



GEKA **UPDATE**



A CENTURY

FULL OF BEAUTY

IN PERFECTION

In 2013, mascara is celebrating its 100th birthday. In this special issue of GEKA Update, we're joining in the celebrations. After all, its story is closely linked to our success.

Even though the origins of mascara date far back in time – all the way to ancient Egypt – it is the American chemist T.L. Williams who is credited with inventing it in 1913. Williams created a mixture of Vaseline and black coal dust for his sister Mabel. The result was as beguiling as it was pioneering: an intense, breathtaking look that every woman soon wanted to have. Williams thus started his company Maybelline – a combination of the names Mabel and Vaseline.

Shortly afterward, in 1925, **Georg Karl** established a small brush factory named GEKA in Bechhofen, more than a thousand kilometers away – an event that would completely revolutionize mascara a few decades later. Starting from a stone-like carbon block that was applied with a moisturized brush, over the following years, mascara development moved forward rapidly. Also GEKA became a partner of the cosmetics

industry in the 1960s, incorporated the first mascara brushes into its portfolio, and developed technologies that made application easier and more precise.

In the 1980s, GEKA finally became a recognized specialist in mascara: the shape of the brush, the cut of the bristles, the fiber material – every tiny detail of the twisted brush was honed to perfection. The cosmetics industry was enthusiastic and with the new millennium ready for another innovation: in 2005/2006, we amazed the market with the world's first moulded brushes.

Now we're doing it again: even after 100 years of mascara development, the possibilities are not yet exhausted by any means, as our latest innovations prove. We are constantly driving the story of mascara forward. Today, tomorrow, and surely still in 100 years.

Have fun reading!
The GEKA Team



AVON

MEGA EFFECTS MASCARA

Open your eyes: an enchanting panoramic volume is making its way here – thanks to a totally new packaging concept with an applicator that's revolutionizing the mascara market.

Great prospects for wonderful volume: with MEGA Effects Mascara from Avon, miracles come true – thanks to an enchanting, revolutionary packaging concept and an innovative moulded applicator. It makes the impossible possible and allows application from the front! The result is 40 percent more mascara-to-lash*. Phenomenal panoramic volume with even thicker, fuller, darker lashes. The magical brush is like a magician's wand as it picks up even the tiniest, finest lashes from the root to the tip and transforms even tired lashes into a bold, volumized look from corner to corner, root to tip.

MEGA Effects Mascara performs the wonder of this panoramic effect also thanks to its ergonomic handle with six flexible adjustment angles – and thanks to the applicator and packaging that work perfectly together. The cylinder's innovative material mix allows the mascara to flow easily onto the applicator. It's not a trick: just hold the packaging firmly, pull out the applicator, bend it, and brush – it's easily accomplished!

*compared to Avon's traditional wire brush



CHARLOTTE TILBURY

FULL FAT LASHES 5 STAR MASCARA

This mascara is perfection to the power⁵. It delivers length, volume, curve, separation, and drama with the signature of a world-famous make-up artist.

Finally – here's one that can do IT ALL. Full Fat Lashes 5-Star Mascara featured by Charlotte Tilbury is truly a five-in-one product. In our Fully Finished solution, we have matched the applicator, formula, packaging, finish, and filling perfectly to one another. The mascara adds brilliant accents from the very first glance, in a richly colored packaging created through pigmented varnish. It also presents an own individual signature with pride – promising the talent of a world-renowned make-up artist to users around the globe.

Its secret lies in the extremely sophisticated twisted brush. As a Multi-Benefit Brush, it combines several innovative GEKA technologies at once: EOS fibers produced in-house with an irregular surface designed to pick up more of the formula, HYPNO cut of the brush for six huge volume zones, and the patented SEPA bristle treatment for improved separation. All this harmonizes perfectly with the formula, delivering professional results that earn their five-star rating many times over.



AVÈNE

COUVRANCE HIGH TOLERANCE MASCARA

So gentle, so clean, so good: this mascara is dermo-cosmetics par excellence. Thanks to the three-in-one brush, it gives your eyes the loving care they deserve.

Couvance High Tolerance Mascara from Avène shows its best side – whichever way you look at it. From outside, it complements the existing Avène product range with its clean, white look. And inside, the slightly curved, white moulded brush is designed to set beautifully curved lashes apart. The three-in-one brush curves every single lash gently into shape – from the base to the tip, finely separated, without clumping, thanks to its two contrasting sides.

The effect? Perfect – especially in combination with the unique mascara formula specially designed for sensitive eyes. Because after all, the design AND the hypoallergenic formula gently nestle up to every lash and work as a harmonious team to make each one soft and smooth. The formula is fragrance-free and contains no parabens – and can be removed easily, softly, and gently despite its long-lasting color. A real pleasure through and through!



Nº 7

STAY PERFECT MASCARA

*Say good-bye to dark smudges at the rims of the eyes.
The golden era of long-lasting make-up results has dawned.*

It truly lives up to the promise of its golden metallized packaging. Boots Nº 7 Stay Perfect Mascara doesn't clump or smudge and stays simply perfect from morning to night. Whether you're on the beach, playing sports, or watching a poignant film – once it's applied, it defies anything life can throw at you.

The particularly resilient formulation is applied with our moulded brush attractEXACT. This little brush is a giant when it comes to easy handling and fast, precise application of the mascara. Not even the finest lash escapes its touch. And the result really is worth its weight in gold: length, separation, and volume in the twinkling of an eye.



RIMMEL LONDON

SCANDALEYES SHADOW PAINT

Ready for more glamour in everyday life? Voilà – this eye shadow promises more than just dazzling moments.

A sea of camera flashes – only for stars and celebrities? No way! With Scandaleyes Shadow Paint, Rimmel London once again demonstrates that every woman can take center stage in her everyday life. Packaged in a transparent cylinder with a dark grey cap, this eye shadow looks skillfully restrained at first glance – but then it shows its true colors, with a debossed logo on the cap and a flexible, super-soft, flocked spatula inside. The moulded applicator tenderly applies the auspicious and dazzling formula, leaving an almost scandalous streak-free color effect.

Let's have a round of applause please – these stroke-on eye shadows in five shades turn even the briefest glimpse in the mirror into a truly glamorous experience.

O BOTICÁRIO

THE LATEST ADDITIONS TO THE MAKE B. MASCARA LINE

This is what women all over the world have been waiting for: five new mascaras that are just perfect for enhancing the lashes of vivacious women.

Forget Plan B. The Make B. line of mascaras is sure to be your first choice for that perfect flutter with wow effect. That's because the five new Make B.-Ladies from Brazilian cosmetics company O Boticário are Fully Finished. This means that the applicator, packaging, complex finish, and filling are supplied ready-made from a single source, complete with formulations from our partner.

Extra length: Máscara para cílios Alongadora

This mascara, with its metallized silver cap, is not only classy on the outside. Inside, too, this all-rounder is simply top: our all-in-one moulded brush flexiQUEEN with conical tip doesn't just lengthen lashes, it also creates volume and definition.

False lash effect: Efeito cílios postiços

This mascara in metallic silver packaging has genuine star quality when it comes to making a spectacular impression. The extra-large twisted brush with our in-house produced EOS fiber is the real deal for creating a convincing false lash effect.

Perfect curling: Máscara para cílios Curvadora

The most divine curves give this curling mascara – from the very first glance. Simply dip the distinctive curved, twisted brush into the mascara, remove excess from the wand and apply to achieve that fabulous panorama look with beautifully sculpted, reach-for-the-sky lashes.

Even more volume: Máscara para cílios extra volume

Are you ready to turn up the volume? Then it's time for this black beauty. Because this mascara wand has it all: extra push for small, fine eyelashes, and our 1K Push-Up Brush that magically pumps up the volume. Its vertical and horizontal bristles and innovative tip enable precise mascara application.

Strengthening serum: Máscara sérum para cílios

This serum is a knight in shining armor for all you damsels in distress. The spiral-like design of our Glamour Touch Brush applies just the right amount of serum to eyelashes in need, strengthening and reinvigorating every single delicate lash.



SHORT NEWS

A SMALL NEWSFLASH FROM BRAZIL **GEKA ENTRY INTO LATIN AMERICA**

To reinforce GEKA's presence in Latin America and to sustain the development especially in the Brazilian market, GEKA has signed an exclusive contract with Ms. Ivonne Ascher and her company JUST BC Consulting. Ms. Ascher will be very close to GEKA's customers in this promising market, who will benefit from her long-term experience in the cosmetics industry.

Ivonne Ascher will determine all strategic opportunities to durably establish GEKA in Brazil and will be reporting directly to Jérôme de Prémare, GEKA Group Senior Vice President Sales & Marketing.

CREATIVITY NEEDS ITS SPACE: **GEKA FRANCE IS ON THE MOVE**

GEKA is expanding in France. Since June of 2013, it has been operating from larger quarters in Paris. In an office space covering 160 square meters, the local GEKA team can now further intensify its activities in the important French market and be even closer to existing customer contacts.

GEKA has been represented in the French market with its own sales office since 2009. Now, a little less than four years later, on June 10, 2013, the team in France moved into a new, larger office. The GEKA branch is now centrally located in Rue Drouot in the 9th Arrondissement. All other contact data remains unchanged. GEKA also plans to expand its resources there in the future, and will be further strengthening its activities in France.

Contact
GEKA France | 16, rue Drouot | 75009 Paris

Convinced by our mascara expertise? We hope you enjoyed your trip around our latest innovations. After all – there is just **one more thing** to say:

BE WITH A GUY
WHO RUINS
YOUR LIPSTICK,
NOT YOUR MASCARA



GEKA

GEKA GmbH
Waizendorf 3, 91572 Bechhofen
Germany
Tel. +49 9822 87 01
Fax +49 9822 87 119
geka-world.com

