

GEKA

UPDATE

1

March

2018





Christian Hauger
SVP Head Beauty Segment

Welcome to the first edition of the GEKA Update in 2018! The year is now three months old – and with the MakeUp in Los Angeles, we have already successfully mastered the first trade fair of the year: with a small but mighty stand. Now it's time for the biggest trade fair – Cosmopack in Bologna. To coincide with the event, this issue of Update features exciting news from the GEKA world!

To present you the trendy must-have looks even before their release, we have been working with a well-known trend agency for several years and have been developing exclusive sets based on these investigations. Our highlight for Cosmopack features one trend for Spring/Summer 2019: "urbanHEAT". Visit us at our exhibition stand and be inspired by this set – while you immerse yourself in a nightclub atmosphere just like in Miami.

In this issue we also present you three more trends for this season: This means, you will have enough notice to develop your own trend-based products and launch them in time. You can also look forward to the MakeUp in Paris in June, where we are presenting our "nomadicTREASURE" collection.

Another trade fair highlight is MakeUp in Shanghai, where we will be appearing for the first time in April. The Asian market represents huge growth potential for us – and with our new employee Limbo Xu, we are right there on the ground, even closer to our customers.

What exhibitions are still to come this year? You can find the dates on our trade fair calendar and add them to your diary now. On the same page, you can also take a quick look back at our trade fair set for Luxepack 2017 in Monaco and get an overview of our latest ideas of the month, providing inspiration with new products from the cosmetics and accessories world.

With all the developments and changes, I am really delighted to welcome Stephan Schatz as the new Chairman of the Management Board at GEKA. On page 5 he introduces himself with a short profile. You will also find a few words by Amaury de Menthère, who continues to be closely associated with GEKA in his role as Division President of Sulzer Applicator Systems. He will give you an up-to-date insight into the development of our global locations – especially the construction of our new hall at the headquarters in Bechhofen, with which we will double our production area.

It is quite clear: We are focused on growth. To acquire new, highly qualified employees, we have increased our presence at career fairs in the region and have successfully attracted young talents for the first time with our "Apprentice Day 2017". You will find a short review of it in this issue, as well as exclusive interviews with long-term former employees, who give you a very personal insight into day-to-day work at GEKA.

We are also particularly proud of our reference products. With Avon, we have implemented mascaras, eyeliners and lip glosses for the brands Color Trend as well as Mark. We have developed an eyelash primer, a mascara and an eyeliner for Beautygarde, and a hair mascara for Syoss. You see, we want to keep on delighting you again and again.

You can also stay well informed via our social media channels: Follow our news on Facebook, XING, LinkedIn and Twitter! Or, visit us in person at our numerous trade fairs around the world. We look forward to meeting you and to a close working relationship with you in 2018!

Yours,
Christian Hauger

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SULZER & GEKA

GREETINGS AMAURY DE MENTHIÈRE

I am delighted to be sharing news about the Sulzer Group and GEKA in this new edition of Update as well. As former CEO of GEKA and now President of Applicator Systems, the dynamic, colorful beauty sector still provides me with a great deal of joy.

Since 2016, GEKA has been incorporated into the Swiss industrial group Sulzer – and within this, part of its fourth division “Applicator Systems”. We thus added “A Sulzer Brand” to the GEKA logo last year. Now that GEKA is exclusively concentrating on the core markets of cosmetics and accessories, the updated website has been aligned with the look of the Accessories catalog. The new Sulzer website also went live in December and the subject of healthcare can now be found there. We have also updated our career page. It has been given a clear structure with filter and search functions, making it significantly easier to find vacant positions. A great bonus since we are on a course of growth and will be employing more than 250 new members of staff.

This upturn is apparent in all areas: Over the last two years, GEKA has enjoyed significant demand which, however, meant that production had reached full capacity. It was time to take a further big step forwards, to keep up with the fast pace of the beauty sector, and to further support your company in its growth.

We are therefore delighted that GEKA, as already announced, will be expanding its production facility at its headquarters in Bechhofen, Germany. The production floor will be extended by 12.000 m² – virtually double the current area. With more than 250 new jobs, we will then have more than 1.000 employees. We are currently working at full speed on the detailed plans for our new hall. We plan to break ground in summer 2018 – and the build is expected to be completed in early 2019. We are already looking forward to welcoming you for a visit to our new hall. This will also enable us to impress you with our power of digital innovation and our new objectives:

We want to improve our agility, live up to the strong market dynamics, optimize our processes and shorten throughput times. We are therefore opting for state-of-the-art digital systems and intelligent automation processes, which will be combined with a highly-flexible system concept. For example, we are investing in a new quality laboratory with innovative measurement technologies, amongst other things, to meet your requirements of both functionality and aesthetics. By taking this step into the future, we will be in a position to continue supporting your company under optimal conditions and

would be delighted to jointly expand the development opportunities this will produce.

Furthermore, we are pleased that our worldwide locations are also on a course of growth. In Elgin, we are already expanding on two units of our standard program – two further tooling sets from our BBS consisting of a mini and a conical pack should be in operation by July 2018. In the Chicago area, we have had our first bottle tool built, and can now offer exceptional delivery times for tools in US currency. Furthermore, we are planning to modernize our hot foil printing systems. We are also currently working at full speed on the introduction of SAP for the third quarter of 2018. This will enable all GEKA locations to work with a standardized ERP system in future. Further milestones are being reached with the transfer to ISO 9001:2015 in March and the introduction of R&D quality processes, taking into account the stage gate methodology, by the fourth quarter of 2018.

We have also invested in São Paulo. Only recently, the third IBM machine with inline printing for conical and cylindrical bottles was installed. The fourth injection molding machine is expected to arrive by the end of the first quarter of 2018; in the third quarter, we are planning to install a fourth assembly machine for twisted wire and molded brushes.

In Bamberg, too, we are proud to be able to look back on a successful 2017. We produced significantly more than was forecast. The areas of metallizing and lacquering are running almost without interruption and at full pace. More than 27 million parts were metallized

or lacquered last year, 12 million of which were inline. Here, we have also invested in new, flexible assembly machines and are now using standard tool maintenance across all factories in Germany – so that tools from Bechhofen can also be maintained in Bamberg.

A successful step in the Asian market is our new presence in Shanghai. For the first time ever, we will be exhibiting at this year's MakeUp in Shanghai. The local Sulzer production facility will also enable us to access existing resources and approach the market with a new employee.

Please also join me in welcoming Stephan Schatz, who will introduce himself in more detail on the next page.

I hope, you enjoy reading the new GEKA Update and also wish you a successful financial year 2018.



Yours,
Amaury de Menthère



Amaury de Menthère
Division President Sulzer Applicator Systems



OUR PLANT IN WAIZENDORF INCLUDING A FIRST DRAFT OF THE NEW HALL

STEPHAN SCHATZ – CHAIRMAN OF THE BOARD OF MANAGEMENT AND HEAD BUSINESS UNIT BEAUTY

It is a great honor, and fills me with pride, that I have been able to take over the role of Head Business Unit Beauty and Chairman of the Board of Management at GEKA GmbH since January 2018. The company stands for superior technology, outstanding techniques and a high level of quality. But most of all, GEKA is synonymous with its highly committed employees. They are the ones who make things like our exceptional high-speed service rate possible.

I would like to introduce myself briefly so that you can get to know me better: I am 50 years old, married, and we have three wonderful children. Much of what I do is shaped by my family. My open-mindedness, my constant desire to seek out new things, and the development of new ideas – as well as my belief in encouraging others to pursue their vision.

Right before I joined GEKA, I was Vice President Corporate Operational Excellence APS and Medical Device Responsibility at Sulzer Mixpac – and as Head of Medical and Dental Products, my responsibilities included quality assurance and good manufacturing practice. Having joined Werfo in 1997 – a company that was acquired by Sulzer in 2007 – I always held positions of responsibility as a Member of the Board of Management and Authorized Officer. My field of work also included the performance of due diligence. That meant, I was able to gain some valuable experiences founding branches abroad – such as the development of a Sulzer plant in China or the standardization of a plant in the USA. This expertise will also help me in my work here at GEKA.

Overall, I can look back on a rather atypical career path. My goal has always been to develop and to progress – and that is why I have always sought to expand my skill set: After I completed my master as part of a technical apprenticeship, I worked as a technician. The fact understanding machinery still helps me to this day. Later, I studied to become a business manager with a thesis on the subject of “dental” and then I expanded on this knowledge with a Master of Business Administration (MBA), in which the core issues were business management and controlling. Today, I still focus on and have a particular passion for developing strategic issues, risk management and GMP professional. I was already able to prove myself as a Black Belt Six Sigma and was responsible for the success of the improvement projects I managed. My aim is always trying to consider the whole context and to avoid thinking in black-and-white terms.

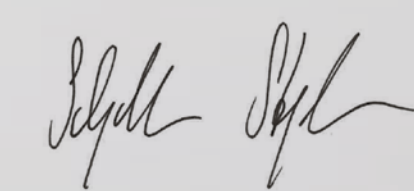
What I value in particular about my current position is that I can engage with many different people and personalities who inspire me time and time again, and whose knowledge can help me continue to grow. In my role as Head Business Unit Beauty, I now report directly to Amaury de Menthère and I also work closely with Christian Hauger, whose area encompasses Sales, Marketing, Technology & Innovations. And I have a close relationship with Operations, Quality, Supply Chain and Beauty Business with its sub-areas.

It gives me great pleasure to take on the management of GEKA – and I recognize that this important job is both valuable and challenging.

I am glad to be taking over such a well-positioned and successful business. And I am grateful to have such a committed team on my side as we forge a path into the future together: Further developing the business, continuously improving operational excellence and opening up more on a global scale – so that we can win new markets with innovative products. Changes will be a companion for all of us: The new organizational structure provides a basis for us to take the next step so that we can turn GEKA into an even more successful company.

Dear customers, we want to inspire you with an unforgettable GEKA experience. We want to make the most of the opportunities available and discover new prospects jointly with you. I am proud to be part of GEKA and I look forward to facing the upcoming challenges together with you and the whole team.

I am very grateful for your valuable assistance.



Your,
Stephan Schatz



Stephan Schatz
Chairman of the Board of Management and
Head Business Unit Beauty

AN INTERVIEW WITH GEKA EMPLOYEES

We at GEKA put great value on our employees, and for this reason we wanted to know what sorts of experiences they have had in our company, what they value, and what challenges they have hitherto encountered. Today, we will hear from five GEKA employees, who have gone into retirement after 40 years of service or even more.

1. HOW DID YOU COME TO WORK FOR GEKA?

W. FISCHER After finishing school, an apprenticeship as moldmaker and time in the armed forces, I was facing the question of whether I wanted to study or to take on a job. My preference was to start working, so I looked for vacancies in my area and applied to GEKA.

G. REIF Since childhood I had come into contact with mascara, because my neighbor used to produce the brushes in the traditional way. One of the teachers at the engineering college then explained that a former student had gotten a job at the company GEKA. After finishing engineering college as a trained toolmaker, I also applied there and was hired to work in machinery construction six months later.

R. MEIERHÖFER After my apprenticeship as a retail saleswoman I wanted to make a change. I had been familiar with GEKA since childhood, as we had previously made eyeliner brushes, mascaras, etc. for the company, working at home. One day, my neighbor came to me and said that GEKA was looking for people and this was the beginning for me. However, I did not enjoy my first week at work at all and I said that wouldn't last a month. But it then became a much longer time :-)

A. MORANA I didn't actually want to work for GEKA at all, but rather as a waitress in a café. However, my mother had other ideas and said that Georg Karl was the best employer in the region. Although I did not intend to spend my life sitting on an office chair, I still applied and was hired as a trainee industrial clerk.

I. REIF After my apprenticeship as a saleswoman at a butcher shop and a job in a supermarket following on from this, I came to GEKA through my mother; she had worked for the company from home.

2. WHICH DEPARTMENT/S DID YOU WORK IN?

W. FISCHER When I started on May 3, 1976, I first worked in machinery construction for six months and then in mold construction. From 1980–1986 I was head of mold construction and in 1986 I moved to the product construction department. I was head of this department from 2000 onwards.

G. REIF From June 1977 until 1979 I worked in machinery construction, then switching to mold construction. Between 1981 and 1985,

I was a production manager at VICTORIA*. During this time the relocation of the company VICTORIA from Nuremberg to Königshofen took place. In spring 1985, I moved back to GEKA, to the production control department, which after several decades was renamed production planning. In the meantime, I became deputy production manager and then production manager for more than a decade, during which I continued to undertake the planning of production.

R. MEIERHÖFER I started work on September 3, 1973, manufacturing shaving brushes. Afterwards I moved onto producing nail polish and then brushes for mascara. I then went to quality control and, among other things, was responsible for controlling incoming and outgoing goods. Before 1983, I moved to sample production, where I worked until my retirement.

A. MORANA During my apprenticeship as an industrial clerk, which I began on September 1, 1972, I passed through nearly all the departments. At the start of my training, I was still very nervous. In time, however, I began to enjoy myself more and more and learned a great deal. From the middle of 1975 onwards, in the third year of my apprenticeship, I moved to sales and had the company VICTORIA, which was previously based in Nuremberg, as my first customer. After more than 20 years in sales at GEKA followed the move to the sales department at VICTORIA, which had already been acquired by GEKA at the time. From mid-2013 up until to my retirement I continued to work in quality control.

I. REIF It all began for me on January 7, 1973 with the assembly of brushes in stems. Following on from this, I was responsible for nail polish applicators and after a year I moved onto quality control. Checks of incoming and outgoing goods, consecutive checks etc. were conducted here. From 1979 to 1983, I worked at home and was then employed in production, most recently in bottle production.

3. WHICH PRODUCT CAUSED YOU THE BIGGEST HEADACHE?

W. FISCHER In actual fact, there are many products, but the one product which gave me the biggest headache was our adjustable mascara unit "ladyTWIST". This was the first mascara, which required a mechanism for how to adjust the wiper. A concept was worked out in collaboration with an external designer, but this had to be revised multiple times.

G. REIF Following the purchase of the subsidiary in Bechhofen the production of compacts began. On account of their size, between ourselves, we called them "credit card compacts". However, eye shadow, lipstick and blusher palettes were inserted into these small, thin, flat containers. These compacts were then put into larger boxes. We invested many weekends of voluntary work on this and even management pitched in to help out. As a result of the manufacturing process, these thin compacts some-

times became warped in such a way that they did not fit into the larger box. We solved this problem by liberally stamping the front and back of the container, which when applying the necessary heat, took care of the unevenness.

R. MEIERHÖFER I agree with Gerhard; the "credit card compacts" were my biggest headache too.



A. MORANA Alongside the "credit card compacts" already mentioned, my biggest headache was caused by a mascara in an oval bottle with a Click-Close system and a round cap. The customer at the time stipulated that the Click-Close system should not be visible.

Unfortunately, despite repeated sampling and subsequent improvements, we were unsuccessful with this product, and it never went to mass production.

I. REIF For me, it was a special delivery for a customer who had stipulated countless test provisions. Many brushes, stems and bottles, as well as numerous pull-out forces, etc., had to be measured and I was busy dealing with this single delivery for days on end.

4. WHAT WAS YOUR BEST MOMENT AT GEKA?

W. FISCHER There were many pleasant moments at GEKA, but it was always particularly satisfying when products were actually implemented and the underlying idea was well received. An additional highlight for me was changing departments from mold construction to product construction, within which the introduction of 3D computer programs represented another high point.

G. REIF My fondest moment was in 2003, at which time we moved into our new building at Waizendorf after more than a year's planning. What was formerly split between two sites in Bechhofen and Waizendorf was concentrated in one and all departments were once again brought together.

R. MEIERHÖFER My best moment was without a doubt working in the factory outlet, in particular in December 2007 when the decision was taken to reorganize the shop. We were then able to move from one small office, which was too narrow, into another building with many large spaces. Up until its closure three years ago, it was possible to go shopping there every Thursday evening and on special occasions, such as before Christmas. The proceeds were then donated to charitable organizations in the area.

A. MORANA There were so many great moments, and it is difficult to highlight one in particular here. It was especially pleasant to witness, over my 35 years of service in sales, how our customers grew along with us over time, with ever-bigger customers following from them. The best thing that could have happened to us here, was that the business and sales management gave us a great deal of trust and enabled us to work in a very independent way. A consistent highlight came when, after six months of project work, the order was placed. There was always cheering at this point; we celebrated together and the achievement was given recognition. Despite no longer working at GEKA, the friendships established here continue. In the past, to strengthen team spirit, we did a lot of things together and held parties. The majority of this we organized ourselves, but the management was also often a part of it. As a result, the working atmosphere was great. I also have very fond memories of many visits to trade fairs.

I. REIF The time I enjoyed the most was spent in quality control in Bechhofen. There was a dairy warehouse next door, so we were always supplied with cocoa and yogurt. All the earlier employee trips and parties were also very pleasant. In particular, I remember a trip to Tettau where we went with 2-3 buses to visit suppliers. The day was brought to a great end in a pub, where music accompanied eating, dancing, and celebrating.

5. HOW MANY MASCARAS HAVE YOU TESTED THROUGHOUT YOUR TIME AT GEKA?

W. FISCHER It probably wasn't that many, but I have taken part in a few make-up courses and tested both mascara and nail polish in the office from time to time. There were occasions when I forgot to remove the make-up before leaving the office at the end of the day, only realizing this unfortunately when I got home and looked in the mirror, after having done my shopping at the supermarket.

G. REIF I never tested any of the mascaras myself. But I did have an employee who tested them on his own eyes daily, so I could always see how they worked.

R. MEIERHÖFER I can no longer say for sure exactly how many I have tested. But as soon as tests came around, I always volunteered for them, in the process learning that I prefer brushes made from fibers to those made of plastic. We learned a lot in make-up courses and seminars too, each time picking up different perspectives.

A. MORANA I don't know exactly how many I tested, but it was definitely a lot. That we began filling the mascaras ourselves naturally contributed to this. My personal preference is for twisted wire brushes and as a rule – the bigger the brush the better for me. But this naturally differs from person to person, and that's why there are so many different models.



From left to right: INGRID REIF, GERHARD REIF, ANGELIKA MORANA, WERNER FISCHER, ROSEMARIE MEIERHÖFER

I. REIF As a matter of fact, I am not someone who uses a lot of make-up. But I was always pleased when mascaras were attached to our pay slips as gifts, and would then test these.

G. REIF I have really valued the leeway, individual responsibility and active, independent work over the decades.

R. MEIERHÖFER Off the top of my head, I would say supportive, challenging, social, and future-oriented.

6. WHAT WILL YOU MISS ABOUT GEKA?

W. FISCHER I was always very happy engineering things, and didn't give this up even during my leadership role. So for the time being, I will continue to work two half days a week. Beyond this, I will miss my colleagues, of course.

G. REIF I will miss the colleagues and friendships that have developed over more than 40 years. And also eating together in the breaks, because there were always interesting things to talk about here. Aside from this, problems were solved together over several decades. Not least, I will miss my role, completing order planning on time to ensure punctual delivery.

R. MEIERHÖFER Above all, I will miss my colleagues and the daily challenges, which sometimes came up as early as half past six in the morning. In addition I will even somehow miss preparing for trade fairs, throughout which despite initial difficulties everything was always completed on time. Such things simply stick in my memory.

A. MORANA Most of all I miss my colleagues. We do however get together in the evenings from time to time and go out to eat together. Beyond this, I will miss this or the other customer, because in some cases we have been in contact with one another over many long years.

I. REIF I also miss my colleagues. Especially in the early years, we had a great deal of flexibility in how we organized the breaks ourselves. Thus, colleagues became friends quickly.

7. HOW WOULD YOU DESCRIBE THE COMPANY AND ITS WAY OF WORKING? FIVE WORDS WOULD DO NICELY.

W. FISCHER A lot of leeway was given here, in addition to the ability to evolve, develop and take on responsibility. For me, it was an optimal workplace – in all the 40 years at GEKA, I have never regretted working here, and my private life has not suffered as a result. Thanks to a collective effort and despite some difficult times we have enjoyed steady growth.

I. REIF There are many processes that we in production do not know much about, but I think that things will continue positively. This can be seen in the fact that lots of new people are being hired and machines are being bought.

9. WHAT PLANS DO YOU HAVE FOR YOUR RETIREMENT?

W. FISCHER Lots of work :-). I have resolved to do everything now that wasn't done over the last few years – there are a few things to be done around the house and in the garden. Aside from this, I would like to hold a tennis racket in my hand again and do more sports. I also have plans to travel and may even learn a musical instrument. Certainly I won't be bored :-)

G. REIF I am very in touch with nature, often on the go outside, and now I am in the forest almost every day – to chop wood or to go walking. Depending on the season, the impressions and images are simply always different. In addition, there is a lot of house and agricultural work that needs doing and has been left undone for decades. I won't be short of work to do :-). I get up every morning at six o'clock – which is still an hour later than I used to. I can now also take more time for my four grandchildren (the fifth is on the way).

R. MEIERHÖFER Due to my illness, I have given up making plans far ahead of time. But I would like to have lots of time for my family, my grandchildren, my garden and my hobbies. Now and then I would quite like to travel and simply enjoy life. If there's a need, I would also be happy to come around from time to time to prepare exhibition samples.

A. MORANA As a result of my illness in 2015, I also no longer make long term plans. I simply live each week at a time, instead of planning three to five years in advance. If I stay fit however, I would like to spend four to five months each year from April onwards in Sicily with my husband. I still have to convince him to come on a cruise. There are various cities I would like to see, such as Hamburg, Dresden, Barcelona, etc. However, my illness places certain constraints on me at the moment. Other than that, it's great to spontaneously go out for breakfast now and again and to go shopping when it is quieter.

I. REIF I am happy that I can finally tend to my garden. In addition to this, I like to paint, go on lots of walks, read often and embroider. It is just great that there is no alarm to go off in the morning and no more time pressure. Now, there is the possibility to calmly do everything that could not be done previously.

At this point, we would like to thank our employees for the interview! As we continue to grow moving into the future, we are looking forward to taking on new, equally dedicated individuals.

*VICTORIA is the previous name of the current accessories division, which was previously independent.

WELCOME AT GEKA! NEW EMPLOYEES* AND APPRENTICES

Former employees with over 40 years of service, long-standing colleagues and new faces: At GEKA, we are always glad to hear about qualified individuals. We are therefore always in search of dedicated apprentices and new employees, so that we can continue to be successful and grow in future.

Whether in the factory or in administration, at our two German sites in Waizendorf near Bechhofen and Bamberg, we currently employ around 50 apprentices. In our search for new talent, an apprentice day took place for the first time on Saturday, September 23, 2017 at GEKA GmbH at the headquarters in Waizendorf. From 10 am to 4 pm, interested pupils and their parents got the opportunity to find out more about our apprenticeships.

The aim was to introduce the prospective school leavers to the company, its training and further education opportunities. In addition to industrial business managers, technical product designers and IT specialists, training is also provided for tool, industrial and process mechanics as well as electronics technicians. A dual study program will also be offered from this year in the technical area.

Our first apprentice day started with the official opening by Roland Blank, one of the managing directors of GEKA GmbH, and the welcoming of the local mayor as well as representatives of the Chamber of Industry and Commerce and surrounding schools. Afterwards, our current apprentices and their training instructors presented their individual careers and offered insights into their day-to-day work. The individual stages of mascara production were also explained during hourly company tours. As an exclusive surprise, at the end each visitor was handed out the mascara they had assembled themselves. The event was accompanied by a competition with great prizes, as well as catering and refreshments.

With around 200 interested visitors, the day was a great success – so it will be repeated this year on July 14, 2018.

We look forward to seeing you!

In addition to the opportunities for apprentices, we also have a wide range of vacancies in manufacturing and administration, both part-time and full-time: The construction of our new hall will create attractive jobs for around 250 more employees.

We are also attending a number of **career fairs** in the region this year:

21.02.2018	MINT Days Realschule Wassertrüdingen
01.03.2018	Practical day for students at GEKA in Waizendorf
24.04.2018	Apprenticeship fair, Ansbach
15.05.2018	vitaminb recruitment fair, Künzelsau University
07.06.2018	University contact fair, Ansbach University
14.07.2018	Apprenticeship Day 2018

*For reasons of legibility, only the male form is used in the following.

HOW TRENDS BECOME PRODUCTS

MIDNIGHT
Seduction



Quite a lot has happened since the last edition of the GEKA Update magazine: Among other things, we exhibited at Luxepack in Monaco 2017 – under the theme of midnightSEDUCTION, one of the mega trends for Fall/Winter 2018/2019.

Glamorously decadent and fantastically theatrical: midnightSEDUCTION is perfect for any woman who wants to feel like a femme fatale. The exhibition stand thus radiated a hint of an elegant nightclub atmosphere – just like our collection with mascara, eyeliner, lip gloss, and a topcoat for lashes and brows. The new 1K burlesqueBEAUTY brush conjures up provocatively curved and voluminous lashes, while the precisionLINER with its brand-new metal cap and flocked lacework pattern creates dramatically lined eyes. Golden accents for eyebrows and lashes are set by the 2-in-1 fiber brush, sweetSIN. The lip gloss spatula sensualLIPS tempts with its shimmering, dark lilac finish. The seductive set is rounded off with a silicone sponge, a soft nylon brush, and a sparkling clutch.

Look forward to our next exhibition highlights today:

Two new mega trends are on the horizon: urbanHEAT at Cosmopack in Bologna – and nomadicTREASURE at MakeUp in Paris. More on these and two further trends for spring/summer 2019 can be found on the following pages – be inspired!

Exhibition Calendar 2018

15.–18.03.	Cosmopack Bologna
11.–12.04.	MakeUp in Shanghai
06.–07.06.	CosmeticBusiness Munich
21.–22.06.	MakeUp in Paris
12.–13.09.	MakeUp in New York
01.–03.10.	Luxepack Monaco

IDEA OF THE MONTH

SEPTEMBER/OCTOBER



In keeping with that fall feeling, our idea of the month for September/October 2017 was based on the theme of "Indian Summer". The mascara impresses with its silkscreen print in an Aztec pattern, with color-coordinated accessories: a cellphone case with feather embossing and a boho headband with a braided pattern and wooden pearls.

If you'd like to know more about what's going on at GEKA – and to be inspired by even more innovations – just send us an e-mail to info@geka-world.com. We'll add you to our mailing list!

NOVEMBER/DECEMBER



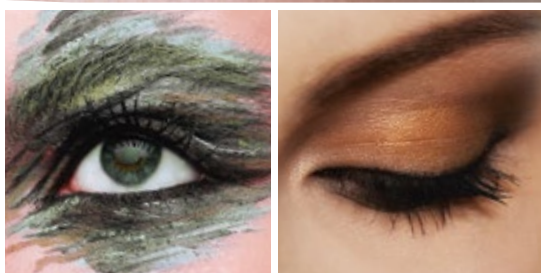
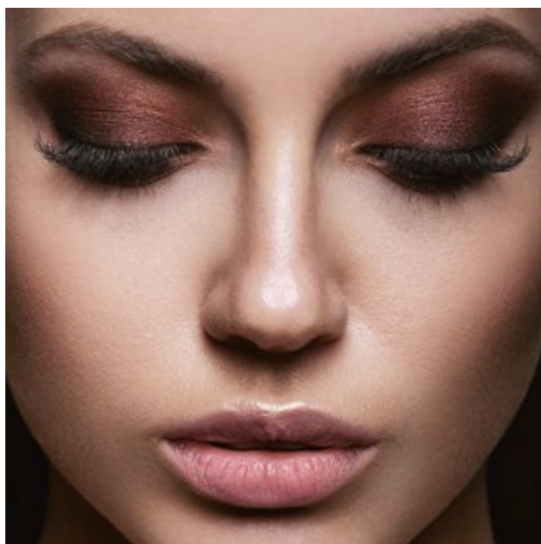
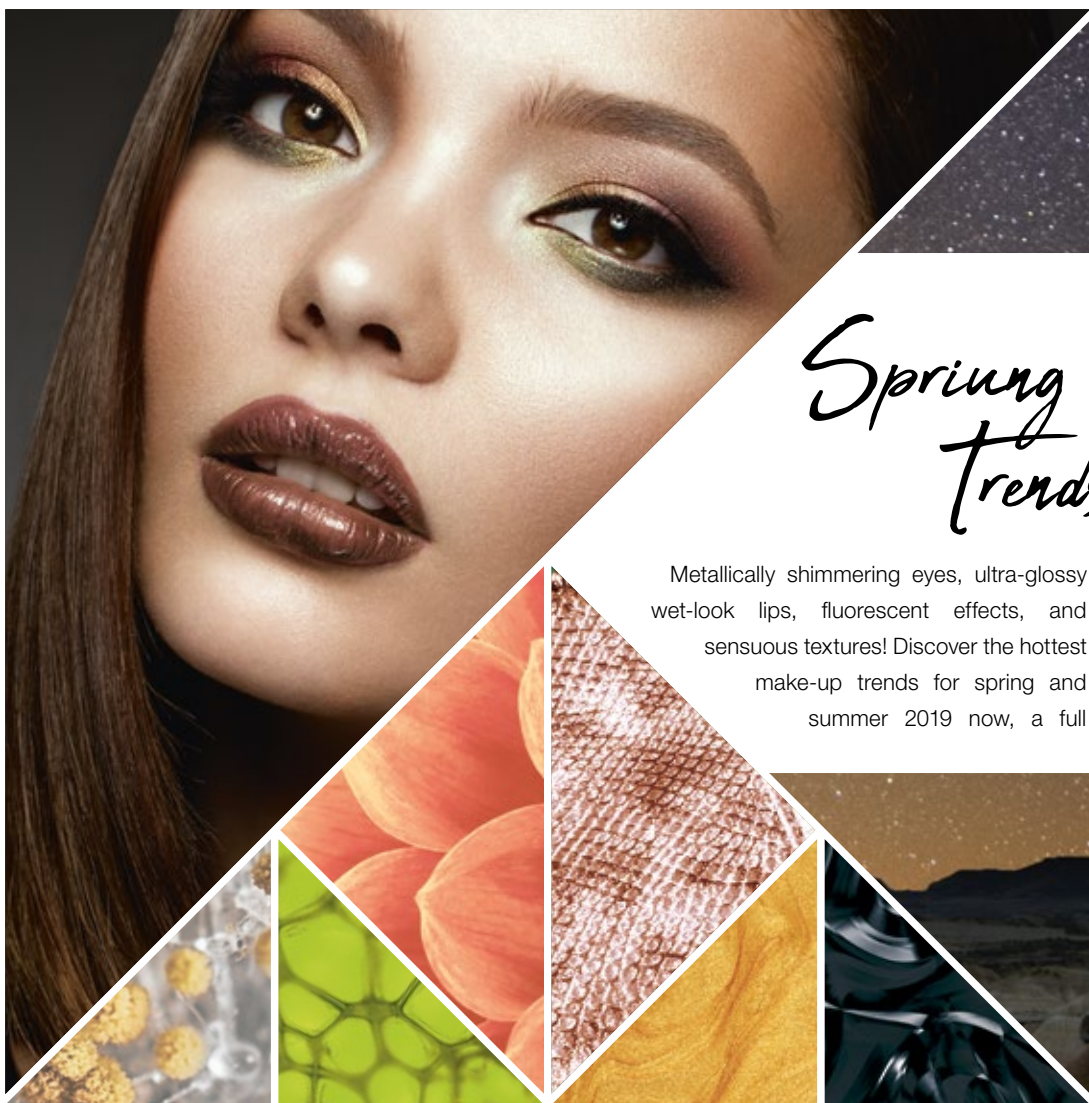
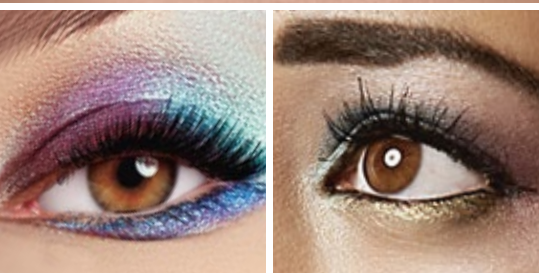
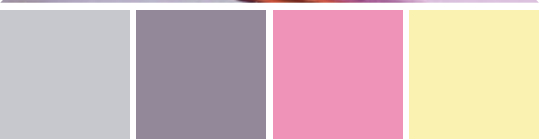
In November/December, the trend of "Arctic Aurora" was the utmost in cool, with silver shimmering mascara and an eyebrow topcoat with holographic hot-foil printing. It was refreshingly eye-catching and packed in a holographic iridescent pouch.

JANUARY/FEBRUARY



The focus in January/February was "Cosmic Dust". For this, the mascara had a radiant galaxy look with a marble masterbatch design. The starry references continued with a silicone make-up sponge with glitter particles and a flocked side; the eyelash curlers glitter in dark lilac.

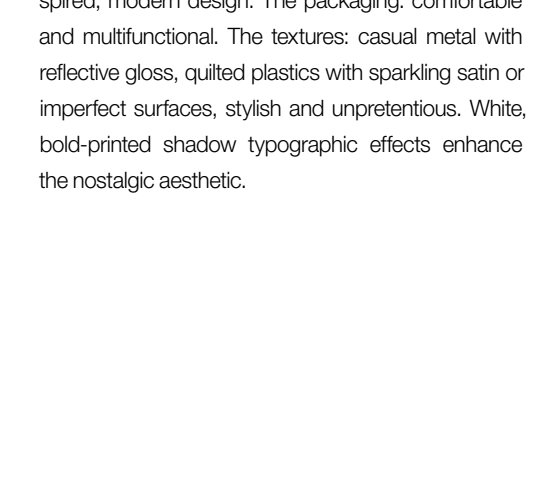
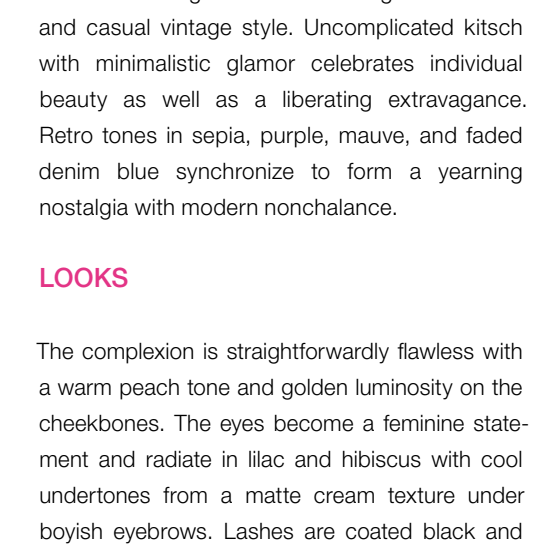
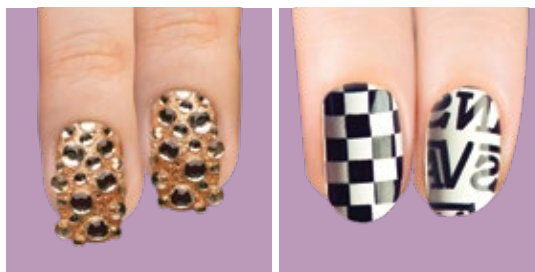
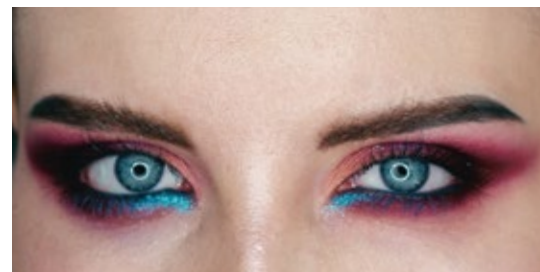
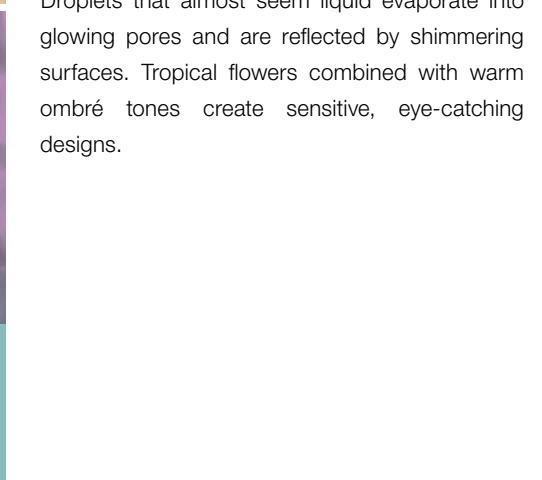
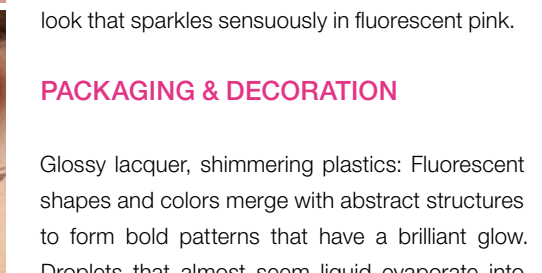
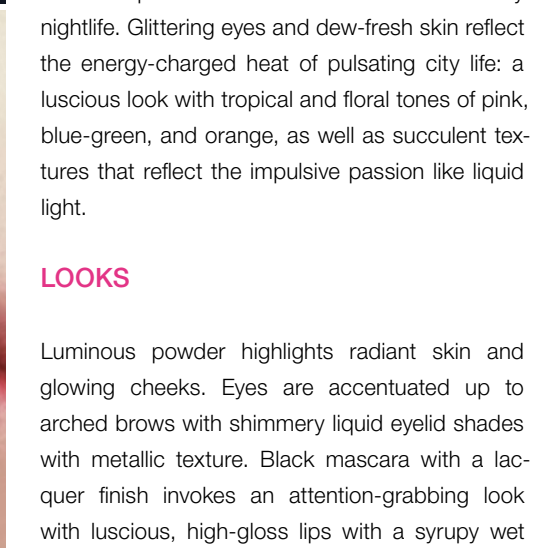
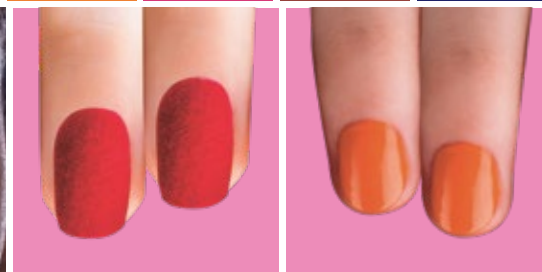
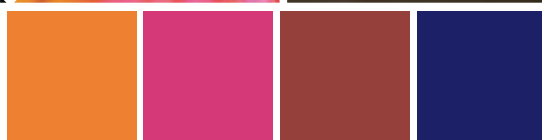
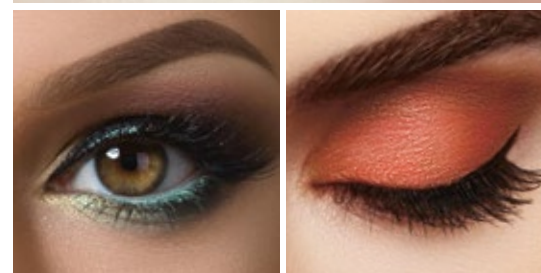
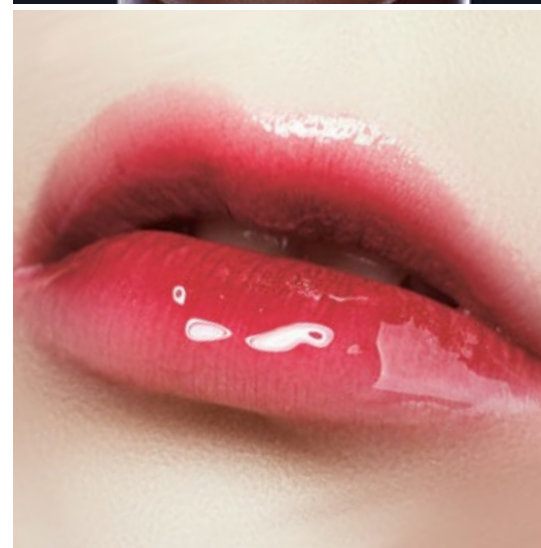
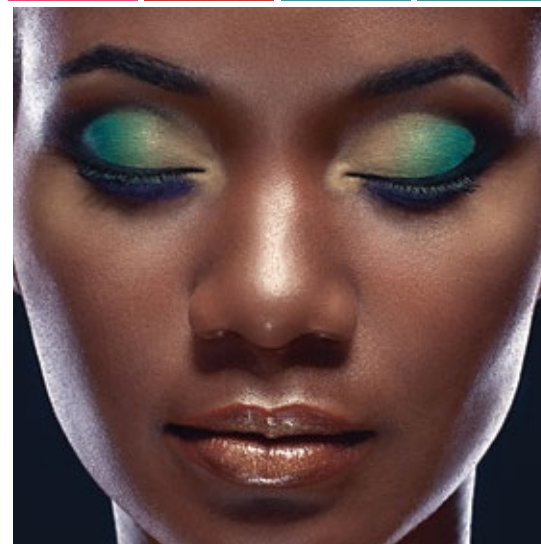
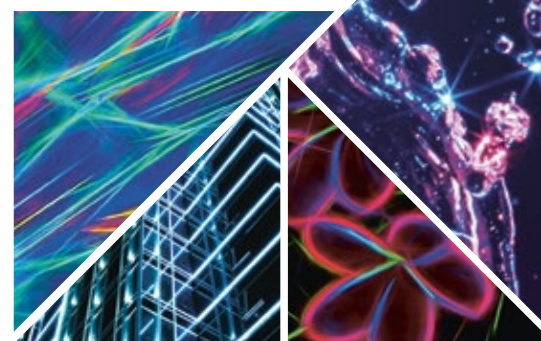




Spring & Summer Trends 2019

Metallically shimmering eyes, ultra-glossy wet-look lips, fluorescent effects, and sensuous textures! Discover the hottest make-up trends for spring and summer 2019 now, a full

year in advance. If you'd like to create dazzling looks with specific products, we are happy to offer advice – either as an exclusive development or a full service solution!



State of Mind

Through new technologies, thoughts and emotions are transformed into new sensory experiences. Virtual and real worlds merge to form a meditative state or relaxed freshness and shape a pure aesthetic – resulting from pastel tones in yellow, pink, and turquoise, contrasted with cold gray and black. Multifaceted refinements give beauty an ethereal quality.

LOOKS

Minimal, but perfect. Pale porcelain skin is brought to life with soft rose tones and contoured with lively pink. Diffuse powder pigments in matte, dark lilac, or glossy fresh yellow and blue tones make for shining eyes and precisely defined brows endow them with a stimulating elegance. Lashes are defined subtly and lengthened with soft black mascara – and a pale pink, shimmering color gives the lips a dazzling finish.

PACKAGING & DECORATION

Intelligent textures create sensuous patterns with sparkling effects. Plexiglas and crystal combine for ultra-thin, light-reactive designs; soft silicone and powdered platinum – as well as frozen plastics and breathable membranes – emphasize the subtle sensation of minimalistic forms. Surreal color graduations and 3D effects create depth for scripts: for radiant results.

nomadic treasure

Supernatural beauty is the heart of this trend, which combines modern technologies with the purity of nature. Inspired by the past and by high-end textures, endless creations are unleashed from luxuriant wildness and metallic natural tones with golden gloss colors. Distorted perspectives and hybrid elements overturn the laws of nature and create a new, futuristic aesthetic.

LOOKS

Bright, ultra-matte, or dark metallic eye shadows highlight the lids; with black, extended lashes and eyebrows brushed upwards or untidily arranged with an amphibious shine. Transparent gel textures, light matte orange, or rosé tones give lips a fresh glossy finish and the look of hyper-real perfection.

PACKAGING & DECORATION

Glowing algae, metallic meteor dust, or holographic oils form flowing patterns that constantly rearrange themselves. Shells, feathers, and moss inspire for organic textures with a microscopic feeling and use lacquer to create lively surface effects. Magnetic forces result in a figurative design that emphasizes the exciting mix of effects.

urbanHeat

Exotic beauties move effortlessly to the beat of the metropolis and lose themselves in its heady nightlife. Glittering eyes and dew-fresh skin reflect the energy-charged heat of pulsating city life: a luscious look with tropical and floral tones of pink, blue-green, and orange, as well as succulent textures that reflect the impulsive passion like liquid light.

LOOKS

Luminous powder highlights radiant skin and glowing cheeks. Eyes are accentuated up to arched brows with shimmery liquid eyelid shades with metallic texture. Black mascara with a lacquer finish invokes an attention-grabbing look with luscious, high-gloss lips with a syrupy wet look that sparkles sensuously in fluorescent pink.

PACKAGING & DECORATION

Glossy lacquer, shimmering plastics: Fluorescent shapes and colors merge with abstract structures to form bold patterns that have a brilliant glow. Droplets that almost seem liquid evaporate into glowing pores and are reflected by shimmering surfaces. Tropical flowers combined with warm ombre tones create sensitive, eye-catching designs.

retroShades

Searching for freedom and the American dream, this trend emerges from the nostalgic 1970s look and casual vintage style. Uncomplicated kitsch with minimalistic glamor celebrates individual beauty as well as a liberating extravagance. Retro tones in sepia, purple, mauve, and faded denim blue synchronize to form a yearning nostalgia with modern nonchalance.

LOOKS

The complexion is straightforwardly flawless with a warm peach tone and golden luminosity on the cheekbones. The eyes become a feminine statement and radiate in lilac and hibiscus with cool undertones from a matte cream texture under boyish eyebrows. Lashes are coated black and accentuated with brown eyeliner. The lips shine with a subtle lilac-metallic cream finish or a dark pink look.

PACKAGING & DECORATION

Must-have products are presented in a vintage-inspired, modern design. The packaging: comfortable and multifunctional. The textures: casual metal with reflective gloss, quilted plastics with sparkling satin or imperfect surfaces, stylish and unpretentious. White, bold-printed shadow typographic effects enhance the nostalgic aesthetic.

AVON MARK

**BIG & MULTIPLIED VOLUME MASCARA,
MEGA EFFECTS MASCARA,
LIQUID LIP LACQUER SHINE & MATTE**

AVON makes

3

wishes come true all at once:
fanned out lash volume,
luscious lips and
a breathtaking look.



The Big & Multiplied Volume Mascara is a real all-rounder for noticeably more separation, definition and a fantastic curl, all in one. The multi-benefit brush is a refined combination of three GEKA technologies: EOS fibers for generous formula application, SEPA technology with wedge-shaped fibers for perfectly separated lashes, HYPNO cut with large brush grooves for even more bulk uptake. In classy black packaging with white hot-foil printing on the bottle and shimmering silver printing on the cap slant.

The Mega Effects Mascara with cool, revolutionary packaging in black and white is a real beauty treasure. Unique: the brush, which reaches a wide lash area from root to tip. The handle: especially ergonomic with adjustable angle. And best of all: easy mascara application from the front instead of the side. For a mega volume effect without smudging.

An absolute must have for ultimate lip fullness that lasts for hours is the Liquid Lip Lacquer in Shine & Matte. The liquid lip lacquer shapes the lips in countless seductive shades – whether in the trendy vinyl look or stylish matt. The flocked, tapered applicator ensures precise definition with just one stroke, while the slotted wiper in the bottle provides perfect dosage. The high-end look is achieved with white hot-foil printing on a thick-walled bottle and black cap, matching each color in a glossy or matt finish.

AVON Color Trend

Hello! Longest Lashes Mascara,
Hello! Colour Ultimate Lashes Volume Mascara,
Liquid Eyeliner

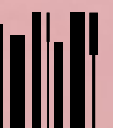
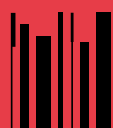
*The two mascaras and eyeliner by AVON Color Trend are bright,
stylish and right on trend. Hello, great look!
Hello, perfect eyes!*

Look, here I am! The colorful design also attracts attention: The mascaras and eyeliner feature an alluring plain white as the base color with pink or orange silk screen printed diagonal stripes.

The Longest Lashes Mascara features impressively simple application for a long-lasting lengthening effect – with dramatically long, precisely defined and separated lashes. Its impressive trick: Every single tiny hair is picked up by the brush directly at the roots and evenly covered with mascara.

The Ultimate Lashes Volume Mascara boasts 12 times more lash volume – thanks to the extra-large 1K brush, super-soft bristles and volumizing formula without clumping.

The Liquid Eyeliner shines with a wow-effect for dramatically defined eyes. Thanks to a carefully dispensed formula and its fine fibers, a perfect line can be applied. Extremely fine, extremely quick and without smudging.



SYOSS

HAIR MASCARA



As an expert in beautiful hair, SYOSS has now launched a mascara that impresses immediately: It covers gray roots of already-colored hair superfast and precisely.

The professional performance is already apparent in the exquisite design of the hair mascara: a deep black masterbatch for the bottle and cap with a two-tone hot foil print: A pink ring stylishly accentuates the sleek form, with the brand logo boldly presented in white. Hidden inside: The rather inconspicuous 1K brush may seem small, but it produces great results. Its short, delicate bristles glide effortlessly through strands of hair, recoloring the roots in no time and dependably covering up shades of gray. Quick and easy to apply, without smearing or clumping. Leave the hair to dry after use and style as normal. The result: a perfect, natural look for all women who want to look fabulous all the time. In short: a must when on the go, for every handbag.

BEAUTYGARDE

LASHGARDE PRIMING SEALANT,
LASHGARDE MASCARA,
LASHGARDE LIQUID EYELINER

Full flower power ahead! The elegant Beautygarde trio attracts everyone's attention with its striking flower design: 2 or 3 colors, with black and white silk screen or golden hot-foil printing. The applicators take the eyes of ladies everywhere to a whole new level: with refined twists for a radiant look.

Lashgarde Priming Sealant Mascara beguils with its white inner and transparent outer bottle including a black and white print. The transparent gel miraculously creates grip on the tiny hairs so that the maximum amount of mascara can cling on. The brush features GEKA's impressive sandwich technology: With its firm core, the lashes are precisely lifted and separated, while the extremely soft bristles reach even the finest hairs and bring them into full bloom.

Intense volume and fantastic lengthening – Lashgarde Mascara spreads out the lashes in all their glory and gives a perfectly shaped curl. With just one stroke of the large fiber brush,

stylishly packaged in a special inner-outer-bottle – black on the inside and transparent with a black-white-gold print on the outside for an extra thick-walled effect.

With its triple effect, Lashgarde Liquid Eyeliner makes the eyes flourish with such intensity: Its ease of use, convenient application and a unique, softly flocked tip enable variable stroke thicknesses and defined eyeliner. With absolute precision, even when it's not a special occasion – pure seduction!



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