

GEKA UPDATE



GEKA

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**March
2015**

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GEKA UPDATE 2015



Amaury de Menthière
President & CEO

It is now almost eighteen months that I have been CEO at GEKA and it has been a motivating and eventful period. The teams at GEKA have used this time to adjust to the dynamic market conditions. We have been present at more trade fairs than ever before and are particularly encouraged by the trade fair premieres of our new Healthcare division and of our presence at MakeUp in Seoul and MakeUp in São Paulo.

Throughout all this activity we continually keep one thing in mind: customer satisfaction. You will remember last year we set ourselves the target of becoming master of on-time in-full service and of reducing minimum order quantities to 25,000 once again. Stability in our organization and processes have been achieved and objectives have been reached. We are all the more delighted that you are making extensive use of our full-service offering. The filling plant is running at full tilt. Even so, we will not rest on our laurels in terms of customer satisfaction. We intend to keep inspiring you in every respect!

For this reason we have also reconfigured our global sales organization. We want to understand your requirements even better so as to support you with even greater precision.

The same applies to our Innovation and Development department. Here too the reorganization ensures we can surprise you with new products again and again, keeping you interested in GEKA. In this GEKA Update you can read what exactly this means for you.

We have major plans for 2015. In recent months we have been working flat out on the rebranding of the GEKA Group – with GEKA Beauty, GEKA Healthcare and GEKA Accessories. Our focus has been on standardization and clear affiliation in order to facilitate your keeping track with the GEKA divisions. You will see exactly what this means when the updated GEKA Group website is launched.

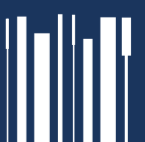
To further increase our customer proximity we have recently opened our new production plant in Brazil. We will once again boost our presence at trade fairs in comparison with last year. And this year will see the celebration of the 90th birthday of GEKA! So you see, this year will be an eventful one. We have a lot prepared for you – and we look forward to cooperating closely with you in 2015!

Yours,

Amaury de Menthière

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SEPHORA

UPSIDE DOWN MASCARA

Ready for a dazzling premiere from the world of beauty? This Upside Down Mascara from SEPHORA turns everything on its head! And also creates three ultimate lash looks thanks to the most sophisticated technology.

“J’ADOOORE!”

Raise the curtain for the leading light among innovative mascaras! At first glance, the bottle has a casual yet elegant look in a black-silver dress. But behind this extremely aesthetic exterior is where the real star is hidden: The innovative double brush with a patented tweezer mechanism. Every detail is exclusively developed as a fully finished product with perfectly coordinated components. For not one but three spectacular application highlights.

First: The open brush enables 360° volume in one stroke! Second: Length and curl! Made easy thanks to application using the closed dual brush from root to tip. Third: Perfect definition of the bottom lashes! Achieved thanks to a zigzag motion of the lower brush at the lower lash line. Tataaa, dramatic staging without any extras! With such brilliant eyes, every woman is sure of thunderous applause.



BOOTS17

FALSIFEYE HD MASCARA

Impressive lashes that flutter like a fan. Expressive glances with a hypnotic effect. And lashes that double their volume. It takes a real drama queen to match up to such a frenzy of superlatives: SEVENTEEN Falsifeye HD Mascara.

By no means dainty, actually quite feisty and with its head held high. This is how the mascara presents itself thanks to a two-color oriented silk-screen print. With “Seventeen Falsifeye” in white and pink, it also gets right to the heart of the matter. And promises a deceptively authentic false-lash effect: Voluptuous. Curvy. Extra long. And perfectly separated.

In fact, this hot fake is based on ice-cold precision. Thus the unique 1K brush directly combines two strengths: Shorter bristles that pick up more of the formula and build up luscious volume without clumping and longer ones that define the lashes with millimeter precision from the root through to the tip. On top: The conically-shaped tip that captures even the tiniest lashes at the corners of the eyes. For the very highest level of volume, a second application with a gentle zigzag movement will suffice. The perfect complement to a smooth curve that stays in place all day with no smearing. Bravo!



“Amazing! If you want long lashes that are not clumpy this is the mascara to go for! The best mascara I have ever used.”

ORIFLAME

FIVE IN ONE STROKE

The ONE is one of the proud brands from Swedish beauty company Oriflame – and presents itself uniquely here in five versions. Inspired by fashion, the collection combines functional perfection with a stunning look.

Manufactured exclusively: the bottles and caps.

Making a statement: The seal of quality on the top – as an embossed logo.



*“I just love it :) long lasting...
waterproof...
my lashes looks awesomatic
throughout the day...
the brush is awesome :D”*

*“This is fab!!!!
I've never had a better mascara.
It never clumps and although not
waterproof, it never smudges.”*

*“I would recommend it to anyone who is
looking for a waterproof mascara which
does exactly what it's meant to.”*

*“This nail polish is virtually indestructible!
(...) It has a lovely glossy sheen that looks a
little like gel nails and it is so easy to apply
with the fab wide brush.”*

Silver-shiny hot foil stamping on a raspberry-colored design: This is the presentation of the new **VOLUME BLAST MASCARA**. True to the motto “Every lash counts!” the extra-fine molded brush attractEXACT covers every individual lash, creating maximum volume with simultaneous high-precision separation and a voluptuous curve. The result: Irresistibly seductive eyes even without false lashes.

The **5-IN-1 WONDER LASH MASCARA** with gold-shine hot foil stamping complements its five-fold performance with the proven 3D lash separating brush and thus creating a striking, eye-catching look. Specially designed for an ultra high-definition effect, it creates more astonishing volume than ever before thanks to the improved formula – and lengthens lashes considerably. At the same time, the double-sided 1K brush lifts lashes into a sweeping upward curve and separates them perfectly.

This sensation is followed by another little miracle in the form of **WONDER LASH PRISMATIC MASCARA**. This, the darling of the Oriflame mascara range, is presented in pearly lilac and silver-shiny hot foil – and offers a brand new color dimension for perfect lashes. Thus the bright pink 1K brush combines five highlights in one stroke: length, curve, volume, definition and care. Stylishly presented in pearly shades for radiantly accentuated lashes in blue or purple.

A true festival great is hiding behind the velvety-gray pack with black decoration: the **LASH RESISTANCE MASCARA** triumphs with sensational lashes for an unbelievable 24 hours. The double-edged brush with patented HYPNO cut lengthens and defines the lashes perfectly, whilst building up dramatic volume layer by layer. The application: ready for the stage. Thanks to the waterproof formula, you can brave even the toughest conditions of rain or heat. The look: Perfect. For anyone who needs to go from day to night.

As bright as a diamond, as solid as a rock and extra long-lasting: the **LONG WEAR NAIL POLISH** is easily applied thanks to the flat, curved edge brush, which contours the nail shape with perfect precision. The result: flawless application at a stroke. The icing on the cake lurks in the velvety-gray closure cap: GEKA's patented click-close system for secure closure. Perfect!



BOTICÁRIO

THE TEMPERAMENTAL FOUR

Brush, formula, packaging – all from one source, perfectly tailored to one another. These mascaras from Brazilian Grupo Boticário unleash the four elements of fiery women: passion, seduction, sensuality and joie de vivre.



Sunny times for intense eyes – that's what **INTENSE SEREIAS URBANAS MASCARA** promises even from the outside: its pearly red outfit radiates with white hot-foil stamping and suggests a summery trend with its anchor emblem: A navy-blue formula reminiscent of the depths of the ocean - in combination with a multi-benefit brush, cunningly rounded off with patented SEPA polish and HYPNO cut. For unbelievable volume, the finest definition and a curl that conjures up secretive eyes on any urban mermaid.

The crucial impulse for perfectly long, precisely defined, impressively curved lashes comes from **INTENSE PERFECT POWER 3 IN 1 MASCARA**. Equally stylish in a pearly red package with white-pink hot-foil stamping, within it blazes the fire for a breathtaking look: In the form of a multi functional 1K brush that combines an uncomplicated application with perfect results. This, together with its long-lasting formula, makes men's hearts melt.

The third new release from the O Boticário Intense range concentrates itself on its power, combining passion and mission in equal measure: for maximum volume. Thus **INTENSE VOLUME MEGA POWER MASCARA** is proudly presented in white and matt gold on a pearly red base. Like a volcano, its extra-black formula and maximum product uptake spark a volume explosion to set any woman's heart on fire. And, thanks to in-house produced EOS fibers and patented SEPA polish, it fuels an intensively glowing look.

The **EUDORA MAGNIFICA MASCARA** packages its radiant power in a deep-black outfit with gold-shiny hot-foil stamping: a brush with HYPNO cut and extra reservoir zone for greater formula uptake. With long bristles for perfect separation. And with shorter ones that intensify the volume together with the waterproof, lightweight product. The brush's conical tip takes in even the tiniest lashes. Who wouldn't have a magnificent look with this mascara?

DOUCCE

MAXLASH VOLUMIZER MASCARA



Most women dream of having long, dense lashes. To make this dream come true, fortunately just one thing is needed: The new Doucce Maxlash Volumizer Mascara. This wand conjures up phenomenal lashes with just one stroke – without the need for magic.

Miracles often come in small packages. As this fine black packaging with matt UV lacquer and silver hot-foil print proves. At first sight it's immediately clear that something important is hiding within. It is from inside that the power of transcendental beauty unfolds; the extra-large multi-benefit brush – which astounds with a volume sensation that gives unending depth to every woman's glance.

Its secret: Fewer fibers for greater uptake of the formulation, longer and shorter bristles for even more volume, and a patented SEPA fiber treatment for fully separated lashes. Combined with a smooth formula that preserves the natural softness of even the finest lashes. No clumping, no stickiness. Just length, volume and curve in excessive dimensions. Why deny yourself when you can have everything? Brush, formula, and packaging are therefore all from one source, perfectly tailored to one another. It's almost magical.

A little bit of rebel, a hint of glamor and extremely attractive all around: A look with this mascara is sure to rock any party – even without a guitar.

Finally a new festival highlight! The "Rock With Me" mascara from Wibo creates standout lashes. The funky black pack has an understated look, but the golden hot-foil decoration gives a hint of what's inside: Anyone wanting super extension and volume in one can create a cool look in just one flourish.

Its fan-gaining potential is evident in the duet of a strong formula and extra-firm brush with EOS fibers, which are produced in-house at GEKA. Thanks to its asymmetrical shape and the unique 360° rotation of the bristles, the maximum amount of mascara can be spread evenly over the lashes: The longer bristles follow the lashes from base to tip. The shorter ones provide extra volume with a rebellious edge, creating perfectly separated and clearly defined lashes. For a thunderous performance that makes every woman a headline act.



WIBO ROCK WITH ME

2015

A FRESH NEW LOOK



GEKA Group now has twice the shine with a new, more uniform corporate structure and soon with a modernized website, too. Pleasant, clear and colorful.

Both externally and internally the new design portrays a bright and tidy appearance. GEKA Group has realigned itself and created a uniform structure with three business divisions. These are: GEKA Beauty – with packaging systems and applicators for mascara, lip gloss, eyeliner, liquid eye shadow, nail polish and care products, and full service products; GEKA Healthcare – with innovative solutions for more precise, hygienic use of topical drugs; and GEKA Accessories – with trade products as well as its established brand VICTORIA for high-quality shaving brushes “made in Germany”, and for hair care products.

Each division is a unified part of the GEKA Group while maintaining its independence under individual logos and clear color codes, using rebranding and synergy effects. Taking this opportunity to refresh the website was just too good to miss.

Clearly structured, in a one-page look and suitable for mobile devices, the new website at www.geka-world.com will feature four areas. The aim: to give users a quick overview with important information to be found in the header with one click. Individual subjects can then be navigated to simply by scrolling. Take a look and visit us online soon. There'll be always something going on in the colorful world of GEKA.

NEW PRODUCTION SITE IN BRAZIL LOCAL EXPANSION

GEKA wants to grow – alongside our customers, both globally and locally to shape and drive the market. With this in mind, GEKA has now opened its brand-new facilities in Brazil – GEKA do Brasil – featuring a full-scale production site and sales offices in a sunny setting.

The temperamental cosmetics market of Brazil has grown into one of the most solid and strongest markets worldwide. As we want to drive forward this success for GEKA too, we have been relying on the competent support of Ivonne Ascher, who has been successfully managing the GEKA's sales activities in South America since early 2013. Under the recent leadership of Andre Araujo, Managing Director of GEKA do Brasil, our new production site with injection-molding and assembly machines is currently being set up on the outskirts of São Paulo. This new venture enables local needs to be covered with considerably shorter delivery times. Also our product portfolio, ranging from mascara and lip gloss to eyeliner, can be adapted to local market requirements and desires. A step, that connects us with our customers even more closely and brings together our sites worldwide. An attention-grabbing success was also the recent MakeUp exhibition in São Paulo in December 2014: customers confirmed our decision to open a plant with their plentiful praise and strong demand. We would like to express our heartfelt thanks for this – and are already looking forward to a successful first year together locally. Simply maravilhoso!

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SALES AND INNOVATION STRUCTURE TOWARD NEW GOALS

GEKA is adjusting its processes down to the smallest detail – and is adapting its organization to the growing demands and dynamics of the market. The aim is to enhance customer proximity even further, focusing on our powers of innovation while driving forward quality standards. And all twice over.

In order to provide our customers with even better care, we have decided to implement a new global sales organization, consisting of global account managers (GAM) and regional sales teams. On the one hand, the GAMs will intensify the relationship with our key accounts. On the other, our regional sales managers will promote the stable establishment and enhancement of partnerships in their respective regions. The added benefit of our sales offices in Germany, the USA, France and Brazil mean that we can react even more quickly and understand the needs of our customers more personally.

In terms of innovation management, we are also developing our strengths by establishing an Innovation & Development department around three focuses: within the Customer Projects unit, project managers

have been assigned the responsibility for handling specific new concepts. Product Development will focus on the planning and implementation of new standard products, and highly qualified Business Development teams have been set up for new product developments: Fully Finished products, Healthcare sector, and individual segments Lips, Eyes, Nail Polish, Hair Care, Shaving & Accessories. To guarantee quality, our units are led by experienced specialists. The third focus is the Process Development unit: Application performance, automation, decoration options and injection processes, for example, are examined closely – resulting in new procedures and processes.

Our final objective: to surprise our customers time and time again with innovative products and processes – to ensure long-term growth.

SEE AND BE SEEN

Platforms for latest products, trends and technologies – GEKA participates in international trade fairs all over the world. Whether as a committed exhibitor, an open and honest dialogue partner, we can even search out potential new employees! But above all, we are present because we have a great deal to offer.

2014 saw two major pharmaceutical trade fairs where GEKA exhibited for the first time. Starting with Pharmapack Europe in Paris where we presented our newly created Healthcare division. Its success was followed up by our appearance at CPhI in October. The highlight being our own set of micro bristle applicators, enabling topical medications to be applied more easily, conveniently, and hygienically.

MakeUp in Seoul held its first edition in March 2014 and GEKA's first visit to this country proved to be a huge success. The audience was very impressed with our fully finished set "Soul of Seoul", which included products specially selected and developed for the Asian market.

In April we continued our trade fair world tour with a visit to Cosmopack in Bologna. GEKA's latest curved 1K brush lashGLORY and also the "Made To Measure Beauty" set attracted many visitors with target group-specific products, such as a concealer with antibacterial flock for teenagers and a mascara with 100% renewable fibers for natural beauties. In order to create a real eye catching effect at the POS, the packaging and also a new brush set from GEKA Accessories had been decorated using a patented, haptic 3D silk screen printing process. Feedback at the stand was overwhelming.

June and September 2014 were dominated by MakeUp in Paris and MakeUp in New York:

With its "Kingdom of Technology" set, GEKA showed how the application result can be changed by using the best technologies for twisted brushes while always having the same formulation. Our new cigar-shaped packaging miniMAX, which can be used for a mascara tester or eyeliner, was also well received.

At Luxepack Monaco in October, GEKA impressed visitors with its wealth of expertise: "The Luxe Pack" collection took visitors on a journey to the exciting world of innovative decorations. Sleeve technology, 3D silk-screen printing, metallic and glitter master batches as well as laser decorations showed how it's possible to transform products into real eye-catchers. And there were also many new things to discover in terms of packaging: the cigar-shaped mascara unit with an extra-large neck, big enough for even the largest volume brushes.

Finally, one huge highlight before the end of the year: We exhibited at the cosmetic trade fair MakeUp in São Paulo for the very first time – It proved to be another huge success for GEKA, as the visitor feedback shows. Not only did we announce the opening of our new manufacturing facility, but we also introduced an exclusive fully finished set for the Brazilian market presenting various products, some of which are soon due to be produced locally in our new facility. All in all, a huge success!



TRADE FAIRS 2015

2015 will be an exciting year for GEKA. We have already successfully completed our appearances at PCD and Pharmapack in February. Our calendar will show you the other trade fairs where you will be able to meet us this year. Be one of the first to discover our latest products and innovations – and visit us at our stands around the world. We very much look forward to seeing you then!

February

PCD Paris
4 - 5 February 2015

Pharmapack Paris
11 - 12 February 2015

March

Cosmopack Bologna
19 - 22 March 2015

April

MakeUp in Seoul
15 - 16 April 2015

June

MakeUp in Paris
18 - 19 June 2015

September

MakeUp in New York
16 - 17 September 2015

October

CPhI Madrid
13 - 15 October 2015

LuxePack Monaco
21 - 23 October 2015

December

MakeUp in São Paulo
8 - 9 December 2015