



LANERM BEAUTY

2026

COMPANY PROFILE

LANERM BEAUTY is a premium personal care brand blending science and nature to deliver effective, high-quality products with a refined, luxurious experience.

Founded in Jordan

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BRAND OVERVIEW

01.



LANERM BEAUTY is a leading company in the field of advanced therapeutic cosmetics, specializing in the development of science-based solutions for skincare, haircare, and body care.

The brand follows a structured scientific methodology in designing integrated care systems, grounded in a precise understanding of skin and hair biology and their functional requirements, with the aim of supporting long-term health and optimizing biological performance.

LANERM BEAUTY develops high-efficiency formulations that combine modern formulation science with applied research and development, focusing on delivering measurable, consistent, and long-term results in terms of efficacy and performance.

BRAND
FOUNDATION

02.



LANERM BEAUTY was founded on the strong belief that beauty is a reflection of a biological state that can be structured, understood, and improved scientifically through research and formulation development.

Based on this understanding, LANERM BEAUTY developed a new approach to care grounded in science, structure, and functional performance, with the aim of building solutions that are more precise, effective, and sustainable over time.

LANERM BEAUTY

THE FOUNDER’S JOURNEY

03.



LANERM BEAUTY was not established as a conventional business idea, but rather as the result of a continuous journey to understand beauty as an organized biological system rather than a superficial external appearance.

This perspective was shaped early in life through experiences that fostered resilience, consistency, and long-term thinking toward growth and development. Over time, it became clear that perseverance is not a temporary condition, but a conscious decision to continue despite uncertainty, which ultimately formed the foundation of this vision.



Khafash Nerm

THE FOUNDER'S JOURNEY



A key influence in this journey was my mother, whose continuous support and belief served as a fundamental source of confidence and determination throughout both personal and professional stages of life.

During my experience in Research & Development (R&D), a clear gap became evident in the skincare and haircare industry, where most products focus on delivering temporary visible results without addressing the deeper biological and functional processes responsible for long-term skin and hair health.

This realization reshaped my understanding of beauty as a fully integrated biological system that requires scientific precision and a structured development approach.

Based on this foundation, LANERM BEAUTY was established as a science-driven system focused on the development of advanced therapeutic care solutions centered on functional performance and long-term biological improvement.

A VISION SHAPED BY SCIENCE

At LANERM BEAUTY, we believe that the future of skincare and haircare extends beyond conventional concepts based on temporary solutions and surface-level improvements. Instead, it moves toward a deeper understanding of the biological systems that govern the long-term health and function of the skin and hair.

Rapid scientific advancements in biology, materials science, and formulation development have transformed the way skin and hair needs can be understood and addressed with greater precision than ever before.

Inspired by this transformation, LANERM BEAUTY is committed to contributing to a new generation of care solutions founded on scientific knowledge, research, and development, where every product is developed within a structured framework that balances efficacy, safety, and long-term sustainability.



04.



FOUNDER'S PHILOSOPHY

05.



LANERM BEAUTY is founded on a deep conviction that true beauty begins with a scientific understanding of the biological systems that form the foundation of long-term skin and hair health, rather than relying on temporary solutions or quick results.

From this perspective, the goal has never been to develop products that follow shifting trends in the beauty industry, but rather to build well-researched solutions grounded in analysis, research, and scientific precision at every stage of development. Every formulation and every decision is evaluated according to clear standards based on efficacy, safety, and real value.

This philosophy is built on the belief that science is not merely a supporting tool for innovation, but the very foundation upon which sustainable and meaningful solutions are created. It also stems from the conviction that trust is earned through quality, commitment, and consistency, rather than marketing promises or temporary effects.

At its core, LANERM BEAUTY believes that true care begins with understanding, and that the most effective solutions are those that support biological health and address root causes rather than surface-level symptoms.

BRAND PURPOSE

06.



1

to redefine care by shifting it from surface-level enhancement to scientifically grounded, biologically intelligent treatment. The brand bridges the gap between advanced research and everyday beauty routines, delivering high-performance formulations within a refined, luxurious experience.

It is driven by the belief that true beauty solutions address root causes rather than symptoms, replacing temporary fixes with purposeful, long-term care that prioritizes skin and hair health.

2

to empower individuals with a deeper understanding of their skin and hair biology, enabling conscious, knowledge-based decisions and moving care beyond marketing influence toward informed, intentional choices.

Ultimately, its purpose is to elevate beauty into a discipline of science, awareness, and precision — where knowledge and elegance work together to create lasting, meaningful results.

VISION



LANERM BEAUTY envisions a future where beauty care is fully transformed into a science-driven discipline, where every product is designed based on biological understanding rather than trends or aesthetics alone. The brand aims to become a global reference in scientific luxury skincare and haircare, setting a new standard that merges clinical precision with refined elegance.

It aspires to lead a shift in the beauty industry toward transparency, education, and long-term results, where individuals worldwide understand their skin and hair at a deeper level and trust formulations built on evidence, not marketing. Ultimately, LANERM BEAUTY seeks to shape a future where care is intelligent, intentional, and universal — redefining luxury as knowledge, science, and lasting impact.

MISSION

07.



LANERM BEAUTY is committed to developing advanced formulations rooted in scientific research and a deep biological understanding of skin and hair health, with a consistent focus on efficacy, safety, and long-term sustainability across every product.

The brand works to translate scientific knowledge into practical solutions that can be seamlessly integrated into daily care routines, through precisely engineered products that address root causes and support the biological system over time. It also seeks to enhance individual awareness of skin and hair biology, empowering conscious, knowledge-based decisions within an experience that blends scientific precision with refined luxury. At its core, LANERM BEAUTY aims to deliver effective and intentional care that redefines beauty as an integrated scientific system rather than a purely external appearance.

CORE VALUES



1

Scientific Integrity

We base every formulation and decision on scientific evidence, research, and biological understanding, ensuring that innovation is always grounded in truth and precision.

2

Efficacy & Performance

We prioritize real, measurable results over trends or marketing claims, focusing on solutions that deliver meaningful and lasting improvements to skin and hair health.

3

Safety & Responsibility

We are committed to creating formulations that respect the biological system, ensuring safety, tolerance, and long-term well-being in every product.

Root-Cause Thinking

We believe in addressing the underlying biological causes rather than masking symptoms, designing solutions that restore balance instead of providing temporary fixes.



5

Education & Awareness

We aim to elevate understanding, empowering individuals to make informed, conscious decisions about their care based on knowledge rather than influence .

6

Refined Luxury

We combine scientific precision with elegance, creating an experience that reflects both intellectual depth and sensory refinement.

7

Consistency & Trust

We build trust through transparency, reliability, and continuous commitment to quality across all stages of development and delivery.

08.

WHAT WE DO



LANERM BEAUTY develops advanced therapeutic beauty solutions designed to support the long-term health and biological function of the skin, hair, and body. Through a science-driven approach that combines research, formulation expertise, and biological understanding, the brand creates integrated care systems focused on efficacy, safety, and sustainable performance. Our work is structured across four core areas:

09.

Skincare Solutions

We develop scientifically formulated skincare solutions designed to support skin health, barrier function, hydration, resilience, and overall biological balance. Each formulation is created with a focus on long-term skin performance rather than temporary cosmetic effects.



Haircare Solutions

Our haircare solutions are developed to support scalp health, strengthen hair structure, and improve overall hair condition through biologically informed formulations that address functional needs and long-term care objectives.



WHAT WE DO ↓

Body Care Solutions

We create body care formulations that help maintain skin comfort, protection, hydration, and balance, supporting the body's natural biological functions through carefully selected active ingredients and formulation systems.



Integrated Therapeutic Care Systems

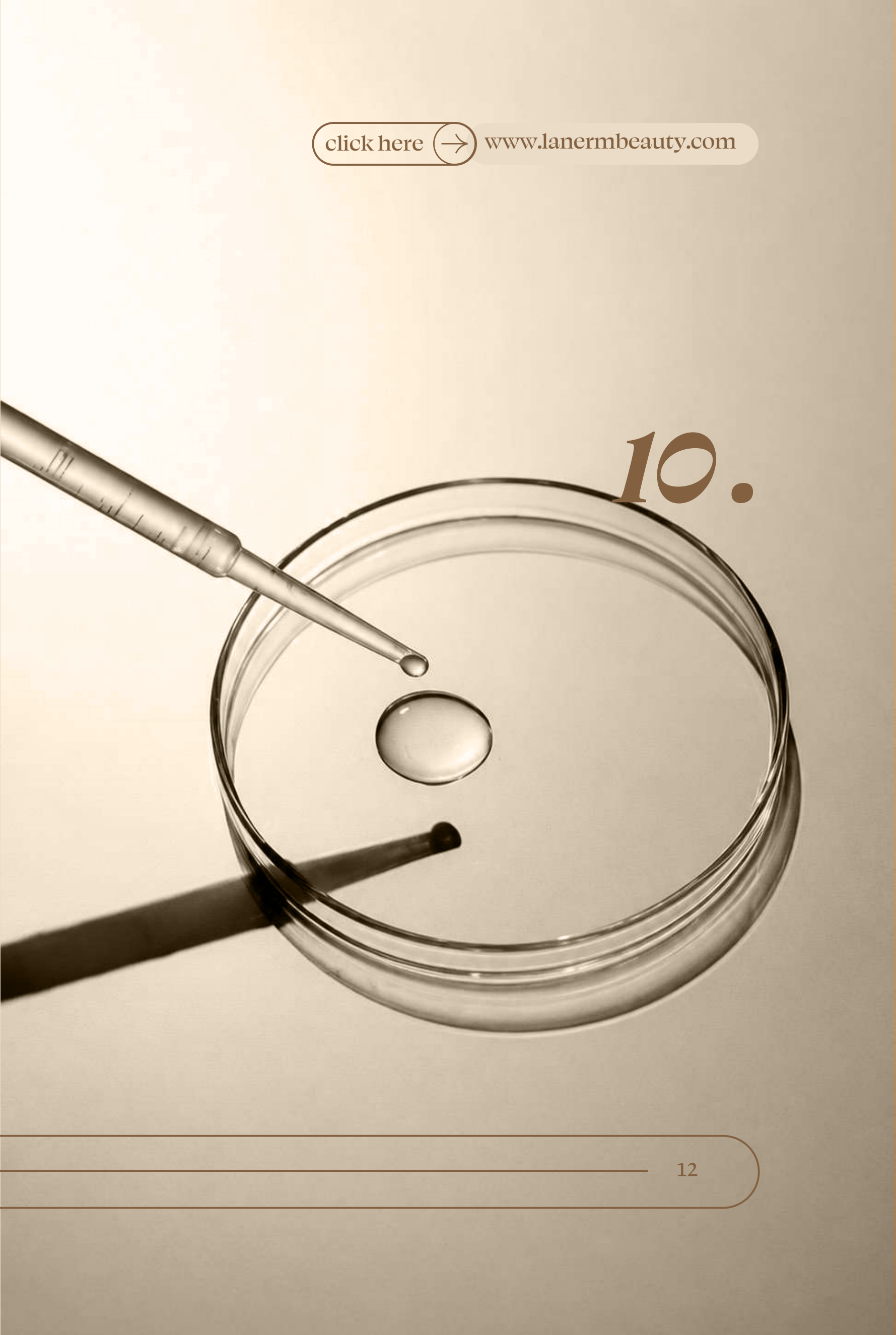
Beyond individual products, LANERM BEAUTY develops integrated care approaches that combine scientific research, formulation strategy, and biological understanding to create comprehensive solutions tailored to evolving care needs.



SCIENTIFIC DEVELOPMENT APPROACH



LANERM BEAUTY follows a structured scientific development methodology designed to ensure that every formulation is built upon research, biological understanding, and measurable performance. Rather than relying on trends or short-term cosmetic effects, our approach focuses on developing solutions that support the long-term health and function of the skin and hair.



1 Biological Understanding

Every development process begins with understanding the biological systems that influence skin and hair health. By examining functional needs, biological mechanisms, and underlying factors, we establish a scientific foundation for formulation design.

2 Research & Analysis

Scientific research and ingredient evaluation form a critical part of our development process. This includes the assessment of scientific literature, biological pathways, emerging technologies, and the integration of patented active ingredients and proprietary technologies developed by leading global innovators. Each component is carefully evaluated for its scientific relevance, safety profile, and potential contribution to long-term performance.

3 Formulation Engineering

Our formulations are developed through a precise and structured approach that balances efficacy, safety, stability, and user experience. Every ingredient is selected based on its functional role within the formulation and its ability to support the intended biological objectives.

4 Performance & Safety Evaluation

Each formulation undergoes a comprehensive evaluation process to assess performance, compatibility, and overall quality. This stage ensures that every product aligns with our standards for effectiveness, safety, and consistency.

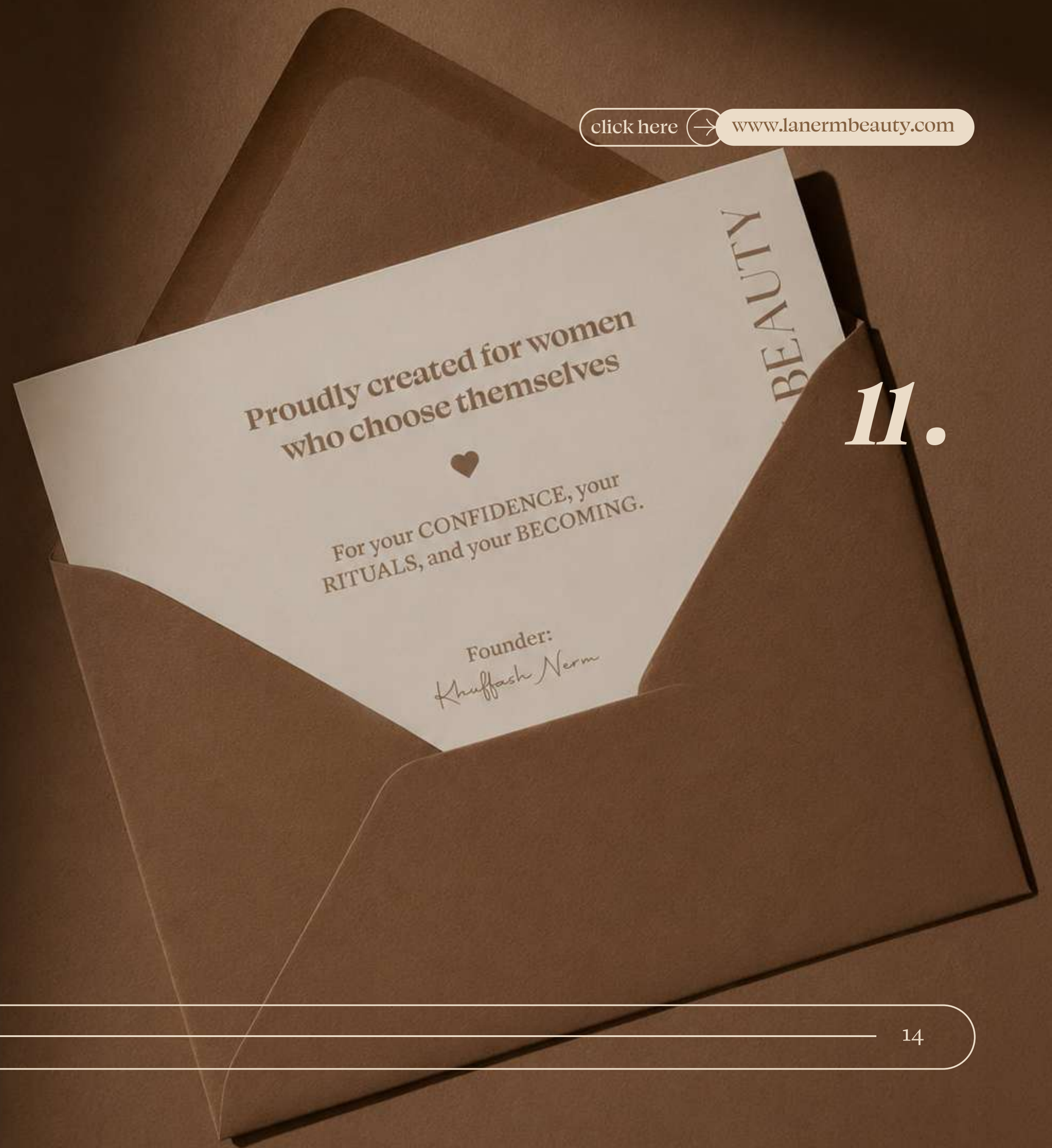
5 Continuous Improvement

Scientific advancement is an ongoing process. LANERM BEAUTY continuously monitors emerging research, ingredient innovations, and technological developments to refine existing formulations and support the creation of future solutions.

WHAT MAKES US DIFFERENT

LANERM BEAUTY is built upon a distinct philosophy that combines scientific rigor, biological understanding, and refined luxury to create a more intelligent approach to beauty care. Rather than following conventional industry models, the brand is guided by principles that prioritize long-term value, functional performance, and meaningful innovation.

11.



WHAT MAKES US DIFFERENT

1

Biology-Driven Development

Our development process begins with understanding the biological systems that influence skin and hair health. Rather than focusing solely on visible concerns, we seek to understand the underlying mechanisms that contribute to long-term function, balance, and resilience.

2

Science-Led Innovation

Scientific research serves as the foundation of every formulation. From ingredient selection to formulation design, decisions are guided by evidence, biological relevance, and functional performance, ensuring that innovation is supported by scientific credibility.

3

Advanced Ingredient Technologies

LANERM BEAUTY integrates advanced ingredient technologies, including patented active ingredients and proprietary innovations developed by leading global research and manufacturing organizations. These technologies are carefully evaluated and selected based on their scientific value, safety profile, and ability to support long-term efficacy.

4

Research & Development Foundation

The brand is rooted in a research and development mindset that values analysis, precision, and continuous improvement. This foundation supports a structured approach to formulation development, where every product is created with a clear purpose and measurable objectives.

WHAT MAKES US DIFFERENT

5

Long-Term Perspective

While many solutions focus on immediate cosmetic effects, our approach prioritizes long-term biological health and sustainable performance. Every formulation is developed with the objective of supporting the skin and hair over time, rather than providing temporary improvements alone.

6

Education & Informed Care

Beyond product development, LANERM BEAUTY is committed to encouraging greater awareness and understanding of skin and hair health. We believe that informed individuals make better care decisions, and that knowledge plays an essential role in achieving meaningful and lasting results.

7

Scientific Luxury

We believe that efficacy and luxury should coexist. By combining scientific precision with refined product experiences, LANERM BEAUTY seeks to elevate care beyond functionality alone, creating solutions that are both performance-driven and thoughtfully designed.

BRAND
PROMISE

12.

LANERM BEAUTY defines science-led, biologically intelligent care that elevates long-term skin and hair health through uncompromising efficacy, safety, and refined luxury.



QUALITY & SAFETY

13.



LANERM BEAUTY is committed to maintaining the highest standards of quality and safety throughout every stage of product development, from ingredient selection to final formulation. Each product is developed under strict scientific and quality-controlled processes designed to ensure consistency, stability, and reliability.

We prioritize the use of well-researched and carefully evaluated ingredients, ensuring that every component meets defined safety, performance, and biological compatibility standards. No formulation is finalized without undergoing rigorous assessment to validate its efficacy and tolerance.

Our approach integrates scientific evaluation with responsible formulation practices, focusing on minimizing risk while maximizing long-term biological benefits for skin and hair health. Every product is designed with a deep respect for the biological system it interacts with.

At LANERM BEAUTY, quality is not a final step—it is a continuous standard embedded in every stage of innovation, development, and refinement.

LANERM BEAUTY represents a new era of scientific luxury in skincare and haircare, where biology, research, and formulation science converge to redefine the meaning of care. The brand is built on the belief that true beauty is not an external concept, but a reflection of long-term biological balance and health.

Through a commitment to scientific integrity, innovation, and refined luxury, LANERM BEAUTY continues to develop solutions that go beyond conventional aesthetics, focusing instead on meaningful, lasting impact.

As the brand evolves, it remains dedicated to advancing the standards of the beauty industry, shaping a future where care is guided by knowledge, precision, and a deeper understanding of human biology.



Scientific Precision In Communication
Reflects Scientific Precision In Formulation.



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