

## Seed Group and Naturalia Sintesi ally to expand nature-biotech skincare access and enhance Dubai's wellness sector



*From left to right: Dr. Alessio Brugnoli, Pharmacist and Scientific Coordinator at Naturalia Sintesi; Mr. Stefano Bandecchi, CEO and Owner of Naturalia Sintesi; Mr. Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum; and Dr. Giuseppe Librizzi, Representative for Naturalia Sintesi in the Gulf countries market*

**Dubai, UAE; Rome, Italy—17 February 2026—**[Seed Group](#), a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic arrangement with Naturalia Sintesi, an Italian professional skincare innovator blending biotechnology with nature-based formulations. The arrangement aims to introduce advanced, research-driven beauty solutions that strengthen Dubai and the UAE's growing wellness and aesthetics sector.

As customers expect more transparent, science-led skincare, this new direction has become essential for professionals striving to deliver dependable results. Through this new foothold, Naturalia gains access to Seed Group's refined market knowledge, broad business ecosystem, and high-level affiliations.

[Naturalia Sintesi](#), founded in 1976 in Rome, develops professional face and body treatments merging natural ingredients with pharmaceutical-grade research. Its portfolio serves salons, medical-aesthetic centres, spas, and home users through professional protocols and complementary at-home regimens. The brand focuses on anti-ageing, hydration, detoxification and personalised treatment pathways, and collaborates with institutions such as Niccolò Cusano University to advance its scientific development.

Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, commented, “Naturalia’s skincare solutions bring a well-tested and practical approach to improving treatment outcomes for professionals and end-users. Their blend of biotechnology and nature-driven formulations offers businesses efficient tools to meet rising customer expectations for measurable results. Seed Group sees strong potential for Naturalia’s methods to support service providers seeking reliable, research-supported solutions.”

“We are grateful to collaborate with Seed Group, one of the leading strategic partners in the Gulf region, distinguished by its careful selection of partners and focus on companies like ours at the forefront of research, with strong growth potential and professionalism. We are confident that our proposal for sustainable beauty solutions and our passion for personal care can inspire and improve everyone’s life without distinction,” said Stefano Bandecchi, CEO of Naturalia.

This strategic association is expected to further enhance the region’s professional beauty ecosystem while supporting Dubai’s ambition to grow its health and wellness economy across the wider MENA region. It is also expected to help introduce higher standards of innovation and applied research within the local skincare market.

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### **About Naturalia Sintesi**

Strengthened by the pharmaceutical heritage and supported by Niccolò Cusano University, Naturalia Sintesi has led professional beauty since 1976, combining Biotechnology and Nature to deliver innovative solutions.

With 50 years of expertise, Naturalia Sintesi provides advanced production and packaging of food supplements and cosmetics, supported by a passionate R&D team dedicated to creating effective, high-quality products tailored to clients’ needs. Its approach ensures reliability and continuous innovation. For more information, visit [www.naturaliasintesi.com](http://www.naturaliasintesi.com).

### **About Seed Group**

Over the past 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group’s goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet the Private Office’s criteria. For more information, visit [www.seedgroup.com](http://www.seedgroup.com).

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