

SORAYA



Our mission

Everyone needs a reminder sometimes. In everyday life, we can feel transparent at times, but Soraya knows that every woman is beautiful and we are here to help you celebrate your beauty so that you can go out into the world with a smile on your face and strength in steps.

For you, Soraya creates wonderful cosmetics at a reasonable price. All this to make your skin always look great.





What is important to us?

We take women seriously. We know we're complicated and have stressful lives, but we also know how to have fun.

We enjoy life, we laugh, and grooming gives us joy, a sense of care, pampering and caring for ourselves.

We want every woman to feel beautiful, appreciated and proud of herself every day.



Why SORAYA?

After the lockdown, in times of pandemic and huge inflation, consumers are often looking for more affordable care, which does not mean that they want to give up effectiveness, pleasure of use, beautiful packaging or the latest cosmetic trends.

SORAYA offers them all this at a **"the best price"**, wide availability and in a beautiful form.

It's good quality at a good price and availability for everyone.



Customer profile

A customer of the Soraya brand is looking for an effective cosmetic in a reasonable price.

Most often she is aged 20-50 and she's looking for more affordable care, which does not mean that she wants to give up effectiveness, pleasure of use, beautiful packaging or the latest cosmetic trends.



What is the Soraya brand customer looking for?

- women feel the need to take care of their skin as their appearance is a huge part of their confidence
- skin care is fun, a moment to spoil yourself, so they buy products that look pleasurable and fun.
- they don't understand the language of ingredients, but buy products based on brand, packaging and trends
- soraya is for women who want good quality skin care for a reasonable price
- they have a relaxed relationship to skin care, like to try new products, but can be loyal to products they trust and like
- they are not trendsetters, but follow the mainstream market and desire products that are exciting



You are beautiful!

Our cosmetics will take care of your skin, and you will feel your strength and capture every moments. Nothing will stop you with us.

Because for us what matters is happiness, naturalness, sensuality and fun.



SORAYA

BESTSELLER LINES

Bestseller



Bestseller



Bestseller



PLANTE

SORAYA plante is a new beauty care line based on 99% natural ingredients. . Body and face care for all skin types, regardless of age. The moisturizing power of white tea and aloe vera. Firming effect of Neroli water and wakame algae.

KOMBUCHA

The Soraya Kombucha line is a HEALTHY NATURAL COCKTAIL FOR BEAUTIFUL SKIN. It is ENERGY, HYDRATION and DETOX enclosed in sensual formulas with remarkable fragrance. No boredom! #vegan, #natural, #lesswaste.

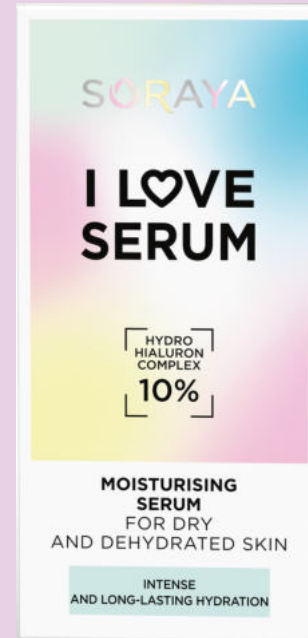
GLAM OILS

Glam Oils is a nourishing and moisturizing care for different skin types. It provides the skin with wonderful smoothness, a sense of comfort and regeneration. The formulas are based on a unique extract of peach flowers and nourishing oils: almond, argan and macadamia.

Bestseller



Bestseller



Bestseller



PROBIO CLEAN

Probioclean is make-up cleansing and make-up removing product containing a prebiotic and supporting the skin microbiome.

I LOVE SERUM

Simple compositions, specific concentrations, effective and widely known active ingredients, plus cute rainbow packaging, sensual formulas and a convenient form of dosing in a glass pipette. If you love serums, as we do – it's bull's eye.

HYALURONIC DUO FORTE

The Hyaluronic DUO FORTE line is an antiwrinkle care for mature skin, based on 2 types of hyaluronic acid. Thanks to this, it hits even deep wrinkles with double power, strongly moisturizes and smoothes the skin.

Bestseller



AMBER GOLD TREATMENT

Gold Amber are cosmetics intended for the care of mature skin based on an elegant and luxurious combination of amber and gold with active ingredients known for their anti-aging and regenerating effects.

Bestseller



LAVENDER ESSENCE

The Lavender Essence line is a wealth of velvety formulas that takes care of the balance of the skin, strongly rebuild and regenerate it, making it smooth and elastic.

Bestseller



ELIXIR OF YOUTH

Soraya ELIXIR OF YOUTH is a mature skin care that combines luxurious, effective and well-known rejuvenating active ingredients. Noble, sensual and rich formulas, restoring hydration, firmness and smoothness to the skin.

SORAYA



SORAYA wins many prestigious awards every year.



EXCELLENCE OF THE YEAR 2021
TWÓJ STYL magazine
for SORAYA Kombucha



GLAMMIES 2021
GLAMOUR magazine
for SORAYA Kombucha



COSMETIC OF ALL TIMES
WIZAZ.PL portal
for SORAYA Plante .



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