

# GEKA UPDATE



**GEKA**

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**Product News**

AVON  
BOOTS 17  
EUDORA  
GOSH  
ORIFLAME



**April  
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# SATISFACTION AS OUR GUIDE



Amaury de Menthière  
President & CEO

This is now already six months, I have been leading the innovative GEKA team which is a tremendously enriching experience, and I feel very excited to drive GEKA to more success for our mutual satisfaction. Together, we have already accomplished a great deal over the past several months – and we have much more to look forward to. As we move forward, your satisfaction is the main factor guiding our efforts!

We are working hard to ensure on-time delivery of precisely the quantities you order. To accomplish this, we will optimize our processes and ensure improved data transparency although the mascara supply chain is getting more and more complex. Internally, we refer to this roadmap to our destination as “the OTIF champ initiative.” Because that is precisely what we want to become: the champions of on-time in-full delivery.

In terms of minimum order quantity, there will be a great deal happening in the near future. We have set ourselves the goal of once again providing deliveries for minimum order quantities of 25,000 items. To do that, we have been working hard to optimize our packaging product range and tailoring our manufacturing processes to smaller production runs. After all, every order and every customer counts!

Innovation is and continues to be part of GEKA’s DNA – also under my leadership. We have broadened our team in the area of innovation and have given talented individuals in our company the corresponding responsibility. Together, we are working even harder to advance this topic. You can look forward to the initial results with eager anticipation.

In our industry, everything revolves around beauty – so it should come as no surprise that the magic word for the individual decoration of packaging is “beautification.” We are working together on decoration technologies that will make our GEKA Style product range even more unique for you.

We want to work with you to increase our market share, and we are pursuing this goal with the strategic directions that we outline for you in this GEKA Update. You can read here the latest about Healthcare and VICTORIA.

I have found GEKA to be a very innovative and dynamic company with highly motivated and talented employees. With stability, a motivated and talented team and an optimal orientation, I feel very confident about GEKA’s future. This issue of GEKA Update will give you a glimpse of what you can expect. Take a look, and be inspired by what you find.

Sincerely yours,

Amaury de Menthière

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# AVON

## SUPEREXTEND INFINITIZE MASCARA

More length, more sweep, more lift! The innovative mascara brush promises perfection to the power of three in just one application. For infinitely long lashes lasting incredible 24 hours – and a perfect look.

The trendy orange packaging of SuperExtend Infinite Mascara creates a great mood the moment you see it. And the shiny silver hot foil stamping makes every woman's eyes light up.

The ingeniously curved triple sphere brush with extra bristles at the tip is perfectly coated with the formula thanks to a special wiper system – creating the exclusive triple effect.

Effect 1: Every single little hair, even the tiniest lash at the corner of the eye, is precisely coated and lengthened to the max.

Effect 2: The top-quality brush lends a real sweep to the application and curves lashes into a sensational shape.

Effect 3: The lashes are impressively lifted – from root to tip. Perfection that lasts and lasts and lasts – with no clumping or smudging.

*"I REALLY LIKE THIS MASCARA,  
IT'S ONE OF THE BEST I'VE EVER USED.*

*I ESPECIALLY LIKE THE CURVE  
OF THE BRUSH – IT'S SHAPED TO  
MATCH THE CURVATURE OF YOUR  
EYELASHES."*



# BOOTS 17

## SUPERLASH MASCARA

TATAAA, be a super heroine – in a flash! SUPERlash Mascara makes lashes look up to 93 percent longer in an instant – and turns eyes into a super weapon with magical charm.

Three-color pad printing on the cap meets three-color silk screen printing on the bottle: With its flashy packaging and gaudy print, Boots Seventeen SUPERlash Mascara comes in a trendy comic-book style – and, on behalf of all women, turns the world into a more beautiful place.

It releases its super powers in the blink of an eye: With its incredible capabilities, this mascara transforms normal lashes into galactically long lashes with an amazing curve. And it bestows them with superheroine status. Thanks to the fantastic SUPER fiber-lengthening mascara and twisted volume-booster brush, lashes immediately look longer, stronger – and supernaturally beautiful. Whether it's for blond Superwomen or brunette Wonderwomen, cunningly disguised or on their own mission – this is guaranteed to be the coolest look in the universe. Now Superman can't be too far away. Oh wow – KAPOW!



**HELL  
YEAH!**

*LOVE THIS  
LITTLE BEAUTY!*



# EUDORA

SOUL MAXIMIZE  
YOUR LASHES TURBO  
5.0 MASCARA



*"THANKS TO THE DESIGN OF THE APPLICATOR, THE MAXIMIZE TURBO LENGTHENS, CURVES AND SEPARATES LASHES VERY WELL. GREAT MASCARA!"*

Brush, formula, packaging, all from one source, all in perfect harmony with one another – this mascara from Eudora, a brand from the Brazilian Grupo Boticário, reveals how GEKA's Fully Finished concept ensouls real beauty.

Long-lasting maximum volume, precisely defined lashes, curling and lengthening – Soul Maximize Your Lashes Turbo 5.0 Mascara from Eudora awakens the divine beauty in every woman. It comes in a sophisticated bottle in bottle concept, providing a hint of the mysterious core contained within: Transparent on the outside, black as night inside, the packaging with the shimmering silver cap harbors an enchanting soul: our 1K magicDEFINER brush.

In a perfect interplay with the formula, the sensitive pink moulded brush picks up every single lash precisely at the root and applies mascara evenly right down to the tip. Its ultra-fine bristles and the tapered shape separate even the most delicate lashes as if by magic. The result: Not just a touch of perfection – no, Soul Maximize Your Lashes Mascara gets right to the heart of flawlessness.

# GOSH

## DARLING LASHES MASCARA



With these eye-catching lashes, every glance becomes a real highlight: Darling Lashes Mascara gives lashes a sensational baby-doll look – with an intensity that's hard to resist.

The art of seduction is also reflected in the packaging: elegant and sexy at the same time, with pink lettering and silver hot foil stamping on a black cylinder. On the shoulder: the debossed GOSH logo, crowned by glittering specks in holographic silver hot foil printing on the cap that sparkle like jewels.

It achieves this irresistible effect by creating incredibly voluminous lashes in an ultra-feminine baby-doll look. The secret? The sophisticated brush with its patented SIAM cut. With bristles of varying lengths, it holds and lifts lashes from the root to the tip – for extravagant lengthening and a look that every woman will love. Thanks to the wide gaps between the fibers of the brush, much more mascara is applied – adding maximum volume to every single lash. For a fantastic wow-effect! It's everybody's darling!

*"I AM REALLY LOVING IT. THE BRUSH IS COOL, IT'S TWISTED AND HAS BRUSHES ON ONE SIDE AND SMALL WIRE BRUSHES ON THE OTHER SIDE."*



*"THIS MASCARA GAVE MY LASHES NICE BLACK COLOR, AND I LIKED THAT IT STAYED ON MY LASHES ALL DAY WITHOUT STARTING TO FLAKE."*

*"YOU CAN BUILD YOUR LASHES TO YOUR HEART'S CONTENT AND QUITE FRANKLY I AM IN LOVE!"*

*"THE SHAPE OF THE MASCARA BRUSH IS AMAZING – LIKE A TINY CHRISTMAS TREE."*



## UNIQUELY BEAUTIFUL THREE TIMES OVER

Every woman is beautiful. In her own individual way. Just like the three new mascaras from Oriflame. They draw out charm, flawlessness, and sensuality in very different ways. And yet, they still have one thing in common: They're perfect.

**VERY ME FAT LASH BLACK OUT MASCARA** likes to do things the powerful way: Black as night, decorated with shiny silver hot foil stamping, it keeps its strength a secret at first. But then it proudly reveals its 1K moulded brush with "Extra Push." The brush tip of our Push-Up Brush effectively lifts even the tiniest lashes. Not a single little hair can escape – not even right in the corner of the eye. Instead, it's immersed in sensuous darkness, which the pigmented mascara formula applies with unprecedented intensity.

Maximum volume for both short and long lashes – that's the mission of this pink lady: **VOLUME BUILD MASCARA** features a twisted brush with our in-house EOS fiber, but takes the innovation a step further by combining it with our sophisticated HYPNO brush cut. This produces extra volume zones that pick up plenty of the formula and apply it to lashes. At the same time, longer fibers ensure flawless separation – even after several applications.

**GIORDANI GOLD LASH PANORAMA MASCARA** promises golden times for a breathtaking glance – and keeps its promise too. Even from the outside, it reveals the entire scope of its abilities. Double hot foil stamped in grey and gold and elaborately decorated with playful ornamentation, it confidently informs everyone what a champion is concealed in its little cylinder: an innovatively twisted brush with five spherical zones that taper toward the tip. Working perfectly together with our EOS fiber, which is manufactured in-house, it conjures up an indescribably charming fan effect with perfect length, curl, and definition.

# ORIFLAME



# LET'S GO FOR BEAUTY

*The company, based in Bechhofen-Waizendorf, Germany, is a wholly-owned division of GEKA GmbH. VICTORIA not only trades in cosmetics products for international cosmetics houses and drugstores chains; as a solutions provider, it also creates concepts for complete product lines.*

As a pure trading division, VICTORIA distributes a wide range of cosmetic brushes as well as products for manicures, wellness, nail- and haircare. The core of the company is its in-house shaving brush production center in Bechhofen, where high-quality badger-hair brushes are made by hand. With their "Made in Germany" quality seal, these meet the strict quality requirements of leading brands – and are sought after by renowned cosmetics corporations all over the world.

In addition, VICTORIA offers its customers the opportunity to present their products in an attractive and unmistakable format, through silk screen and offset printing, hot foil stamping and blind embossing or embroidery and engraving.

All products are subject to the strictest quality controls, and we are proud of the fact that VICTORIA has been awarded FSC® certification. The seal of the "Forest Stewardship

Council" guarantees that wood and paper products bearing the FSC seal come from responsibly managed forests.

The interests of the company are managed by Luca Bistoletti, the new Managing Director since December 2013. He has worked for a number of global corporations in Italy, Japan and the United Kingdom, and has many years of industry experience within trading companies, with a focus on the beauty sector. One of his business goals will be to secure for the company a more competitive position in the major markets and among key customers – and thus to strengthen growth.

You'll be amazed at all that we have to offer you. Be sure to talk to us!



# NEW BUSINESS AREA GEKA GOES HEALTHCARE

*GEKA has successfully entered the healthcare sector. While presenting our value proposition applicators to the healthcare industry at the Pharmapack Europe in Paris, we got extremely positive feedback from all attendees. No wonder, our extremely precise application systems in multiple variants offer unprecedented yet essential benefits.*

In response to market demand, we have established our new business area GEKA Healthcare, offering innovative systems for the precise and hygienic application of drugs. Based on our injection-moulding expertise, especially our patented Moltrusion® technology, we develop and produce applicators with extremely filigree micro-bristles along with complete application systems.

We have precisely adapted our healthcare solutions to the specific application, product, and customer requirements – so that the formula can be loaded smoothly and released exceptionally precisely, completely

and constantly, in totally hygienic conditions. Thus, product waste can be reduced and patients will profit from a more convenient application, increased comfort and more effective results. Thanks to the synergies we have with the cosmetics sector, we can make use of existing technologies, patents, and platforms, and propose cost efficient solutions. The manufacturing in strict compliance with the ISO 9001 and relevant GMP (Good Manufacturing Practice) guidelines, is here guaranteeing the highest standards of quality, safety, and consistency.



## OUR MARKET FIELDS

- + RX
- + OTC
- + Cosmetics Skin Care
- + Medicated Skin Care
- + Eye Care
- + Oral Care
- + Dental Care
- + Hair Treatments



Visit our website to find out more about our new business area.  
[www.geka-world.com/healthcare](http://www.geka-world.com/healthcare)

**TALK TO US!**  
We will develop revolutionary application systems with you!

# NEW SALES OFFICE IN NEW YORK AS CLOSE AS IT GETS

*We know the effect that being close to our customers can have – which is why GEKA has strengthened its presence in the U.S. by opening a new sales office in New York at the beginning of February. The location supplements our high-performance manufacturing site in Elgin, Illinois. In the heart of the world's cosmetics capital, we are now able to react even faster to our customers' requirements.*

The new office is located in a business center right in the heart of Manhattan, close to Grand Central Station. From there, we can reach many important U.S. cosmetics companies in just 15 minutes. But we are also happy to receive visitors, too. The office is managed by Arnaud Brilland, who has been Vice President of Sales North America since November 2013. With his wealth of experience as a global account manager for leading cosmetics companies, Brilland – along with his team, which will soon be expanded – will continue to improve our service in the North American market.

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USA



# REFINED ORGANIZATIONAL STRUCTURES OPTIMIZED FOR HEALTHY GROWTH

*GEKA is refining its structures and is adapting its organization to suit the dynamic nature of its demanding market. We are therefore advancing our growth strategy by means of stringent supply chain management, a targeted focus on innovative strength, even more closeness to customers, and rigorous quality standards throughout the world.*

In order to penetrate the international market even more, we have decided to bundle the functions of Procurement, Logistics and Sales Administration under the roof of Supply Chain Management. Uniting these three departments to create a powerful new force will allow us to further optimize our flow of goods and our supply chains. Thus, we can generate time synergies and so achieve greater efficiency through stable partnerships with our suppliers.

#### **A STRONG INNOVATION TEAM**

Nor will we rest on what we have already achieved on the innovation front. In the spirit of the motto "Innovate or Evaporate!" we will maximize our strengths, so that we can now move to the next level in matters of process development, project management and product engineering.

#### **CERTIFIED QUALITY**

The ISO 9001 certification of our Elgin plant in the United States proves that we are on the right track. But also at our main headquarters in Bechhofen, GEKA and VICTORIA successfully passed the audit and attained the ISO 9001/2008 certification in early April.

These certifications make us fit to meet the growing requirements of the demanding world market. We can thus grow our business in a healthy, sustainable manner. With this goal in mind, we will also further strengthen our sales team so that we can be even closer to our customers. The opening of our sales office in New York was an important step in this direction. By maintaining a local presence, we can respond more flexibly to the market, and by staying in direct contact with our customers, we can satisfy their specific wishes more effectively. We have taken the first steps, but much remains to be done. So let's keep up the good work!

