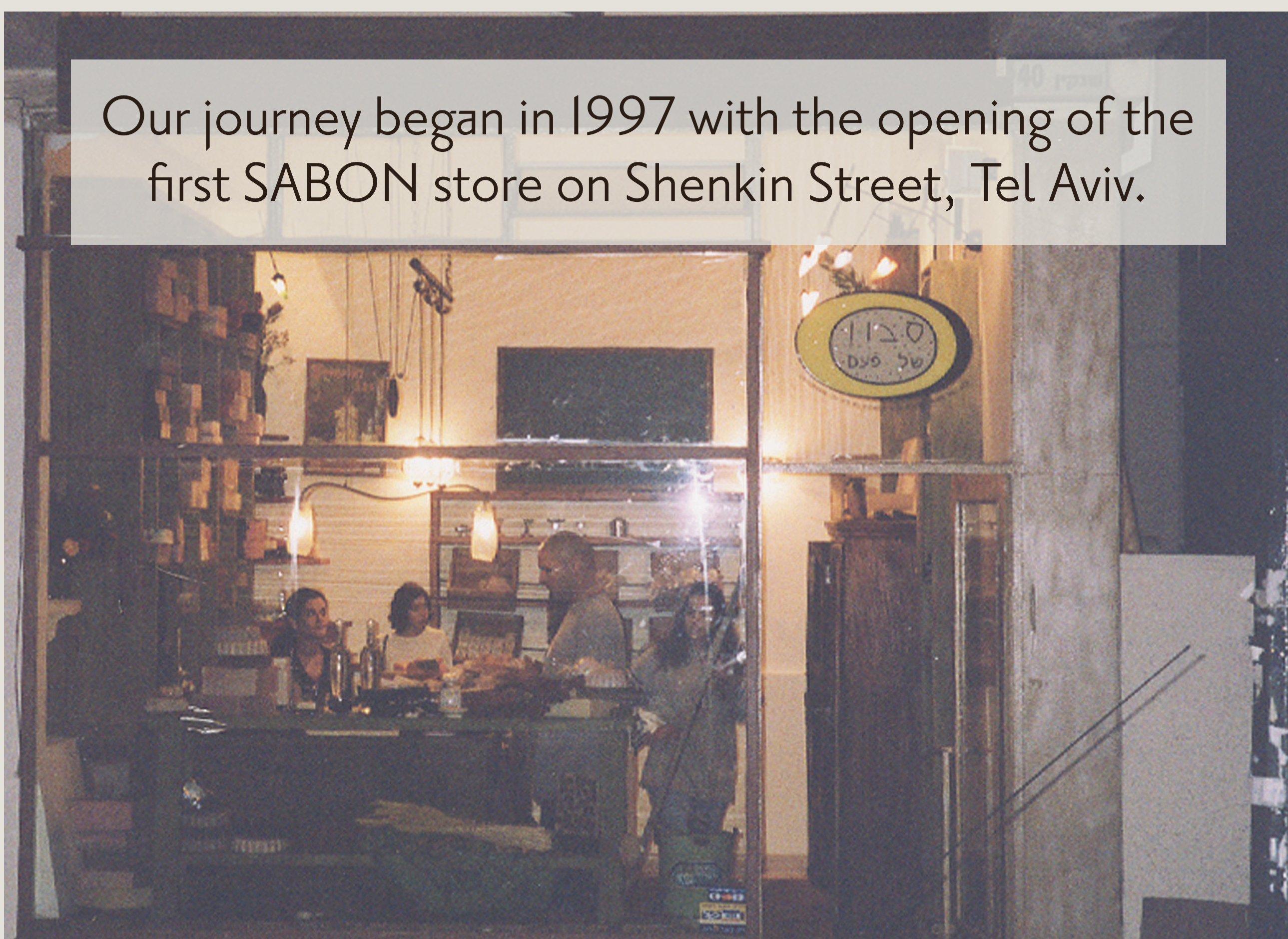




# History and Timeline

Our journey began in 1997 with the opening of the first SABON store on Shenkin Street, Tel Aviv.



Since 1997, SABON has sourced premium natural ingredients like:

Dead Sea salt, mud, algae, olive oil, and shea butter for our beloved products, providing gentle care and nourishment to the skin.



New York West Village 2003



SABON's global journey started in 2003 with a humble branch in New York's West Village. Since then, it has grown into a prominent worldwide brand, with 240 stores in major cities worldwide. Projections suggest it will surpass 400 stores within the next decade.

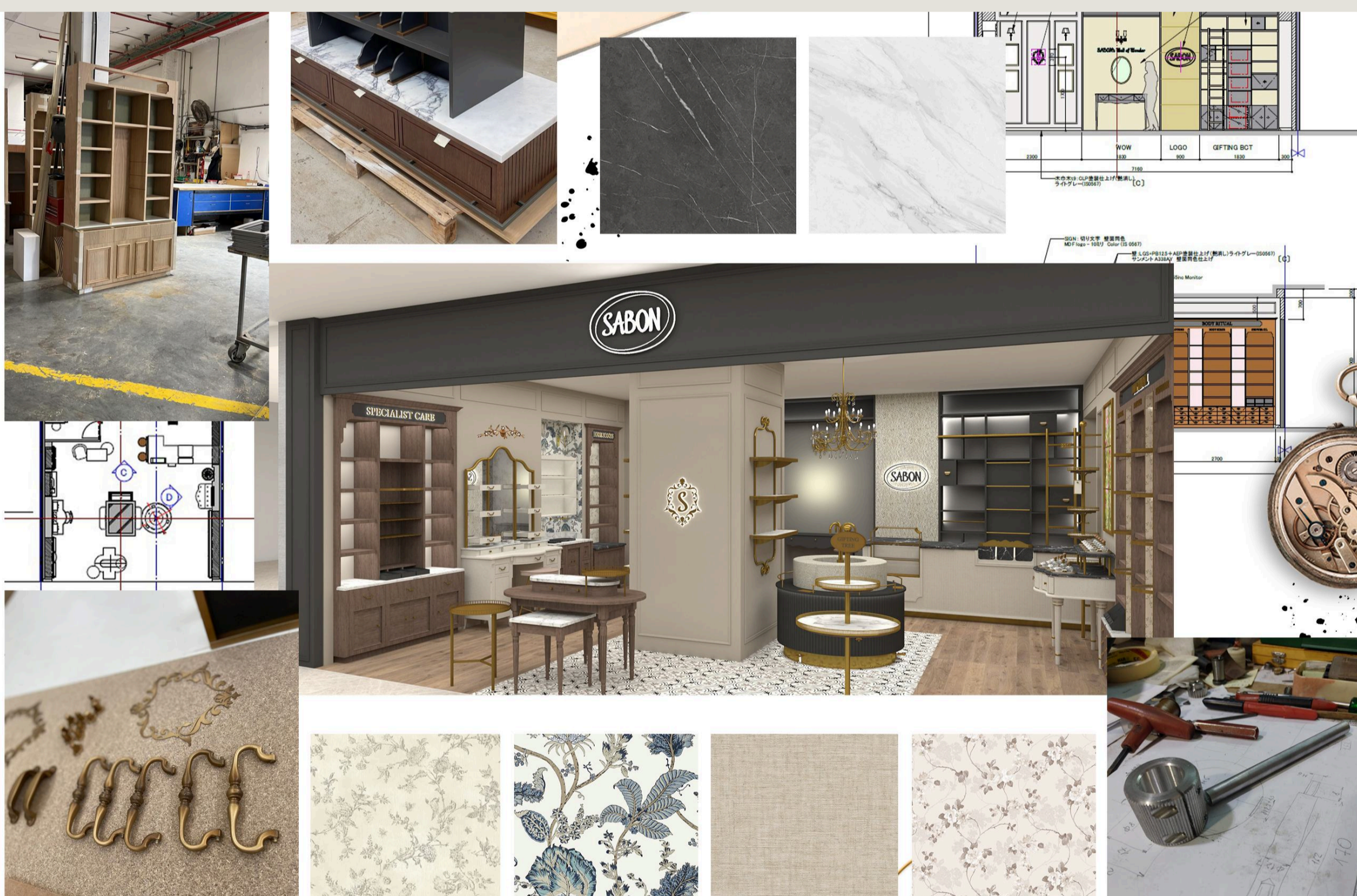


2018

In 2018, The Premium Beauty Brand SABON Is United With Rocher To Bring A Spark Of Joy. Group Rocher's 6 Brands Embrace Independence Across 88 Countries.



Each new SABON store, wherever it may be, embodies our elegant and inviting atmosphere, speaking the unique language of SABON.



When initiating the development of a new store, we share our global concept with the local team, ensuring consistency in every detail, from technical drawings to materials. This includes shaping not just physical movement but also a journey of commitment, curiosity, sensuality, magic, and love.



Through the SABON ritual, featuring artisanal products crafted with love, we create memorable moments, enriching lives with peace and comfort.



Each store defined by a simple décor, spotlighting our products, evoking a lively market vibe while offering a homelike atmosphere for hands-on exploration. Our focus on The Art of Gifting is evident in convenient ready-to-buy sets and personalized wrapping experiences.



## Our Story At A Glance

