Eco-Conscious Skincare ULBN Brings Sustainable Luxury and Circular Beauty to Beautyworld Dubai 2026

DUBAI, UAE — Rising natural skincare brand **ULBN - Untold Love By Nature** has officially announced its participation in Beautyworld Dubai 2026. Entering its third year of rapid growth, the conscious beauty trailblazer is leveraging the region's premier trade platform to expand its market presence and connect with distributors, retailers, and eco-conscious consumers across the Middle East and beyond.

Built on a foundation of absolute environmental responsibility, ULBN is utilizing the exhibition to highlight its core mission: creating premium skincare that actively gives back to nature.
Unlike brands introducing temporary green initiatives for the exhibition, ULBN's dedication to sustainability is deeply woven into its DNA. The brand relies exclusively on ethically and naturally sourced ingredients, ensuring that every step of its supply chain honors strict fair-trade practices that support local farming communities.

Driven by a desire to minimize environmental impact, the brand rejects plastic packaging in favor of premium, recyclable glass jars and bottles. Furthermore, ULBN encourages a circular beauty economy through its established **empties return program**. This initiative invites customers to actively participate in the brand's ecological mission by returning empty glass jars for recycling in exchange for a discount on their next purchase.

"*Our goal from day one has been to prove that high-performance luxury skincare does not need to come at the expense of our planet,*" says **Mr. Shayr Saleem, Executive Director** of **ULBN**. "*We are still a young brand, but our sustainable framework is fully realized. Beautyworld Dubai is the perfect stage to show the international beauty industry how conscious sourcing, zero-waste packaging, and consumer-led recycling can successfully coexist.*"
Beautyworld Dubai attendees, retail buyers, and media representatives are invited to experience the product line firsthand, explore distribution opportunities, and learn more about the brand's ethical practices.

Event Details:

- **Exhibitor:** ULBN - Untold Love By Nature
- **Dates:** October 6–8, 2026
- **Location:** Dubai World Trade Centre
- **Stand/Booth:** Hall 3, Stand E21

About ULBN
Founded in 2024, **ULBN** is a natural, conscious skincare brand dedicated to delivering clean, high-performance beauty solutions. By pairing fair-trade natural ingredients with a strict zero-plastic glass packaging policy and an active consumer recycling incentive program, the brand bridges the gap between luxury wellness and total environmental protection.

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