



COMPANY PROFILE

"Reliable Manufacturing.
Smart Distribution."





our Mission

- Offer high quality, Safe, and effective products that meet customer needs.
- Expand our products portfolio to cater the diverse customer preferences.

our Vision

To be the leading provider of care, hygiene products, enhancing lives and promoting healthier and innovative products.



Categories of our brands

At Fontana, we take pride in building brands that combine quality, innovation, and a deep understanding of consumer needs. Each brand under our portfolio is crafted with care, backed by advanced formulation expertise, and designed to deliver an exceptional experience.



Beauty care



Home Care



City Men

The company owns the City Men brand, a key product line in men's deodorants. City Men offers an advanced formula that provides long-lasting protection and freshness, supported by a modern design that fits the lifestyle of today's man. The company continues to enhance this brand to meet consumer needs and market trends.



Bonawell

Introducing our new Bonawell Hair Treatment — a nourishing formula designed to repair damaged hair, restore softness, and enhance natural shine. Developed for daily care, it delivers smoother, healthier-looking hair with every use.



Glemo

The company owns the Glemo Bar Soap brand, known for its gentle yet effective cleansing formula. Glemo provides a rich lather that leaves the skin refreshed, soft, and pleasantly scented. The company continues to develop this product to ensure high quality and meet the daily care needs of consumers.

صابون جليمو
glemo[®]
Caring & Fresh



Finol

The company offers a wide range of disinfectants and sanitizers designed to ensure high standards of hygiene and protection in both personal and household settings.

These products are formulated with effective antimicrobial agents that eliminate germs, bacteria, and viruses quickly and reliably. The sanitizers provide gentle yet powerful hand protection, while the household disinfectants are suitable for cleaning kitchens, bathrooms, floors, and frequently touched surfaces. Available in multiple formats—such as sprays, liquids, and wipes—this product line is developed to meet diverse consumer needs and usage occasions. The company prioritizes safety, quality, and compliance with international standards, ensuring that all disinfectant and sanitizer products deliver consistent performance and contribute to a healthier environment.



Amex

The company provides a diverse range of household products designed to maintain cleanliness and hygiene in everyday home use. This range includes surface cleaners, dishwashing liquids, floor cleaners, disinfectants, and air fresheners—each formulated for effective performance and family-safe use. Through continuous development and quality standards, the company ensures reliable home-care solutions that meet modern consumer needs.



OUR BRANDS



city
MEN

عبّر عن نفسك
EXPRESS YOUR SELF

CITY MEN

RANGE WITH EXCITINGLY MASCULINE FRAGRANCES





City Men Brand Overview

- **City Men Deodorant:** is the modern and effective choice for men who are seeking all-day protection with a gentle, skin-friendly formula.
- **Formula:** Developed to match the fast-paced, active lifestyle of today's man.
- **Positioning:** Combines **safety, performance,** and **comfort** in one clean, reliable product.

Marketing Message & Brand Slogan

- **Marketing Message:** City Men – Protect yourself with confidence, and stay fresh all the day.
- **Brand Slogan:** Express Yourself!



Deodorant Spray 150ml, 200ml



24-hour odor
protection



Ideal for
daily use



Aluminum-free
formula



No stains
on clothes



Deodorant Roll-On 50ml



24-hour reliable
protection



Gentle and
easily absorbed

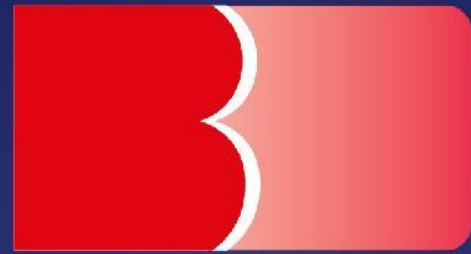


Color-free, and
Paraben free



Effective against
sweat and odor





BONAWELL
REPAIR FORMULA

Strong, Shiny, & Healthy Hair

Bonawell Brand Overview



- **Bonawell Hot oil treatment:** is a premium hair care Brand formulated to deeply nourish and hydrate hair with natural extract mixed with Pro-Vitamin B5 formula.

Marketing Message & Brand Slogan

- **Marketing Message:** BONAWELL strong, smooth, and shiny hair in one step.
- **Brand Slogan:** Strong, Shiny, & Healthy Hair.



Hot Oil Treatment 225ml, 810ml



Wheat Extract and Pro-Vitamin B5

- **Purpose:** Designed to treat heat-damaged and split hair.
- Its natural wheat extract contains protein molecules that penetrate damaged strands, filling gaps and restoring strength and vitality. Combined with Pro-Vitamin B5, it revitalizes the hair, restoring its shine and liveliness.



Active Ingredients

- **Wheat Extract:**
 - Known for its nourishing and reparative properties.
 - Smooths hair texture and reduces frizz.
- **Pro-Vitamin B5:**
 - A form of Vitamin B5 that helps protect hair from environmental damage.
 - Enhances elasticity and reduces hair fall.



Hot Oil Treatment 225ml, 810ml



Apricot
Oil



Apricot Oil and Pro-Vitamin B5

- **Purpose:** Designed to strengthen the hair and enhance its shine.
- This product features a unique formula that blends natural apricot oil—rich in vitamins A and E—with Pro-Vitamin B5 to deeply hydrate and nourish the hair.



Active Ingredients

- **Apricot Extract:**
 - Known for its nourishing and reparative properties.
 - Smooths hair texture and reduces frizz.
- **Pro-Vitamin B5:**
 - A form of Vitamin B5 that helps protect hair from environmental damage.
 - Enhances elasticity and reduces hair fall.





Make your skin smile all day long

glemo[®]
Caring & Fresh

"Let your skin smile all day long"

إطلاق
جديدة

RICH FOAM
رغوة غنية



NATURAL OILS
زيوت طبيعية



PERFECT MOISTURIZING
ترطيب مثالي



REFRESHING FRAGRANCES
عطور منعشة



Glemo Brand Overview

- **Glemo Soap:** Is a premium skincare soap inspired by nature, carefully crafted to care for all skin types—from dry to oily—providing deep hydration, freshness, and essential nourishment.

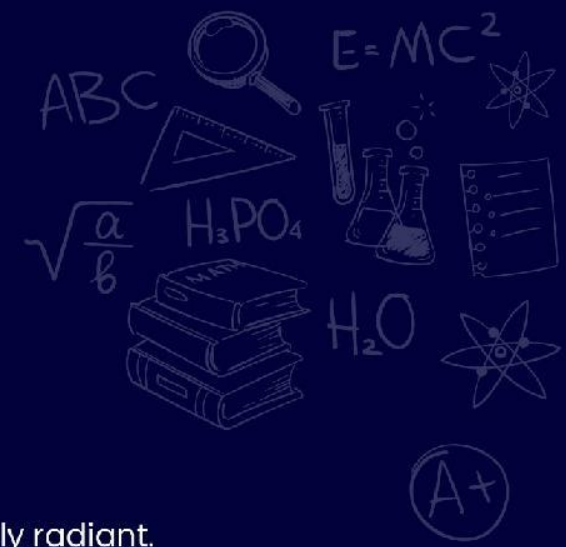
Marketing Message & Brand Slogan

- **Marketing Message:** Glemo luxurious soap inspired by nature.
- **Brand Slogan:** Make your skin smile all day long.





Beauty Soap 120, 70g



Pink Glory

- **Formula:** Shea Butter, Almond Oil, Silk Powder.
- **Target:** Dry and normal skin.
- **Benefits:** Deeply hydrates, leaves the skin silky smooth and naturally radiant.
- **Value-Added Benefit:** The blend of Silk Powder and almond oil enhances softness and delivers an alluring fragrance.



Refreshing

- **Formula:** Seaweed Extract + Shea Butter.
- **Target:** Oily and acne-prone skin.
- **Benefits:** Detoxifies and refreshes the skin, helps balance oil production.
- **Value-Added Benefit:** The combination of Seaweed Extract and shea butter purifies while maintaining hydration.



Beauty Soap 120, 70g



Gentle Touch

- **Formula:** Akasya Honey + Shea Butter.
- **Target:** Dry and sensitive skin.
- **Benefits:** Deeply moisturizes and maintains skin softness, supports the skin's natural barrier.
- **Value-Added Benefit:** A dual-action blend of honey and shea butter to hydrate and soothe the skin.



Purple Night

- **Formula:** Lavender, Shea Butter.
- **Target:** Tired and stressed skin.
- **Benefits:** Calms and soothes the skin, relieves stress, promotes overnight skin regeneration (best used before bed).
- **Value-Added Benefit:** The combination of lavender and Shea Butter supports nighttime relaxation and skin renewal.



Creamy Soft

- **Formula:** Vitamin E.
- **Target:** Dull skin and signs of aging.
- **Benefits:** Enhances skin radiance and is rich in antioxidants.
- **Value-Added Benefit:** Vitamin E helps protect against aging and renews skin cells.



Protect Your Family From Viruses



Protect your family from viruses

your best choice for disinfection

KILLS
99.9%
OF VIRUSES
& GERMS





Finol Brand Overview

Finol : Kills 99.9% of Bacteria & germs.

Offer : Long lasting with a high level of protection for you and your family.

Formula : Trusted formulas that insures long lasting extra protection.

Marketing Message & Brand Slogan

- **Marketing Message:** Disinfection experience that makes you feel secure.
- **Brand Slogan:** Protect your family from viruses.



3 Liter, 1.5 Liter

Disinfectant (Floor Cleaner)



Finol Disinfectant is your go-to solution for deep, daily hygiene. It combines powerful germ-killing action with a long-lasting fresh scent, leaving your floors sparkling clean and your space feeling pure and revitalized. Whether at home or in the workplace, Finol ensures exceptional cleanliness with every use.

Active Formula: Infused with a potent disinfectant blend that eliminates 99.9% of germs and viruses, Finol is perfectly balanced for household and office use—tough on microbes, gentle on surfaces.



Lavender
Delight



Lemon
Freshness



Pine



Floral
Elegance

 **KILLS
99.9% OF
GERMS**

 **LONG LASTING
FRAGRANCE**

 **CLEANS &
DISINFECT**

 **LIME SCALE
PREVENTION**

 **ANTI
STREAKING**

750 ml, 500 ml

Antiseptic Disinfectant



Finol Antiseptic & Disinfectant is a versatile, medical-grade solution that effectively eliminates 99.9% of bacteria and viruses—including COVID-19. Perfect for both household and medical use, it sanitizes living surfaces like wounds, cuts, and burns, and is equally effective for cleaning tools, laundry, utensils, and more.

Active Formula: Contains 4.85% Chloroxylenol, a powerful disinfectant known for its broad-spectrum action against bacteria, fungi, and viruses.



TRUSTED MEDICAL-GRADE SANITIZER

FIGHTS A WIDE RANGE
OF GERMS AND VIRUSES



SAFE ON SKIN IDEAL FOR WOUND AND CUT CARE



ALL-IN-ONE CLEANER

ONE PRODUCT FOR
MULTIPLE SANITIZING
TASKS



FRESH SCENT LEAVES A CLEAN, HYGIENIC FEEL



ECONOMICAL CONCENTRATED FORMULA ALLOWS FOR CUSTOMIZED DILUTION

Surface Disinfectant 750ml



Finol Surface Disinfectant is a high-efficiency formula specially designed for surfaces—including those used in food preparation. Beyond killing 99.9% of germs and viruses in seconds, it forms an invisible protective barrier that lasts up to 4 hours to prevent recontamination.

Active Formula: Formulated with certified disinfecting agents. Includes a unique shield-forming component for 4-hour protection. Alcohol-free and safe for use on food-contact surfaces once dry.



Pine

Inspiring Breeze

Lavender

Lemon Freshness

Floral Elegance



**INSTANT GERM
ELIMINATION**
KILLS 99.9% OF
MICROBES IN SECONDS



**4-HOUR SURFACE
PROTECTION**
PREVENTS
RECONTAMINATION



Food-Safe
SUITABLE FOR KITCHEN
COUNTERS AND
SERVING AREAS



**WIDELY
APPLICABLE**
IDEAL FOR HOMES,
RESTAURANTS, CAFES,
SCHOOLS, HOSPITALS



**FRESH
FRAGRANCES**
AVAILABLE IN VARIOUS
REFRESHING SCENTS

(Antibacterial)

Liquid Hand Soap 500ml



Finol Hand Soap delivers advanced germ protection while keeping your hands soft and smooth. This antibacterial cleanser works within seconds to kill 99.9% of germs, yet remains gentle enough for repeated daily use. Fast-acting antibacterial agents.

Active Formula: Kills 99.9% of germs in under 30 seconds, Infused with moisturizers like glycerin and natural extracts, Free from parabens and harsh chemicals.



Original

Refreshing

Roses

Lavender

Moisturizing



INSTANT PROTECTION

KILLS 99.9% OF BACTERIA AND GERMS



EVERYDAY USE

PERFECT FOR REGULAR HAND HYGIENE



REFRESHING FRAGRANCES

LEAVES HANDS SMELLING CLEAN & FRESH KILLS 99.9% OF BACTERIA & GERMS



SAFE FOR THE WHOLE FAMILY

SUITABLE FOR ADULTS AND KIDS Alike



SKIN-FRIENDLY

HYDRATING FORMULA THAT DOESN'T DRY OUT HANDS

Spray Hand Sanitizer 50ml



KILLS 99.9% INSTANTLY

Fast And Effective Sanitizing Action



LONG-LASTING BARRIER

Antibacterial Protection For Up To 4 Hours



NON-STICKY

Dries quickly with no residue



TRUSTED MEDICAL-GRADE SANITIZER

Fights A Wide Range Of Germs And Viruses



ALL-IN-ONE CLEANER

One Product For Multiple Sanitizing Tasks



ECONOMICAL

Concentrated Formula Allows For Customized Dilution

Spray Hand Sanitizer 180ml



KILLS 99.9% INSTANTLY

Fast And Effective Sanitizing Action



LONG-LASTING BARRIER

Antibacterial Protection For Up To 4 Hours



NON-STICKY

Dries quickly with no residue



TRUSTED MEDICAL-GRADE SANITIZER

Fights A Wide Range Of Germs And Viruses



ALL-IN-ONE CLEANER

One Product For Multiple Sanitizing Tasks



ECONOMICAL

Concentrated Formula Allows For Customized Dilution

Spray Hand Sanitizer 500ml



KILLS 99.9% INSTANTLY

Fast And Effective Sanitizing Action



LONG-LASTING BARRIER

Antibacterial Protection For Up To 4 Hours



NON-STICKY

Dries quickly with no residue



TRUSTED MEDICAL-GRADE SANITIZER

Fights A Wide Range Of Germs And Viruses



ALL-IN-ONE CLEANER

One Product For Multiple Sanitizing Tasks



ECONOMICAL

Concentrated Formula Allows For Customized Dilution

Spray Hand Sanitizer 1000ml



KILLS 99.9% INSTANTLY

Fast And Effective
Sanitizing Action



LONG-LASTING BARRIER

Antibacterial
Protection For Up
To 4 Hours



NON-STICKY

Dries quickly with
no residue



**TRUSTED
MEDICAL-GRADE
SANITIZER**

Fights A Wide Range
Of Germs And Viruses



**ALL-IN-ONE
CLEANER**

One Product For
Multiple Sanitizing
Tasks



ECONOMICAL

Concentrated
Formula Allows For
Customized Dilution

With Rubber

Spray Hand Sanitizer Ball

Finol Hand Sanitizer Spray is your daily defense against germs—combining rapid disinfection with skin-friendly care. It forms a lasting protective layer that continues to guard your hands for up to 4 hours without leaving any sticky residue.

Active Formula: Contains 70% alcohol for powerful sanitization, Enriched with moisturizers to prevent dryness, Innovative film-forming agent offers 4-hour protection, Free from parabens and skin-irritating additives.



KILLS 99.9% INSTANTLY

Fast And Effective Sanitizing Action



LONG-LASTING BARRIER

Antibacterial Protection For Up To 4 Hours



NON-STICKY

Dries quickly with no residue



ALL-IN-ONE CLEANER

One Product For Multiple Sanitizing Tasks



TRUSTED MEDICAL-GRADE SANITIZER

Fights A Wide Range Of Germs And Viruses



ECONOMICAL

Concentrated Formula Allows For Customized Dilution

ANTIBACTERIAL WIPES

Wet Wipes 72/10 Sheets



Finol Antibacterial Wet Wipes offer instant, on-the-go sanitation for hands, surfaces, and personal items. With a skin-safe, germ-killing formula, they're perfect for quick cleaning without water or soap—anytime, anywhere.

Active Formula: Medical-grade disinfecting agents, Eliminates 99.9% of common germs and viruses, Moisturizing ingredients to protect skin, Free from harsh alcohols, parabens, and strong fragrances.



10 Sheets



72 Sheets



INSTANT GERM PROTECTION
Quick and efficient



SOFT ON SKIN
Safe for frequent use



READY ANYTIME
No water or soap needed



NO STICKY RESIDUE
Clean feel without irritation



PORTABLE SIZES
Fits in pockets, bags, or home use

Medical Alcohol 76%



Finol Medical-Grade Alcohol 76% is a high-purity sanitizer designed for disinfecting hands and surfaces with no added scents or colors. It meets global health standards to ensure maximum protection with minimal skin irritation when used correctly.

Active Formula:

- 76% Ethyl Alcohol—clinically proven for disinfection.
- Fragrance-free and additive-free.
- Safe for repeated use with proper care.



WHO-COMPLIANT FORMULA

Meets international safety standards



PURE & CLEAN

No added fragrance, dyes, or harsh chemicals



QUICK-DRY

Leaves no residue or stickiness



MULTI-USE

Ideal for skin and surface disinfection



TRUSTED IN ALL SETTINGS

Homes, clinics, restaurants, and offices

Toilet Balls Single 50g



Cleaning Foam



Anti-Limescale



Dirt Protection



Freshness

Toilet Balls Double 50g x 2



Cleaning Foam



Anti-Limescale



Dirt Protection



Freshness



Cleanliness and peace of mind



CLEANLINESS & PEACE OF MIND



Amex Brand Overview



Amex stands for trust, efficiency, and everyday care. Designed for modern households, Amex detergent delivers powerful cleaning while being gentle on fabrics and safe for family use. It is a smart choice for those who seek both hygiene and confidence in every wash.

Marketing Message & Brand Slogan

- **Marketing Message:** Amex's core values center on delivering powerful cleaning, gentle fabric care, everyday safety, and lasting peace of mind—all at an affordable price.
- **Brand Slogan:** Cleanliness and peace of mind !



Dishwashing Liquid 900ml



Lemon



Lime



Ice Mint



Papaya



Strawberry

5X Cleaning Power



CONCENTRATED
FORMULA



TOUGH ON
GREASE



SOFT ON
HANDS



EXTRA SHINNY
DISHES



EXTRA SHINNY
DISHES

Dishwashing Liquid 1750ml



Papaya

Lime

Lemon

Ice Mint

5X Cleaning Power



CONCENTRATED
FORMULA



TOUGH ON
GREASE



SOFT ON
HANDS



EXTRA SHINNY
DISHES



EXTRA SHINNY
DISHES

General Freshener 790ml



Garden
Flowers

Green
Paradise

Spring
Breeze

Lavender
Explosure

Refreshing
Sea

LONG-LASTING FRESHNESS



SUITABLE FOR
MOST TYPES
OF FLOORING



ELIMINATES
UNPLEASANT
ODORS



FRESH, LONG
LASTING
FRAGRANCE



AVAILABLE IN
A VARIETY OF
SCENTS

Liquid Hand Soap 500ml



SOFTNESS & FRESHNESS
WITH EVERY WASH



**Pink
Luxury**

**Refreshing
Citrus**

**Fresh
Breeze**

**Purple
Fantasy**

**Spring
Green**



GENTLE
ON SKIN



MOISTURIZING
FORMULA



RICH FOAM,
EASY TO RINSE



LONG-LASTING
FRESH
FRAGRANCE

Glass Cleaner 750ml



A SHINE YOU CAN
SEE YOURSELF IN



REMOVES
GLASS STAINS



GIVES THE
GLASS AN EXTRA
SHINING EFFECT



DUST
REPELLENT



TWO WAY
SPRAY FEATURES

Degreaser 650ml



UNMATCHED
POWER



100% REMOVAL
OF GREASY DIRT



WORKS IN
SECONDS WITHOUT
SCRUBBING



FAST-ACTING
FORMULA



GIVES EXTRA
SHINING EFFECT



SUITABLE FOR
KITCHENS &
INDUSTRIAL USE

Toilet Cleaner 1000ml



Deep Clean
Without Damage



CLEANS THE
TOILETS



REMOVES
LIME SCALE



REMOVES
YELLOW STAIN
& RUST



ELIMINATES
THE BAD ODOR

General Disinfectant 500ml



Tough on germs,
**gentle on your
home**



TOUGH ON
GERMS, GENTLE
ON SURFACES



GENERAL FLOOR
DISINFECTANT



SUITABLE FOR
USE THROUGHOUT
THE HOME



24
HOUR
PROTECTION

Shrink 4 pCS

Air Freshener 500ml



A LASTING TOUCH
OF FRESHNESS



LONG-LASTING
FRAGRANCE THAT
LASTS ALL DAY



HIGH
EFFECTIVENESS
WITH LESS



INSTANT EFFECT
FROM THE FIRST
SPRAY



LEAVES NO
RESIDUE OR
STAINS

Drain Opener 1000ml, 500g



Liquid



Grains



Heat-Powered
Unclogging
Force **POWER**



UNCLOGS
BLOCKED PIPES



CLEARs ALL
REMAINING
RESIDUE



ELIMINATES
BAD ODOR

