

After a 20-year journey of experiencing with colors, Mounir dedicated himself to invent professional hair products of his own where the sky is the limit.

The Group Mounir first landed the products in late 2018, which couldn't be done without the keen efforts of M2 in Italy. The Group Mounir manufactures, sells and distributes Mounir professional hair products for salons and end-users.

M2 SRL has two ISO certifications: for Manufacturing Hair Care & Body Care Cosmetic Products,

and Production of Equipment for Personal and Hairdresser such as chairs, Hair Dryers, Hair Steamers, and Hair Cutting Tools.

The brand Mounir trademark is registered in the following countries: The United States of America, Canada, Australia, Russia, South Africa, China, India, Tunisia, Morocco, Egypt, Qatar, UAE, Saudi Arabia, Kuwait, Kurdistan, Turkey,



Lebanon, and the 27 European member states in the EUIPO.

Another visualization made real with devotion to the cause, advanced education on hair transformations was put into action in early 2020. The Group Mounir created an online platform under the name of IAMMOUNIR, that within a series of educational videos, the hair designer will be equipped and inspired to implement color techniques,

cutting, styling, hair extension application and so much more.

The company takes care of the filming and maintains a clear and constant learning pathway for learners to reach advanced levels.

All of the latter could not have been possible without the love of Mounir's audience revealed on his social media platforms; that is notable, representing a prominent part in the Rising Mounir Empire. Besides his massive followers' database, it is worthy of mentioning that his audience is a mix of professional hair designers and fans of all occupations and ages.



Hounir

Brand Portfolio

Table of Contents

Story

- ⌘ Social Media
- ⌘ Franchises
- ⌘ Masterclass
- ⌘ Products
- ⌘ E-learning
- ⌘ Mission & Vision



The Designer

- ♣ Biography
- ♣ Social Media
- ♣ Interviews
- ♣ Tips & Trends

Hair Salons

- ♣ Franchisees history
- ♣ Mounir Salons
- ♣ Franchising process

Products

- ♣ History
- ♣ Production
- ♣ Catalogue
- ♣ Launching Events
- ♣ Distributors
- ♣ Mounir's message to the world

Education

- ♣ Concept
- ♣ MasterClass
- ♣ E-learning





Mounir STORY

Founded in 2014, the Group Mounir with its three headquarters; the Group Mounir S.A.R.L in Lebanon, M2 S.A.L in Italy founded in 2018, and M3 in Cyprus founded in 2020, is an original top-notch hair designing company that created a revolution in the hair industry due to constant innovation and harmonization with the market. The company went from owning one office to operate the first

Mounir salon ever in 2001, to owning and operating three headquarters to keep up with the ever continuous endeavors and expansions in the Mounir empire. The Group Mounir

headquarters handled by truly dedicated enthusiasts operates major business activities. To start off, the franchising which is the main key for expansion. With an admiration of the Mounir brand and following the realm this company is building, visionary



business individuals are attracted to Mounir's ventures. The company accepts, filters and chooses fit individuals to carry on the successful path with Mounir the brand.

SOCIAL MEDIA

Started in 2012, Mounir went viral on social networks thanks to the genuine videos of extreme transformations that he creates showing each step of the process and its incomparable results. The brand has become a pioneer of various hair designing techniques, in the world of beauty salons,

Mounir is more than a trendsetter; he is the revolutionist who is marking the future of hair designers.

He inspires hair designers across the world to carry on and perform wondrous transformations and reach advanced levels of hair art. The salon embraces clients of different ages and occupations, they travel from every corner of the world to get appointments in the prestigious Mounir salon and to be able to carry out their transformations in the hands of Mounir professional transformers.



The brand has managed to position itself thanks to an excellent marketing and dissemination strategy through social networks, with the content Mounir generates, showing the before and after results, and sharing these challenges with the wide audience is part of the consumer experience and gives potential customers the

opportunity to learn about the process. This is the added value of the salon and what keeps Mounir's social media platforms in regular growth. Now more than ever, Mounir knows the importance of generating digital experiences for his clients and he leverages these tools to continue to prosper and grow.



FRANCHISES

The first joint venture took place in July 2016 in Iraq, Baghdad. Following the successful operations and preservation of the Mounir brand standards, and upon the huge demand and continuous travel of various clientele from around the world to visit Mounir salon, Mounir felt the need to expand geographically to be within reach.

Consequently, Egypt followed to become the second joint venture that took place in December 2016. Qatar and Kuwait followed in early February 2017. Expanding to reach the European audience, Mounir announced the first European franchise in Romania in October 2020.



MASTERCLASS

2017 was marked as the Mounir tour year; covering 7 different countries upon the huge demand and invitations received. He is one of the first Arab hair designers who took education to an utterly elevated level in Europe. As a result, the Group Mounir received invitations

for Mounir to tour the Americas, the CIS countries, Africa, and many more. The company made sure to cover as many geographical areas as it could, to enable hair designers from all corners of the world to follow Mounir's masterclass.



The first masterclass was held in Jordan in January, to be followed by Kuwait and Tunis in March, moving to Belgium in April, Dubai in May, Milan in October, and finally Istanbul in November, all included in the 2017 tour. Coming back in 2019, after a whole year

of developing and finalizing the Mounir products, Mounir brought forward two masterclass; Istanbul in January 2019 and Paris later that year in July. These masterclass were characterized by the introduction and illumination of Mounir products, and the turnout was exceptional.

PRODUCTS

After making use of what the market offered for a long time, which undoubtedly narrowed down the capabilities for him to achieve unconventional results, Mounir thought outside the box and pioneered a cutting edge line of products that shook the world and released the restraints that were holding artistic hair designers from obtaining impeccable results.



The journey started by visiting several factories in Italy, to finish it off by awarding the M2 group in Italy, the validation to start manufacturing Mounir's personally formulated products. The Group Mounir received the first batch of products in

October 2018, where it was used across Mounir salons. With an aim to cover all the needs of the coiffure in this domain, the Group Mounir thought of diversity and expanded the products to cover accessories, hair care, salon tools, alongside the unique products.



Mounir products attained a positive turnout having been launched in the most prestigious beauty events like Excel in London, Cosmoprof in Italy, and Mounir's master class in Paris in 2019. The attraction business individuals presented towards the brand was massive, to which the

Group Mounir company is receiving to date proposals to join forces, with the aim of distributing this unique brand. Instantaneously, an exclusive distributorship was granted for 29 countries in mid-2019. As for the rest of the world, an e-shop was created in parallel to an online educational



system in early 2020. The e-shop was created after implementing a learning pathway for the users to guide, facilitate, and maintain the right use of the products.



E-LEARNING

IAMMOUNIR is an exclusive online educational series offering access to the secrets of the genius of social media and beauty transformation extraordinaire, Mounir. It was initiated in early 2020 in harmony with the international launching of the products on the Mounir E-shop, having maintained the standards of the products from the way of utilization to the exact formulas needed to achieve results like the master of hair transformations. The IAMMOUNIR is carved with great

attention to details, sharing his long craved secrets one at a time, to equip and inspire beginners, intermediates, and experts in the field with his up-to-date techniques and product news. IAMMOUNIR troubleshoots real-life challenges, at the ease of the user with facilitated access to cover almost every language. Certificates are presented upon finishing one or a series of episodes, who'll be part of the Mounir army.



Visit website on
www.iammounir.com

Or scan the following QR Code



Mission

Mounir's mission is to inspire, empower, and partner passionate hair designers by equipping them with the right mindset, education, and products.



Mounir's vision is to ascent in rapid redevelopment the world of hair designing in an upraised, ennobled, reframed, and distinctive manner. The new era revolution will triumph over old realms.

Vision





THE

DESIGNER

Mini

BIOGRAPHY & SUCCESS STORY

Mounir is an internationally renowned artist and beauty revolutionist that empowers hair designers to reach new heights and progress forward in their work. Known for his divine transformations and his pioneering techniques in the beauty industry, he is an inspiration



and a role model for hair devotees seeking to excel in the beauty industry. Mounir's success is derived from 20 years of crafting his own style in this domain, and his revolution that led to a rapid redevelopment of the hair industry in an upraised, reframed, unique and lavish style.



From training thousands of hair designers on his ingenious techniques to transforming the looks and unleashing incredible beauty in the exclusive clients that travel far and wide to see him, Mounir is the creative originator spreading his innovative methods and products around the globe.

7 million !
followers on Facebook

7.1 million !
followers on Instagram

As the number one influencer in the hair designing world with more than **7.1 MILLION** followers on Instagram and **7 MILLION** on Facebook, Mounir is more than a trendsetter.



He is the Revolutionist who is marking the future of hair designers. The content Mounir generates, showing the before and after results, and sharing these challenges with the wide audience is part of the consumer experience and gives potential customers the opportunity to learn about the process.

Predominantly, he inspires hair designers across the world to carry on and perform wondrous transformations and reach advanced levels of hair art.

Mounir with his leading personality and determined to evolve the industry, he managed to virtually gather fellow professionals from around the world to carry on with their passion and improve their endeavors to show the world what hair designers are capable of. For instance, #worldisforhairdressers is one of the hashtags that created communication in between hair designers and stimulated a great competition of which Instagram was flooded with international artistic hair work.

#worldisforhairdressers



As a result of the buzz Mounir created over the Internet, women from over the world traveled far across to Lebanon to meet Mounir for transformations and to check for themselves the wonders he does. This was one of the great factors that encouraged Mounir

to expand into different countries to reach more audience. First franchise was established in Iraq, followed by Egypt, Qatar and Kuwait, and the latest presence of Mounir salon for the first time ever in a European country, Romania.

“

There is no limit to my revolution. I am an artist that will keep empowering those who seek to break the rules of our industry and deliver exceptional beauty transformations.

”

MOUNIR

After 17 years of utilizing various products that were present in the market, Mounir simply couldn't comply with the rules and boundaries that were set forth by high influence beauty companies and was stubborn enough to challenge the norms and urged himself not to adapt to work with what the market offered.

At once, Mounir envisioned and created the revolutionary products to break the chains that were holding this industry from reaching the horizon.



Out of strong belief and a non-mercantile mentality, Mounir is the first ever to create one single tube that contains several formulas to obtain a smooth result with minimal time and waste.

On October 2018, Mounir products were available across Mounir salons. On January 2019, Mounir shared his pioneering products with a number of hair designers who are now considered Mounir army.

Not long after, on June 2019, Mounir products were granted an exclusive distributorship for 29 European countries.



Followed by an official launching in the heart of Europe, Paris embraced more than 1200 hair designers from 73 different countries on the 15th of July 2019. Product unveiling and mindset revealing, Mounir Paris Masterclass was exemplary. Mounir, and throughout his masterclass, addresses the audience not only on coiffure level, but on business, management and development skills to improve their business mindsets.





Following a number of masterclasses since 2017 to the final and most popular one in Paris in 2019, Mounir's wish to educate and enlighten as much hair designers as he could reach was brought to light. I AM MOUNIR is the platform made learning

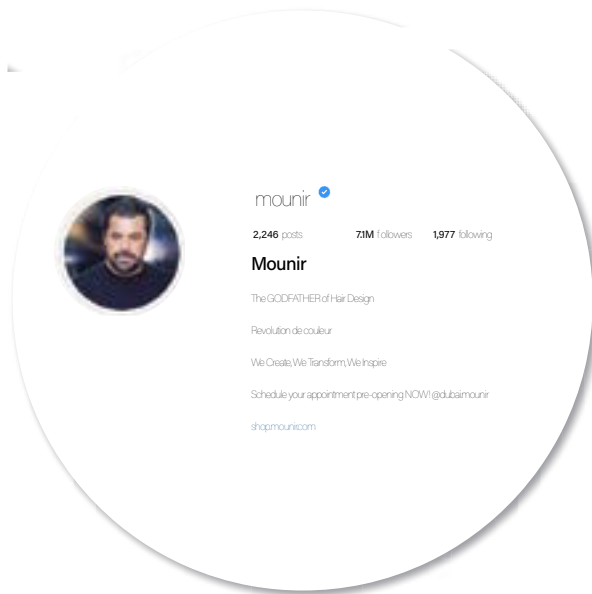
easy, by following advanced individual education on hair design in details and at the ease of the user. Thousands of hair designers are influenced by Mounir's deep love and respect to his career to evolve their work in terms of the way they approach their profession.

His master mind, his ability to empower hair designers all over the world, determination to push coloring and techniques to the next level, his power to carry out radical changes in the beauty industry; **Mounir is leading the way into a new altered era of hair**





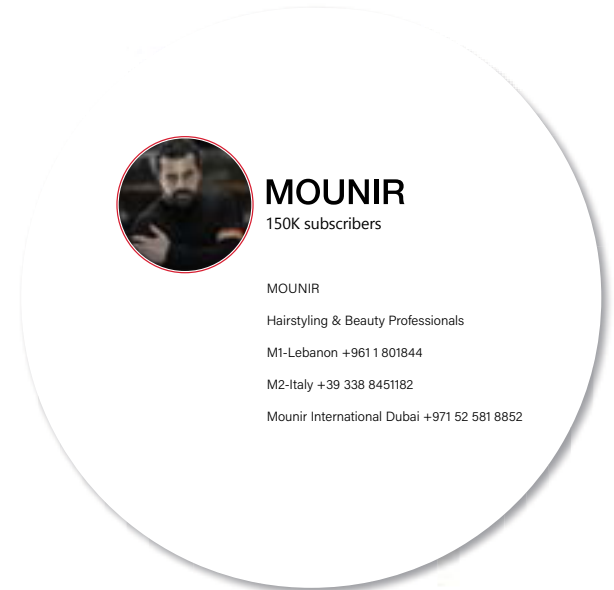
SOCIAL MEDIA



mounir@instagram



mounir@facebook



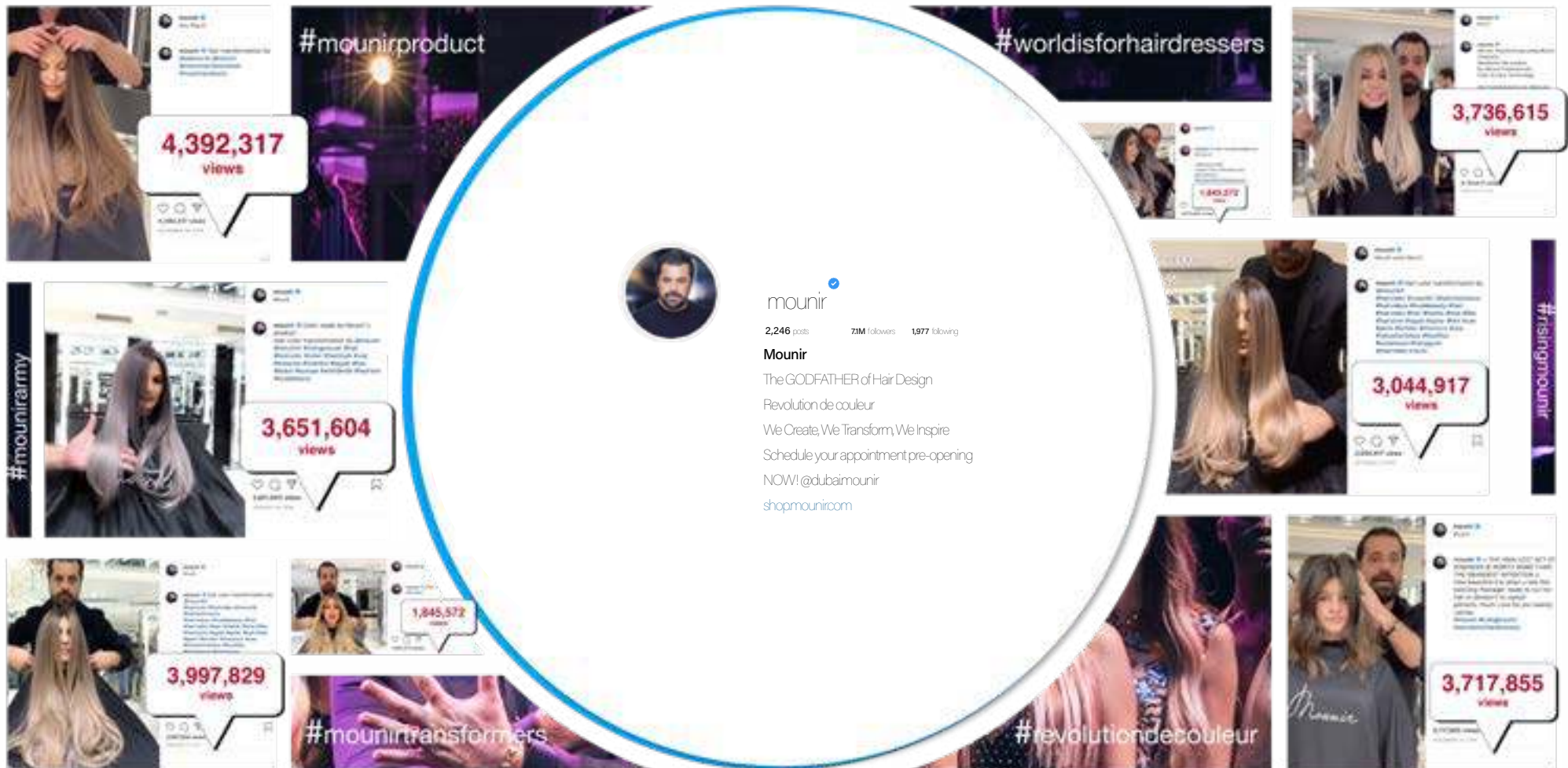
mounir@youtube

www.mounir.com

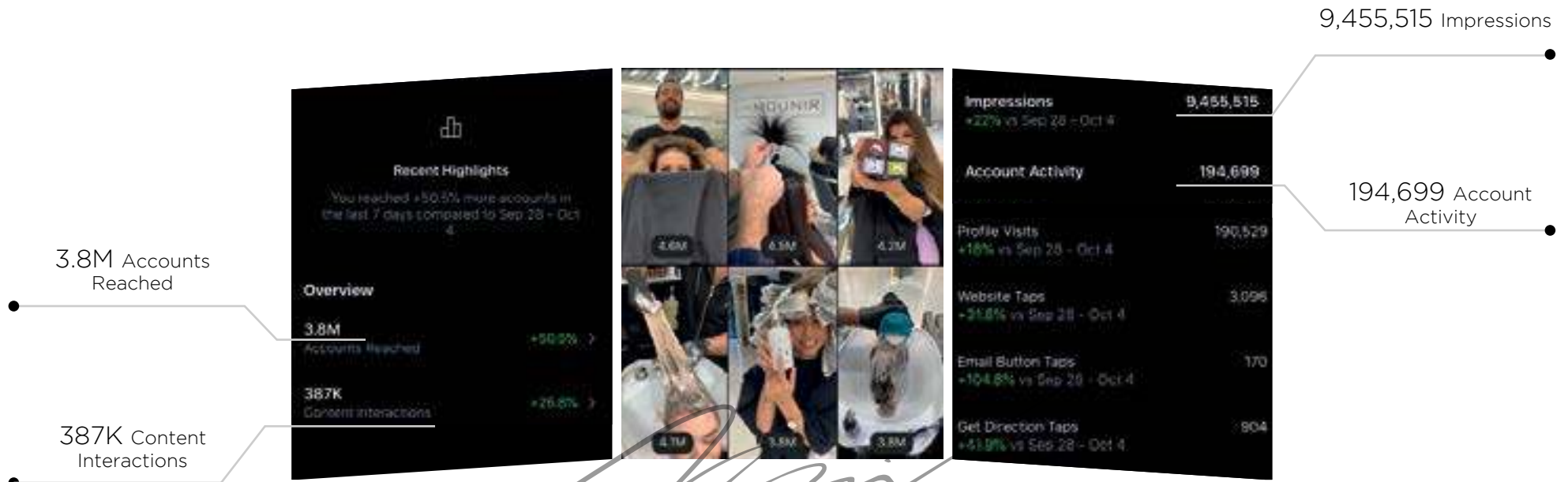
INSTAGRAM



mounir@instagram

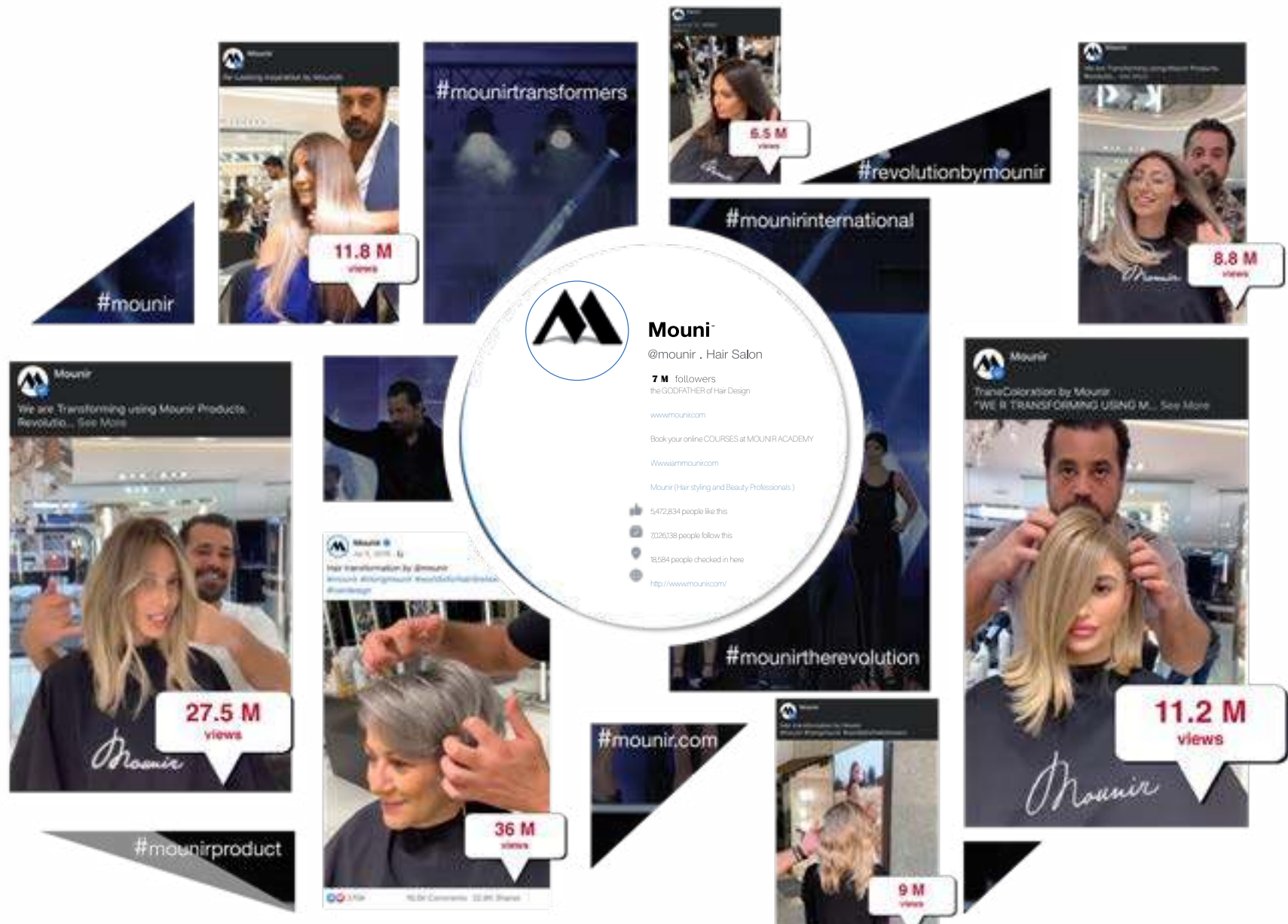


INSIGHTS INSTAGRAM

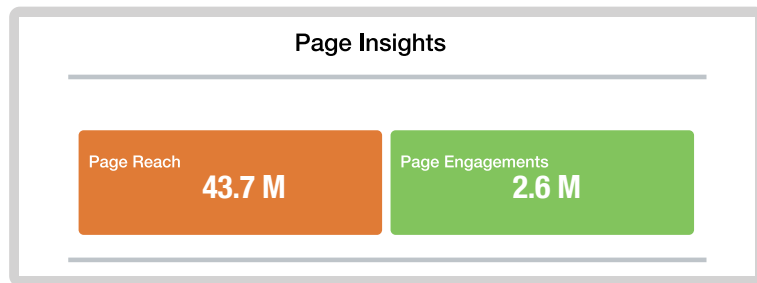


FACEBOOK

 mounir@facebook



INSIGHTS FACEBOOK



44.3 M

Post Reach

8.8 M

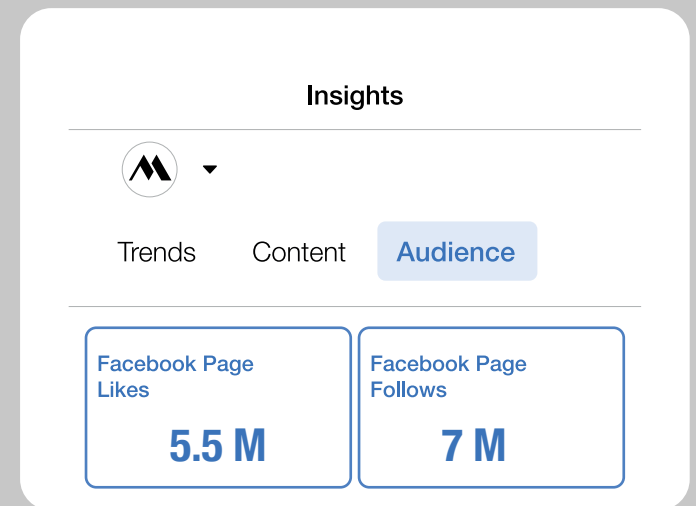
Post Engagements

31.2 K

Link Clicks

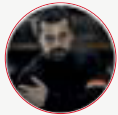
305.7 K

Page Views



YOUTUBE

mounir@youtube



MOUNIR

150K subscribers



#mounir #risingmounir
#worldisforhairdressers

**Transformation
Is What I Do !**

36,153 views



#mounirarmy #revolution
#worldisforhairdressers

**Mounir Presents Revolu-
tion Masterclass (15 July In
Paris)**

35,396 views



#mounir #risingmounir
#worldisforhairdressers

**Before And After
Transformation By Mounir**

24,361 views



**LEBANON
Revolution And Transformation
Is What I Do ! Hair Color
Transformation By Mounir**

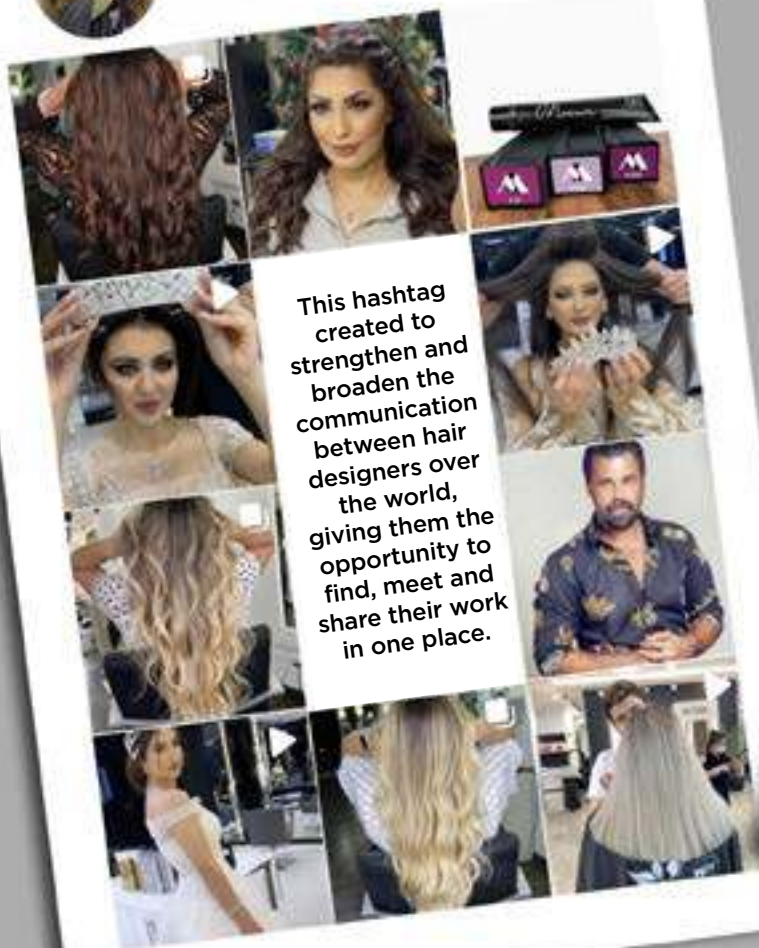
36,585 views

HASHTAGS

#worldisforhairdressers

46.8K posts

Following



This hashtag created to strengthen and broaden the communication between hair designers over the world, giving them the opportunity to find, meet and share their work in one place.

#mounir

228K posts

Following



#mounirarmy

5000 + posts

Following

Top

Recent



This hashtag was created with a purpose to gather everyone who is using the products and the techniques, and who follow Mounir's vision and get to share their work to the world.

#risingmounir



29.9k posts

Following

Top

Recent



Since the creation of the Mounir Empire, it is a symbol of the fast ever-growing realm, driven by all the past and future achievements in the world of hair designing.

#mounirproducts

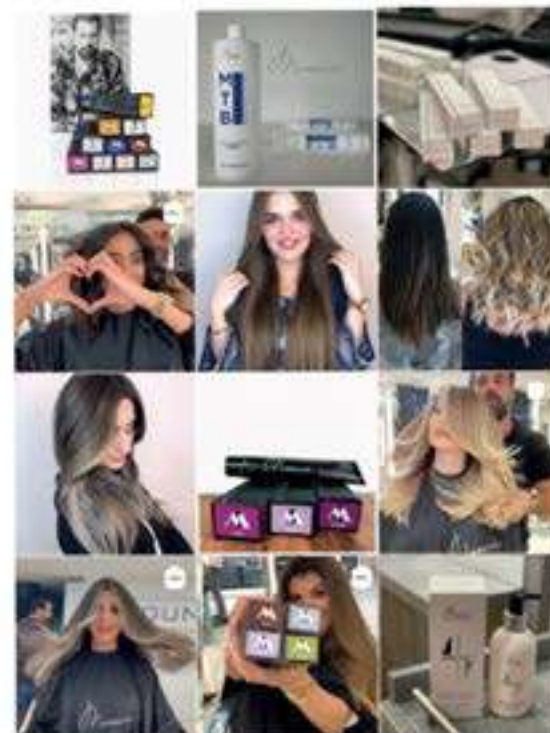


5000 + posts

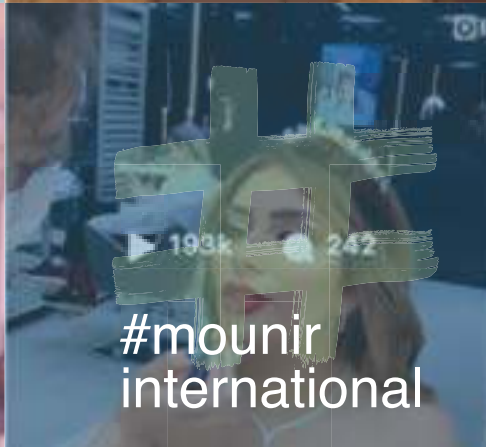
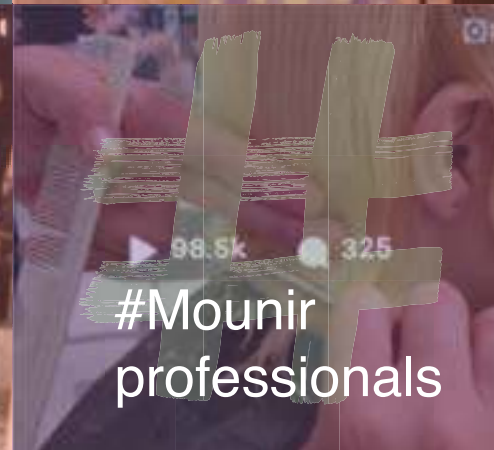
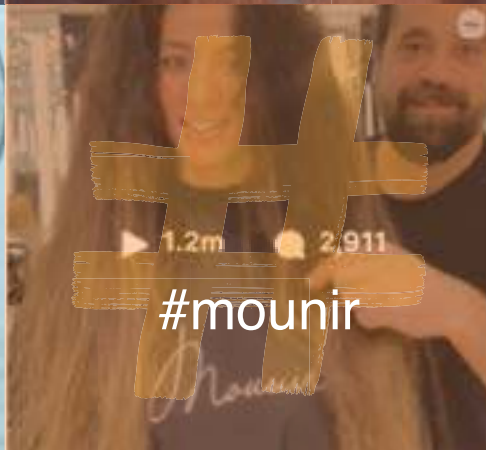
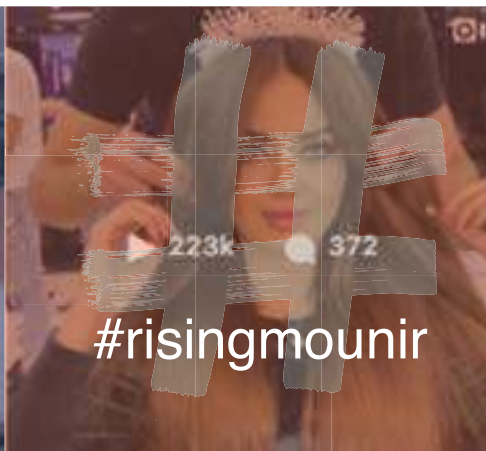
Following

Top

Recent







COMMUNICATION WITH FANS

Mounir, from time to time, creates a new way of communication to bond with his audience, fans and followers of the revolution that Mounir inaugurated. Many competitions took place, to name a few:

The world is for hairdressers



Watch me with Mounir



The M hand



THE WORLD IS *Hair Dressers*

The competition here was for the hair designers over the world to prepare a video saying:

I am a HAIRDRESSER

I am an ARTIST

I am a REVOLUTIONARY

I am MOUNIR

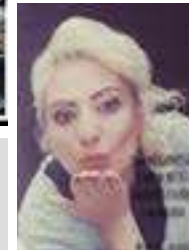
I am a Hairdresser



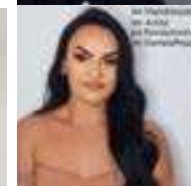
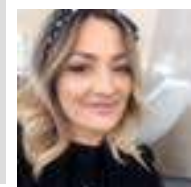
I AM HAIRDRESSER
I AM ARTIST
I AM REVOLUTIONARY
I AM MILAN



I am a Revolutionary



I am Mounir



I am an Artist



Using
#worldisforhairdressers.
Mr. Mounir chose three winners for a 3-day trip to meet him and be the first to have and work with Mounir products before the International Launch.



WATCH ME WITH *Mounir*

Mr. Mounir's desire to connect hair designers over the world frequently crossed his mind, and what better way to surprise them other than a contest on New year eve 2017

that allows 8 of his followers to win a 5-day trip to Beirut, Lebanon full expenses paid.

This is basically a thank you gift for his fellow hair

designers who believe in the revolution Mounir inaugurated, and reciprocate the love and support he got to reach where he is now.

The game was simple, to film and post a short video saying "Watch me with Mounir in 2017", mentioning him using #Mounir2017.





The 5-day trip for the 8 draft winners included 1 day at Mounir Salon to get to know the way of working, the energy shared in the salon and they couldn't leave before transforming their hair of course.

The following days have been a spectacular journey, having toured day and night to get to see Lebanon and feel the Mediterranean vibe inspiring them through every sight they laid eyes on. It was simply breathtaking.

THE M

Hand

As for this interesting challenge, the idea was to send a photo of the M shape visible inside the palm of the hand. One winner won a 1-day trip, all expenses paid, to attend Mr. Mounir's revolutionary master class in Paris in July 2019.



FANS WORDS

<p>Angela 1989</p> <p>How nice when I see that there are videos waiting to be seen, and then i see that they are yours... Mounir is now established and you are the number one in the world... and the whole world will soon find out... professional, smiling and artistic... simply unique!</p>	 <p>Hello!</p> <p>I absolutely LOVE your work , very inspiring</p> <p>I've been in the USA! I was wondering if you would ever come here to the states to teach or even do an online class for us over here :)</p> <p>Thank you! Tricia</p> <p>Instagram: TeeMCeeHair</p>	<p>shahd الهادي</p> <p>انت مثالي الاغلى في الاصرار والثقفة واحب تابع امتيازاتك يحكم انتي من بلد ملائتها الحرب والازمات احب بيجتك بعد التغيير</p>	 <p>I have been watching all of the videos on youtube of the work that Mounir is all about and I am just speechless. Transformations are beyond words fantastic. I am so in love and cannot believe that someone out there is actually doing this kind of great work. All of the colour transformations are beautiful but those dark coloured people that you change to blonde or ashy colours are just fantastic.</p> <p>I love love love them</p> <p>I would love to find out if you are ever coming to Australia as it would be my absolute dream to have my hair done by you.</p>	<p>Hello, I live in France and I love to madness what you do on the hair.</p>	 <p>Hello from Greece !</p> <p>Amazing job</p> <p>I can't stop watch your video</p> <p>I am thinking to visit your country only for one and Only for you.</p> <p>Let me know about prices about colour and tape extensions cause my friends want the same !!</p>	<p>Aylamou Ayla</p> <p>Comme toujours tu fait des miracles ...une transformation totale bravo bonne continuation :)</p>
<p>Laura Ferrara</p> <p>Buongiorno.....ti seguo spesso e mi fanno impazzire i tuoi lavori peccato che sono in Italia :)</p>	<p>Bonjour, Madame, Monsieur, Je voudrais tout d'abord féliciter toute l'équipe du Salon Mounir pour le beau travail que vous faites, Grâce à vos vidéos, on peut dire que l'espoir capillaire commence de chez vous.</p> <p>Vous êtes incroyable, vos produits ont l'air de qualité et votre travail est remarquable.</p> <p>Bravo à Mounir pour ce qu'il a pu créé et pour ce qu'il propage dans le monde.</p>	 <p>Aline Dossantoscosta</p> <p>Nossa seu trabalho é muito lindo Onde vc ficar</p>	<p>Bonjour, je voulais savoir si ça vous arrive de venir en suisse pour coiffer ?</p> <p>Car j habite en suisse et j'adore votre travaille . C'est incroyable .</p> <p>Merci d'avance Joana Goncalves</p>	<p>Красивая музыка</p> <p>Этот парень—просто огонь!!!!у него шикарный вкус!!!у него талант!!!!</p>	<p>Nahitan Sofia</p> <p>Quisiera una transformación en mi cabello pls ven a Uruguay eres el mejor</p>	<p>This is Saba from Pakistan, I have been following you on Facebook for so long. I have a wish to have my makeover from you oneday. I know it's impossible. But I can hope, I am die heart fan of your work, You have magic in your hands, Just telling you that you are the best in the whole world who changes the person's whole personality, Saba</p>
<p>Muhammad Nader</p> <p>I love you mounir your every transformation ... You are my dream <3</p>	 <p>Hajar Lafssahi</p> <p>I wish you're in morocco <3</p>	<p>Bonjour,</p> <p>je suis coiffeuse et j aime beaucoup vos réalisations.</p> <p>C est magnifique !! Possible d avoir plus d infos svp ? À bientôt</p>	 <p>buen dia, felicitarlos por tan exceleto trabajo en realidad es arte.!!! lamento la distancia, vivo en colombia pero saber cual es mi sede mas cercana, deseo esa calidad en mi cabello. felicidades nuevamente y exitos.</p>	<p>HELLO!</p> <p>MI NAME IS LEYRE, I WRITE YOU BECAUSE I'M FALLING IN LOVE THAT WE HAVE WITH THE HAIR.</p> <p>I NEED TO KNOW THAT YOU HAVE ANY SALONS IN MADRID (SPAIN)</p> <p>BECAUSE I NEED YOU :) THANKS YOU SO MUCH BEST REGARDS</p>	 <p>Dear Mr. Mounir,</p> <p>First of all we would like to express our best attitude to you as one of the professional hairstylists in the world and we admire the masterpieces that you create.</p> <p>We are an official organizer of Mrs. Shafaq Novruz's masterclasses in different countries. Though we are based in London, but we arrange all her programs in different countries also. (continued..)</p>	<p>Hello Mounir, I allow myself to send you this email because i am a young hairdresser of 18years who is very fan of your work, I would like to know if Mounir products are available in France or will be soon because I can not find them. I wish you all the success of the world, you deserve it.</p>
<p>Yá Matias</p>  <p>Você é simplesmente o melhor :) // You are simply the best :)</p>	<p>Hi Idol and Mounir Team, I hope you guys will view my video. I symbolized the letter O from name mOunir as because he is globally indemand and idolized.</p> <p>Thank you for empowering millions of hairdressers in the world.</p> <p>Hope to witness your magical handwork in person my idol.</p>	<p>Hello sir,</p> <p>U r one of best hair designer... I love to see ur post on insta.. Facebook...</p>  <p>I am dying heart fan of urs...</p> <p>Bt iam requesting you please open one of ur saloon in Z square mall kanpur, uttarpradesh India..</p>	<p>Bonjour,</p> <p>Je voudrais réaliser le rêve de ma fille faire une masterclass avec mounir</p> <p>Depui petit elle en rêve elle a même fait de son rêve son métier pour elle rencontrer mounir</p> <p>Voici quelle a réussi sa gestion est pour sa réussite j aurai voulu lui offrir son rêve Si quelqu'un serait m'aider à réaliser le rêve de ma fille me dire comment je doit faire svp aider moi</p> <p>Un grand merci pour celui qui m>aidera à réaliser le rêve de ma fille</p>	<p>Amoula Midou</p> <p>Vraiment je suis choquée vraiment waw c'est plus que jolie</p> <p>j aimerais bien prendre contacte avec vous je suis de France</p>	<p>Hi I am a biiiiiiiiiiGGGGGGGGG FFFFAAAAAAANNNNN OF YOU</p> <p>Love you so much you inspira my ALL country</p> <p>Hope to see you some day,we have the best job in the world Marinelahairdesign</p>	 <p>Sneska Sneska</p> <p>I admire the transformations you do with colors. Wonderful. Well done. Greetings from Serbia</p>
<p>Hiba Naeem</p> <p>He is a big daddy of hair transformation</p>	<p>Hello mounir,</p> <p>How look's with a salon in a Europe? I'm from bosnia and i live in germany, soo belive me even in BosniA people know about moUnir and your salons, So We would be blessed if you Come to europe and open a new salon :)</p> <p>we in europe need's too one good stylist like mounir. :)</p> <p>Best regards</p>	<p>Deyanira Caro</p> <p>me encantan sus trabajos,son algo maravilloso,increibles los cambios,mis respetos desde Cuba</p>	<p>very good morning my name is René here I leave my video really happy to participate in this contest with the greatest of all stylists and inspiration for all this grem of hairdressing ...</p> <p>Thank you for being part of our knowledge as professionals and continue successes ... from Venezuela this server Rene</p>	<p>Im sure u wont see this but Im trying it anyway</p> <p>Ur my inspitation to become a hairdresser</p> <p>I wanted to thank for making the world more inspiring to live... I HOPE ONE DAY I LIVE MY HAIRDRESSING DREAM TOO THX MOUNIR MUCH LOVE <-3</p>	<p>Hello, Im contacting you to know if you plan to come to Italy.</p> <p>I live in Milan and would be a dream to let me cut the hair by Mounir.</p>	<p>Silvana Silvana stavrevska-petrovska</p> <p>I wish you are in Australia. I admire your love and passion for what you do , you are the best and my favourite</p>

FAN INITIATIVE!

Can you believe this? For a person to ink someone's name as a permanent tattoo on his forearm, this is an act full of love and respect!

And Aseem Makkar, Mounir's new friend from India, just bewildered the whole Mounir community with this daring act. Reciprocally, and as a form of appreciation, this initiative will be encountered with a sincere heart-to-heart deed that will transform the life of Aseem, forever!

How Mounir is going to transform his life? Check the below page to see what the Audience on Mounir's social media suggests, and stay tuned to know how Aseem's life will transform!

aseem_makkar_

Michel Fadel - Toccata Aal Lebne (Remix)



risingmounir

@mounir Boss, this made the day for all of us! He deserves so much and I think we should all know his story... How about a face to face event with @aseem_makkar, or maybe an interview???

mounir
@risingmounir

“

aseem_makkar_
I love you too sir

mounir
@aseem_makkar_ a big Transformation is coming towards you o my friend

”

waeddarwish59
Let him be a part of your team **mounir**
@waeddarwish59 option 20

“

iammounir.tv
Free membership to our channel for life!!!! Hallelujah

”

“

kenzas2018
Work with him on a hair care line (I.e shampoo for coloured hair) and name it after him

mounir
@kenzas2018 option 22

”

“

m.l.0703
The tattoos stays for life and I think to make it have to be very special person and with a meaning. If I was on your place I will try completely change his life and every time he look at your name to be thankful. I will propose him to present my brand in his country, let him learn from the best (that's you) and see if with his knowledge he can grow.

mounir
@m.l.0703 option 10. So in love with your idea

”

“

evaStephens
If someone did that, it's showing you that he was very inspired by you, professionally and in private matter. He values your principles and shared your mindset. I'd trust collaborating with him in a heartbeat. Brudes, I might just do the same thing :D I absolutely love your work! You are so creative and talented! Your work is like a music to my eyes. Perfect! I wish I was closer to get a makeover of my hair.

“

ultraclarissa You should invite him to a masterclass!
mounir
@ultraclarissa option 1 :D

”

“

nostalgic_glance
Yes, lots of people love you and look up to you. It means a lot to your fans that you appreciate them. Maybe tag him or his business if works somewhere. But just reposting this, I think made him happy.

mounir
@nostalgic_glance I wanna give him more

”

“

estehan_clinic
Open Mounir salon in India and he must be the manager name of salon is Mahal mounir
... Look I'm helping dear

mounir
@estehan_clinic option 26

INTERVIEWS

Read valuable quotations to help you plan your pathway inspired by the monarch of hair designing on the reality of his upbringing.

A profound insight into Mounir's mentality featured during the revolutionary master class in Paris on the 15th of July

I was 19 years of age when I first started working in this industry. My accomplishments were grand given that every year was accompanied by progress, in which I opened and operated bigger salons. In 4 years, my salon was labeled as the biggest salon in Lebanon, nation-wide. For me, each and every client of mine is an

artist and an originator; I transform common people, whom for me are far from common, but artists and notable people. Many might think I've planned to enter this domain my whole childhood, but it was by mere coincidence that I stepped into the world of hair designing.





However, the key to my or any success, in fact, is the love and passion a person can carry towards his profession, sincerity, and how much you're intending to offer to your profession.

I have well understood that giving is fundamental, started with my team of professionals in which I spent time and effort to teach every transformer. Keeping track of social media, I posted my explanatory work in the form of before and after videos, which went

viral. Not long after, I started receiving proposals to visit different countries and teach my methods. Now I have the chance to give the designers over the world and the ones who would like to be part of the Mounir army, the secrets of Mounir's transformations.

I have a piece of advice to my fellow hair designers, follow the pattern I chose. There are lots of masterminds in this domain with big dreams, I say: Release yourself from the nets of big companies. We have all

developed our mindsets based on their ideas and inventions for many years. Conversely, what I have achieved was basically because I let loose of the restrains and boundaries those companies had fixated upon us. I've originated my own path and mindset; I've broken those limitations and so many set forth rules. Be free, work with passion from your heart, release your energy, and implement it. Do not let any mind or company control your career; draw your

own path and think with your own mind.

It is no secret that I love to explore with colors; I developed it by indulging more and more in mixtures which led to the infinity of color choices. It is a result of boldness, expertise and sensations-which unveils in colors-combined with the motivation and determination I acquire, led me to perform strenuous transformations.

A reflection of Mounir's thoughts on the M products, highlighted during the Mounir product launching event in Athens on the 22nd of July 2019.

I'm a person that has a lot of passion and love for my profession, fans, people, and the world of hair designing which is affected by Mounir and what he does. Today we will introduce the products, their importance, and how and why they were created.

Originally, this brand was made for my own use in Mounir salon and not for trading. I got this idea after a tough journey of 20 years, having utilized and worked with various brands. I got to a point where I distanced myself and stopped at some point.



My attitude towards colors is to mix them and create more possibilities, I'm not a fan of routine nor do I like to be limited while working. The chance first came to me where I headed over to Italy, visited different factories for about one to two years in order to find a product that represents me. And thanks god, this is what I achieved after depositing huge

effort into this project. Out of great confidence, I can tell you Mounir is confidently working with a product he is certain of and safe at this state. Hopefully, you will love it and be able to create new things with this brand. I'm not a commercial person, which means that my mentality isn't mercantile at all. I would love to have you believe in it.



You were and still are the help and the strong support that keeps the Revolution on the rise.

Today, I have a goal to continue this journey with constantly evolving, be more professional, and expand our dreams. A goal that is not materialistic, but aesthetic. Would love honestly for all of us to believe in this and together we will do beautiful things.

The preparations have been ready for several years now and my potentials are big enough. The workforce is large on a worldwide scale who is constantly working on this project and mentality are heading to. Who believes will always find a way to head further, and with you, for sure I will gain strength while achieving your dreams through me.

I started from the bottom, in which no one came and made me who I am today or has the credit for where I stand now, but only from my intellectuality, belief, and the love I have for my profession aside from the people who work with me. You are my siblings, my friends,

and my own people in this profession since I have no other support than you. For that, I wish for us to achieve the goal altogether and I will be the happiest person in the world.

Thank you a lot, I'm blessed with more than I deserve



A discussion with a great sense of humor between Mounir and Abla Fahita in Christmas 2017.



Abla Fahita highlighted the trendiest hair colors personally formulated by Mounir himself, which has a significant influence across all social media platforms. The one special hair color even Abla Fahita could not resist; is the Milky Way that is achievable using only one coloring tube.



TIPS & TRENDS

A two-minute read
of a collection of
articles deliberating
Mounir as a designer
and transformer.



<https://www.coiffurechicaboom.fr/coiffure-avec-mounir-du-liban-a-paris-master-class-15-juillet-2019/>

<http://beautytopnews.com/2018/11/22/new-viral-hairstyle-tutorials-2018-amazing-hair-transformations-by-mounir-salon/>

<https://www.enigma-mag.com/salon-mounir-celebrates-launch-new-cairo-branch/>

<https://www.sourcebeauty.me/the-colour-list-in-egypt/>

<https://www.classlifestyle.com/d/5/67/13993/pasi-t-shikoni-kt-video-do-dshironi-ti-prisni-floktshkurt/>

<http://www.esteticamagazine.es/videos/item/20913-transformaciones-cabello-mounir-salon>

<https://www.bljesak.info/gospodarstvo/promo/donna-bella-hairstyle-na-mounir-masterclass-istanbul/263387>



HAIR SALONS

Cutting-edge, Salon by Mounir is where art and passion live. It was born from the passion of Mounir in 2000 and he continues to create and operate more than just an exquisite salon experience. He creates a beauty revolution where the impossible turns possible.



Upon the variety of clientele visiting his legendary salon traveling far across to meet Mounir and experience the viral wondrous transformations first hand, Mounir shows commitment to making his vision more accessible and spreading individual beauty around the globe by expanding his salons geographically.





FRANCHISEES

History

The first Mounir salon was located in Beirut, Lebanon in the year 2000.

And due to the vast amount of client servicing and following the need for expansion, Mounir salon relocated several locations to finally settle in an A+ location and become the biggest salon in Lebanon by the year 2015 in Ramleh el Bayda, Lebanon. The first joint venture took place

in July 2016 in Iraq, Baghdad. Egypt followed to become the second joint venture that took place in December 2016. Qatar and Kuwait followed in early February 2017. Expanding to reach the European audience, Mounir announces the first European franchise located in Romania in October 2020 to fulfill the intense longing and inspire in every step through the way.

Lebanon SALON



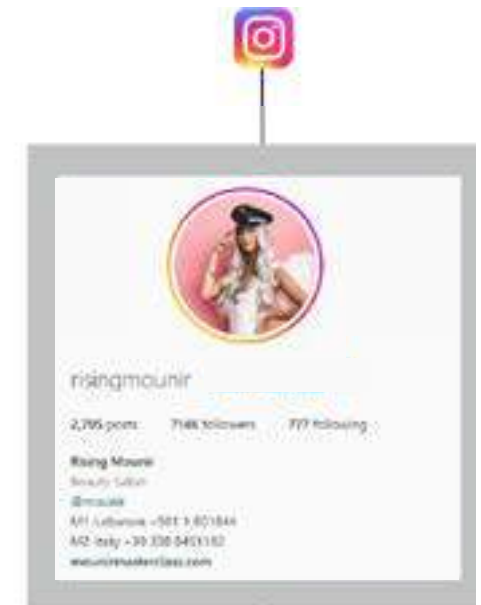
LOCATION

Lebanon, Beirut,
Ramleh El Bayda, Facing Fakhr Al-
Din Military Barracks.

Contact Numbers
00961 1 780 123
00961 1 781 118

As the name indicates, Mounir's salon cutting-edge theme is all about perfection. The experience lived in the salon is unfailingly described as magical in every sense possible, from the ambiance to the results gained to having been serviced by an

army of hair designers. On an ongoing journey of 13 years, Mounir generously teaches his army all his knowledge, tricks and secrets, hence and unprecedented, Mounir launches an army of hair designers, the most valuable assets of Mounir.



VALUABLE FEEDBACK FROM MOUNIR SALON CLIENTS ...



Loved my experience. My visit from United States has been so fruitful. I specially came to Beirut just for this experience and returning with amazing hair.

The best salon for Women! Because they understand without saying any words. I came from Republic of Belarus here specially to visit salon Mounir.

Loved it! I would travel back from Australia to come here again!

I love all your staff, I always come from London to do my hair at your salon.

All the staff was super welcoming and made me feel comfortable and right at home. Every time I come from America to Lebanon I'll be sure to pay Mounir salon a visit.

Expérience magnifique, À refaire avec plaisir. France

World class service, like no other.

Amazing, can't wait to come back again from Australia.

Ten Stars! Amazing outcome, I will definitely travel back to Lebanon from America to do my hair.

All was beyond expectations.

Great staff who were unbelievably attentive, professional, friendly and super competent. I am extremely happy and satisfied with my hair transformation.

Excellent service très agréable. Canada

Best experience, I will definitely fly again from India only for salon Mounir.

4th time I visit you in a week. Super Satisfied.

For me, sure coming from Morocco is far but it is always an unforgettable experience to visit Mounir

I m sure u wont see this but I m typing it anyway
Ur my inspiration to become a hairdresser i wanted to thank for making the world more inspiring to live..
I HOPE ONE DAY I LIVE MY HAIRDRESSING DREAM TOO THX MOUNIR MUCH LOVE

Youtube reviews

Sabrina Ferracin: Sono gelosa di tutte loro...
Quanto vorrei essere anche io tra le tue magiche mani....Grande mounir

Diaz : Mounir sin palabras, EL MEJOR!

Aryane : que maravilhoso seu trabalho ,
perfeito, adorei, parabens.

Awos : Mounir, you are a wizard, best of our galaxy.

VASO KOR: Just perfect. Απλά θαυμάσιο....

Angela 1989 : The thumbs down will surely be of some hairdresser who does not reach your levels ... because all of us women admire you ... all of us women would like your hands on our hair. Mounir You are extraordinary ... thanks for the videos you publish, showing us women the wonderful work you do on every head that passes through your hands! You are the best!

Baghdad SALON

Mounir Baghdad Official launch
July, 2016



Why did we choose Mounir? Well, he is a phenomenon in the world of Hair Designing. Mounir is a charismatic person who possess this personality that has a sweet spontaneous dominance over his clients, which is why we chose him.



I actually do business with several brands, given that I operate another business, which is a pharmaceutical one. But the experience with Mounir is different. I felt that I am working with top-notch professionals, with friends and family, they have their credibility and charisma which made my communication with the Mounir brand and family so smooth. I am so happy to do business with them, I feel I'm a part of this rising empire which is expanding, consequently so am I. My overall experience

is very successful. Mounir helped this business to thrive, as Mounir is very famous in Baghdad, everyone knows him, everyone loves him. You feel that Mounir's persona and authority is present in the salon, although he hasn't visited Baghdad. All the transformers and clients feel his presence in the Mounir Salon even though he is not there; all the transformers consider Mounir their role model, you can simply say the seeds of this bond had been sown effortlessly.



LOCATION

Iraq, Baghdad: Al Mansour, Al Bourj Street:

Contact Numbers
00964 770 966 6665
00964 780 966 6665



I really do not have any notes; I only have wishes. I wish him success as he deserves it, he is a good person, he is a generous person and I wish him all the best.

To describe Mounir, I think one sentence is not enough to describe him. Mounir Baghdad transformers call him King, and indeed he is a King. He is majestic; you can see that all the transformers that used to work with us, from the ones who left us to the ones that are with us, they hold the utmost respect and an amount of love that is indescribable. This relationship is very rare, to stop working with someone and have this ultimate respect towards him. Mounir is undeniably mighty, to imprint this effect on all his coiffeurs.

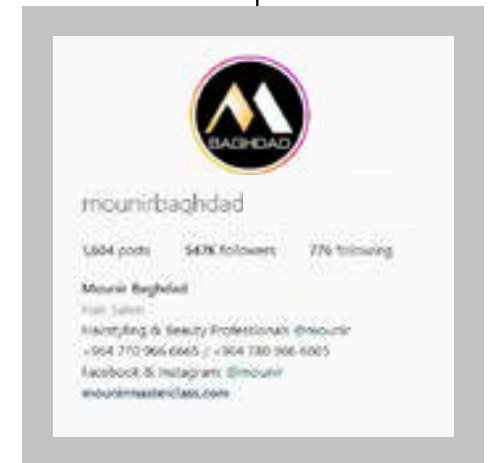
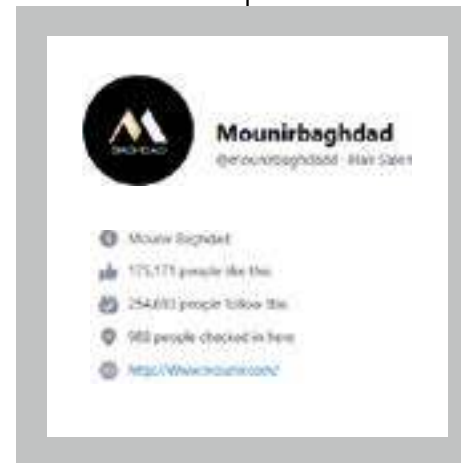
VALUABLE
FEEDBACK
FROM
MOUNIR
SALON
CLIENTS ...

الجميع كان يتمتعون بذوق رائع وتعامل لطيف
وأسلوب رائع. هم محترفون للغاية
أتمنى لكم كل التوفيق .

Everything was
perfect, customer
service was so
good! Definitely
will come again
to do my hair.

Me and my
daughter had
our hair done
today and it
turned out just
like how we
wanted it, the
transformer did
an amazing job.
I recommend
everyone to visit
salon Mounir
Baghdad.

صالون جدا راقى من ناحية التعامل والنظافة
والسلوك واصباغهم جدا ممتازة
وأسعارهم مناسبة .



Egypt SALON

Mounir Egypt official launch
December 2016

In 2017, we were partners in a beauty center, we wanted to revolutionize Egypt and went down to Beirut to spot the best match. The only one who got our attention was Mounir. Why? He is a trend setter who is really famous on Social media, has a revolutionary mindset, he is a very talented artist, he inspires others with his color achievements that no one can do, he is simply distinguished. We felt he is phenomenal, given what the business offers in the world of hair designing. When we went to Beirut, our thoughts have been reassured; we tried his services ourselves, and I turned out to be another person, another person who

is happier. He got me out of my usual colors, went under 7 hours of coloring and got out with an extremely healthy hair. I was terrified at first that I'd lose my hair or get split ends and dry hair after such a long coloring session, but No. I experienced it myself before choosing the brand Mounir and I found out that this person and the team are extremely talented and Mounir Salon will be a unique experience for the Egyptian ladies. Mounir works with high end products and in an extremely professional manner which hooked us to establishing our business with the pioneer Mounir.



LOCATION

Egypt, Cairo Governorate: City Stars, Phase 2, 3rd Floor, Corridor 5, Next to Hugo Boss.

**Contact Number
0020 10 666 46 855**



Mounir the designer is Number one, I am out of words, he is Number one. His talent is very distinguished.

The experience so far is wonderful, I can recollect a true incident that happened. At the opening day of City Stars, the arrangements were to cut a ribbon and get a Golf Car to pick up Mounir and Heqmat from the hotel, and soft buffet in the salon. To our surprise, the flow of people arriving to the opening was far from Normal, the people went to the salon from every corner. Mounir was getting more and more excited because of the crowd's excitement and the

love he felt within the Egyptian crowd, consequently he was immersed in this energy, started to react with the attendees and chatting with them, he made sure that his team was working right away and this made us so happy. It was a unique experience that made a beautiful buzz across Egypt. Even before the opening we had a campaign on social media and outdoor panels, Mounir and his team visited Egypt for a while before the opening, and here I tell

you, we were stunned of how the people welcomed Mounir and his team in any hotel or restaurant or even on the streets. He is a SUPER STAR. The Egyptian ladies loves Mounir and knows him very well. Even the competitors were feeling shaky upon the opening of Mounir salon in Egypt. For sure, Mounir's Name in Egypt is a notable one in the world of hair designing.

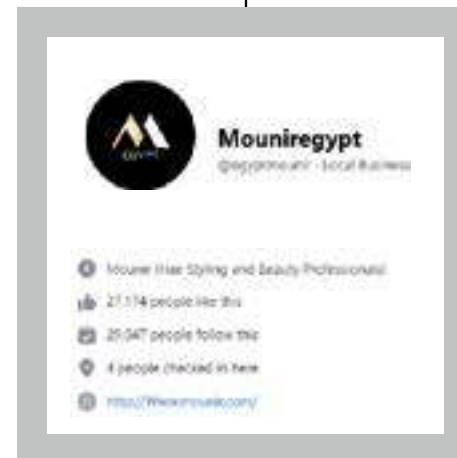


VALUABLE FEEDBACK FROM MOUNIR SALON CLIENTS ...

Reception always
welcoming and very
friendly.

It's a super professional
experience.
Outstanding, more than I
was expecting!

Exceptional experience,
thank you for everything.



Qatar

Mounir

Qatar Official launch

February, 2017

SALON

Based on the revolution Mounir enticed throughout the past years, we chose Mounir as a brand to represent our franchise in Qatar. As well as rising Mounir phenomena, reaching all corners of the world which makes him very unique and special in all his achievements up to date.



LOCATION

Qatar (Dawhat Al Qatar):
Ezdan Palace Hotel, Al
Chamal Road.

Contact Numbers
00974 500 83 700
00974 500 84 700

Mounir brand got a good reputation in Qatar from customers as it is known worldwide. Every day we gain new customers when they know that Mounir Salon is available now in Qatar and our customers vary from nationals and expatriates.

Our experience is very positive with the brand so far and we hope it will continue the same way for the upcoming years.



Our feedback is absolutely great as it is a profitable business and a good investment on the short term and long term run. Our target is increasing every month and we're able to achieve it with the help of all the team. And this what makes our franchise very distinguished because of our "teamwork".



Mounir is the person who combines the personality, attendance, trust, humility, and skill in one designer.



Mounir.qatar
Hair Salon

- 1 MounirQatar
- 3,811 people like this
- 4,979 people follow this
- <http://www.mounir.qatar/>



mounirqatar

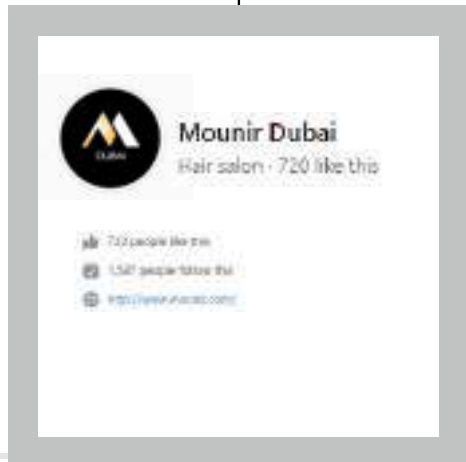
488 posts · 85.5K followers · 978 following

Mounir Qatar
Beauty, Beauty
Hairdressing & Beauty Professionals
@mounir
+974 500 81 700 / +974 500 81 700
Facebook & Instagram @mounir
www.mounir.qatar.com

Dubai

SALON

Mounir Dubai official launch
July 2022



LOCATION

Jumeirah Emirates Towers
Hotel - Floor number 5

Contact Numbers:
+971 524800001
+971 524800002

Transformation



& Revolution

It's what I do. It's what
you have to do.

Do you have what it takes to be a Mounir Franchisee? _____

Are you ready to uplift the standards of hair designing in your country?

Are you prepared to create challenges amongst hair salons in your country?

Do you think you possess the right personality to start and maintain a Mounir Franchise?

Do you have the right mindset to join the Mounir Empire that is on the rise?

Follow this segment to see if you are one of those who have the courage and persistence it takes to cross the threshold into Mounir's Empire.

The presence of the Mounir brand in your country is going to spontaneously stimulate competitions amongst

hair salons, with the new revolutionary ideas and tactics, a Mounir franchisee owner shall be ready to keep up with the buzz.

There is no argument regarding the basic world-widely agreed upon franchise characteristics, from retaining personal dedication, focused determination, openness for challenges, tenacious, to acquiring a long term vision.

On top of this, having a positive perspective, openness to change to keep up with the rising Mounir Brand, and most importantly understanding the Revolution that Mounir instigated in the world of Hair Designing. Mounir's Empire is constantly on the rise counting on top-notch personas who are eager to learn, as owning a Mounir Franchise will require



a steep learning curve that is imperative to the owner and the team. Fast-paced and highly energetic characters are a perfect fit to keep up with the constant progression of the Mounir realm. Revolutionary mindsets, trendiness, persistence, determination, spotting opportunities, reaching your personal and

professional goals are strong measures of your commitment to the power of the Mounir Brand.

Building an empire is not an easy pathway, but it is definitely worth it when you join forces with such a grandiose pioneer as Mounir in the world of Hair designing.

PRODUCTS



Scan this QR code to get a glimpse
of Mounir products.

shop.mounir.com

HISTORY

Hair designers over the world have been longing for a radical change in the fundamental structure of this industry.

Lack of tools led to accommodating one-self to boundaries that denied them to achieve the most wondrous transformations. That was until Mounir struck the world with his ongoing revolution.

Mounir simply couldn't comply with the rules and boundaries that were set forth by high influence beauty companies and was stubborn enough to challenge the norms and urged himself not to adapt to work with what the market offered. No, the field of hair designing is much more artistic and could not be limited to the usual colors, nor should the hair



designer at any point refrain from unleashing the beautiful creations that could be done to transform and reveal the hidden beauty.

Right then and there, Mounir started his quest to break the chains holding industry professionals back from reaching new heights of color innovation.

Personally formulated by Mounir himself to surpass the products that are already available in the market, to awaken the true talent that lies inside each professional in this field, to bound you to the horizon with results achieved, to change what was once thought to be impossible to possible.



Using his deep understanding of the needs of the industry across the past 20 years and the passion he has for creating never before seen tones and shades, Mounir is now internationally launching his revolutionary hair color products.

Manufactured under keen observation by professionals, M2 is the second company owned by the Group Mounir that has the wheels running at all times to manufacture those unparalleled shades. M2 S.R.L is located in Italy, Cesare Battisti n. 63 - Modena (MO). Reached on the following phone number: 0039- 059/363590 and email address silvia@m2group1.com

Mounir desires to give a free rein to your imagination and what you could do, as you are now armored by Mounir products.

“

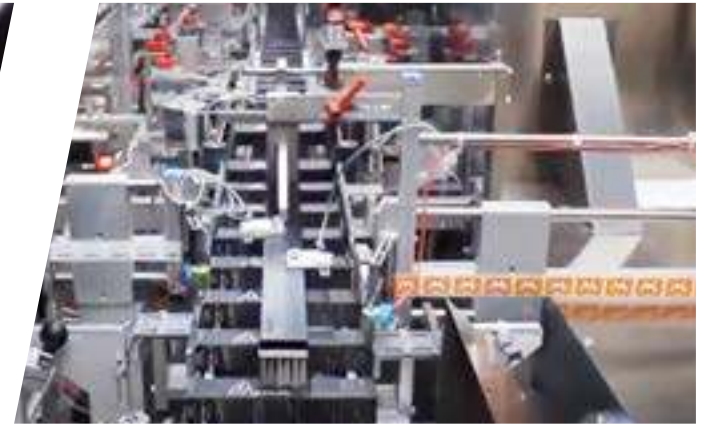
The Mounir revolution is about being free with your art, breaking away from restrictive products and delivering truly unique hair transformation.

MOUNIR

”



PRODUCTION





CATALOGUE

A WORLD OF COLOURS

ENTER THE WORLD OF MOUNIR

ARKITEKT

Mounir's Secret



People always asked what is Mounir's SECRET?

Mounir bleaches the hair from a degree to another without the hair losing its brightness, and stays healthy for a long time.

So, what is keeping the hair *healthy*?

THE ARKITEKT, with a vital function that is different than any other Plex, rebuilds the hair from the inside to the outside, provides protection, and regenerates the hair.

THE ARKITEKT
IS MY
SUPERWEAPON.



BLEACHING POWDER



We all know the risks we face with the powder. The majority of powder brands present in the market expands after 30 to 40 minutes. It overheats, becomes runny, gives uneven bleaching results, or is even too strong that it breaks the hair.

Today, Mounir solved all these challenges with

the Violet Bleach powder.

The quality of the results was the driving factor; Mounir is using it on an already damaged hair and it is generating amazing results. This should assure you that The ARKITEKT and the powder are **revolutionary** products and they will have your back.

**You will have to try this
powder and**

test the difference

MTB SHAMPOO



You can all see that at the end of the transformation process, I use a blue product and people always ask what it is. What's its role? To give silver or white or to take out the yellow?

It is indeed a silver shampoo, but it's used differently.

This toner boost lightens the hair up to 2 degrees. Another use is to take out the violet or any weird colors that might appear, but its main characteristic is to lighten the hair color 1-2 degrees.

Monnir toner boost

MMS SHAMPOO

One of the strongest silver shampoos



The metallic silver shampoo MMS is not a traditional silver shampoo, it is a shampoo with powerful composition and concentration and can be used in different processes; it eliminates the brassiness, unwanted orange or yellow tones.

The MMS is one of the strongest silver shampoos available in the market now, and it has a

powerful & sensitive role.



MOUNIR'S SUPER WEAPON





LAUNCHING EVENTS

Europe

THE MOUNIR PRODUCT LAUNCHING EVENT

In Paris

15 JULY 2019

The 15th of July marks not only the revolutionary masterclass but also is Mounir's birthday. With all the overwhelming emotions while on stage looking at the amount of love showed by the audience and as a token of appreciation for their presence from more than 73 different countries, Mounir surprised his fellow hair designers with an unexpected, unplanned, and heartwarming approach. 30 hair designers were randomly picked to win a package of Mounir products for 1'000 each. 30 Happy hair designers left the Mounir revolutionary master class with products worth 30'000 .



**THE MOUNIR PRODUCT
LAUNCHING EVENT**

In Athens

22 JULY 2019



THE MOUNIR PRODUCT LAUNCHING EVENT

In Romania

9 May 2022



DISTRIBUTORS

Mounir Products in Cyprus/Greece Since March 15,2019

🌐 <https://www.mounirproducts.gr/>

☎ 00357 24254133

✉ info@mounirproducts.gr

📌 Mounir Products Cyprus Greece



Mounir Products in France Since July 11,2019

🌐 <https://www.mounirproduit.com>

☎ 0033 04 67 92 22 70

✉ info@mounirproduit.com

📌 Mounir France

📌 Mounir_france



Mounir products in Italy since 22 May 2019

🌐 <https://mouniritalia.it/>

☎ 0039 0892595865

✉ info@mouniritalia.it

📱 Mounir Italia

Mounir products in Spain since 27 May 2019

🌐 <https://www.mounirproduit.com>

☎ 0034 631225872

✉ info@mounirproducts.es

Mounir products in Poland

🌐 <https://www.mounirpolska.pl/>

☎ 0048 570077877

✉ kontakt@mounirpolska.pl



Mounir products in Switzerland

🌐 <https://www.mounirsuisse.com/>

☎ 0041 782110686

✉ info@mounirsuisse.com

📱 Mounir Swiss

Mounir products in KSA

☎ 00966 546417711

✉ baraa.allaf@linabeauty.sa.com

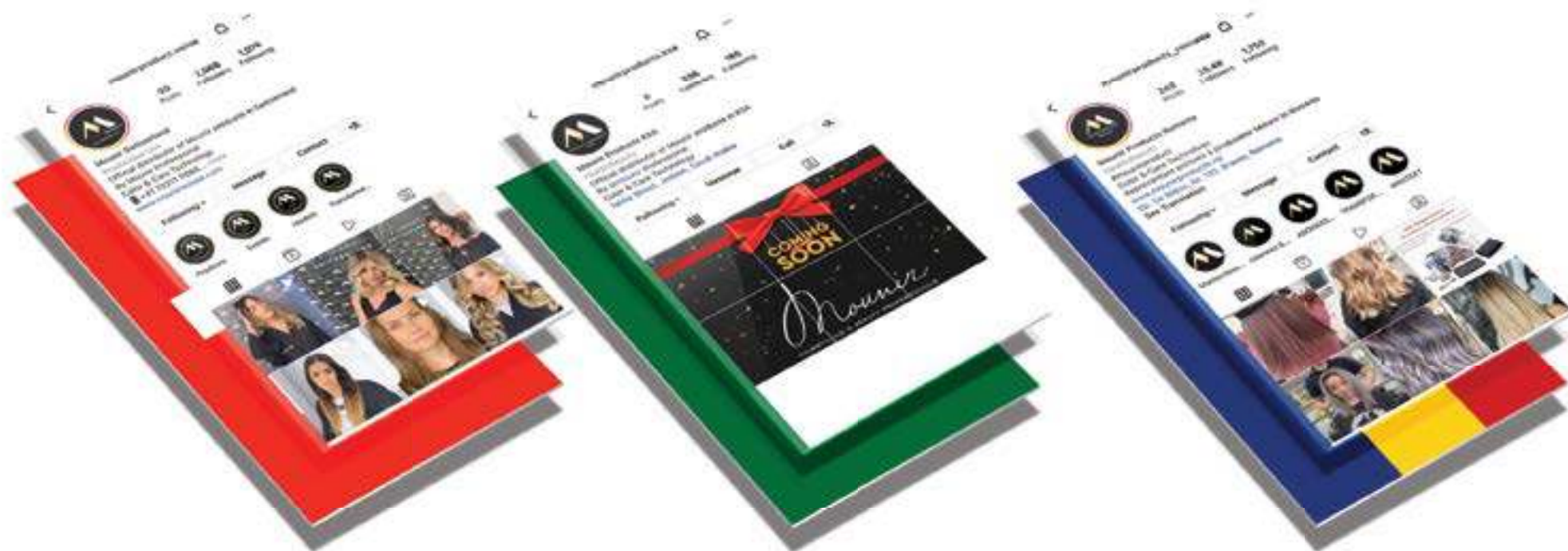
Mounir products in Romania

🌐 <https://mounirproducts.ro/>

☎ 0040 733001188

✉ office@mounirproducts.ro

📱 Mounir Products Romania



Mounir products in Iraq

☎ 00964 772 177 6111
00964 782 177 6111
✉ groupkenaan1@gmail.com

Mounir products in Qatar

☎ 00974 50084700
✉ farah@mounirproductsqatar.com

Mounir products in Belgium

🌐 <https://mounirproducts.be/>
☎ 0032 497 16 08 90
✉ info@mounirproducts.be



MOUNIR'S MESSAGE TO THE WORLD



The ideal person in our domain would automatically follow the rules. However, I would like to point out that in my whole private and professional life, I followed a different pattern; overstepping the guidelines. I consider my work as my ultimate adventure.

My constant innovations and creations are why I am always on the rise. I have always been a person who runs a risk and never abided by rules nor have I ever considered them as a shelter to protect me. My blissfulness is achieved by transforming my clients, breaking the norms, and

respecting the grounds of Hair Designing. Hence, I have unintentionally created my own style in this domain, reframed, and upraised the standards of Hair Designing. Today my message to my fellow hair designers who want to achieve success is to respect your profession; craft it uniquely by

mastering its rules first, and then defy them.

What I am offering to the hair audience is an international product in your control. A strong weapon for the venturous hair designers to transform your clients.

What I ask you to do is to experiment with it and go beyond the protocol, I would love to see other creations than Mounir. I trust that my message connects with hair designers, just take advantage to discover the world of possibilities in front of you which will definitely lead you to success.

Be passionate about what you love, be
adventurous in your own style, be bold,
be creative, be the revolution that the
world of hair designing needs you to be!



I am certain that you will achieve similar results and create even more colors as I have introduced a wide range of possibilities for the world of hair designing. You can reach your ultimate potential, just

keep on transforming, keep on rising, and most importantly create a revolution in what you love to do! I am looking forward to living my revolution with you and passionately waiting to hear your revolutionary story.



“

Revolution & Transformation. It's what I do. It's what you have to do.

MOUNIR

”

A group of models wearing futuristic, metallic-looking dresses and black hats with a gold 'M' logo are standing on a stage. In the center, a man with a beard and purple hair, wearing a purple suit, is gesturing with his hands. The background is a dark stage with purple and blue lighting and a complex metal structure.

FUTURE VISION PRODUCTS

Mounir is constantly evolving his revolutionary mindset, where expansion is the future plan here. 2021 will be the year where a Mounir hair care line and hair color accessories will be launched.

In parallel, the Group Mounir is on the look out to expand the reach of the products geographically to the United states of America and the Middle east.



EDUCATION



Unarguably, Mounir developed a unique authentic identity in the world of hair designing leaving a mind-blowing, genuine, global impact on the way hair is colored.

The journey of passing on his business mindset started 13 years ago, having been a mentor to a generation of brilliant hair designers who Mounir is proud of their achievements; many hair designers who were tutored by Mounir operate their own salons, following the footsteps of their generous leader by giving all their knowledge to



other hair designers. It doesn't end here, Mounir also teaches his army the best possible, professional, and attractive way to present their work to hair lovers across their social media platforms. Moreover, the love and curiosity hair designers possess towards the shocking transformations from the techniques to the results presented by Mounir on his social media are impressive, highlighting that these revolutionary transformations were offered to the audience courageously in creative lively dynamic short videos on Mounir's social media accounts. Hence, Mounir couldn't stay still and not show the world what horizons could be reached and this thriving mindset should not be contained but rather unleashed to reach the wide audience of hair designers who are actively seeking a mentor.



Great leadership and the right business mindset were negligible until recently brought to light by Mounir to empower and guide hair designers on the steps of becoming a successful entrepreneur and acquire the personality needed to excel in this field. Now more than ever, Mounir is working on instilling the four mindset pillars

to be on top of this business: Growth, learning, deliberative and promotional mindsets. Mounir instills these qualities in addition to academic development through physical masterclasses and online education to add value and uplift the standards of the Coiffure in all corners of the world.



SO, WHAT WILL YOU LEARN FROM A MOUNIR MASTER CLASS?



Besides getting to learn modern techniques to help you approach hair in all its various subjects, you will have the chance to get inside the head of one of the most successful inspirational leaders.

You will learn how to troubleshoot common challenges. You will learn to use your imagination. You will learn to be involved. You will learn to think from several perspectives. You will learn to adapt to new challenges.





You will learn to believe in your uniqueness. You will learn to lose your negative beliefs. You will learn how to become

limitless



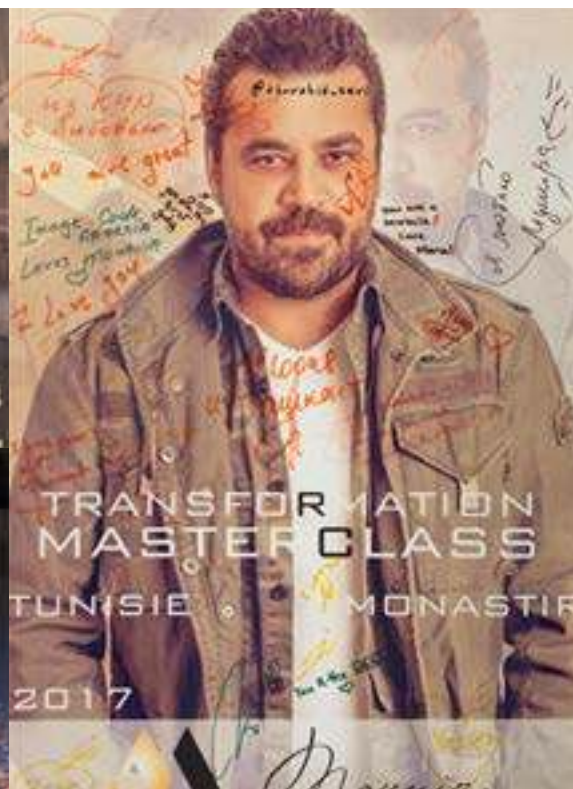
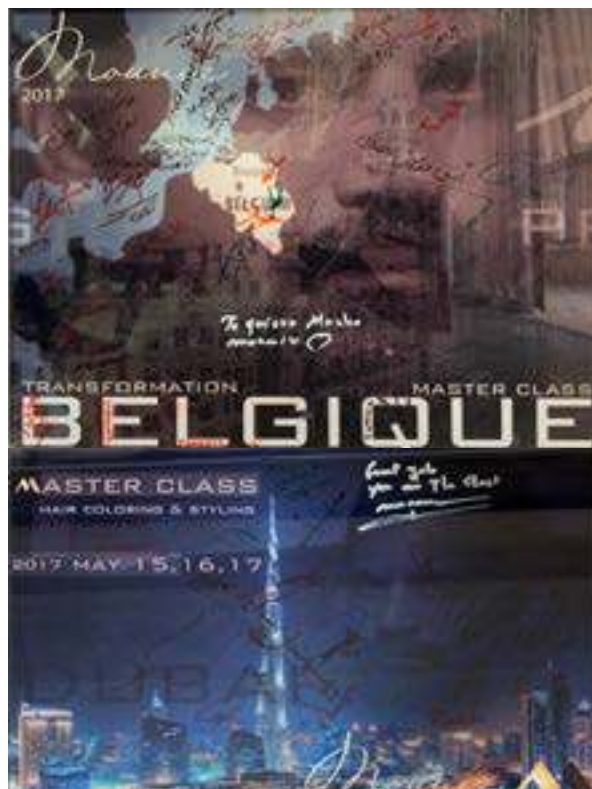
It does not end here, Mounir is keen to secure that every attendee fully understands what was given through the masterclass by adding extra time to individually clarify points that were not fully captured.



Following up across the different social media platforms to troubleshoot real-life beauty challenges, has been part of Mounir's masterclasses and his online educational platform presented through the mentoring program. Many of his students seek advice while working on clients' hair, others get constructive comments on their videos posted on social media, but most importantly every question is paralleled with an answer.

Istanbul 2021







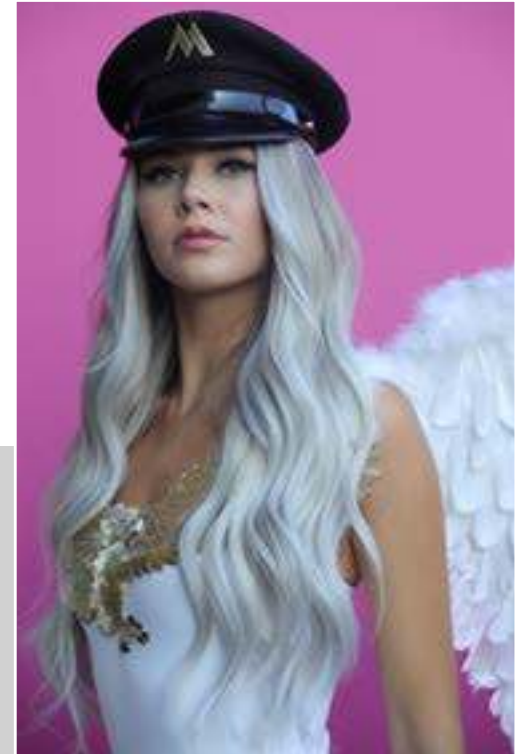
FATY ATELIER <ELISACOBY-FIRMINO@GMAIL.COM

GOOD EVENING! TODAY I WAS IN THE REVOLUTION MASTER-CLASS AND IT WAS UNBELIEVABLE! SUPER GREAT!



TAMARAAA MICELI <TAMII.X3@LIVE.BE>

THANK YOU FOR THIS REVOLUTIONARY EXPERIENCE



MOUNIR EDUCATION

IAMMOUNIR was initiated in early 2020, created by a hair designer to the hair designers around the world. It comprises a series of educational videos on hair coloring, aiming to push hair culture forward. It is translated into 13 different languages, allowing almost

every trainee to follow Mounir's educational series at their own comfort. Beginner, intermediate or expert stylists can watch the videos as well as anyone who would like to understand Mounir's process to achieve his wondrous results.



SARA LOUISE BURKIN
ENGLAND

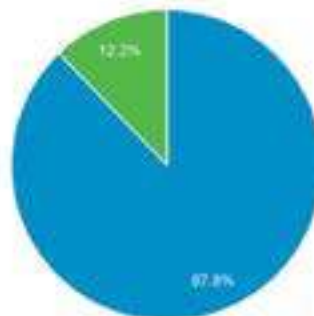
AMAZING DEMOS, I FELT SO HAPPY AS A STUDENT HAIRDRESSER TO HAD SOME INPUT FRO THE MASTER MOINIR. THANK YOU.

JOVANNA ARIAS
UNITED STATES

EXCELLENT, AS HE EXPLAINS EVERY DETAIL IS MAGNIFICENT, I AM HAPPY TO UPDATE MYSELF ON COLOR AND LEARN HIS TECHNIQUES TO REACH AN EXCELLENT COLOR WITH MOUNIR



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	126,408	23.02%
2. en-gb	72,290	13.18%
3. en	31,083	5.76%
4. fr-fr	25,272	4.63%
5. es-es	21,508	3.93%
6. de	19,858	3.62%
7. pt-br	16,886	3.04%
8. it-it	15,999	2.91%
9. es-mx	14,789	2.70%
10. pt-pt	11,985	2.19%

DJELLZA RUDAJ QERKINI
SWITZERLAND

YOU ARE MY IDOL! YOU ARE SOO AMAZING!! I LOVE THE CREATIVITY THAT YOU MAKE AND YOU PLAY WITH THE COLOR SAME LIKE ME. I HOPE I CAN START A AMAZING WORK LIKE YOU!

SAKINA GHARBAOUI
FRANCE

HELLO I LOVED THE VIDEO GLAD TO HAVE REGISTERED FOR THE ONLINE TRAINING THANK YOU SO MUCH.



An enlightening statement changing the perspective of hair designers on mentorship and its values.

“We don’t compete against each other, We don’t despise
each other

But we support, we help, we encourage each other.

We compete only with ourselves to be better hair
designers

We may get inspired, influenced by each other.

However, the goal is to achieve your desired you.

So don’t hesitate to teach, assist, give your colleagues,
employees, partners.

Because this is the right path to success

When you give, you always search for a fill-up.”

A handwritten signature in black ink, appearing to be 'Miri', with a small dot to its left.