

ABOUT US

Shining Pure Trading Co. was founded on June 24, 2018, in KSA part of Al Wakerah group which has been based in Riyadh since 1980. Our company is engaged in the importing and exporting of International cosmetic products. We strongly believe in sustainability. we are working in cosmetics and have our own brand, **CYLIA Beauty**.

ABOUT CYLIA BEAUTY

Cylia Beauty is a luxurious cosmetic line made in France. Cylia offers a skincare product; each product is a fusion of a unique reinvigorating feel and fragrances. Our variety of products is developed with the highest standards in the beauty industry, infused with the main natural ingredient "Caviar" and with other ingredients like Argan Oil, Shea Butter, Aloe Vera, formulated with the safest and premium quality of anti-aging active ingredients.

OUR PHILOSOPHY

Vision: Offer an exclusive product, make a change in the realm of beauty and cosmetics, and provide services that satisfy the needs of our customers.

Mission: Because beauty is valued in the Middle East, our team is always concerned about supplying products that enhance the beauty of skin, hair, and face

Quality - Our main goal is to ensure that satisfaction is achieved through the quality of our product and service.

Reliability: Reliability and honesty are the driving factors behind our career.

Transparency: Transparency breeds trust and eventually builds creativity leading to growth.

Sustainability: We understand the importance of sustainable value, and our approach is based on creating value for our customers.

Respect: Our Partners are treated with dignity and respect.

Teamwork: We work as one team that is driven by our mission and vision statement.