



CHRISTINE COLOR COSMETICS

Company Profile:

The company was founded in 2004 by Mr. Sheikh Abdul Mateen and Partners with the vision of developing a brand that can compete locally in the national market as well as in international markets with its quality, competitiveness and professional excellence.

Since the start of business Christine is well known for the quality of professional makeup range it provides to the customer at the most economical price range and for the services it provides to the end-users. This is the reason why Christine Color Cosmetics stand tall among other cosmetic companies in Pakistan and is followed by many. This has only been made possible with the inspiring and forward looking leadership of its executives, effective team building and each person delivering his role and meeting the expectations.

The biggest achievement of Christine Color Cosmetics is that it has a large number of loyal customers and the numbers are increasing with every passing day. This is because of customer's expectations and needs are well catered at Christine. The major edge that Christine has over other cosmetic companies is that it is manufactured in Pakistan thus making it easier to meet the dermatological requirements of customers and alter the production batches with changing weather conditions.

The brand awareness programs are regularly implemented through ATL and BTL activities. The presence of Christine on TV and other media has regularly helped in promotion and awareness of brand. Door to door campaigns in beauty salons and displays in retail markets are a regular part of marketing. Lifestyle exhibitions and beautician awareness programs in metro cities and sub urban cities have supported the organic growth of the company.

The company now eyes upon exploring its share in the export market and move from little indirect export to direct export in the Middle East and South Asian markets.

AREA OF INTEREST:

BEAUTY CARE PRODUCTS

CONTACT DETAIL:

CONTACT PERSON:	Mr. REHAN UDDIN AHMED
DESIGNATION:	NATIONAL SALES MANAGER
PHONE NUMBER: +	92213-4531003-4
EMAIL:	info@christine.com.pk
ADDRESS:	81-O Block 2 PECHS KARACHI
WEBSITE:	www.christine.com