

# Sephora Middle East FZE in Beauty and Personal Care (United Arab Emirates)

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## Abstracts

Sephora is expected to continue to add products to its existing portfolio of best-selling brands such as BeneFit, Huda Beauty, Anastasia Beverly Hills and Too Faced. Sephora is also likely to continue to focus on expanding its private label, whilst increasing distribution through its online store and introducing new local and international brands in the region.

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