

Think of the make-up lines leading the Egyptian market. Imagine that behind them lays the talent of innovation from an authentic Egyptian brand.



AMANDA was launched by the ever experts MISR COSMETICS on February 24th, 1984. Ever since that date, AMANDA has been securing a leading position among other local brands in the Egyptian market. AMANDA was ranked as number 1 local makeup brand in Egypt, according to Euromonitor International.

Due to the fact that most of AMANDA products are imported from the largest make up suppliers in Milan, and some are imported from France, Germany, and Belgium, AMANDA was deservingly upgraded to be AMANDA MILANO.

AMANDA Milano is the classy leading local brand in the local Egyptian cosmetics market due to its wide portfolio of refined products that makes it able to compete with the imported products yet with local moderate prices.

AMANDA Milano strength lies in the superior quality of formulas used in products, its very chic and trendy packaging, its wide range of products with finely selected colors, and off course its affordable prices.

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Our Mission...

We strongly believe that BEAUTY is a dream that requires a great deal of passion, instinct, and years of

AMANDA MILANO's mission is to consistently ensure a leading position among specialized companies in

Our Values...

We value our CUSTOMERS by providing them premium quality, trendy and up-to-date products for reasonable

We value our EMPLOYEES by being a second home that provides a challenging working environment where

We value our PARTNERS (distributors) by being an attractive investment opportunity that offers sustainable

We value our SOCIETY by fulfilling our social responsibilities represented in developing the cosmetics in

Competitive Edge

AMANDA MILANO offers high quality products and reaches superiority over its competitors. The excellence

- Most of the make-up and perfume components are imported from the best suppliers in Europe and
- Wide range of products, large scale operation as well as our wide distribution network
- Providing well trained beauticians in Point Of Sales
- Taking care of the smallest details by providing chic packages and finely selected fashionable colors
- MISR COSMETICS , the mother company, has proudly obtained the ISO 9001

Organization

MISR COSMETICS has established a strong and efficient organization using the most modern administrative

President: Mr.Mohamed Emaish

CEO: Mrs.Abeer Emaish

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