

The background is a solid teal color with several overlapping, semi-transparent circles of varying shades of teal, creating a layered, organic effect.

DEVOTÉ
Aesthetics

The background is a solid teal color. It features several overlapping circles of varying shades of teal, creating a layered effect. Scattered across the background are several thin, white, curved lines that resemble brushstrokes or light trails.

*Discover Devotion
Beyond Beauty*

Devoté Business Model Canvas – 2025

1: Customer Segments



- Dermatologists, aesthetic doctors, and plastic surgeons.
- Beauty centers and one-day surgery clinics
- Educational institutions and training partners.
- Key Opinion Leaders (KOLs) and aesthetic influencers.

2: Value Proposition



- Direct distribution of high-quality, innovative aesthetic medical products.
- Integrated solutions including training, marketing, and scientific support.
- Strategic partnerships with clinics and doctors for consistent outcomes.
- Commitment to cutting-edge regenerative and aesthetic medicine.

3: Channels



- Field sales team organized by geographical regions.
- Aesthetic medical conferences (SAAM, Dubai Derma, IMCAS).
- Digital channels: website, social media platforms, and targeted campaigns.
- Workshops, exclusive demo sessions, and sampling programs.

4: Customer Relationships



- Dedicated Key Account Managers (KAMs).
- Long-term support programs and co-marketing initiatives.
- Ongoing after-sales service and clinical guidance.
- Loyalty programs based on annual usage volume.

5: Revenue Streams



- Direct sales to end customers (clinics, doctors).
- Exclusive partnership programs with high-volume clinics.
- Paid workshops and training sessions.
- Collaborative promotional projects with KOLs.
- Premium service packages and customized marketing.
- Future digital platform sales (Devoté platform).

6: Key Resources



- Experienced sales and marketing team.
- Strong relationships with doctors and clinics.
- Exclusive partnerships with top global manufacturers.
- Unique scientific and educational content.
- Extensive medical and client database.

7: Key Activities



- Sourcing and importing certified aesthetic medical products.
- Implementing strategic marketing and training plans.
- Organizing scientific events and promotional campaigns.
- Monitoring and optimizing sales performance.

8: Key Partners



- Global manufacturers of regenerative and aesthetic medical products.
- Key Opinion Leaders in aesthetic medicine.
- Medical event organizers and accrediting bodies.
- Logistics and warehousing partners.
- Professional media and marketing agencies.

9: Cost Structure



- Procurement and importation costs.
- Salaries, commissions, and performance incentives.
- Marketing and advertising campaign budgets.
- Event participation and sponsorship expenses.
- Training, printing, and logistics costs.

VISION

Devoté, envisions itself as a leading force in the global aesthetics industry.

MISSION

We aim to be a global leader in aesthetic solutions, dedicated to enhancing the health and beauty of skin and hair through innovative technologies and advanced clinical formulations.

Our mission is based on three core pillars:

Effectiveness,

delivering tangible results.



Innovation,

pushing the boundaries of what is possible.



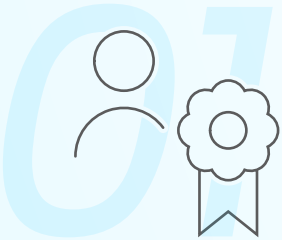
Safety,

putting the health and satisfaction of our customers first



Regenerates inner & outer natural beauty by using our aesthetic solutions

Our Values



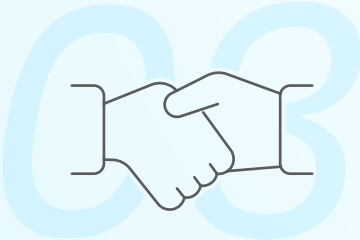
Accountability

We commit to our responsibilities, building trust and credibility.



Honesty and Integrity

We uphold the highest ethical standards with transparency in all our actions, Winning with Integrity: We achieve success fairly, ensuring benefits for everyone involved.



Respect

We value all stakeholders and foster a culture of collaboration and inclusivity



Knowledge

We see knowledge as the key to innovation and sustainable growth.



Communicate with clarity

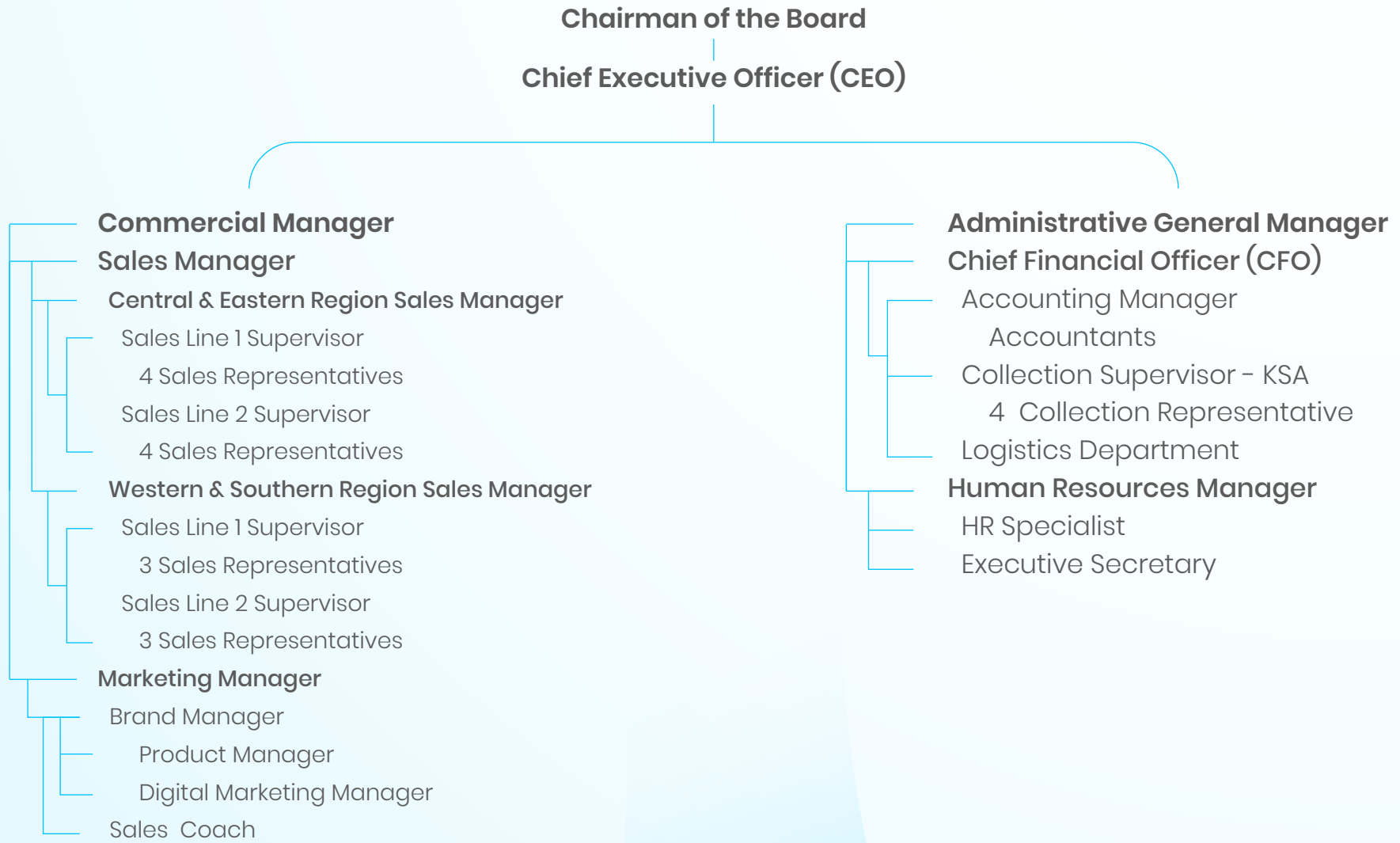
We prioritize transparent and effective communication to ensure understanding.

Devoté Team:

The Sales and Marketing team at Devoté brings a wealth of experience acquired through working with some of the world's most renowned multinational pharmaceutical and aesthetic companies.

- Their professional background includes companies such as: Merz, AbbVie, Parkville, Ego Pharma, AstraZeneca, Neauvia, Bioderma, Imdad, LCCell, and Galderma.
- The Sales and Marketing Directors have between 7 to 10 years of experience within these organizations, equipping them with a deep understanding of global market standards, strategic planning capabilities, and the ability to build successful professional relationships – all of which significantly contribute to the growth and success of Devoté.

Devoté Company Organizational Structure



Devoté More Than Just A Job

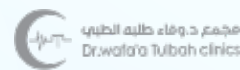
At Devoté, culture and career are at the heart of everything we do. We value our people and create a dynamic, vibrant environment that inspires success and personal growth.

- Wellbeing Matters: We prioritize your well-being through programs that promote diversity, encourage open communication, and actively listen to your feedback.
- Flexibility Empowers: Flexible work arrangements enhance morale, reduce stress, and support a healthy work-life balance.
- Growth is Key: Your development is our priority. We provide training and programs to refine your skills, nurture your potential, and build future leaders.
- Fairness & Innovation: Integrity and innovation guide our actions, creating an inspiring and rewarding workplace.

At Devoté, we are dedicated to fostering a culture where you can thrive, grow, and make a meaningful impact.

Our Partner:

More than +250 clinic - More than +450 Doctors



Our Products

UNIVA

P.R.T
PLATELET REGENERATION TISSUE

REVITAL

RAINBOW
THREAD

 Reversa



UNIVA

UNIVA



Sync With The Latest Technology
"PDENs"

PROFESSIONAL USE

BIO-TECHNOLOGY



Distributing the Future of Skincare

UNIVA Group, a leader in regenerative medicine research and development, translates cutting-edge science into real-world results.

Through **UNIVA Skincare**, we empower patients, physicians, and skincare professionals with a revolutionary line of products for skin and hair care, using the power of regenerative medicine to deliver accelerated results.

UNIVA allows the power of cutting-edge biotechnology to shine through a unique trifecta of actives including:

- 1: PDENs (Plant Derived Exosome-Like Nanoparticles)
- 2: Bioengineered Growth Factors
- 3: Biomimetic Peptides

Driving exceptional results in our transformative formulas.

P.R.T

PLATELET REGENERATION TISSUE

Platelet Rich Plasma (PRP) is an advanced, safe and simple anti-aging treatment technology. Based on high concentrations of growth factors.



REVITAL

Sterile cosmetic solution for skin rejuvenation based on hyaluronic acid, PDRN and argireline to restore skin elasticity and firmness, improve collagen synthesis and restore youthful appearance.



MONVINBEC EVENT / KSA 2024



ICCE EVENT / EGYPT 2024



SAAM EVENT / KSA 2024



SAUDI DERM EVENT / KSA 2025



IMCAS EVENT / PARIS 2025



DUBAI DERMA EVENT / KSA 2025



SCAN DEVOTÉ

