



AHAVA

DEEPER
THAN
BEAUTIFUL

LANDE



NATURAL SKIN FRIENDLY INGREDIENTS



OUR DIFFERENCE:
THE OSMOTER™



ABOUT US

Founded in 1988, AHAVA's mission has always been to transform the ancient beauty secrets of the Dead Sea into modern, active, results-driven skincare. We are the only cosmetics company to live and work on the shores of the Dead Sea, an exceptional natural environment and an unparalleled source of minerals with proven benefits for the skin.

By combining science and nature, we create innovative and effective formulas that are respectful of both the skin and the planet. Our approach is rooted in conscious formulation, honoring the relationship between people and the environment while creating the cleanest, most efficacious products possible.

In a world where the concept of "home" has become increasingly meaningful, AHAVA feels deeply connected to the extraordinary place it calls home, the Dead Sea. More than a source of inspiration, it is our heritage, and we are committed to preserving it for future generations.



The Pearl Sea



BRAND PROMISE

AHAVA was born from a forward-thinking vision to create skincare that respects both the skin and the environment. Inspired by the natural richness of the Dead Sea, we have been committed from the very beginning to clean, conscious formulation, today expressed through our 100% vegan formulas.

We believe true wellbeing comes from beauty guided by heart, science, and integrity. That's why every AHAVA product is crafted to care for the skin while honoring the world around us, using carefully selected ingredients of natural origin and the highest quality.

To us, "clean" is not a trend, but a mindset. Free from unnecessary fillers and harmful substances, our formulas allow Dead Sea actives to perform at their best, pure, safe, and skin-loving.

Pure Dead Sea-originated skincare, made by nature.

No fillers. No fluff. No falseness.

For results that go deeper than beautiful.





GEOGRAPHICAL AUTHENTICITY

Our story begins at the Dead Sea, a place unlike anywhere else on earth and the home where we live and work. Where sea meets desert, this extraordinary landscape holds the world's richest concentration of natural minerals, waters, muds, salts, and desert plants that have supported skin wellbeing since ancient times.

With mineral levels ten times higher than any other body of water, and uniquely low UV radiation and allergens, the Dead Sea is globally recognized for its skin-renewing properties and therapeutic benefits. AHAVA was created to honor and harness these natural treasures, transforming them into pure mineral skincare inspired by nature and rooted in a place that is far more than just geography, it is our home.

Because our source is more than just geography.

VEGAN SINCE BIRTH

AHAVA was born with a forward-thinking vision. From the very beginning, inspired by the unique ecosystem of the Dead Sea, we made a conscious decision to create skincare free from animal-derived ingredients. This founding principle continues today through our 100% vegan formulations. We believe wellbeing is created when beauty is guided by heart, humanity, and respect for all.

EARTH RESPECTING

Respect for the earth is our guiding light. Living and working by the Dead Sea reminds us daily of the delicate balance between nature and people, and the responsibility to protect it for the future.

Through sustainable practices, conscious manufacturing, and clean water-return processes, we strive to create skincare that honors our environment while inspiring a more mindful relationship with the world around us.

We live for today, mindful of tomorrow.





SCIENCE & NATURE THE OSMOTER™

At AHAVA, nature inspires and science proves. From the beginning, our mission has been to transform the ancient beauty secrets of the Dead Sea into modern, active, results-driven skincare through research-led innovation.

At the heart of every formula lies Osmoter™, AHAVA's exclusive blend of Dead Sea minerals, sourced from the most mineral-rich waters on earth. Rich in Magnesium, Calcium, and Potassium, it works as a powerful moisture magnet, signaling the skin to draw in hydration where it's needed most—helping to replenish, strengthen, and smooth the skin.

Clean, skin-compatible, and scientifically proven.

Illuminating nature by science. Every drop. Clean.



Retail Collection





Facial Care



Powered by natural actives from the Dead Sea, AHAVA's clean, consciously- formulated and technically-advanced facial skincare products include targeted regimens which offer visible results for many specific skincare concerns, from wrinkles to radiance, fine lines to intense hydration, firmness and elasticity.

-  CLEANSE
-  HYDRATE
-  MASKS
-  YOUTH BOOSTERS
-  EVEN TONE
-  FIRMING
-  ANTI-WRINKLES
-  LIFTING & SCULPTING
-  DEEP WRINKLES
-  DIAMOND GLOW



Body Care



AHAVA's body products allow the multiple benefits of the Dead Sea's mineral- rich waters, muds, salts and plants to refresh and enhance your body, lifting your spirit and offering welcome moments of self-care during your day.

From soothing and detoxifying to invigorating daily care, the products in our bath and body line not only offer specific rejuvenating benefits – they also represent a way for people all over the world to experience the power of Dead Sea minerals – as we like to say, “from our home to yours.”

-  BODY ESSENTIAL HYDRATION
-  BODY INTENSIVE NOURISHMENT
-  BODY TREATMENTS
-  BODY CLEANSING
-  HAIR



Sachets



Elevate the guest experience with AHAVA sachets, a thoughtful introduction to the power of the Dead Sea. Each sachet delivers pure, clean, and effective skincare born from one of the most extraordinary natural environments on earth.

Formulated with Osmoter™, AHAVA's exclusive blend of Dead Sea minerals, and made with 100% vegan, skin-safe ingredients, our sachets unite science and nature to hydrate, restore, and care for the skin-gently and effectively.

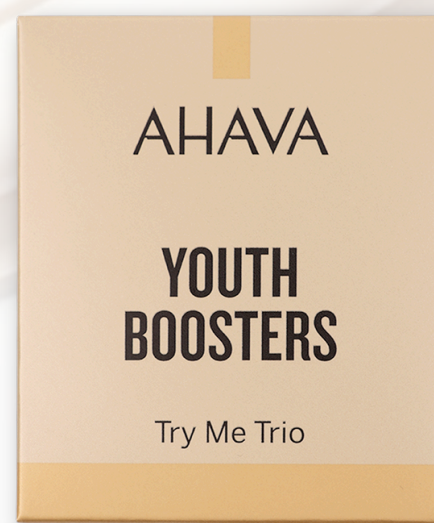
Designed for modern hospitality, AHAVA sachets offer a conscious luxury: clean formulations, respectful of both skin and planet, in a perfectly portioned format that ensures freshness, hygiene, and responsible use.

More than an amenity, it's a moment of wellbeing - from our home, the Dead Sea, to your guests.



YOUTH BOOSTERS

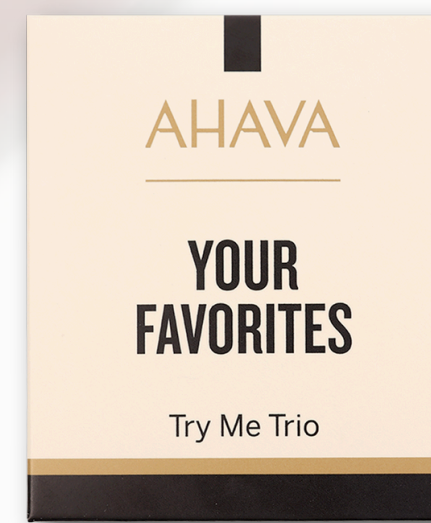
DEEP HYDRATION AND RADIANCE WITH DEAD SEA MINERALS AND AHAVA'S OSMOTER™



Osmoter™ Crystal Serum ×6 0.5 ml
Osmoter™ Crystal Smoothing Cream ×6 2 ml
Osmoter™ Concentrated Eye Illuminating Serum 2 ml

YOUR FAVORITES

AHAVA BESTSELLERS TO HYDRATE, ILLUMINATE AND LEAVE YOUR SKIN RADIANT WITH OSMOTER™

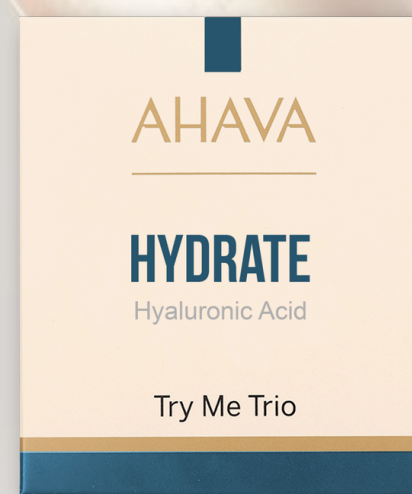


Multivitamin Firming Massage Mask 3 ml
Hyaluronic Acid Serum 3 ml
Osmoter™ Concentrated Hydrating Cream 3 ml



HYDRATE

INTENSE HYDRATION WITH HYALURONIC ACID AND OSMOTER™ FOR SMOOTHER, FRESHER AND MORE ELASTIC SKIN



*Hyaluronic Acid 24/7 Cream 3 ml
Hyaluronic Acid Serum 3 ml
Hyaluronic Acid Leave-On Mask 3 ml*

FIRMING

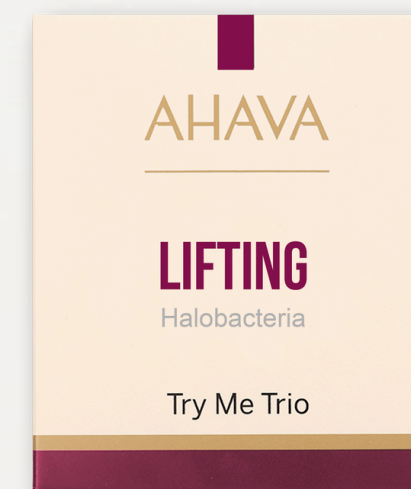
TOTAL REVITALIZATION WITH MULTIVITAMINS: VITAMINS C, B5 AND D + OSMOTER™ TO HYDRATE, FIRM AND ILLUMINATE



*Multivitamin Firming Massage Mask 3 ml
Multivitamin Firming Serum C+ 3 ml
Multivitamin Firming Day Cream SPF 30 3 ml*

LIFTING

RADIANT, STRONGER SKIN WITH HALOBACTERIA AND OSMOTER™: HYDRATION AND LUMINOSITY FROM THE DEAD SEA



*Halobacteria Restoring Nutri-Action Cream 3 ml
Halobacteria Restoring Elasticity Serum 3 ml
Halobacteria Restoring Overnight Mask 3 ml*



REVIVING EYE PATCHES

HYDROGEL EYE PATCHES THAT GENTLY EMBRACE THE DELICATE UNDER-EYE AREA, REVIVING A YOUTHFUL AND WELL-RESTED LOOK



- *Smooth the appearance of fine lines and wrinkles*
- *Visibly reduce signs of fatigue*
- *Awaken luminosity and restore a fresh, radiant glow*



AMENITIES COLLECTION

Clean, vegan formulas inspired by the Dead Sea, elevated by a refined signature scent. Fresh top notes of pomegranate, bergamot, and mandarin blend into a soft floral heart of cherry blossom, peony, and rose, finishing with warm white musk, amber, and light woods.

A subtle, elegant fragrance, designed for moments of wellbeing.



SHAMPOO | CONDITIONER | HAND & BODY WASH | HAND & BODY LOTION





ECO-SYSTEM

Elegant and timeless, the aluminum ecosystem is AHAVA's most refined expression of hospitality. Its sleek metallic finish elevates any bathroom space, combining durability, sustainability, and a distinctly premium look. Designed to complement high-end interiors while supporting responsible reuse.

Pure design. Elevated experience.



Aluminum

LANDE



Bold and contemporary, the black ABS ecosystem brings a modern, urban edge to the hospitality environment. Durable and functional, its deep matte tone creates a striking contrast that enhances the guest experience while maintaining a clean, sophisticated aesthetic.

Modern design. Effortless functionality.



ABS

LANDE



Soft and understated, the cream ABS ecosystem offers a warm, calming presence inspired by natural tones. Designed to blend seamlessly into serene bathroom spaces, it delivers practicality and durability with a welcoming, refined feel.

Natural balance. Timeless comfort.



ABS

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AHAVA

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