Avroy Shlain – South African trademarks

Updated 8 November 2026

Avroy Shlain is a South African cosmetics and fragrance company that sells its products through independent consultants.

How Avroy Shlain has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#257
largest trademark owner in South Africa (of 121,626)

230
trademarks filed

6
different logos published since 2020

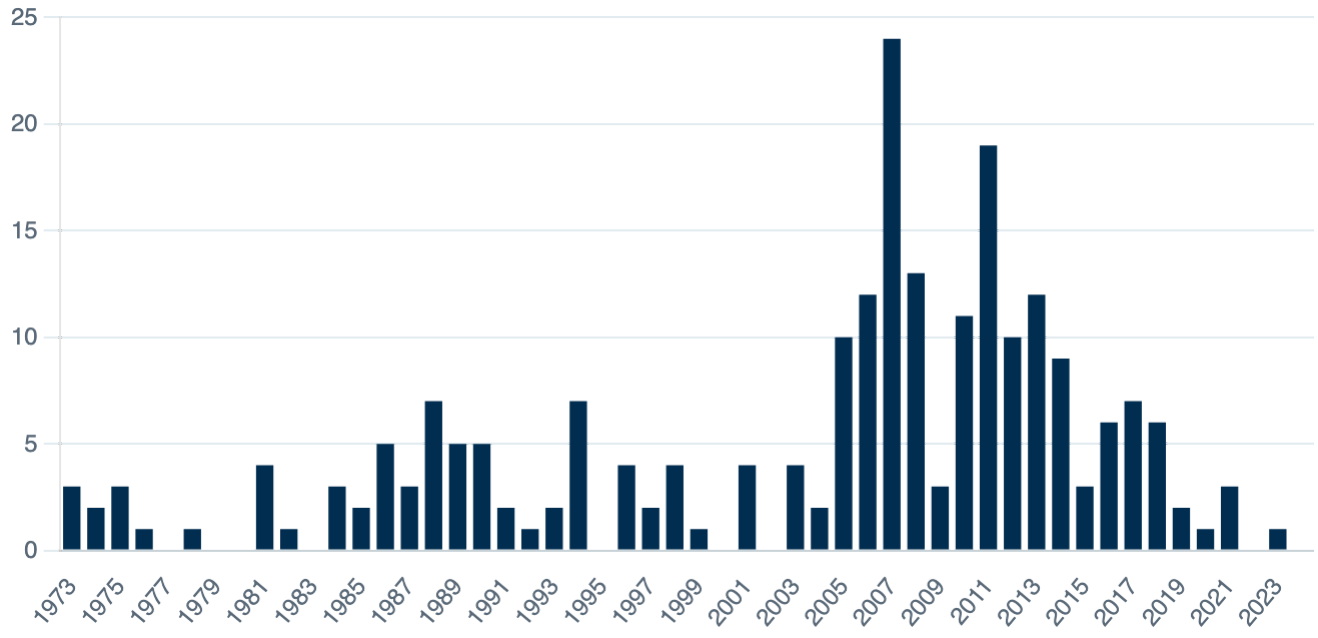
10
of 45 classes used

1973
first trademark filed

26
filed in the last 10 years

A portfolio built over time

Avroy Shlain filed its first South African trademark in 1973 and has filed 230 since; its busiest year was 2007, with 24 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

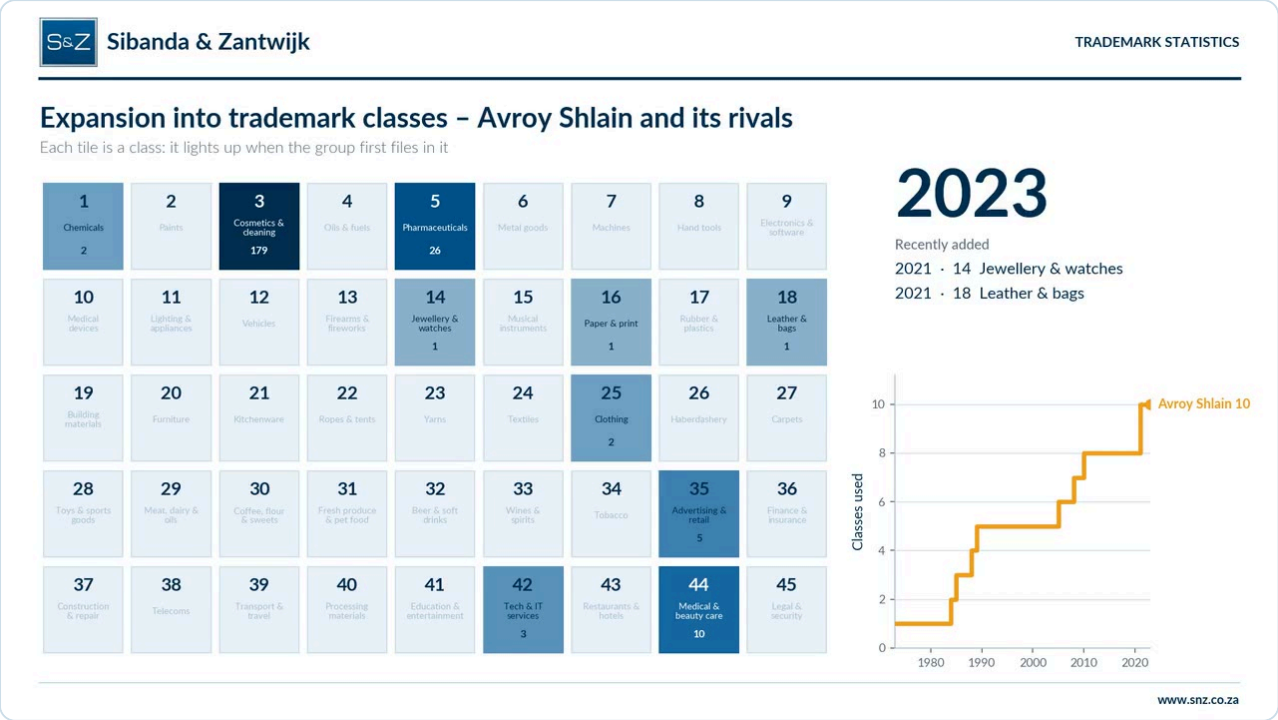
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Avroy Shlain	232	1973–2023

Where Avroy Shlain expanded its business

Trademark classes show what a business sells. Avroy Shlain's portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), medical & beauty care (class 44). Its most recent moves were into jewellery & watches (2021), leather & bags (2021), paper & print (2010).

Avroy Shlain trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/avroy-shlain-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
3 Cosmetics & cleaning	179	77.8%	1973
5 Pharmaceuticals	26	11.3%	1984
44 Medical & beauty care	10	4.3%	2005
35 Advertising & retail	5	2.2%	2008
42 Tech & IT services	3	1.3%	1988
1 Chemicals	2	0.9%	1985
25 Clothing	2	0.9%	1989
14 Jewellery & watches	1	0.4%	2021

The brands Avroy Shlain protects most

The word marks and logo names Avroy Shlain has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AVROY SHLAIN	14	8	1981–2021
2	BEAUTY ZONE	6	3	2005–2005
3	AS	5	4	1975–2008
4	AVROY SHLAIN IT'S ALL ABOUT YOU	4	4	2016–2016
5	BEAUTY SCAPE	3	3	2006–2006
6	BEAUTYSCAPE	3	3	2006–2006
7	AVROY PURE	3	1	2010–2013
8	ANIMAL FRIENDLY	2	2	1990–1990
9	AVROY SHLAIN TRUE BEAUTY SHINES	2	2	2017–2017
10	FRESH FEET	2	2	1994–1994
11	NATUREGLO	2	2	1986–1994
12	NUCELLE	2	2	1974–1984
13	WE BRING BEAUTY HOME TO YOU	2	2	1990–1990
14	AVROY PURE SPORT	2	1	2011–2013
15	BODY ESSENCE	2	1	2011–2013

Logos filed most often (since 2020)



7 filings · 4 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

1 filing · 1 class



1 filing · 1 class

Avroy Shlain's logos

The 6 different logos Avroy Shlain has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

4 classes

1 class

1 class

1 class

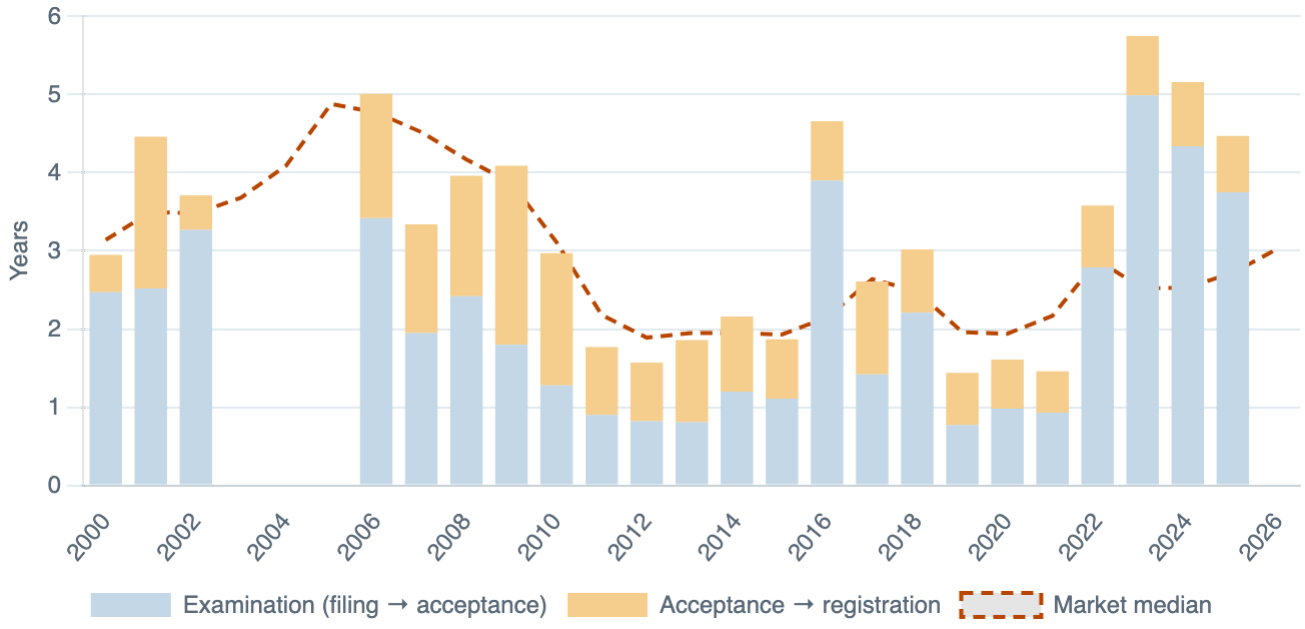
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Avroy Shlain's marks took a median of **5.6 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 4.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

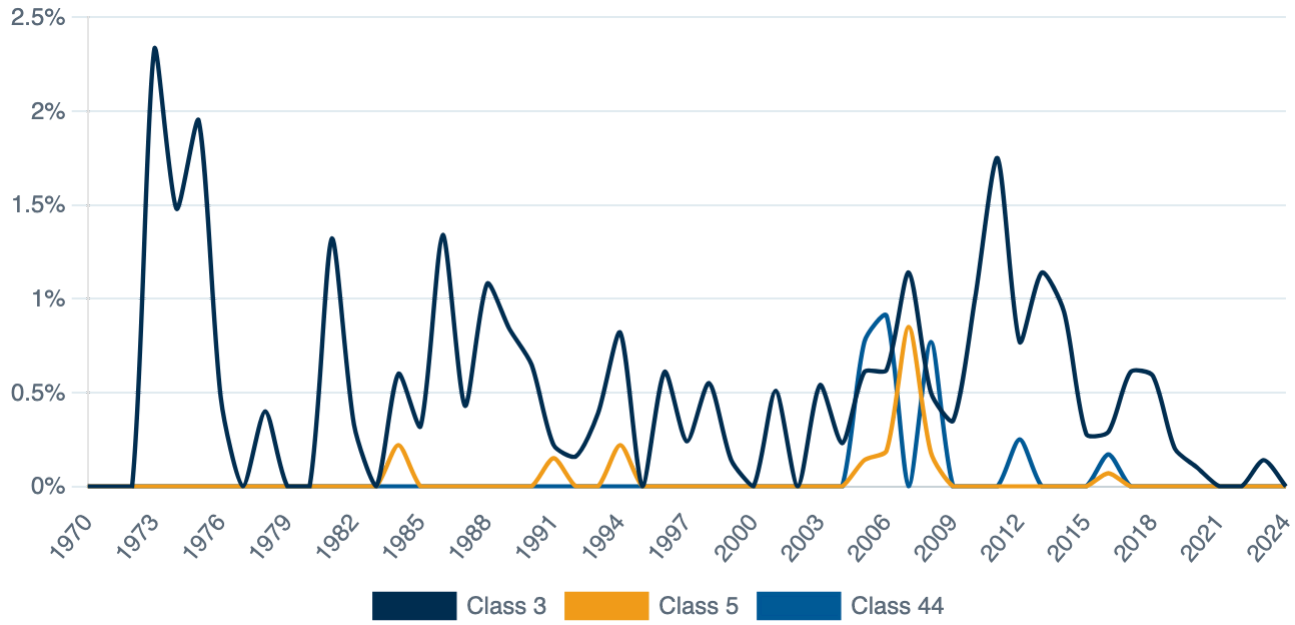


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Avroy Shlain's classes

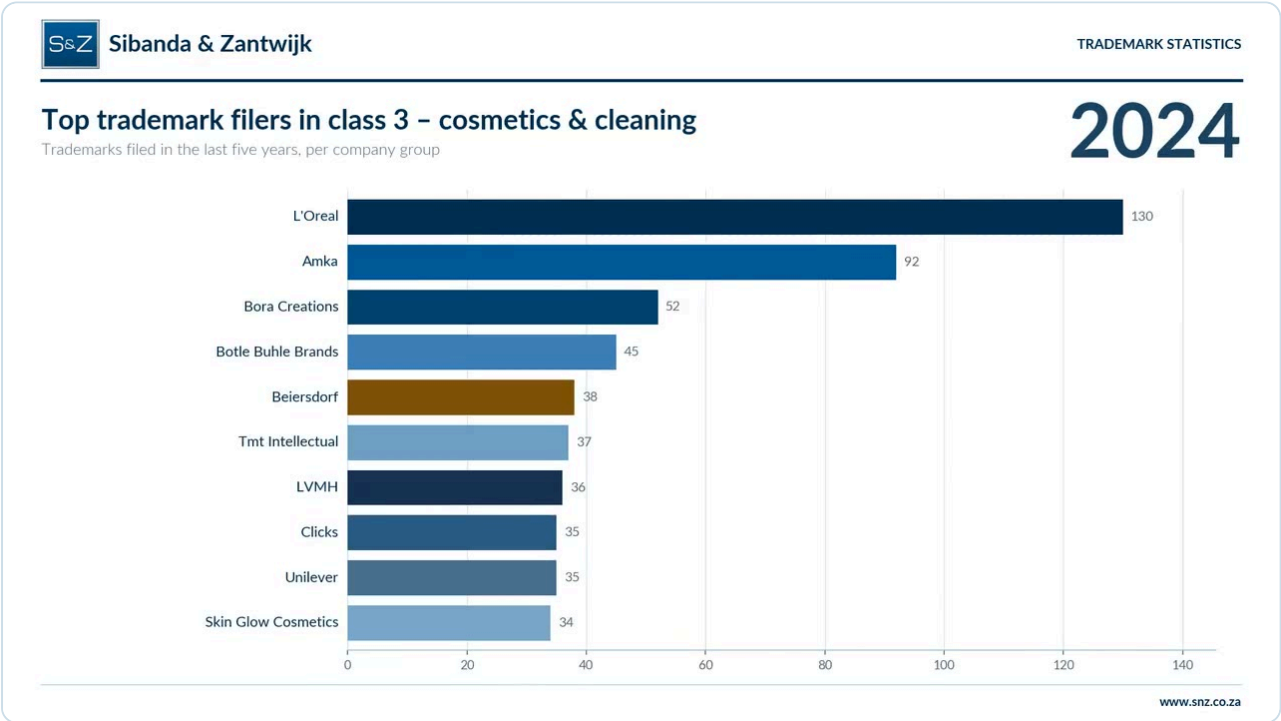
> Ranked by **number of trademarks filed in Avroy Shlain's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Avroy Shlain's market position, not who is most like it.

In the last five years, Avroy Shlain was **#501** of 1,836 filers in class 3 (cosmetics & cleaning), with 2 of 3,958 trademarks.



Avroy Shlain's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: Avroy Shlain

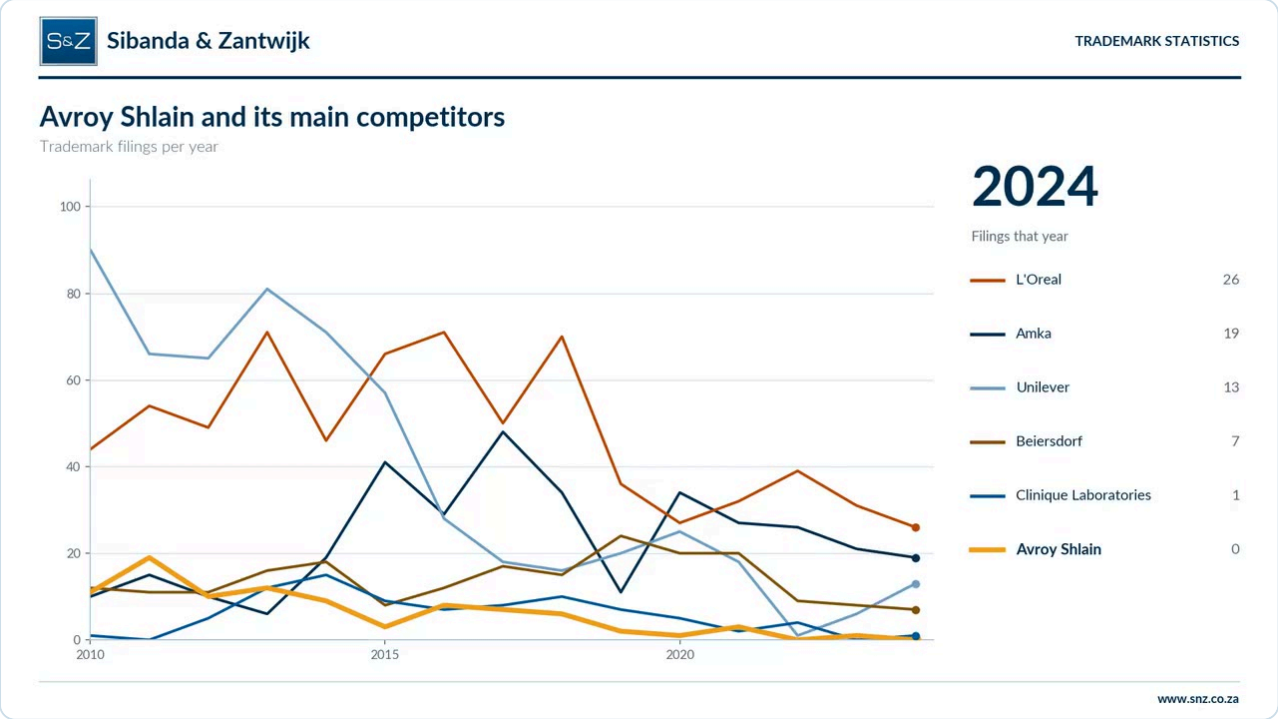


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/avroy-shlain-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Avroy Shlain

> Ranked by **how similar their whole trademark portfolio is to Avroy Shlain's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Avroy Shlain trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/avroy-shlain-south-african-trademarks/competitors-video.html

Trademark filings per year: Avroy Shlain (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Amka	–	100%
2	L'Oreal	–	100%
3	Unilever	–	91%
4	Beiersdorf	–	87%
5	Clinique Laboratories	–	83%
6	Skin Glow Cosmetics	–	83%
7	Avon Products	–	78%
8	Bora Creations	–	78%
9	Doterra	–	78%
10	Indigo Brands	–	78%

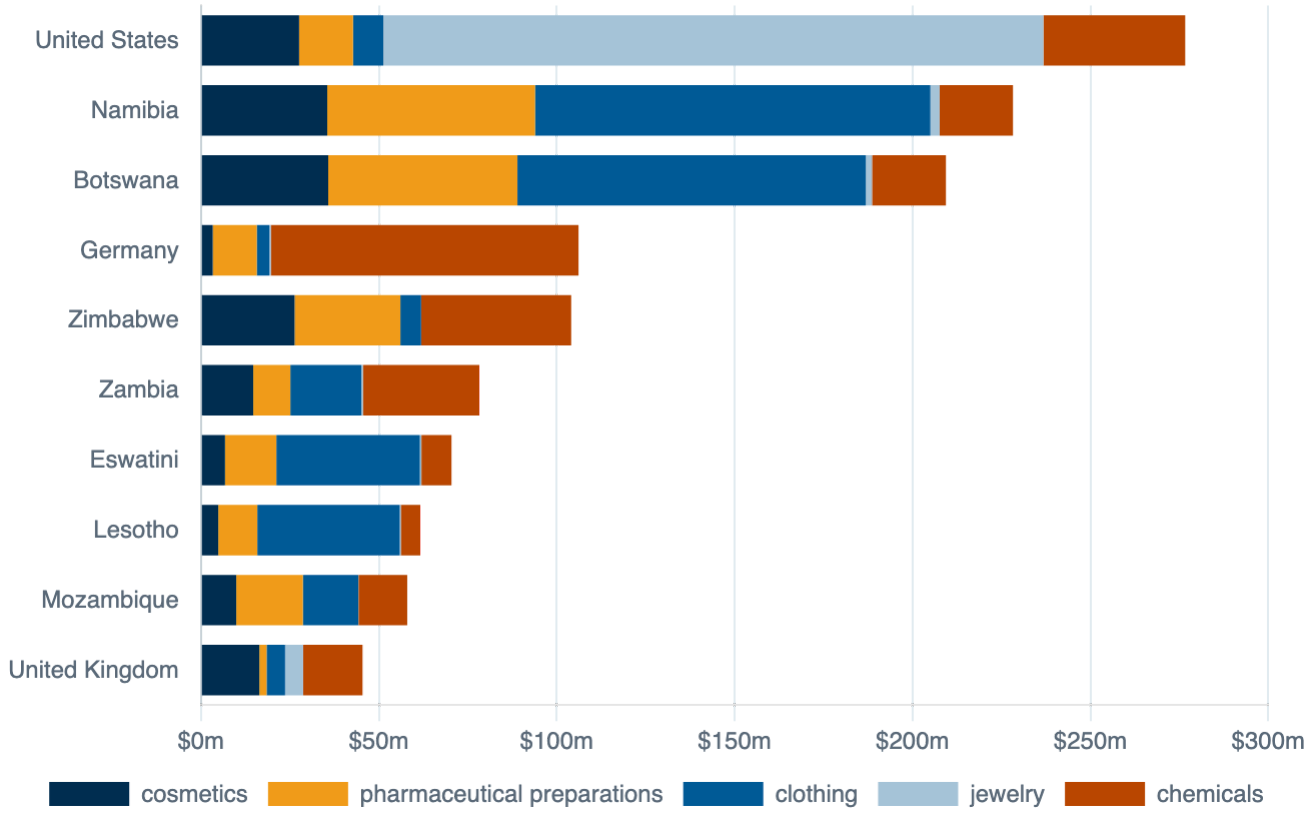
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Avroy Shlain – relevant export countries

South Africa exported **US$51.1 billion** of the goods Avroy Shlain's main classes cover in the last year – cosmetics; essential oils; soaps; perfumery (class 3); pharmaceutical preparations; sanitary preparations; food supplements; dietary (class 5); chemicals; fertilizers; chemical preparations (class 1); clothing; footwear; headgear (class 25); jewelry; watches; precious stones; precious metals (class 14). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Avroy Shlain's trademarks matter most.

Where South Africa exports Avroy Shlain's top goods

Avroy Shlain's trademarks most often cover cosmetics, pharmaceutical preparations, clothing, jewelry and chemicals. South Africa's ten largest export markets for these goods took **70%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Avroy Shlain's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	United Kingdom	78	US$8.6 billion	+8%	National	US$1,371
2	United States of America	72	US$4.2 billion	-6%	National	US$3,425
3	European Union	72	US$3.2 billion	-3%	National	US$2,388
4	India	71	US$6.6 billion	+4%	National	US$1,295
5	Japan	67	US$3.6 billion	-7%	National	US$1,774
6	China	65	US$13.2 billion	-11%	National	US$1,224
7	Hong Kong SAR	64	US$1.6 billion	+16%	National	US$1,715
8	Republic of Korea	55	US$488 m	-1%	National	US$4,951
9	Mexico	55	US$9.3 m	+8%	National	US$3,050
10	Taiwan, Province of China	55	US$130 m	-3%	National	US$2,146

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	53	US$27 m	-17%	National	US$1,015 S&Z
2	OAPI (17 states)	52	US$24 m	+1%	National	US$1,563 S&Z
3	Malawi	52	US$38 m	+56%	ARIPO	US$450 S&Z
4	Algeria	50	US$1.4 m	+8%	National	US$1,445
5	Dem. Rep. of the Congo	46	US$74 m	-5%	National	US$2,100
6	Kenya	43	US$38 m	-7%	National	US$3,095
7	Zambia	43	US$405 m	+1%	National	US$2,610
8	Mauritius	42	US$41 m	-5%	National	US$1,154
9	Gambia	41	US$2.0 m	+19%	ARIPO	US$450 S&Z
10	South Sudan	40	US$228 k	-30%	national?	–

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
AVROY SHLAIN	8	US$1,624	US$2,117
BEAUTY ZONE	3	US$609	US$1,194
AS	4	US$812	US$1,378
AVROY SHLAIN IT'S ALL ABOUT YOU	4	US$812	US$1,378
BEAUTY SCAPE	3	US$609	US$1,194

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Avroy Shlain's five most-filed brands: word marks of **other companies** (not Avroy Shlain's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to AVROY SHLAIN (classes 3, 5, 14, 18, 25, 35, 42, 44; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to BEAUTY ZONE (classes 3, 5, 44; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to AVROY SHLAIN IT'S ALL ABOUT YOU (classes 3, 5, 35, 44; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to BEAUTY SCAPE (classes 3, 5, 44; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to BEAUTYSCAPE (classes 3, 5, 44; no close matches in the search)

No confusingly similar marks of other companies found.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

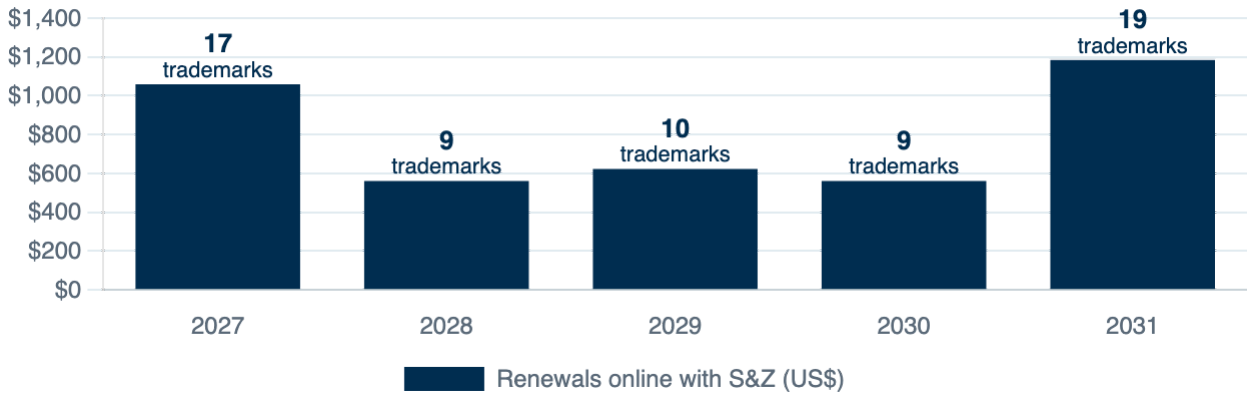
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Avroy Shlain's next five years of renewals

64 of Avroy Shlain's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$3,988 over the five years.



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