



Corporate Profile

Sunscreen With Clinically Proven
Jellyfish & Sea Lice Sting Protection.

 Nidaria Technology Ltd.
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About Us

Nidaria Technology Ltd. is an Israel-based company established in 1997, with R&D labs and offices located in Israel. We provide the possibility of a relaxed, jellyfish sting-free day to over 1.5 billion ocean and beach lovers. From our headquarters, we support distributors serving ocean lovers across five continents.

Our Story

The Safe Sea story began in 1989 with a group of marine biologists passionate about the oceans. We noticed that as more people enjoyed the water, they were using sun protection products containing ingredients harmful to the environment. We knew we could do better. We set out to provide ocean lovers with superior sting and sun protection that was also environmentally friendly.

Today, we are proud to offer millions of beachgoers in 24 countries the world's only combined sun and jellyfish sting protection.

Brand Portfolio

We offer the world's finest sunscreen, developed and packed to the highest standards to meet international regulations. Our portfolio includes over 30 sunscreen products, ranging from SPF 6 to SPF 96, all tested for skin sensitivity and hypoallergenic reactions.

Key Products:

- **Safe Sea 50+:** Sold globally and certified as "Friend of the Sea," this protects both children and adults from sun and jellyfish stings.
- **Safe Sea Spray SPF 50:** The best sunscreen for complete body protection on the beach and safety from stings in the water.
- **Safe Sea SPF 50+ Aerosol:** Developed specifically for people with "Atopic skin" (a dermatological condition) and produced for a pharmaceutical company.
- **Safe Sea SPF 50 Mineral:** A 100% natural sunscreen with outstanding cosmetic properties

Innovation & Science

Striving for excellence, our scientific approach is at the heart of our daily activities. We continue to develop the science of sunscreen with marine biology at our core. We collaborate with academic organizations, pharmaceutical companies, hospitals, and multinational organizations to ensure product safety and sustainability.

Our technology addresses high-impact biological challenges, including jellyfish stings involving 150 bar pressure, 5 million G acceleration, and toxin delivery.

Partners & Community

Our partners include families at the beach, athletes, and those with special medical needs. We actively support open swimmer programs and are involved with the World Open Water Swimming Association (WOWSA) and Guinness World Records attempts.

We also provide educational courses to high schools, swimming organizations, and academic institutions to teach aspects related to sunscreen, jellyfish stings, and the oceans.

Investor Information

- **Revenue:** Nidaria is a privately owned company. Revenues are derived 20% from the local market and 80% worldwide.
- **Sales Mix:** 50% of sales are under the Safe Sea brand, and 50% are private labels and distributor brands.
- **Trademark:** Trademarked in the USA, Japan, Brazil, the EU, and the UK.

