



STRATEGIC CONSULTANCY FOR WELLNESS BRANDS:

**YOUR GATEWAY TO THE
UAE MARKET.**





FitstyleME, founded by Maria Escobar, an internationally experienced registered nutritionist and wellness expert, is dedicated to bringing the best in health, wellness, and nutrition to the UAE market. With years of hands-on experience in the industry, Maria combines deep market knowledge, strategic expertise, and a passion for innovation to help brands successfully establish themselves in this dynamic region

As an experience nutritionist and wellness expert in the UAE, I've had the unique opportunity to immerse myself in the region's health and wellness landscape—working closely with individuals, businesses, and industry leaders. This hands-on experience has allowed me to identify key gaps in the market, particularly in the availability of high-quality, science-backed wellness products that truly support people's health goals.

ABOUT US



EXPANDING YOUR BRAND TO THE UAE WITH CONFIDENCE

Bringing your wellness brand to the UAE is an exciting opportunity, but navigating a new market requires the right strategy, connections, and local expertise.

At FitstyleME, we offer tailored consultancy packages to help you successfully enter and establish your brand in the UAE.

SERVICES

1. MARKET ENTRY STRATEGY PACKAGE

For brands at the early stages of UAE expansion, this package provides essential market intelligence and strategic guidance to help you make informed decisions.

- ◆ Expert Market Insights – As a nutritionist deeply involved in the UAE wellness industry, I provide a practical, insider's perspective on what the market lacks and how your brand can fill that gap.
- ◆ Distribution Strategy Guidance – Determining the best approach: distributor vs. direct-to-retail.
- ◆ Negotiation & Business Culture Insights – Understanding UAE market standards and best practices.

This package ensures you have the right foundation to position your brand effectively in the UAE.

SERVICES

2. MARKET ENTRY + RETAIL & DISTRIBUTOR MEETINGS PACKAGE

This package includes everything from Package 1 plus hands-on support in securing key industry connections.

- ◆ Set Up & Arrange Meetings – Connecting you with the right distributors or retailers.
- ◆ Meeting Preparation – Helping you refine your pitch and expectations.
- ◆ On-Site Representation – Attending meetings with you to ensure smooth negotiations.

With this package, we take you beyond strategy—we open doors and help you build key relationships.

SERVICES

3. FULL MARKET DEVELOPMENT & BRAND EXPANSION PACKAGE

The most comprehensive package, designed for brands ready to fully establish themselves in the UAE market. This includes everything from Packages 1 & 2, plus ongoing support to develop and grow your brand presence.

- ◆ Supervised Brand Development – Guiding your brand's expansion strategy.
- ◆ Marketing & Awareness Events – Organizing activations to introduce your products to key audiences.
- ◆ Brand Education – Training retailers and partners on your product's unique value.
- ◆ Influencer & Media Connections – Connecting with local influencers to boost brand visibility.

This package ensures your brand doesn't just enter the UAE market—it thrives and builds a strong consumer presence.

SERVICES



DISTRIBUTION CHANNELS IN THE UAE

- Major department stores (Watsons, Debenhams (Alshaya Group), Bloomingdales (Al Tyer), FACES, and more)
- Main pharmacy chains (BinSina, GMG (SuperCare), Aster, Life, and more)
- Wellness centers & clinics
- Hospitality (Nikki Beach, Mandarin Oriental, Minor hotels group, and more)
- Nutrition stores
- Spas & Beauty Salons
- Wellness Cafes & restaurants
- Independent boutiques
- Gyms and Fitness Centers
- E-commerce retailers (Looks Fantastic, Namshi, Beauty tribe, and more)

NETWORK



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THANK YOU



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