









# WADI NUMEIRA

The inspiration for our name comes from Jordan's long-preserved archaeological site of Numeira, situated in the southern area of the Dead Sea.

We aim to pay homage to this historical treasure that has remarkably sustained substantial remains from the early Bronze Age. A town rich in history, Numeira yields unparalleled evidence and a wealth of information on roughly fifteen generations that inhabited and cultivated its land. Adjacent to the site is the beautiful Wadi of Numeira, characterized by its magical atmosphere and colorful rocky mountains. It serves to us as a reminder of the pristine natural environment and the importance of preserving and respecting its authenticity.



A wide-angle photograph of a sunset over a body of water. The sky is filled with orange and yellow clouds, reflecting on the calm water. In the foreground, there is a rocky shoreline with large, light-colored rocks. The word "OVERVIEW" is written in large, white, bold, sans-serif capital letters across the lower right portion of the image.

# OVERVIEW





# Who Are We?

Numeira Mixed Salts and Mud company is part of Arab Potash Company group that has been granted an exclusive governmental concession to extract and utilize the mineral resources of the Dead Sea. Established in June of 1997, to produce, organize, and facilitate the sale of Bath Salt, Mud, and Brine (Dead Sea water) extracted from the Dead Sea to local and international markets.

■ **Dead Sea / Jordan**





# Mission

Supply, produce and innovate high quality Dead Sea products while maintaining high profitability, stakeholder value and sustainable environment.

# Vision

A leader in the Dead Sea products industry through Quality, Innovation and Value creation.



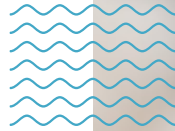
- Numeira as part of APC Group has a **100 years** concession granted by the Government of Jordan which ends in 2058 to extract minerals from the Dead Sea in Jordan.
- Group market value of USD **4 Billion**.
- The group has a diversified basket of products that includes Muriate of Potash, Potassium Nitrate, Bromine, Bath Salt, and Mud.

Mediterranean Sea

● Evaporation Ponds




Sophisticated mining system to extract Potash, Bromine, and Bath Salts from the Dead Sea, by pumping Dead Sea water to evaporation ponds. A process that takes up to 12 months for carnallite to be harvested.



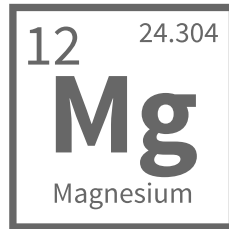






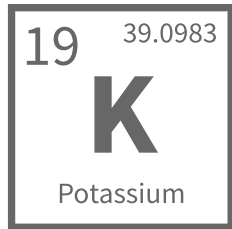
# THE THERAPEUTIC POWERS OF THE DEAD SEA

# The Therapeutic Powers of the Dead Sea



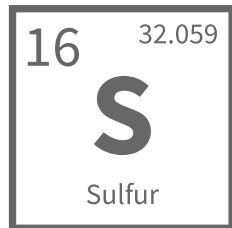
## Magnesium:

Considered the wonder mineral of our time being the best natural remedy since it has been reported that the world population in general has magnesium deficiencies, due to the modern diet as well as depletion of minerals in our soils, making magnesium supplementation necessary for most people.



### **Potassium:**

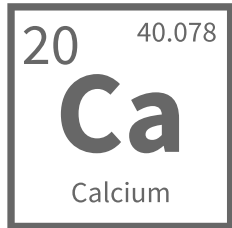
Is a wonder mineral when it comes to skin health and acts by nourishing skin cells and promoting a balance of moisture and hydration.



### **Sulfur:**

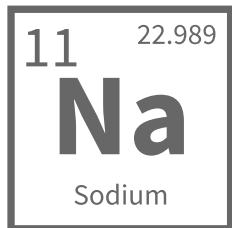
Is another essential mineral in optimal body function. As the third most present mineral in the body, sulfur acts as a detoxifying and rejuvenating agent for skin and muscles by reducing inflammation and alleviating muscle fatigue.

# The Therapeutic Powers of the Dead Sea



## Calcium:

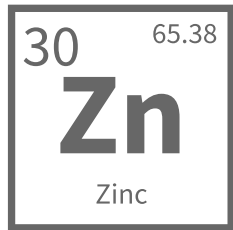
Is also essential to the growth of new skin cells. Additionally, calcium helps the skin to maintain proper moisture levels and has been associated with invigorating the antioxidant levels in skin cells.



## Sodium:

Is crucial in maintaining the appropriate balance of hydration in the body as well as a key element in relieving muscle cramps. Sodium is also great for detoxification and the elimination of toxins from the skin and body.





### **Zinc:**

This versatile mineral is very important in cultivating the health of the skin and hair. Zinc can be used to help soothe the symptoms of psoriasis, sun burns, and other skin conditions. Zinc is also essential for supporting hair health by stimulating hair follicle growth and preventing early graying of the hair.



### **Bromide:**

Has a calming effect on the muscles and skin. It soothes the skin while working to ease tense and stiff muscles, calming the nerves and providing an overall relaxed feeling.



## Dead Sea Bath Salt

Dead Sea high mineral salts, comes with different grades used to:

- *Increases blood circulation throughout the body.*
- *Relaxes tired muscles and eases rheumatic pain.*
- *When used as a scrub, removes dead cells giving vitality to the skin.*
- *Anti-aging.*
- *Fights dandruff, acne, eczema, and psoriasis.*

# Dead Sea Mud

Contains over 21 essential minerals found in the sea's healing waters that:

- *Helps skin maintain a balance of moisture.*
- *Anti-allergenic and cleanses the skin of dirt particles and toxins.*
- *Exfoliates the skin, removing dead cells and reinvigorating new cell growth.*
- *Improves natural skin generation*
- *Promotes relaxation of the skin and muscles.*
- *Helps to counteract internal toxins.*









# Dead Sea Brine

Dead Sea brine is a highly concentrated salt and mineral solution that is found in the basin of the Dead Sea. The density of the water is tangibly higher than normal water at 1.23g/ml:

- *With an oil-like viscosity, Dead Sea C7 brine can be used in many skin care products by itself as massage oil, or combined with other materials, such as essential oils, to make spa products.*
- *Dead Sea C7 brine can also be mixed with Dead Sea mud powder to create a stimulating and rejuvenating scrub.*





# BULK PRODUCTS

# Bulk Dead Sea Salt (Maris Sal)

## Dead Sea Bath Salt (Powder)

Grain Size 0-1 mm



## Dead Sea Bath Salt (Fine)

Grain Size 1-2 mm





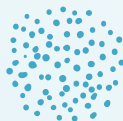
## Dead Sea Bath Salt (Coarse)

Grain Size 2 - 4 mm



## Dead Sea Bath Salt (Extra Coarse)

Grain Size 4 - 7 mm



*P.S. Mixed Grain Size (0-7 mm) are also available in Dry or Semidry form.*



# Bulk Dead Sea Salt (Maris Sal)

## — Packaging:



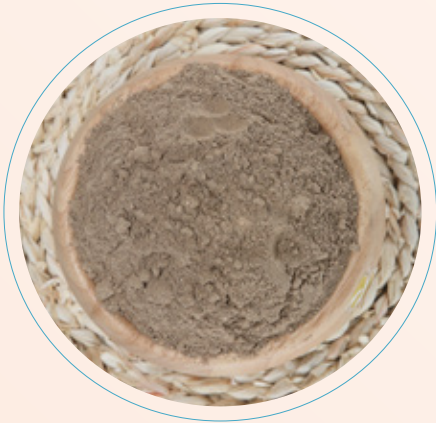
Option 1:  
25 kg PP bags, with inner PE bags. 40 bags over 1 wooden pallet  
(1 ton per pallet).



Option 2:  
Jumbo Bags (up to 1 ton per bag).



## Bulk Dead Sea Mud (Silt)



## Dry Dead Sea Mud (Powder)

100% Natural  
No Additives\*  
Screening Options:  
< 600 Microns

## Wet Dead Sea Mud (As Is)

100% Natural  
No Additives\*  
No Screening, directly from the shores



*\* Can be sterilized by Gamma Rays upon request.*



## Wet Dead Sea Mud (Preserved)

Antiseptic Agents & Preservatives are added to eliminate microbial content

Screening Options:  
< 850 Microns

## Wet Dead Sea Mud (Screened)

100% Natural  
Screening Option:  
< 600 Microns



## Bulk Dead Sea Mud (Silt)

### — Packaging:



#### Option 1:

Blank 50 kg plastic barrel, with inner PE bags. 18 barrels in wooden box pallet (900kg per 1 wooden box pallet). This option is available for Wet Mud only.



#### Option 2:

25 kg PP bags, with inner PE bags.  
40 bags over 1 wooden pallet (1 ton per pallet).  
This option is available for Dry Mud only.





Option 3:  
Jumbo Bags (1 ton per bag).  
This option is available for Dry Mud only.



# Bulk Dead Sea Water (Maris Aqua)

## — Packaging:



Option 1:  
20L plastic gallon. 24 gallon  
over 1 wooden pallet  
(480L per wooden pallet).



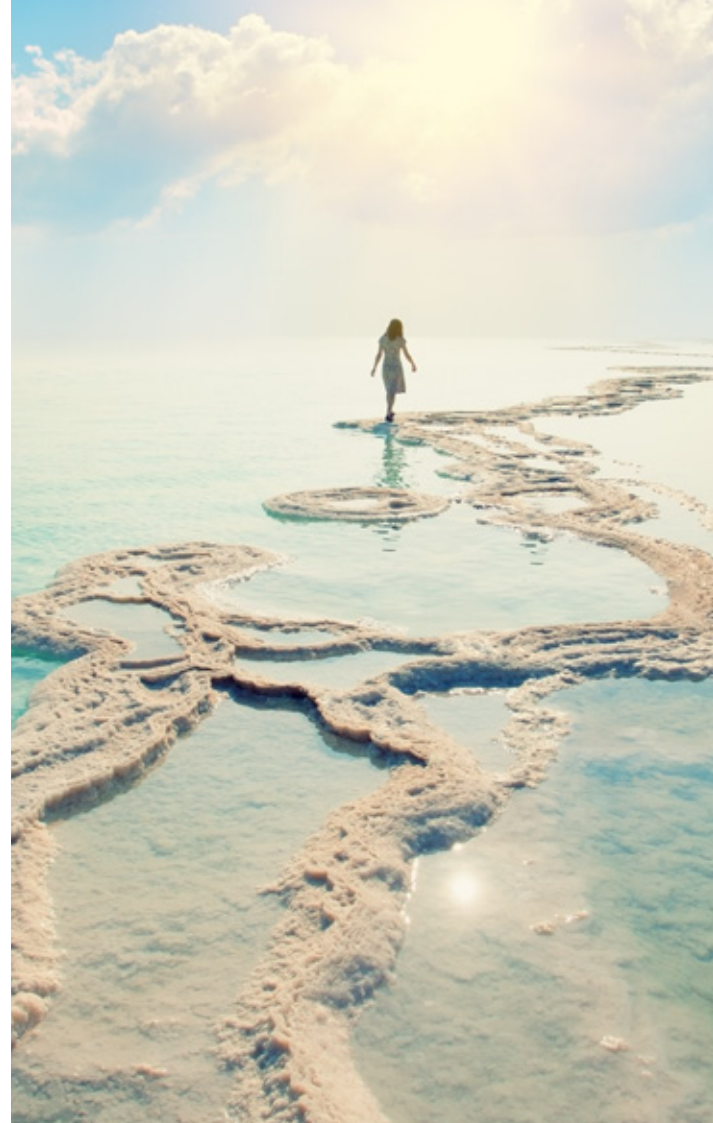
Option 2:  
Plastic pallet Tank  
(1000L per pallet tank).



**Dead Sea Water (Brine)**



**Concentrated Dead Sea Water  
(Concentrated Brine)**







The background of the image is a soft-focus photograph of a sunset or sunrise. The sky is a gradient of warm colors, from pale yellow at the horizon to a light, hazy blue at the top. The water in the foreground is calm, reflecting the warm light from the sky. In the distance, a range of mountains is visible, their silhouettes softened by the atmospheric haze. The overall mood is peaceful and contemplative.

# OUR BRANDS



# S O U L T

OF THE DEAD SEA

SOULT of the Dead Sea represents the pinnacle of luxury skincare. This premium brand is carefully designed for discerning consumers seeking specialized products that blend the most effective global ingredients with the unique minerals from the Dead Sea. Our collection includes sophisticated formulations such as nourishing day creams and revitalizing eye serums. Each product is crafted to offer unparalleled skin benefits, enhancing beauty and wellness with every use.

[www.soultofdeadsea.com](http://www.soultofdeadsea.com)



# نهيـرة numeira البحر للـيت dead sea

Named after the serene Numeira Valley along the southern shores of the Dead Sea, our Numeira Dead Sea brand embodies purity and simplicity. This line reflects the raw beauty and therapeutic properties of the Dead Sea. Our ethically sourced range includes magnesium flakes, bath salts, and mineral-rich muds, available in different essential oils. These items are designed to sooth the body and rejuvenate the spirit, bringing the Dead Sea's legendary benefits directly to your home.

[www.numeira.com](http://www.numeira.com)







A close-up photograph of two people in business attire shaking hands. The person on the left is wearing a blue suit jacket with four buttons visible on the sleeve. The person on the right is wearing a dark suit jacket. The background is a bright, out-of-focus white. Overlaid on the right side of the image is the text "BECOME OUR PARTNER!" in large, bold, white capital letters.

**BECOME  
OUR PARTNER!**

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# Why Numeira?



Competitive lower  
prices to manufacturers  
and distributors.

Convenient payment  
terms up to 60 days.





Opportunity to  
become exclusive  
in your country.

Outstanding support  
from Numeira  
Management and  
APC group.



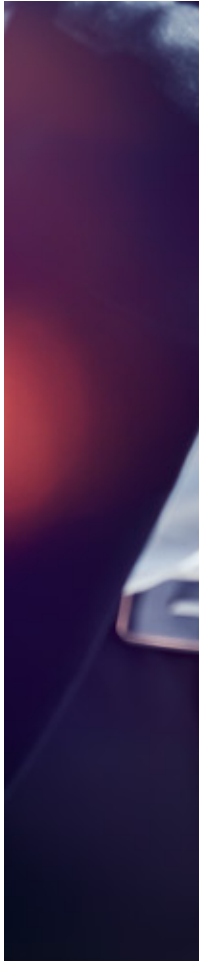
Higher quality of Salt and Mud  
on the Jordanian side of the  
Dead Sea, and more abundant  
mud on this side.

— **Manufacturers:**

If you are a manufacturer of Dead Sea finished products such as Cosmetics, Medicinal Products, Pet Products, and Therapeutic Salts, let's create value together! Take advantage of our pricing, quality, and payment terms.

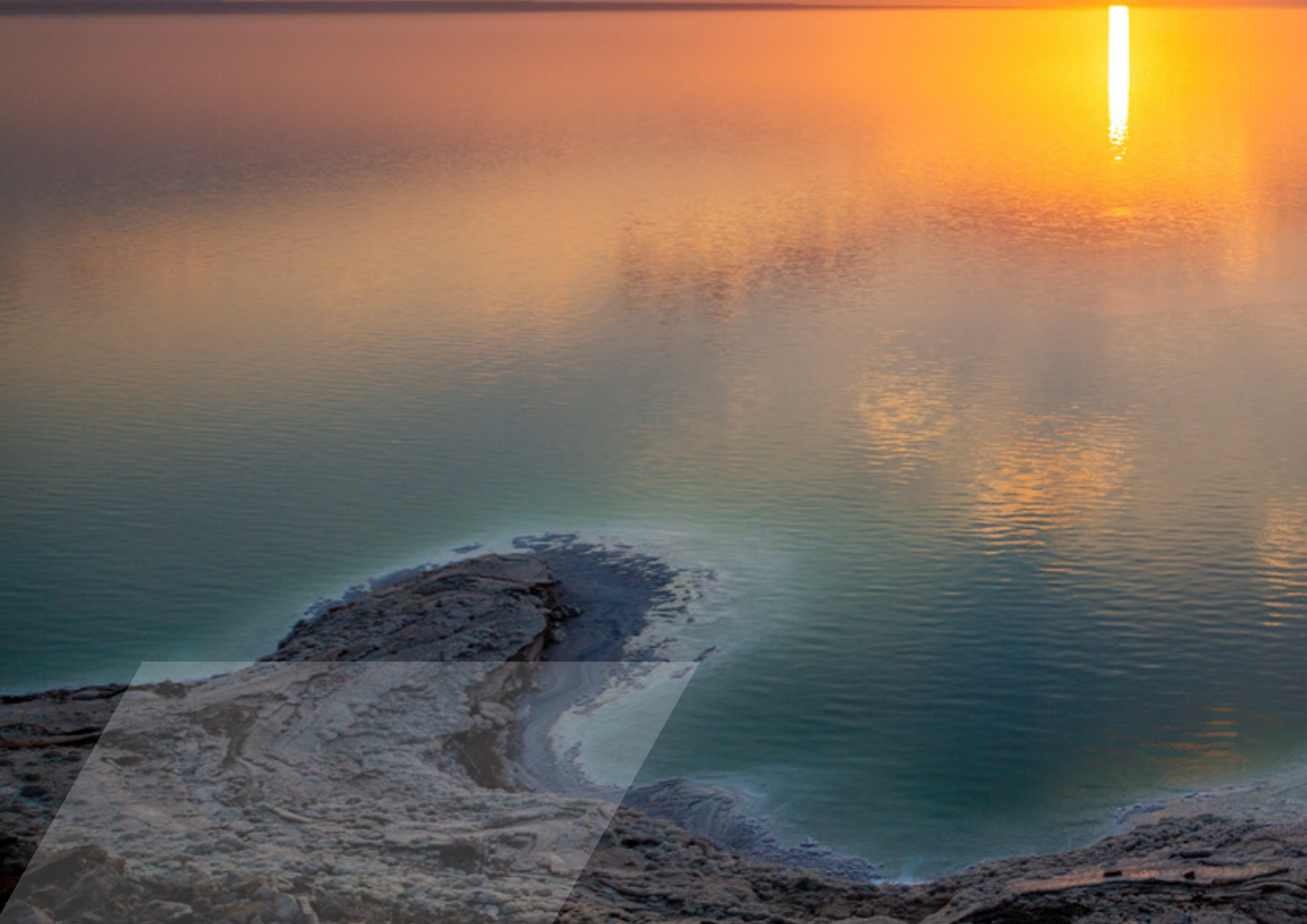
— **Distributors:**

Numeira always seeks distributors around the world, purchase bulk raw material or retail products and sell them to retailers at a higher price. Opportunity to become exclusive distributor in a specific region is available.











#### **Numeira Mixed Salts and Mud Company**

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