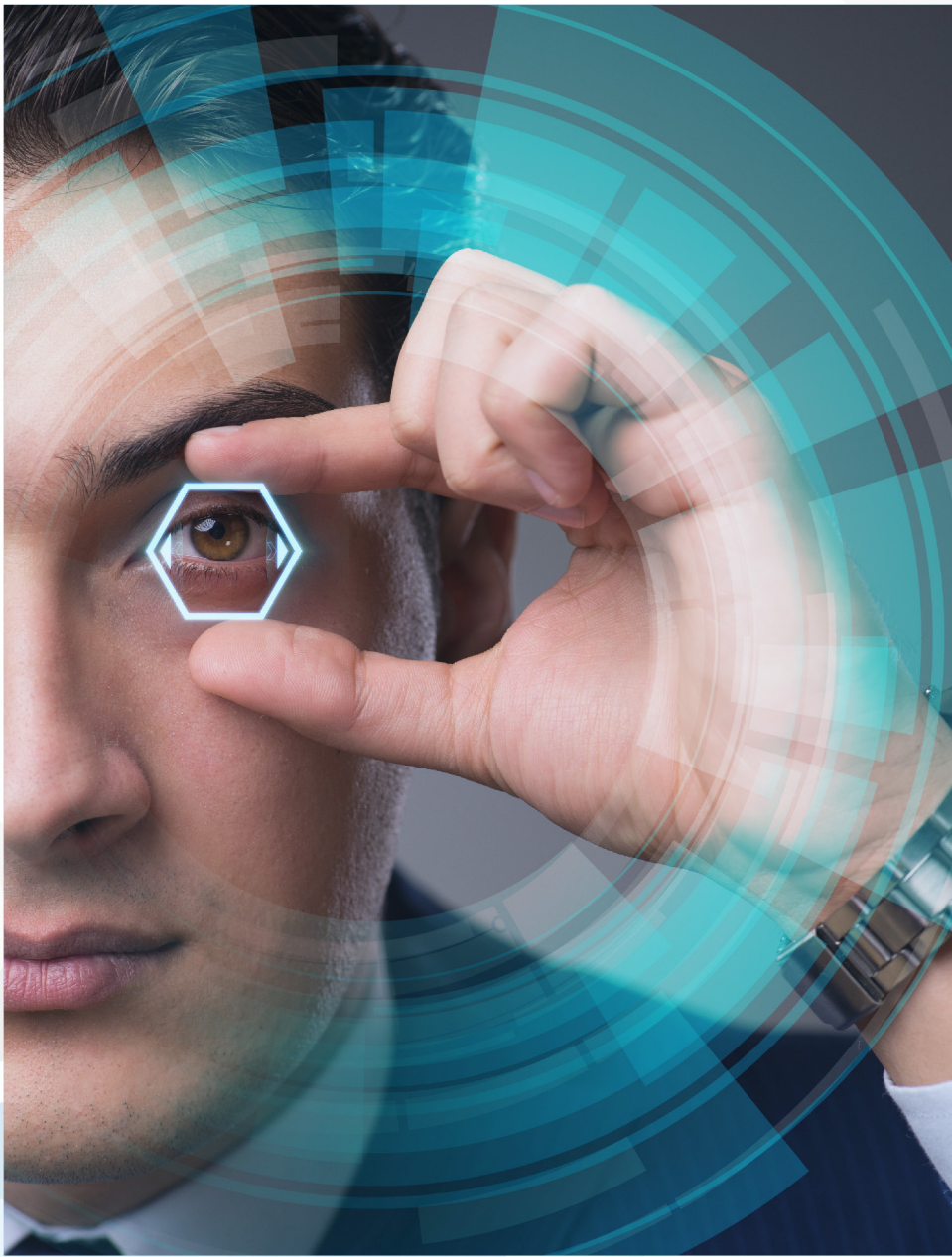
In 2006, a new department was established, which is the medical department of oral and dental care products.

Through this section we market our oral and dental care products through pharmacies, drug stores, wholesale stores and supermarkets.

We are representing the giant expert manufacturers of oral products in Germany. DENTAL-Kosmetik GmbH & Co.KG and Bürstenmann GmbH in kingdom of Saudi Arabia since 2006.

DENTAL-Kosmetik GmbH & Co. KG is the manufacturer of the high quality oral brands of el-cemed , SILCA and PUTZI with long tradition since 1907 in Germany,while Bürstenmann GmbH is the manufacturer of the high quality oral hygiene products under the brand of Purodent since 1925 in Germany.

Both companies with their own research & development department, they aspire to be the best in the development, manufacturing and sales of innovative products for dental care and oral hygiene. State-of-the-art production facilities, technically advanced laboratories and an in-house data network with integrated enterprise resource planning ensure efficient work processes and reliable quality.



VISION

Our goal is to compete strongly in the Saudi market, to occupy the first ranks among our competitors, and to take the largest market share in this market.

We aspire that our products will be ranked at the top of the list of products in the Saudi market, and that our products will be highly trusted by our customers.

We also aspire to grow in our sales volume by 15-20% annually and grow in the number of employees and our branches throughout the Kingdom over the next five years.

QUALITY POLICY

Quality of our Products Line

We aim to build a strong relationship of trust between us and our customers and add more products to our product list. This requires effort and perseverance, as we always care about the quality of products, their high efficiency and their history before we market them in the Saudi market.



MISSION

Our Mission is to deliver our best oral and dental care products through our distinctive, unique, high - quality and ancient German products, which have more than one hundred years of experience and tradition, to all members of the families of citizens and residents in the Kingdom of Saudi Arabia, through our presence in all pharmacies, drug stores, beauty and wholesale stores, and supermarkets in All cities and villages of the Kingdom of Saudi Arabia.



Our goal is to deliver the best oral and dental care products through our distinctive, unique, high-quality and ancient German products, which have more than one hundred years of experience and tradition, to all members of the families of citizens and residents in the Kingdom of Saudi Arabia, through our presence in all pharmacies, drug stores, beauty and wholesale stores, and supermarkets in All cities and villages of the Kingdom of Saudi Arabia.

COLOR OF LIFE MEDICAL EST. STRATEGY

Planning and Goals

The Color of Life Medical Est. has all the necessary tools to achieve its vision, with the presence of qualified marketing and sales cadres with long experience in the Saudi market.

The Color of Life Medical Corporation is keen to provide a healthy work environment among its employees, create a spirit of competition among them, and encourage everyone to make the effort to reach the highest ranks in their work departments.

We keen to provide products of the highest quality, meet all customers' needs, listen to their opinions and observations and take them into consideration to reach the customer's the complete satisfaction and gain his trust.

OUR SUPPLIERS

DENTAL-Kosmetik GmbH & Co. KG, a future-oriented company with long tradition, was founded in 1907. The long-established brand Chlorodont made the Dresden toothpaste world famous.

As a company with its own research & development department, we aspire to be the best in the development, manufacturing and sales of innovative products for dental care and oral hygiene. State-of-the-art production facilities, very technically advanced laboratories and an in-house data network with integrated merchandise management system ensure efficient work processes and reliable quality.

DENTAL-Kosmetik GmbH & Co. KG Katharinenstr. 4 · 01099 Dresden · Germany
www.dental-kosmetik.de

BÜRSTENMANN is one of the leading European manufacturers since 1925 for toothbrushes as well as interdental products.

Thanks to many years of experience, expertise and the most modern production lines, we manufacture toothbrushes that meet the highest expectations in regard to quality, design and handling. PURODENT toothbrushes have special settings that are as individual as their users. Our toothbrushes therefore feature multiple components with different brushing sections, cushioned handles, massage elements and a lot more in different colours and designs.

BÜRSTENMANN is one of the leading European manufacturers since 1925 for toothbrushes as well as interdental products. Thanks to many years of experience,

expertise and the most modern production lines, we manufacture toothbrushes that meet the highest expectations in regard to quality, design and handling. PURODENT toothbrushes have special settings that are as individual as their users. Our toothbrushes therefore feature multiple components with different brushing sections, cushioned handles, massage elements and a lot more in different colours and designs.



OUR BRANDS

el-cemed

el-cemed

DENTAL CARE FOR ADULTS AND KIDS

Thanks to many years of experience, el-ce med toothpastes and mouthwash have a distinctive, autonomous brand image that credibly and graphically displays its claims. High tested quality special toothpaste, natural mouthwash and children's toothpaste, el-ce med satisfies the desires and needs of consumers with the suitable product.

SILCA

SILCA

DENTAL CARE FOR ADULTS

SILCA toothpastes have a distinctive, autonomous brand image that credibly and graphically displays its claims. High tested quality special toothpaste and children's toothpaste, SILCA satisfies the desires and needs of consumers with the suitable product.

Putzi

PUTZI

DENTAL CARE FOR CHILDREN

The Putzi brand stands for dental care products for children 6 years of age and under. Dental care products are specifically designed for the sensitive mucous membranes of children and meet their needs based on the recommendations and guidelines of the European Academy of Pediatric Dentistry (EAPD).

PURODENT

PURODENT

DENTAL CARE AND ORAL ACCESSORIES FOR KIDS & ADULTS


Thanks to many years of experience, Purodent the most modern production lines toothbrushes and accessories that meet the highest expectations in regard to quality, design and handling. PURODENT toothbrushes have special settings that are as individual as their users. Our toothbrushes therefore feature multiple components with different brushing sections, cushioned handles, massage elements and a lot more in different colours and designs.



CL-Pharma
Revealing The Future



CONTACT US

 salah al din al ayyubi road,
Riyadh, Kingdom of Saudi Arabia

 + 966 11 292 31 31

 info@cl-pharma.com

 www.cl-pharma.com