



**The Harel Group**

Connecting Pharmaceutical Companies Around The World

**moraz**  
galilee medical herbs

## Moraz Engages “The Harel Group” to Search for Strategic Partners in International Markets

Florida, February 18th, 2016

**Moraz** Galilee Medical Herbs and “**The Harel Group**” announced today (February 18, 2016) that they will collaborate on a search for international strategic partners for Moraz skin care and paramedical cosmetic products.

Moraz specializes in the development, production and commercialization of skin care and paramedical cosmetic products based on medical herbs extracts. Moraz products are manufactured for the last 32 years using traditional and organic proprietary herbs extraction methods using mainly the plant Polygonum.

Moraz products solve various skin conditions, protect and nourish the skin and include the following lines: Para-medical line, Pregnancy & Post Birth line, Baby & Kids lines, Derma Cosmetic line, Sun Screen line, and more.

To support the expansion of its international operation Moraz assigned “The Harel Group”, a business development advisory firm founded and led by Jacob Harel, to search for international strategic partners. By entering into this collaboration Moraz will leverage “The Harel Group” network of more than 250 pharmaceutical companies in Latin America, Eastern Europe, Middle East, Asia Pacific, Africa and Europe.

Jacob Harel, the founder of “The Harel Group”, commented: “Moraz is an outstanding specialty skin care and paramedical cosmetic products company. Our group has the knowledge, the experience and a wide network of contacts to support Moraz with the search for strategic partners”.

Yaniv Shapira, VP Business Development & International Sales of Moraz said: “We are pleased to have “The Harel Group” assisting us with the search for strategic partners in international markets. Their unique cross cultural and international commercial experience will serve well our needs. We look forward to a successful collaboration”.

### About “The Harel Group”

“The Harel Group” is a business development consultancy firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnology, diagnostics and medical devices industries. The main focus of the company is the identification and creation of business opportunities by connecting innovative pharmaceutical companies with leading local and regional companies in international markets through long term licensing arrangements. “The Harel Group”’s office is located in Aventura, Florida, USA. For more information, please visit: <http://www.theharelgroup.com>

### About Moraz

Moraz is a privately owned company (part of an International/European group) that specializes in the development, production and commercialization of skin care and paramedical cosmetic products based on medical herbs extracts. Thanks to comprehensive research conducted at Moraz laboratories, as well as accumulated knowledge over the years, the holistic qualities of medicinal plants were extracted and products with a very high percentage of herbal extracts were developed. This high concentration of natural active ingredients, promises the efficiency and safety of Moraz products – for adults as well as for infants and children.

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