

Presenting the values
that shape who we are and our commitment to
empowering individuals through
eco-conscious beauty.

It serves as the foundation
for how we communicate, innovate,
and evolve as a brand.



TOPICS AT A GLANCE

MERAKKEE

Defined personas – UAE and India

Brand Vision, Mission

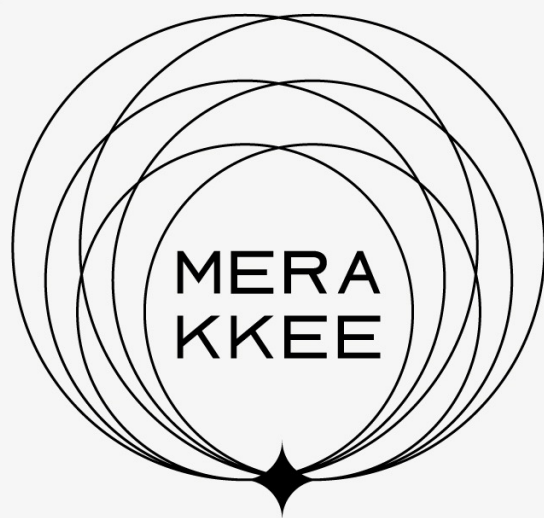
Brand Value Statement

Brand Narrative

Brand Positioning

Brand Tone & Voice

Brand Categories with Description, Tone, and Colour



THE ESSENCE OF LIFE

DEFINED PERSONAS
UAE & INDIA



EXPLORING THE UNIQUE PERSONAS OF THE UAE AND INDIA

Our cosmetic brand focuses on a diverse range of personas across the UAE and India. These include modern professionals who value premium, eco-friendly products; busy homemakers seeking convenient, natural skincare solutions; fashion-forward individuals who prefer high-performance, trend-driven beauty products; and budget-conscious consumers who prioritize affordable yet effective solutions suited to their skin type and local climate. Through these personas, we aim to address various lifestyle needs and preferences, offering products that combine quality, innovation, and accessibility.



BRAND - VISION | MISSION



VISION

We believe that beauty is something felt from deep within, reflected on the outside through a genuine smile, a look of love or an expression of simple joy. Our vision is to be a catalyst that helps people discover how graceful they truly are inside out, to guide them to the truth they seek about wellness through the right balance of nature and science, and to advocate what is right for every individual.

MISSION

Choosing what is right for you is imperative to living a balanced life. We at Merakkee help eliminate the confusion around you regarding wellness by offering products formulated with active and energized ingredients in just the right combination. Emphasizing inner balance, we build and empower a community by offering solutions for each person's unique needs and values.



BRAND | VALUE STATEMENT

EXCELLENCE IN EVERY EXPERIENCE

At Merakkee, we have a set of values that guide us in achieving our mission. As a brand devoted to enhancing beauty and wellness, we uphold values that reflect our commitment to holistic care. We practice transparency, ensuring that every ingredient and process is clear and trustworthy. Our honesty guarantees that we deliver on our promises, providing you with products that truly benefit your health. With heartfelt compassion, we prioritize your needs and well-being, offering solutions that nurture and support you. Our innovation in formulations ensures that we combine the best of nature and science to offer cutting-edge products for a fulfilling wellness journey.

What also makes us stand out from the rest are the following values that inspire positive change and guide people in embracing their unique beauty with grace.

BALANCE: To ensure Merakkee's maximum efficiency, we strive to blend nature and science in the right balance through the right combination of active and energized solutions.

SELF-CONNECTION: Through thorough research, we endeavour to develop our formulations to make you feel beautiful inside out so that you achieve an inner balance through the mind-body connection. We also intend to build a community that upholds self-dependability.

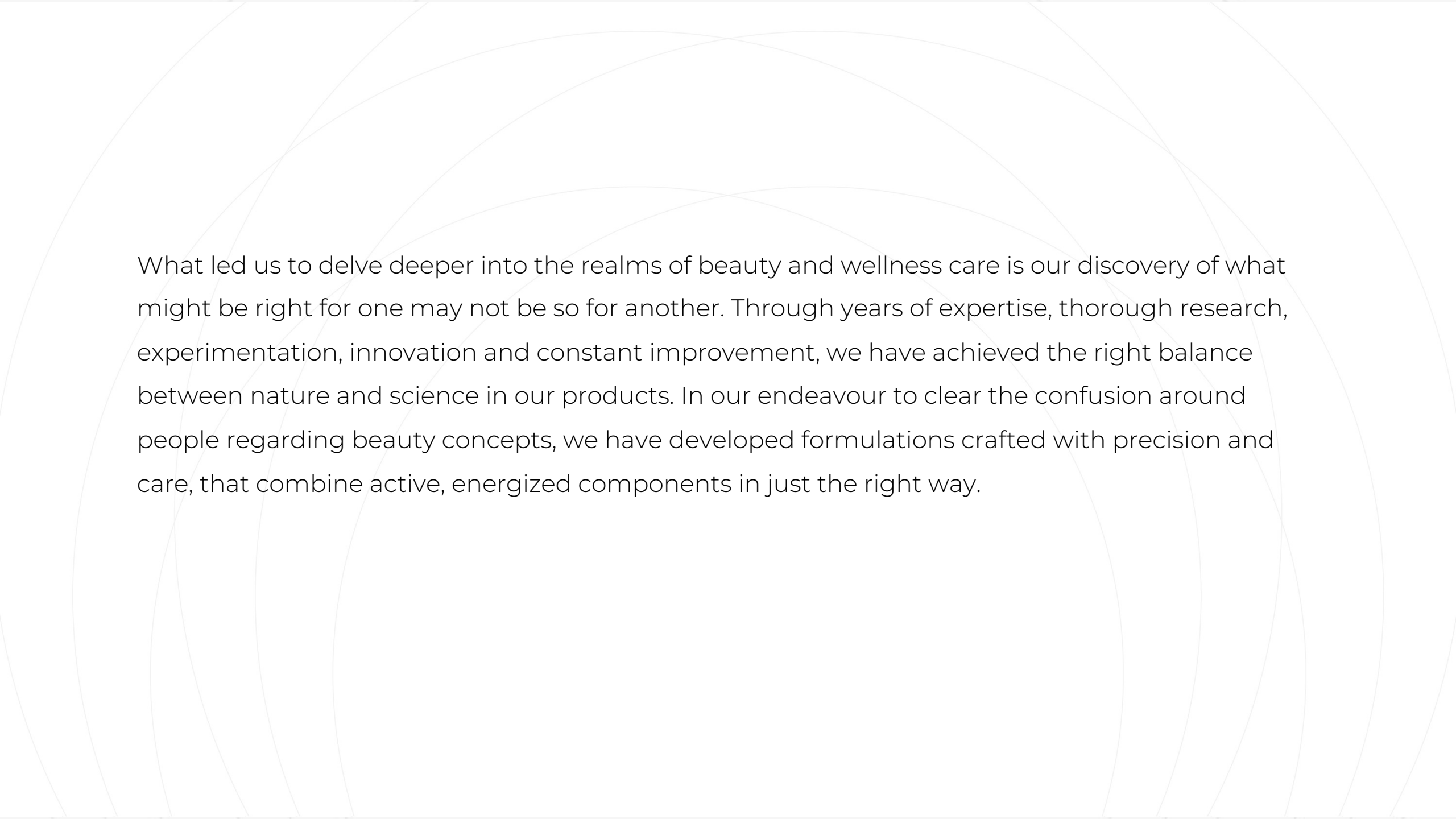
CLARITY: With our in-depth understanding, we intend to eliminate the clutter of beauty claims around you that cause indecision, thereby guiding you to think clearly and choose what is right for you.

BRAND | NARRATIVE

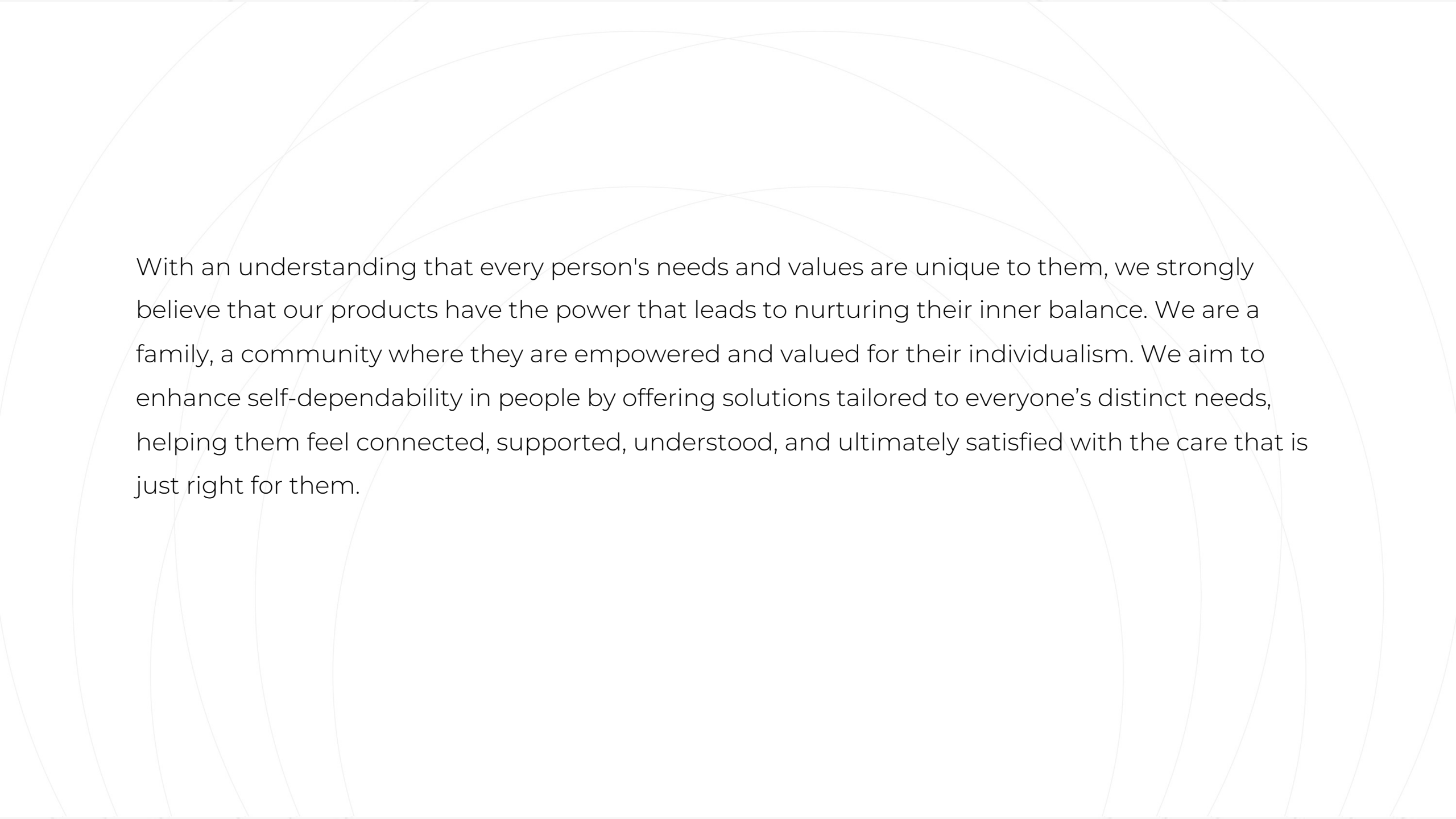


CRAFTING OUR STORY, SHAPING OUR IDENTITY

If you ask us, Merakkee is more than just a beauty brand. Why? Because our story began with a simple yet profound idea, “The Essence of Life”. We believe that beauty is simply an aspect of life. Its definitions and perceptions vary from person to person. We also trust that having the ‘Essence of life’ makes everyone feel truly well and happy, as well as look and feel beautiful. It has more to do with the inside than the outside.



What led us to delve deeper into the realms of beauty and wellness care is our discovery of what might be right for one may not be so for another. Through years of expertise, thorough research, experimentation, innovation and constant improvement, we have achieved the right balance between nature and science in our products. In our endeavour to clear the confusion around people regarding beauty concepts, we have developed formulations crafted with precision and care, that combine active, energized components in just the right way.



With an understanding that every person's needs and values are unique to them, we strongly believe that our products have the power that leads to nurturing their inner balance. We are a family, a community where they are empowered and valued for their individualism. We aim to enhance self-dependability in people by offering solutions tailored to everyone's distinct needs, helping them feel connected, supported, understood, and ultimately satisfied with the care that is just right for them.

A woman with blonde hair and blue eyes is shown from the chest up, looking upwards and to the side. Her hands are raised near her face, with fingers slightly spread. The background is a warm, brownish-orange color. The lighting is soft and directional, coming from the upper left, creating a gentle glow on her face and highlighting her features. The overall mood is serene and contemplative.

BRAND | POSITIONING MESSAGE

HOW WE REACHED OUR POSITIONING STATEMENT

Merakkee is dedicated to holistically enhancing wellness journeys through satisfaction-oriented results and inner balance. Merakkee hinges on harmonizing nature and science, blending active and energized combinations to achieve true equilibrium. This balance is the cornerstone of our success, justifying how we have positioned ourselves as the “Essence of Life”. A constant ingredient in all our formulations is Saffron essential oil, a symbol of purity, healing, and rejuvenation. The aura-cleansing herb, known for its medicinal benefits and unique healing properties, embodies our vision. Inspired by this concept our products are envisioned, formulated and developed to permeate the skin and soul, supporting physical and mental wellness alike. Reflecting our commitment to purity, balance and rejuvenation, Merakkee always upholds people's well-being.



BRAND | TONE & VOICE

DEFINING OUR IDENTITY, INSPIRING EVERY CONNECTION

Merakkee embodies the spirit of a knowledgeable, confident, and bold brand, always considerate of its audience's needs. It communicates with clarity, champions innovation, and remains true, reliable, and efficient in all interactions like a friendly teacher who imparts wisdom and advocates for what is right.

Knowledgeable: Merakkee's tone of voice reflects its depth of understanding and expertise in the field of skin and wellness care. We provide accurate, well-researched information to educate our audience, sharing insights and wisdom in an accessible manner. Our communications should build trust by demonstrating a solid grasp of the subject matter, helping our audience feel informed and empowered.

BOLD: We advocate strongly for active and energized solutions and stand firm on the benefits and uniqueness of our offerings. Our tone is decisive and courageous, unafraid to challenge the status quo and inspire change. We aim to convey the transformative power of our products, encouraging our audience to embrace a better care routine.

CONSIDERATE: Empathy and understanding are at the core of our communications. We address our audience's needs, concerns, and questions with compassion, providing clear and supportive guidance. We ensures that everyone feels heard and valued, fostering a strong, trust-based relationship with our customers.

CLEAR: We communicate in a straightforward and transparent manner, using simple language that everyone can understand. Avoiding jargon and complexity, we ensure our messages are concise and to the point. This clarity helps our audience grasp the benefits of our products easily and makes our communications more effective.

These qualities represent the brand voice and tone for Merakkee. By adhering to these, we ensure that all our communications are consistent, effective, and aligned with our brand's identity.

A woman with dark, wavy hair is smiling and looking at the camera. She has white cream applied to her cheeks and is holding her hands up to her face, with cream also on her fingers. The background is a solid, light beige color.

BRAND CATEGORIES - DESCRIPTION | TONE | COLOUR



CRAFTED WITH CARE,
DESIGNED FOR EXCELLENCE

CATEGORY | THE ESSENCE OF REJUVENATION



The first category is the Essence of Rejuvenation, which features flowers as its element. Flowers represent the cycle of growth and renewal, reflecting how our products nurture and revitalize for a healthy, flourishing outcome.

CATEGORY | THE ESSENCE OF PURITY



The second category is the Essence of Purity, which utilizes a fresh drop of water as its element. This symbolizes the cleansing and refreshing nature of the product, aiming to leave you feeling pure and revitalized.

CATEGORY | THE ESSENCE OF RADIANCE



The third category is the Essence of Radiance, which utilizes waves as its element.

The waves represent the delicate, layered structure of the skin. It signifies our product's ability to penetrate each layer, bringing out one's inner glow.

CATEGORY | THE ESSENCE OF SENSITIVITY



The fourth category is the Essence of Sensitivity, which features a fingerprint as its element. Just like a fingerprint, everyone's skin has unique sensitivities. This element highlights that our formula is gentle and caters to individual needs.

CATEGORY | THE ESSENCE OF NUTRIENTS



The fifth category is the Essence of Nutrients, which incorporates a hexagon, or a group of hexagons, as its element. In sacred geometry, hexagons represent transformation.

This signifies how our nutrient-rich formula unlocks your skin's potential, transforming it towards a radiant glow

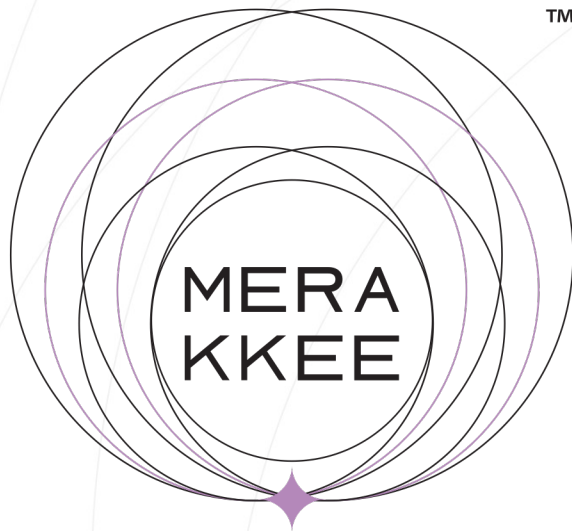
CATEGORY | THE ESSENCE OF LIFE



The sixth category is the Essence of Life collection focuses on the Essence of the Feminine. This product segment celebrates the very essence of womanhood.

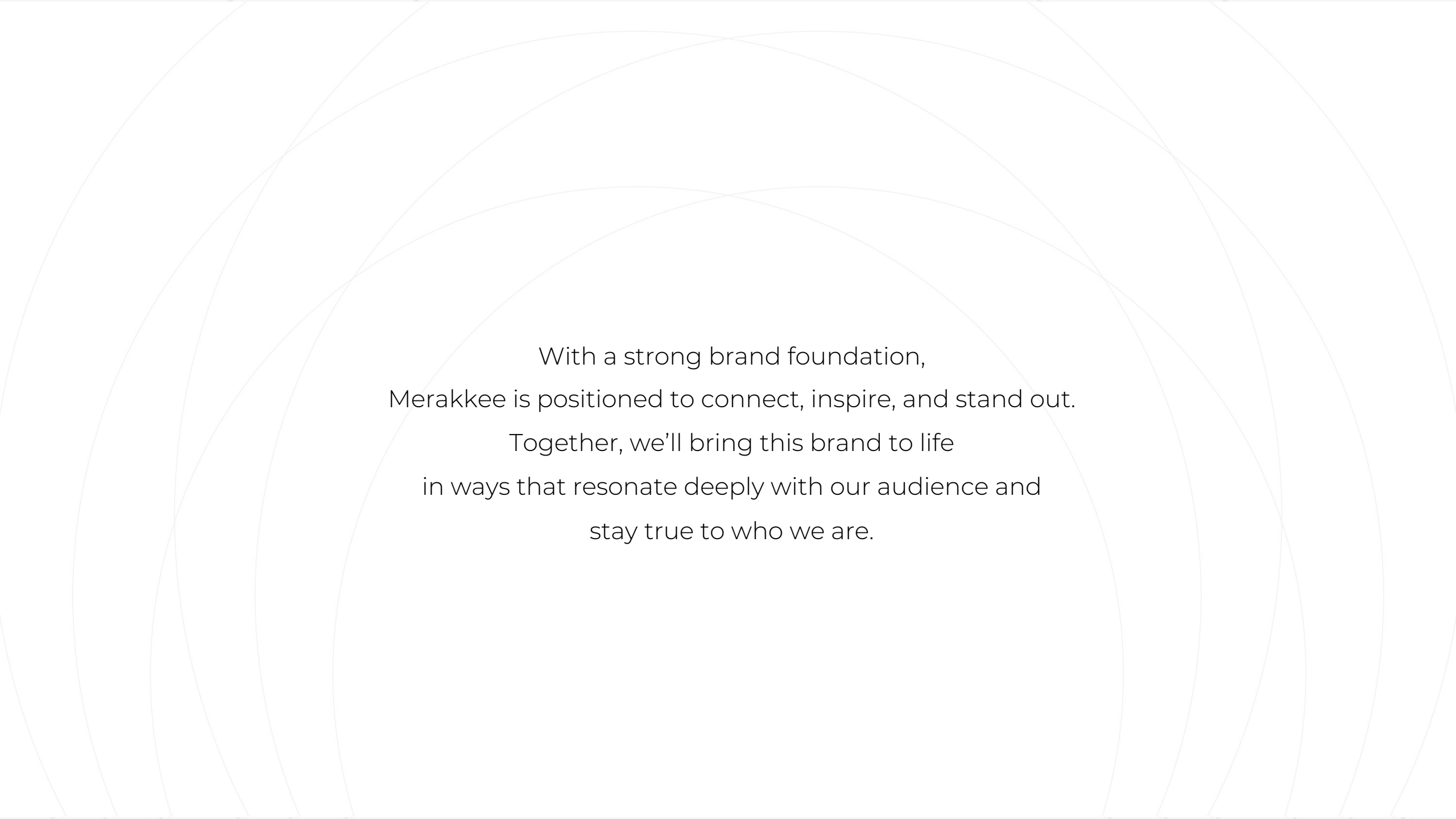
The packaging features a delicate woman's face, symbolizing every woman's inner strength and beauty. It's a subtle reminder that this product is designed to nurture and respect a woman's unique needs.

CATEGORY | THE ESSENCE OF SCIENCE

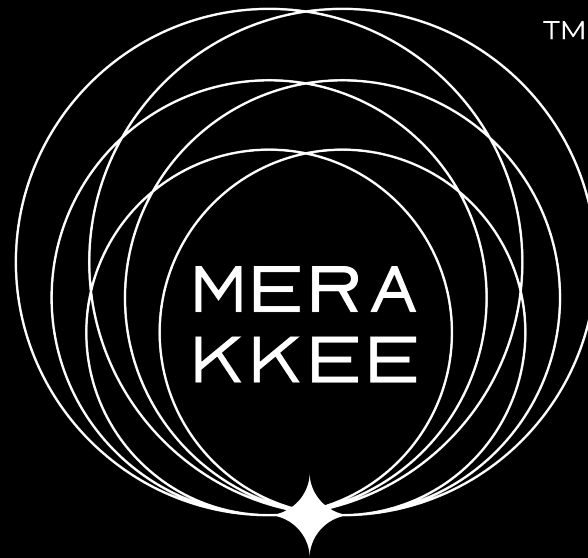


THE ESSENCE OF LIFE

The seventh category is the Essence of Science category that harnesses the power of advanced scientific formulations as its core element. Utilizing the innovative and transformative nature of these components, we craft effective solutions that elevate people's skincare routine. In combination with their herbal counterparts, each of these applications delivers visible results, leaving the skin rejuvenated and radiant.



With a strong brand foundation,
Merakkee is positioned to connect, inspire, and stand out.
Together, we'll bring this brand to life
in ways that resonate deeply with our audience and
stay true to who we are.



THE ESSENCE OF LIFE

India

Site No. 26, Prestige Cube Building, Laskar, Hosur
Rd, Adugodi, Bengaluru, Karnataka 560029
+91 8095 222 000

France

Helios, 5 Rue voltaire, 95110, Sannois
+33 6 84 83 90 88

Dubai

Saheel Tower-1 Suite#407 Al Nahda,
Dubai – United Arab Emirates
+971 42971724