



SIMPLY2ITI®

THE TRENDING LIFESTYLE COSMETIC BRAND OF THE YEAR

It all began with the simple aspiration of a woman who had accomplished so much in her career yet felt she just had to realise one more thing to share her passion and her dreams. Despite a successful singing career, Dato' Sri Siti Nurhaliza still harboured in her heart a deep-seated dream – to eventually have her own range of beauty products which she can share with all her adoring audience.

Through the years, she learned a great deal about skin care and make-up and wanted to put this knowledge to good use. Time is of the essence for most of us. Therefore, it was imperative for her to develop products that provide the best and convenient beauty solutions for her fan base and beyond. Driven by the philosophy of 'Balanced Beauty', she aspires to offer a great mix of products that deliver its promises in enhancing beauty, inside out.

With SIMPLY2ITI, brand they can the essence of conceptualised to solution to look offers benefits to The product SKUs, covering SIMPLY2ITI is wide array of products and different

the modern women can now have a truly relate to; the one that understands wholesome beauty. It was especially give contemporary women of all ages a beautiful instantly, and at the same time enhance their physical and inner beauty. line has now expanded to more than 100 Skincare, Cosmetics and Fragrance. a fuss-free beauty regime which offers a colours and benefits in its cosmetics skincare ranges that offer solutions to beauty needs.



INNOVATE YOUR BEAUTY RITUAL

Officially launched on the 30 March 2010, SIMPLYSITI was built with the vision of becoming the leading brand in cosmetics, skincare, beauty and wellness. The brand is now well-recognised as a premium local brand with an international appeal.



SIMPLYSITI offers not only high-quality Halal beauty products but an array of premium Skincare, Cosmetics and Fragrance, specially personalized... for the beauty in you!