

GEKA UPDATE



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March
2016

Product News

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NOCIBÉ
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ORIFLAME
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MERYEM

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EDITORIAL

GEKA UPDATE 2016/1



Amaury de Menthière
President and CEO

2015 was an exciting year for our company. We celebrated 90 years of GEKA and bought OEKA in Bamberg, among other things. Last year was also a year with great momentum in other respects, which once again showed us what is so exciting about our work.

We want to make use of this momentum. The integration of our new site in Bamberg is in full flow. Not only are we adding to our product portfolio with new packaging and lip gloss applicators, but we are now also able to offer in-house lacquering and metallizing. There is also a lot happening with our mascara brushes, our core product. Read more about this in this issue of GEKA Update.

With all these innovations, we are continuing to work hard at fine-tuning our configurator, which we presented for the first time at Luxepack in Monaco in October, in order to ensure that you can find the right product for you in our standard range more quickly in the future. Using a virtual combination function, you can see at a glance what combinations of brushes and packaging are possible in a quick, easy way.

Our sites around the world are also full of drive. In the USA we have found an exclusive partner for metallizing and we are currently establishing appropriate silk screen printing and filling suppliers. Our production plant on the outskirts

of São Paulo is also progressing with great enthusiasm. At the end of last year the first customer orders were shipped from there. We are now setting up a local supply chain in order to work with local fillers and obtain raw materials locally.

You may also find the topic of "trends" exciting. As innovators we always have our fingers on the pulse of the market and we already know what the trends of tomorrow will be. We introduce these to you in this issue of the Update magazine and show you how trends are turned into products.

Last but not least, we also present to you some recent customer projects and give you the latest information about GEKA Beauty, GEKA Healthcare, and GEKA Accessories.

We hope you enjoy reading the new GEKA Update.

Yours,

Amaury de Menthière

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4 GEKA'S -FOLD EXPERTISE

More than 600 registered trademarks, patents, industrial property rights, and design patents: our production expertise is based on decades of experience and our passion for unique new developments. See for yourself!



EXPERTISE IN MASCARA

Mascara – an indispensable beauty product for women. And one of our true masterpieces! GEKA Beauty is a global leader, with many refinements to the core element: the brush.

Our **twisted wire brushes** offer fiber types for every need – and we produce our EOS fibers using our own fiber extruder! Our patented technologies ensure the perfect grind: in our SEPA technology, the otherwise raw fiber ends are ground to a tapered end to perfectly separate the lashes and prevent any chance of clumping. The HYPNO or SIAM cuts give a brush extra volume zones, and our hybrITION technology even optimizes the wire: wrapped in foil, the formulation is transferred from the mirror-smooth surface even more quickly and smoothly. New in the range: fibers with a triangular cross-section and co-extruded fibers with a hard core and soft coating for staggering results.

We're also one step ahead in **molded mascara brushes**. We were the first to offer them on the market – and are thus the only supplier in the world to have our pick of every available manufacturing technology in terms of molded brushes. We've developed three production processes that have one thing in common: high precision for unique results.

The 1K injection molding process produces brushes made of a single plastic component. This makes any color, shape, and flexibility possible depending on the intended application. The patented procedure used by our Sandwich technology combines two plastics: the soft material is injected first and then pressed into the mold with the harder material. The result: a sturdy core with especially soft bristles. The revolutionary patented Moltrusion® process is now also freely available. A hollow core is produced first – and then the soft material is shot through the core under high pressure from inside to out, for filigree bristles, sturdy and secure on a slender core. This creates extremely flexible bristles that give lashes length, volume, and curves. A possible unusual effect: two different colors for the bristles and core.

Our new 3D printed brushes with fine and flexible bristles have created a minor sensation. Printable from two different materials and in three different levels of hardness, they are very similar to final series production. Many different shapes are possible, and the printed samples can even be tested with mascara and easily modified as necessary. The double advantage: development is accelerated and expensive pilot tools are no longer needed.



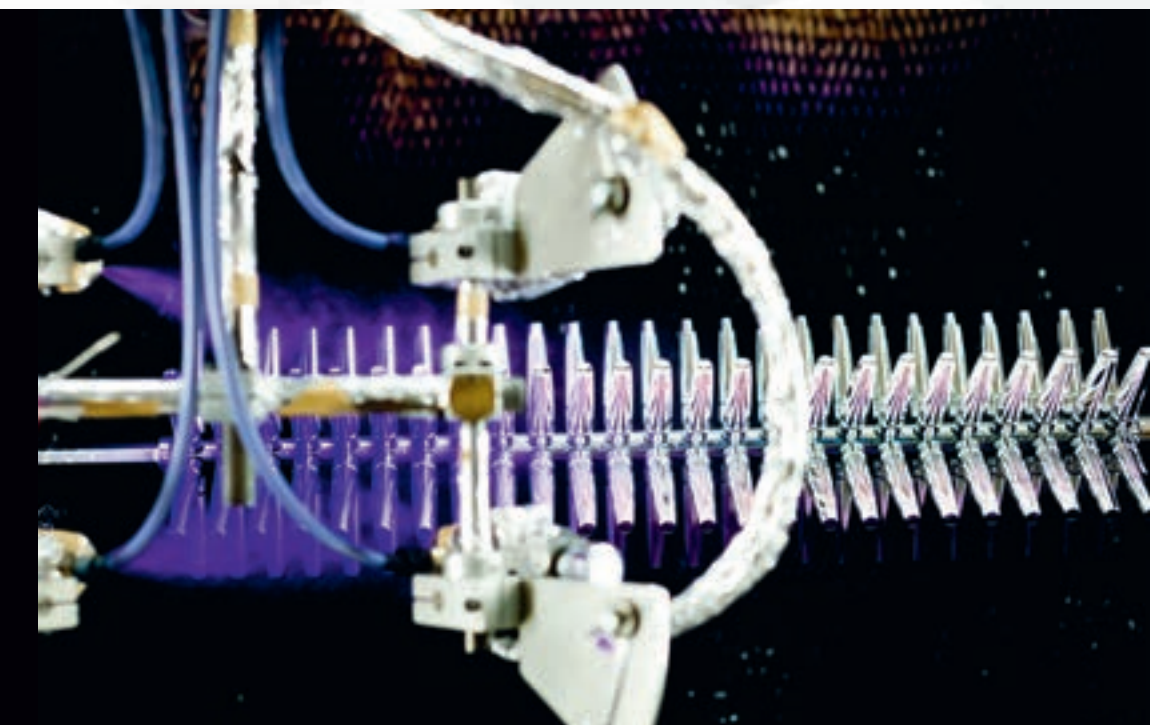
EXPERTISE FOR LIPS

We also offer real innovation for lips! Thanks to our acquisition of OEKA last summer, our range now includes nine brand-new lip gloss applicators: Precision, Pearl, grandZONE, jewelKISS, lipstickAPPLICATOR, beautySTYLIST, softDEFINITION, smoothLEAF, and lipARTIST!

We now also have the amazingRUBY packaging for lip gloss! The high-quality appearance is thanks to the thick, square PET bottle and the patented click-close system. Softly rounded edges ensure that it's easier to add hot foil decoration, while the high neck makes a cheater band unnecessary. The highlight: the 2K wiper, made of two materials. The harder material makes it easy to assemble and gives it a secure hold inside the bottle, against high pull-out forces. The softer wiper lip adjusts to the shape of the applicator – and ensures excellent application results!

EXPERTISE FOR DECO

From glossy or matte effects to color gradients – anything is possible! The further development of the prestige sector at our site in Bamberg is roaring ahead and the in-house metallization and lacquering offer our clients increased flexibility and shorter delivery times. A shiny extra: our metallic master batch - for a shimmery effect similar to metallization, but without any additional production steps. Or the master batch, which creates a matte effect without lacquering even on glossy components. Or even our marble color granulate for tailored and trendy marble effects. The icing on the cake: the patented haptic 3D silk screen printing that we exclusively offer for tactile effects.



EXPERTISE IN FULLY FINISHED

Our expertise obliges us! At GEKA, we see ourselves as development partners and solution providers for the international industry. And, in addition to tailored developments, we also offer full service products. Our Competence Center of Application & Service (CCAS) carries out comprehensive tests in order to perfectly coordinate the mascara formulation, applicator, and packaging. This includes before and after pictures as well as the production of twisted wire brushes according to client requests within a few weeks. As a trend setter, we also offer the exclusive design of a perfect appearance with artwork, text, and name suggestions. Things are going so well that our filling line is currently operating around the clock in three shifts!



2017 Summer Trends

Always up to date and constantly developing new ideas – GEKA is dedicated to working on this with well-known trend and market research companies. We can already reveal the trends for the summer season 2017 and are delighted to make suggestions for

how these can be implemented in specific products. For this purpose we offer combinations that perfectly complement one another. From full-service offers to the creation of graphics and texts – with us you get everything from a single source.

Collage of Perfection

The world of medical progress marches on relentlessly, and enables the creation of a tailor-made self. Individually designed with a mix of ethnic beauty ideals – at the same time idealized or even exaggerated, with doll-like features.

LOOKS

An artificial look resulting from perfection: with concealer for a flawless, doll-like complexion, fine orange or rich black for the eyeliner, and gleaming pink, orange or nude tones as eye shadows. Lashes are radiant thanks to jet-black, waterproof wet-look mascara or false-eyelash style. Lips also emulate the Barbie look – visually plumped up in plastic pink through incremental shading or in soft, matt rosé tones.

PACKAGING & DECORATION

Like puzzles, structures and textures complement vivid mosaics. And collage-like, combined forms create inspiring aesthetics. Latex coatings provide unique soft-touch effects, while glossy plastic lacquering ensures a perfect look. Playful effects result from garishly colorful geometric shapes and embroidery patterns.

Green Glamour

The natural is being refined and nature is becoming art: green, organic luxury visualizes natural patterns and textures with a fresh modernity. The minimalist aesthetics radiate a sustainable fascination and transform pure eco into elegant couture.

LOOKS

To emphasize eyes with a touch of luxury, eyebrows are brushed into shape with a slight sheen, accentuated with a soft pink as eye shadow and light green-grey under the lash line. Shimmering grey or black goes for the lashes, too. For eyeliners it's all or nothing – a natural look or a graphic liner in green or white. When it comes to lips, matt, fresh pink tones or dark Bordeaux hypnotize with their velvety, shimmering texture.

PACKAGING & DECORATION

Green becomes elegant. Sustainable and refined packaging is taking over the prestige beauty segment. Organic materials and refillable products are on the rise in the luxury market. Shapes are reduced to graceful forms. Organic and fluent, they form a contrast with crackle lacquer, cracked surfaces, and handmade effects.

Emotion of Technology

Technology is being reinterpreted and merged with emotions, romance, nostalgia, and dreams for the future. From this emerges a glamorous interplay of dazzling light and radiant color tones, as if in a modern fairytale.

LOOKS

Vibrant and lively, with a focus on colorful textures and intense shading: vivid cyan for eyeliner, metallic shine for longer-looking lashes. The eye shadows are made radiant by up to four bright colors – or even a muted pastel finish with artistic, blue-green shades. Lips also shine with clear gloss or a metallic shimmer.

PACKAGING & DECORATION

Futuristic glamour meets ultra-feminine aesthetics. Sensually curved forms meet smooth, coated plastics with permeable shine which change their color surfaces in the light. Metals, shimmering lacquer, flowing marble, 3D and holographic effects create a lively, vibrant mixture.

African Beauty

Beyond safaris, be inspired by a fresh look at a new, gleaming Africa where a rich heritage meets a modern culture. New luxury influences the future through traditional roots and rich, warm tones.

LOOKS

Dark, metallic tones dominate this look. Eyes shine seductively, almost wickedly: The eye shadow shimmers in mahogany and plum or metallic lavender. Eyelashes are emphasized in natural black and brows accentuated with a light copper shine. The mystical look continues with lips in dark tones or deep cherry red, with ultra-coverage color for a glossy finish.

PACKAGING & DECORATION

The key lies in the contrast of textures. Natural surfaces with wood, stone or marble effects combine with shiny lacquering. Copper, bronze, gold, metallic colors, and mother-of-pearl set a sophisticated tone. Soft and minimalist forms are combined with broken facets and relief structures create 3D effects.

GEKA HEALTHCARE

A year after its founding in 2014, we were already able to deliver the first orders from our Healthcare Division. These innovative products with micro-bristle applicators (MBA™) for more precise and hygienic application, for the removal of nail mycosis, for instance, are now available on the market.

The basic idea behind developing the micro-bristle applicators is to apply liquid or semi-solid substances to the skin with greater precision and hygiene and make up for the disadvantages of existing applicator systems. Application with cotton buds, flocked applicators, nail varnish brushes, or fingers not only offers poor hygiene and a lack of precise dosage but can also make it possible for fibers to adhere and consequently sterility cannot be guaranteed. In contrast, because of their composition and geometry, micro-bristles offer hygienic, as well as dot and track precision in their application, as the bristles do not spread. Thanks to adjusted rigidity and perfect resilience, the bristles can also reach hard-to-access areas.

Micro-bristle applicators can be combined with various packaging systems – as a dip-in model with components from our standard range, for example. In addition, we have found reliable partners in rommelag® and Neopac for combining our applicators with tubes or single-use packaging.

rommelag blow-fill-seal (BFS) bottelpack® is a cost-effective alternative to existing dosing systems and offers application options for skin and oral care, dental health, nail, and foot care, animal care, or over-the-counter drugs. The BFS bottelpack® containers are aseptically molded, filled in an operating cycle, and sealed. The GEKA micro-bristle applicator is incorporated during this process. The advantages of the cost-effective single-dose packaging can be seen in the precise application and intuitive, hygienic application.

The **Twist'n'brush™ packaging** uniquely combines Neopac's proven Twist'n'use™ system for single applications with the extremely fine micro-bristles from GEKA. This enables a simple, precise, and hygienic application by the consumer. When the nozzle is twisted, the internal tamper-evident pin is detached and the liquid or semi-solid contents can be applied precisely, without being contaminated. The tube and applicator can also be sterilized using gamma rays.



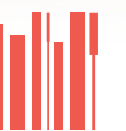
GEKA ACCESSORIES

LET'S GO FOR BEAUTY



With decades of experience, GEKA Accessories stands for high-quality cosmetic accessories and the shaving brushes of the GEKA Group. The sourcing office in Shanghai and our colleagues in Shenzhen are located very close to our Asian suppliers. They deal with the faster implementation of trendy products, optimized offers, and the highest quality possible through local approvals and controls. We are also diligently expanding our range of services. Are you interested in complete displays including graphics and logistics processing, as well as fully finished beauty products and cosmetics accessories ready for sale? Profit from the synergy effects of GEKA Beauty and contact us. We are looking forward to hearing from you!

We have already developed a complete display in trendy collage style for the "Body & Soul" brand that will have women's hearts beating faster. The "Kissed by Nature" beauty collection with its eye-catching romantic motifs is totally cheeky and coquettish and invites you to discover the contents of the cosmetics bag: Trendy accessories that prompt you to flirt! Powder, rouge, and eye-shadow brushes with elegant wooden handles and nylon bristles decorated with aluminum ferrules with an all-over print. And a trendy egg-shaped makeup blender that adapts perfectly to any skin structure thanks to its high-quality rubber mix. Beautiful to kiss and in especially great demand as a limited edition.



MAYBELLINE

THE FALSIES PUSH UP DRAMA

Little tricks, big effects: sometimes women need a bit of drama – for that bit more attention! The Falsies Push Up Drama Mascara is here to bring some swing to life – and to create long, full eyelashes for seductive eyes that can be used as an irresistible weapon.



"I love it! It's definitely my new must have! It really does make me look like I have falsies on."

The external appearance of the mascara demonstrates clearly that someone's on the up here – and nobody's stopping her! The striking, brash design is absolutely unmissable and leaves nobody cold. The cap comes in high-gloss metallic red. The one-part bottle is a decorative delight: metallic pink meets black silk screen printing and rose-colored hot foil. Extremely lavish in the detail, as a whole unique – and incalculably appealing.

So, ready for the push-up effect? For more volume, more fullness, more swing? Boldly onwards – because with this mascara the drama goes all the way to the tip! The trick? The molded brush designed by L'Oréal! The lashes are thus separated out to form a fan and lifted dramatically. The creamy formula provides immediate volume – as well as hold in all the right places. For a jet-black look. For eyes that appear bigger. And for princesses who know what they want: life as one long flirt!

NOCIBÉ

KISS & CURL MASCARA VOLUME RECOURBANT

STOP – Pay attention and take a look! The new Kiss & Curl Mascara is impossible to miss. It instantly grabs twice the attention – with its bold look and sensational volumizing, curling, lengthening and separating effect.

The eye-catching design looks striking, graphic and fresh in bright yellow and black! The haptic, transparent 3D-printing, fixed with UV lacquering, directs the focus straight to the fully finished product with all of its perfectly coordinated components. It was particularly challenging to match the yellow shades accurately, and was achieved by using heat transfer foil.

The inside of the mascara is equally remarkable. The extra-large, spiral-shaped brush with its SEPA treatment and HYPNO cut picks up plenty of mascara and distributes it evenly on the lashes. Thanks to the 360° twist around the stem, the bristles do not miss a single hair. They gently grip the lashes right from root to tip, for an amazing lengthening effect and extreme curl. Incredible volume with one stroke. "Kiss & Curl" – does exactly what the name promises!



ELIZABETH ARDEN

GRAND ENTRANCE MASCARA

Time for the grand entrance! A fire is burning in the Grand Entrance Mascara from Elizabeth Arden that will ignite passion in any lady! With a spectacular triple-brush performance for expressive lashes – with more volume, more length, and more curl!

Its temperament is immediately clear from the conspicuous, sophisticated design: matte, metallic red merged with black silk screen printing to create an effervescent work of art, glowingly decorated with hot foil printing in gold. Its powerful beauty is accentuated on the top with a debossed logo. In the mascara's interior, ingeniously devised components come together in a fiery display of artfulness: the 1K brush with wedge-shaped discs and conical bristles covers each

lash with the creamy-soft formula at the first stroke – perfectly volumized, perfectly lengthened, with ultra-high definition. Its curved shape adapts perfectly to the lash line and lifts each tiny hair together with the push-up tip – for a false lash effect with extra curl. All without smearing or drying out. The mascara is also available as a mini-unit – for a boundless feeling of freedom!



"The Grand Entrance Mascara is a star product. It is by far the best mascara I have ever used. Grand Entrance has definitely earned its spot on the red carpet."

BOOTS

N°7 VELVET LASH MASCARA

N°7 DRAMATIC LIFT MASCARA

Two mascaras that alluringly compete for attention. One is in gold and the other in silver, but both are winners!

Luxurious and velvety both inside and out: N°7 Velvet Lash Mascara is presented in shiny coppery-gold metallic packaging, along with an added coat of varnish – for the special soft-touch effect. Soft eyelashes with luxurious volume, thanks to the brush with HYPNO cut and SEPA grinding for volume, length and definition! Their EOS fibers distribute the velvety mascara on each individual eyelash – and curl them irresistibly upwards. For a glamorous look with extra delicate eyelashes.

Incredibly refined and with a hint of luxury: N°7 Dramatic Lift Mascara is presented in shiny silver metallic packaging; with black silk screen printing on the cap and black hot foil printing on the bottle. The curved brush, with its EOS fibres and HYPNO cut, promises a dramatic lift for the eyelashes and eyes that look impressively larger. The brush captures each individual hair from root to tip and lifts it boldly upwards. Luscious, yet weightless lash volume is achieved, thanks to the special formula – for the ultimate fresh look!

Two mascaras, doubly unique!

"Love the N°7 Velvet Lash Mascara. Feels soft to touch with lovely volume and definition! Delighted!"



"From first use, I was blown away!! I didn't really believe it would lift lashes by 70% like it says, but wow! What a difference! Pushes lashes up from the root, with full lash coverage, making my eyelashes look longer and fuller than ever!"



ORIFLAME

THE ONE 5-IN-1 WONDER LASH MASCARA BRILLIANT BLACK

Open your eyes and prepare to be amazed – this mascara makes miracles come true! The One 5-in-1 Wonder Lash Mascara Brilliant Black lights up the beauty heavens and its five effects create a phenomenal look: more volume, great length, super curl, perfect separation, and extra care for the lashes.

The bottle and cap design are truly brilliant: in black pearl masterbatch, with silver hot foil stamping on the bottle for a bit of shine and an embossed logo on the cap. The double-sided molded brush is almost supernaturally refined. It transforms natural lashes into magical show-pieces – with extremely high definition and maximum volume. The short bristles lift and curl the eyelashes; the long ones separate and lengthen each individual lash incredibly. The deep black formula is also exceptionally brilliant: it provides intensive care while giving a mysterious, glossy sheen. Infinitely appealing; limited availability.



Meryem

Mascara 1 + 2

Together, they have the makings of real star appeal: the two super-elegant Meryem Mascaras No. 1 and No. 2 for maximum length, mega volume, and perfect separation. The expressive, dramatic look promises thousands of Likes – and will turn every fan into a shining star!

Not only is Meryem Uzerli a German-Turkish TV superstar; she is also a beauty icon. Her mascaras shine through the interplay between high-quality aluminum packaging, in gold or black, and opulent patterns with haptic silk screen printing. The design combines East and West – and the hot foil overprint creates a golden 3D effect! The production process is also quite lavish: the inner bottle is manually assembled before being printed, to ensure the highest quality.

Mascara 1 is perfect for the day – and lengthens and defines the lashes with an expressive curl. Thanks to the elliptical hollow fibers, the brush serves as a mass reservoir, allowing it to transfer more of the formula onto the lashes. Mascara 2 is perfect for the evening – and provides the lashes with maximum thickness. Its EOS fiber brush allows the wand to create naturally beautiful volume as if by magic, and clumps are no match for its wedge-shaped fibers! The finesse: perfectly coordinated components, thanks to fully finished products. The result: Oscar-worthy.

FLOWER

STYLE-EYES LIQUID EYELINER

Perfectly contoured eyes give your face that certain luminous extra! With its three-fold effect, the Style-Eyes Liquid Eyeliner from Flower is universally flattering. It's easy to use, easy to control, and easy to manage. It makes every look ultra-feminine and amazing!

Timelessly beautiful and presented in a classic design: the black bottle with discreet hot foil printing in bronze. It's hard to imagine what might lie beneath its elegant cloak. A precise eyeliner tip, soft as a brush. This enables a perfect line to be applied in seconds with pure color intensity – no smudging and no need to re-touch. Thanks to the innovative applicator, the formula can be applied in either a thin or thick line. Perfect for everyday use. Perfect for an impeccable finish, even after several hours.



"My secret for a unique impression: I can only get the perfect mix of length and volume by using mascaras 1 and 2 at the same time."