



NEWS RELEASE

Beesline Selects Centric PLM to Drive Global Growth and Enhance Regulatory Processes

Leading Natural Skincare Brand Reinforces Compliance and Innovation with Centric PLM

CAMPBELL, Calif., June 4, 2025 – Centric Software® is pleased to announce that Beesline International S.A.L. has chosen Centric PLM™ as a strategic platform to power its ambitious global expansion and to improve regulatory and scientific data accuracy and management. Centric Software provides the most innovative enterprise solutions to plan, formulate, develop, procure, manufacture and sell consumer goods products such as cosmetics & personal care, food & beverage, fashion and multi-category retail to achieve strategic and operational digital transformation goals.

Founded in 1993 by Mohamad Arayssi and his sister, Maha Arayssi Rifai, and with over 30 years of expertise, Beesline develops and manufactures its products in ISO 22716-certified facilities across strategic locations in Lebanon, Egypt and the UAE. Currently present in more than 20 countries, the brand has recently expanded into European markets — Italy, France, Germany, Cyprus & More — while also experiencing rapid growth in China.

“Centric PLM will enable our scientific teams to work more cohesively by linking formulation development with evolving regulatory frameworks in real time. This strategic alignment ensures that our R&D processes remain both agile and compliant. It also empowers us to anticipate market needs with scientifically validated, scalable innovation.” says Maha Arayssi Rifai, co-founder and Chief Scientific Officer at Beesline.

To speed its global expansion while reinforcing its commitment to sustainability, Beesline is adopting Centric PLM for Cosmetics and Personal Care. This advanced platform unifies product and regulatory data, supplier insights and artwork management, creating a single, reliable source of truth. By streamlining workflows and ensuring regulatory compliance, Centric PLM enables Beesline to enhance efficiency, accelerate product launches and maintain the highest quality standards.

“After evaluating several PLM solutions, Beesline selected Centric PLM for its seamless integration with compliance systems like FoodChain ID and its strong track record in the cosmetics and personal care industries,” says Ghassan Geara, IT Director of Beesline. “Additionally, Centric PLM's integration capabilities will enhance operational efficiency by ensuring smooth data flow between our multiple solutions, facilitating better coordination and decision-making.”

With Centric PLM, Beesline anticipates improvements in compliance management, operational transparency and time-to-market. Centralizing formulation, regulatory and artwork data in a single digital platform will enhance efficiency and accuracy across its product development processes.

“We are excited to partner with Beesline as they accelerate their international growth and innovation,” says Chris Groves, CEO of Centric Software. “Their commitment to sustainability and innovation aligns highly with our mission. By leveraging Centric PLM, Beesline will efficiently navigate the complexities of international markets, driving long-term success.”

Learn more about [Centric Software](#)

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Beesline (beesline.com)

Beesline is a leading natural skincare brand specializing in apitherapy-based cosmetics, harnessing the power of bee-derived ingredients and botanical extracts to deliver innovative, eco-conscious beauty solutions. Founded in 1993 and available in over 25 countries, Beesline is committed to sustainability, skin health and environmentally responsible practices.

With a focus on scientific research and nature-driven formulations, Beesline continues to expand globally, offering high-performance, dermatologically tested products that cater to diverse skincare needs.

Beesline brand was awarded *#1 Natural & Organic Brand* at *Cosmoprof Bologna* in 2022 among 600 global names for its *Forever Refill* innovation and was selected in 2024 among 8 global brands for Southeast Asia's top retail incubation program.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-commercialization platform for cosmetics & personal care manufacturers, brands and multi-category retailers. As experts in all fast-moving consumer goods, Centric Software delivers best-of-breed solutions to design, develop, source, comply, buy, make, package, price, allocate, market and sell products. Centric solutions optimize the product portfolio, harmonize product offers and streamline product development by speeding time to market and innovation while enhancing quality control and ensuring regulatory compliance.

- **Centric PLM™** features integrated industry best practices and innovative, AI-enabled capabilities tailored specifically for cosmetics & personal care manufacturers and retailers. Seamlessly manage the overall product lifecycle, from initial concept and formula development to packaging, quality, supplier collaboration, labeling, production, SKU rationalization and beyond. Results include up to a 50% improvement in productivity and a 60% decrease in time to market.

- **Centric Visual Boards™** are a visually oriented product portfolio optimization tool. A singular accessible workspace pulls in real-time data and imagery from multiple business systems. It is a new, visual way of working to ensure robust, consumer-right product offers, dramatically decreasing assortment development cycle time.
- **Centric Market Intelligence™** is an AI-driven platform delivering insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with an up to 12% increase in average initial price point.
- **Centric PXM™**, AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

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