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Cosmetic market professional magazine

**SPECIAL EDITION**  
with report on the Polish  
cosmetic market



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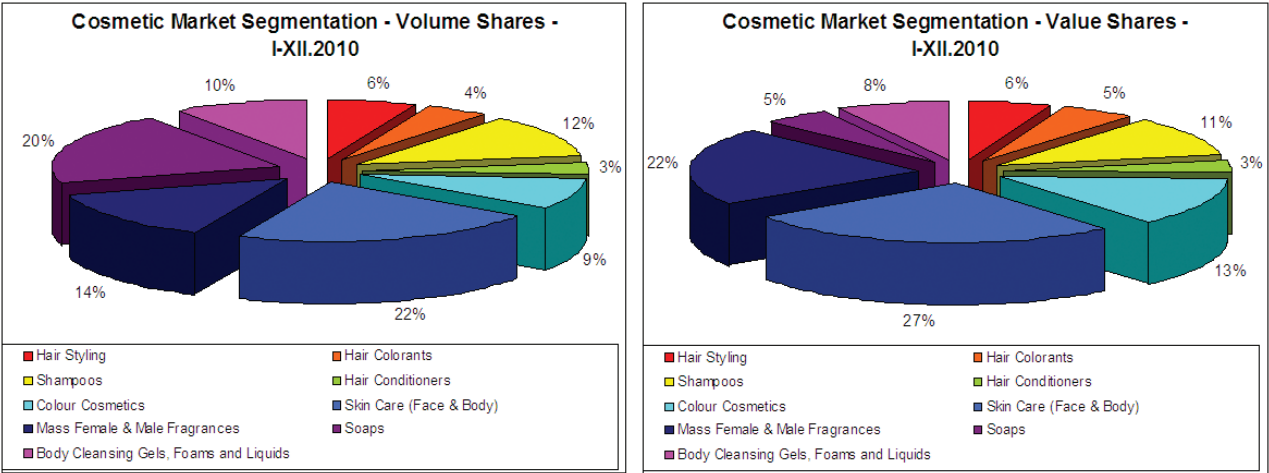
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# MARKET OF RETAIL SALES OF COSMETIC PRODUCTS IN POLAND - ON THE BASIS OF SELECTED CATEGORIES OF COSMETICS.

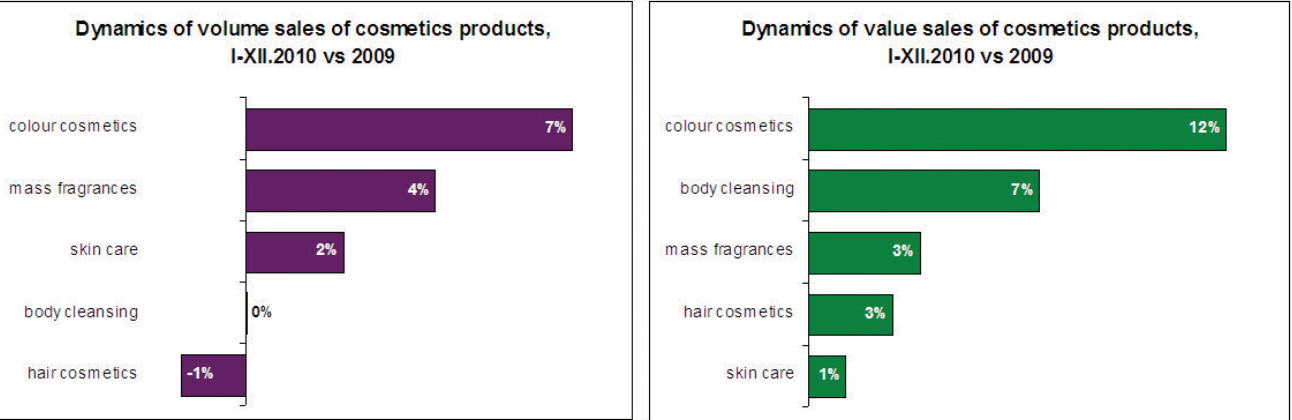
Cosmetics market covers products used for makeup, hair care, facial and body care, fragrances and body wash. In 2010, according to research conducted by MEMRB, total sales of some categories of cosmetics reached 882.9 million items and PLN 8.3 billion. Compared to the same period a year earlier, the cosmetics market in sales volume grew by +1.2% in volume and +4.1% in value. The biggest share in total sales of cosmetic products achieved cosmetics for face and body care (22% in volume and 27% in value). Given the number of units sold, double-digit market share in cosmetics can be also seen in soap (20%), fragrances for men and women (14%), shampoos (12%). A similar result, but according to the value of sales was achieved by: fragrances for men and women (22%), color makeup (13%) and shampoos (11%). Details have been presented in Charts 1 and 2.

Charts 1 and 2. Segmentation of cosmetics market



Over the last year the most dynamically developed sales of makeup (7% by volume and 12% in value terms), which was accompanied by an increase in sales of other categories of cosmetics: cosmetics for face and body (2% 1% in volume and value), fragrance (respectively 4% and 3%), body wash (0% and 7%). In the case of hair care products, there has been a slight decline in sales volume (-1%), with 3% growth in sales value. The dynamics of changes in the cosmetic market has been presented in Charts 3 and 4

Charts 3 and 4. Dynamics of changes in sale of cosmetic products, I-XII.2010 vs. 2009.



Source: **MEMRB**  
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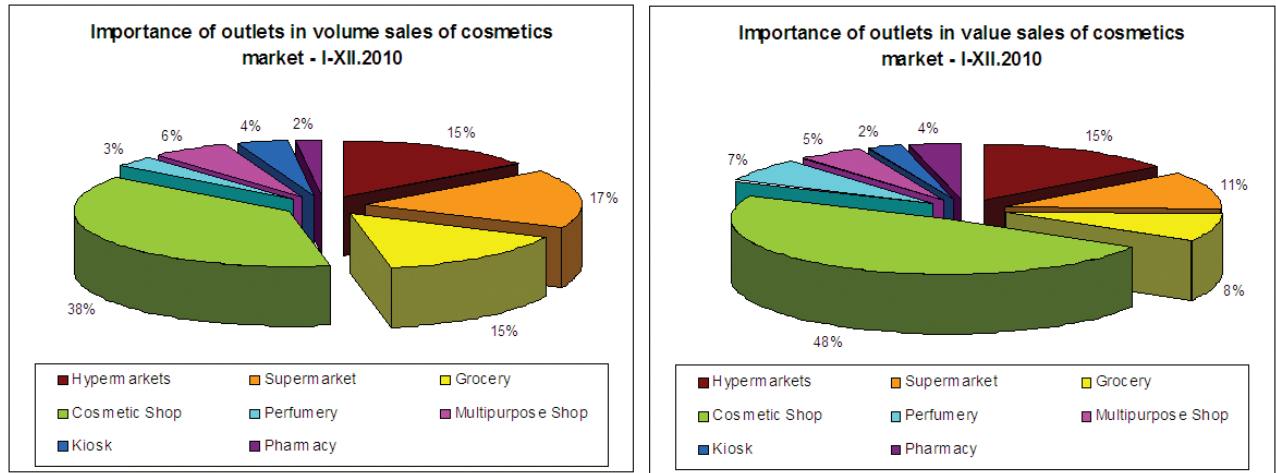
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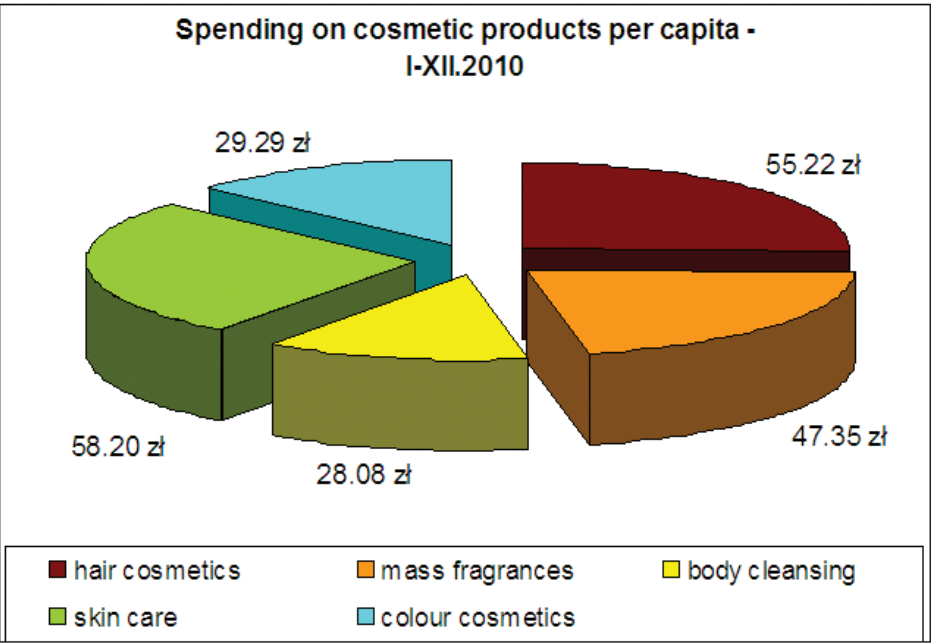
In Poland the traditional trade still has great importance in the overall cosmetics sales, and in I-XII.2010 it achieved a share of 68% by volume and 75% in value in the country. The importance of types of stores examined in sales in cosmetics market has been presented in charts 5 and 6. The highest sales was generated by beauty shops (38% by volume and 48% in value). The position of vice-leader belongs to the network of hypermarkets and supermarkets.

Charts 5 i 6. Importance of types of stores examined in sales of cosmetic products, I-XII.2010.



Analyzing the market in terms of expenditure per capita in 2010, it can be seen that the average expenditure of Poles incurred for cosmetic products amounted to over PLN 218 (detailed information has been presented in chart 7). This sum was 4% higher as compared to the same period of the previous year.

Chart 7. Expenditures for cosmetic products per capita – I-XII.2010



Most, 26.7% of the total amount we spent on products for face and body care (more than PLN 58 on annual basis). Hair care products (including shampoos, conditioners, hair color and styling products) accounted for 25% of total expenditure (PLN 55 per year). For fragrance products (understood as deodorants, toilet water, cologne and aftershave, and sets) almost 22% of the budget for cosmetic products (47zł) was spent. The remaining 26% was spent on body wash cosmetics (12.9%) and the make-up products (13.4%). The above information shows that despite the difficult economic situation, Poles did not resign of buying cosmetics.

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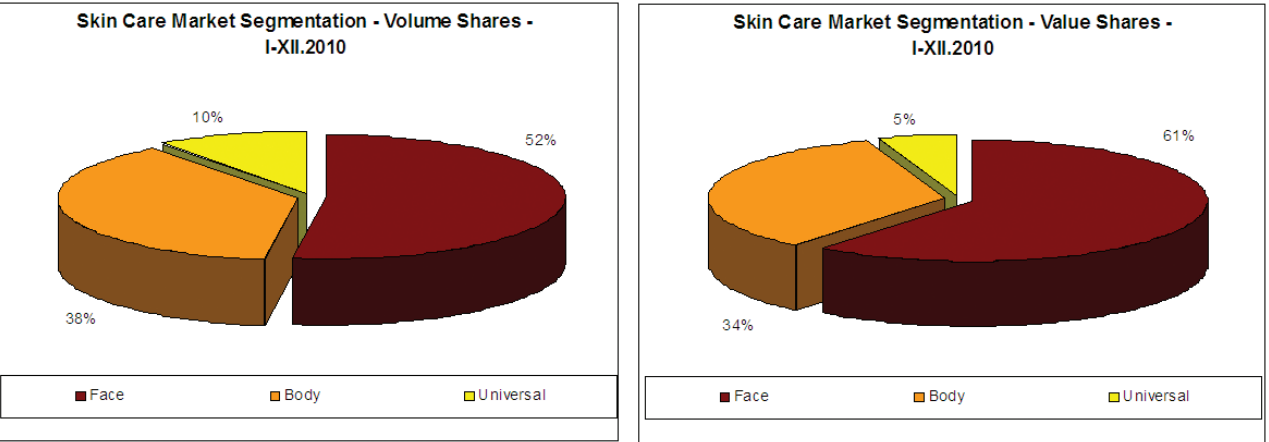
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FACE AND BODY CARE

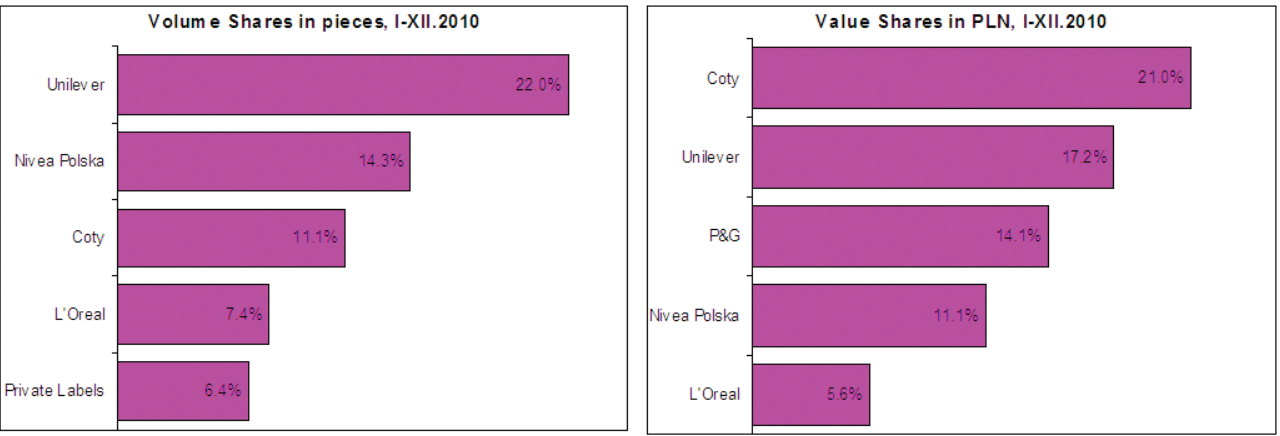
One of the largest category of cosmetics includes skin care products, which cover cosmetics for skin care (regular and anti-bacterial), body toiletries and universal cosmetics. In the I-XII.2010 total sales of skin care products amounted to 193.7 million pieces worth more than PLN 2.2 billion. Past 12 months, compared with the same period a year earlier, were characterized by a slight increase in sales both in volume (2%) and value (1%). The following Charts 8 and 9 show the importance of individual segments in the overall sales of skin care cosmetics category.

Charts 8 and 9. Segmentation of skin care cosmetics, I-XII.2010.



Of these segments, as compared with the previous year, sales growth characterized facial care products, and body care segment remained at the level of year 2009. Sales of facial care products increased by +3% in volume and by +1% in value terms. The biggest increase in sales was generated by face creams and peelings. In the case of body care cosmetics, sales remained at last year's level, and among the most important body care products, the largest sales increase was generated by hand creams, sun-bathing and after sun products. The market of skin care cosmetics is relatively fragmented - only two players in terms of volume and value reach percentages above 10%. The leader in terms of volume is Nivea Poland with market share of 20.3% and value sales leader is L'Oreal Group with 17.5% share. The detailed data has been presented in Charts 10 and 11

Charts 10 and 11. Shares of chief players in the skin care cosmetics market, I-XII.201



Of the top 10 players in this segment, it is the Polish companies experiencing the greatest growth in sales per year, i.e. Ziaja (respectively +13% and +21%) and Dax Cosmetics (+18% and +11%). A similar situation occurs in the body care products' segment, where although the leading position is taken by Nivea Poland with share of 19% in quantity and 17% in value, but the fastest-growing sales belongs to the Polish players, i.e. Ziaja (respectively +15% and +22%), Dax Cosmetics (+6% and +15%) and Eveline (+10% and +11%). Eveline owes its growth mainly to Slim series cosmetics, which are the best-selling slimming/firming/anti-cellulitis products and in this part of the body care account for about 30% of sales in both depictions.

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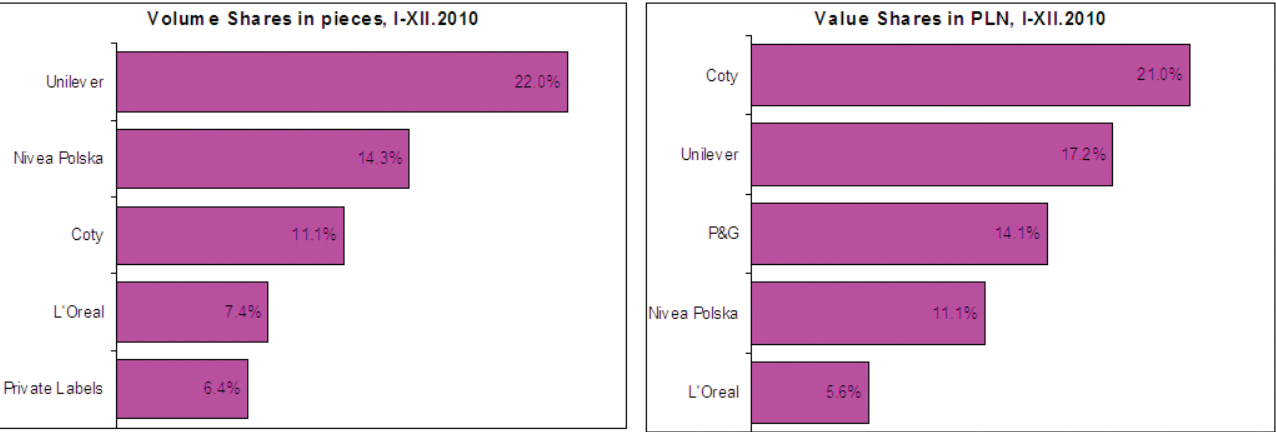
# MARKET OF BULK FRAGRANCES

According to research conducted by MEMRB, in 2010, sales of bulk fragrances were 123.3 million items, worth more than PLN 1.8 billion. Comparing the period under consideration with the previous 12 months, we may see similar sales growth rate of fragrances for both women and men. Women's fragrances experienced an increase in sales volume of 4% and 3% in value. The cosmetics for men noted an increase of 4% in both cases.

# COSMETICS FOR WOMEN

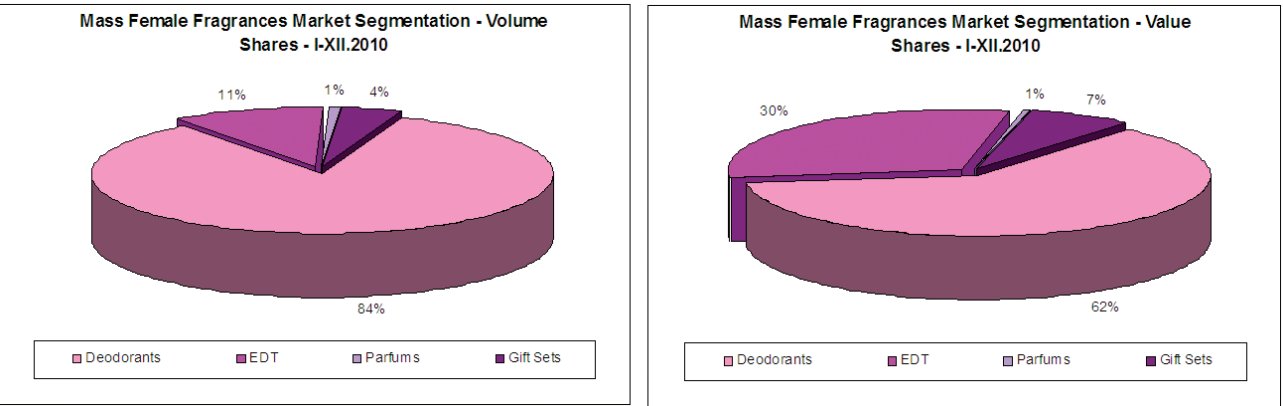
In the bulk fragrances market, which consist of the following bulk products: deodorants, toilet water, perfume, and sets, the top five producers generate sales of around 60-70%. Leadership position was shared by Unilever (22.0% in the volume ranking) and Coty (21.0% in value terms). Detailed information has been presented in Charts 12 and 13

Charts 12 and 13. Shares of main players in the market of bulk women's fragrances, I-XII.2010.



In the women's cosmetics market deodorants continue to play a dominant role, and their market share is 84% in volume and 62% in value (charts 14 and 15).

Charts 14 and 15. Segmentation of bulk women's fragrances market, I-XII.2010.



Deodorants constitute not only dominant, but also the most complex segment. In view of the product form of the greatest losses were suffered by cream and gel deodorants, and atomizers and sticks have noted the smallest increase in sales of all forms. However, there was growing interest in the aerosol and roll-on forms. Roll-on is the second, after spray, most popular deodorant form for women. Compared to the same period of previous year, the total sales of deodorants rose by +5% in volume and +4% in value. Among the leading producers the leader is Unilever, which has maintained first place in volume (25.0%) and value terms (25.4%).

Source: **MEMRB**  
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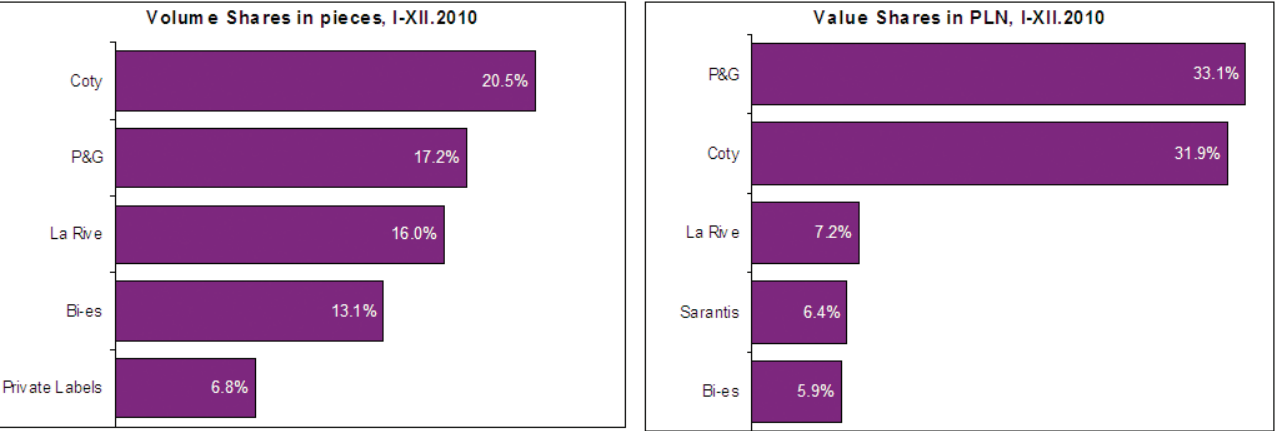


ROYAL BRAND



Next, in terms of importance, is a segment of toilet water, which in terms of volume sales recorded a slight decrease of -2%, while maintaining a stable value. The undisputed leader position in sales of toilet water is held by two players - Coty (20.5% by volume and 31.9% in value) and P & G (respectively 17.2% and 33.1%). Apart from them, in the top five manufacturers we can find La Rive, Bi-es and Sarantis.

Charts 16 and 17. Shares of chief players in the toilet water market. I-XII.2010.

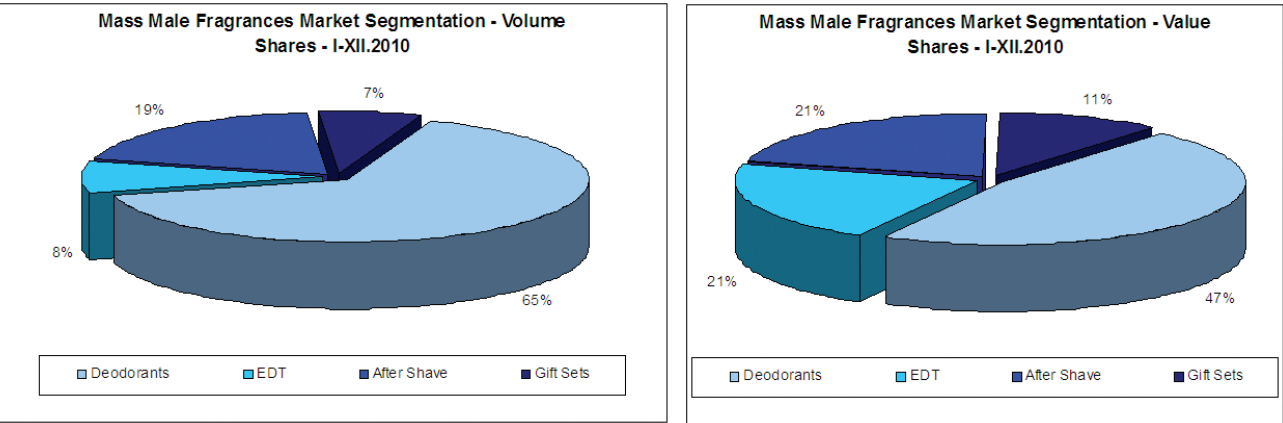


## COSMETICS FOR MEN

Similarly to women's fragrances, also in the bulk men's fragrances market we have the fragmentation of the market and only a few players can boast a market share above 10%. In terms of sales these are Coty, Nivea Polska, and Unilever, and in the value ranking - Coty, Nivea Polska, and P & G.

In quantitative terms the two main players have similar market shares. However, the situation looks different when we look at the value. In this case, the leader, Coty, notes share higher by more than 13 percentage points than the nearest competitor. Also in the market of men's fragrances, the deodorants are the most important segment, but unlike their female counterparts, in terms of importance the sale in this category is lower (charts 18 and 19).

Charts 18 and 19. Segmentation of bulk men's fragrances market, I-XII.2010.



During the period of I-XII.2010 deodorant sales accounted for 65% of the volume and 47% of the value of sales, growing annually by respectively 7% and 8%. Analyzing forms, like in the women's market, we see a decline in the significance of creams and gels, and increasing popularity of aerosols, roll-on, sticks and atomizers. The vice-leader in the segmentation of men's fragrances is the segment of after-shave products, with shares of 19% and 21%. After-shave products noted a slight decrease in sales volumes as compared to the previous year (-2% in volume and 0% in value). The most popular form included aftershave lotions, and aftershave balms gained a little on the importance. Among the bulk men's fragrances, the bronze medal should belong to toilet waters and colognes, whose volume share was 8%, which corresponded to 21% of sales. This segment was characterized by a similar growth rate as in case of aftershave products, i.e. a slight decrease in volume, while maintaining sales value at stable level.

Source: **MEMRB**  
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For the position of the leader by value in each of the segments presented Nivea Polska and Coty are competing: Coty with the share of 26.7% is number one in deodorants, Nivea Polska (23.7%) in the aftershave market, and again Coty (39.5%) in the toilet waters market.

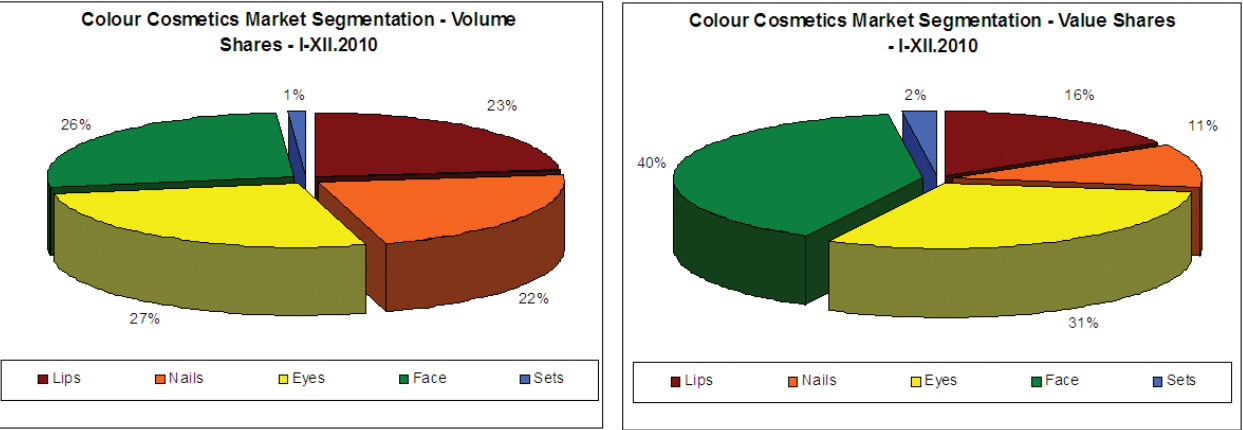
Both in the case of fragrances for women and men, key distribution channel are cosmetics stores, which in I-XII.2010 generated 41% in volume and 49% of value sales. The second position was taken by hypermarkets (18% and 16%), while supermarkets took third place (14% and 9%).

COLOR COSMETICS

Market of color cosmetic products includes eye makeup, lipsticks and nail varnish. Over the last year it recorded a +7% increase in sales volume in units and +12% in sales value. According to research conducted by MEMRB, in I-XII.2010 color cosmetics sales in Poland amounted to 77.4 million units, with a value of PLN 1.1 billion.

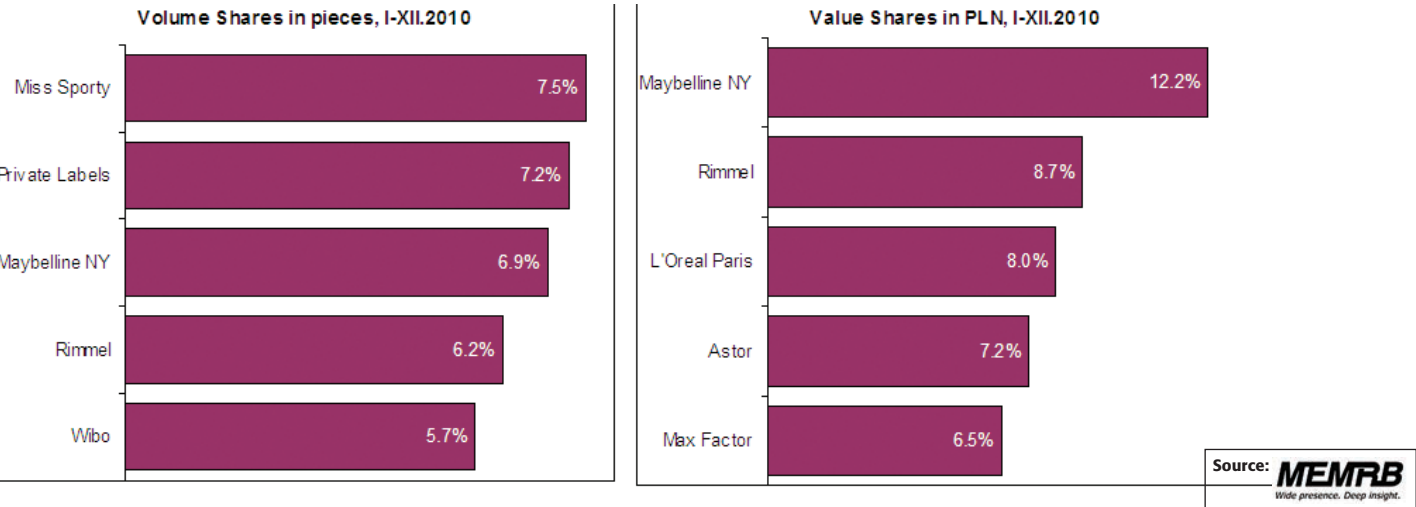
Of the aforementioned segments, similar popularity in terms of volume enjoyed eye and face cosmetics, smaller – nail and lips cosmetics. In terms of value, position and ranking are as follows: face (40%), eyes (31%), lips (16%), nails (11%). Detailed information has been presented in charts 20 and 21

Charts 20 and 21. Segmentation of color cosmetics market, I-XII.2010.



During the aforementioned period, the most rapidly grew sales of face makeup (+13% in volume and 18% in value terms), eyes (respectively +4% and +10%). This situation was due primarily to the increased popularity of face fluids (+15% in volume and +22% in value) and powders (+8% in quantity and +7% in value) and a growing interest in mascara (+8% by volume and +12% in value) as compared to the corresponding period of last year. Also eyeliners have gained importance and recorded sales increases (+13% and +17%) and face blushes/bronzers (+21% and +24%). Sales of nail products recorded increase in sales, respectively +4% and +5%, and lip products +6% and +7% on annual basis. The highest sales growth was experienced by nail polish, which is the largest sub-segment of the nail product segment, generating a +6% volume growth, and the value increase of +8%. Lipsticks also increased in importance, and their sales showed an upward trend, respectively +10% and +8% on annual basis. Color cosmetics market is highly fragmented - only Maybelline New York is proud to hold value market share above 10%. Detailed information has been presented in charts 22 and 23.

Charts 22 and 23. Ranking of Top 5 brands in the color cosmetics market, I-XII.2010.



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In terms of value, color cosmetics market leaders are: Maybelline New York (12.2%), Rimmel (8.7%) and L'Oreal Paris (8.0%), and Astor and Max Factor are much less important.

The leading product in the segment of lip cosmetics is Nivea with share of 16.6% in volume and of 11.9% in value. In the sector of nail care cosmetics the leader is Wibo with share of 11.6% and 8.5% respectively. Maybelline New York recorded the highest share of value (17.2%) of eye makeup. Maybelline New York has also been ranked number one in volume with 11.9%, beating the previous leader, Rimmel, which noted share of 10.2%. Among the facial makeup, in terms of value, the leaders are brands in the L'Oreal Group: Maybelline New York (12%) and L'Oreal Paris (9.2%). In terms of sales volume the leader is Eris, which generated sales of 12.5% and also occupies the position of second largest in value terms (9.3%).

In the structure of the color cosmetics trade, the beauty shops and perfumeries are dominant channels. Intensive development of drugstore chains has caused that beauty shops increased their importance in trade volume to 70% and in value up to 72% of sales generated during the I-XII.2010. Second place belongs to the perfumeries, which have reached 10% in volume sales and 17% of value sales.

HAIR CARE

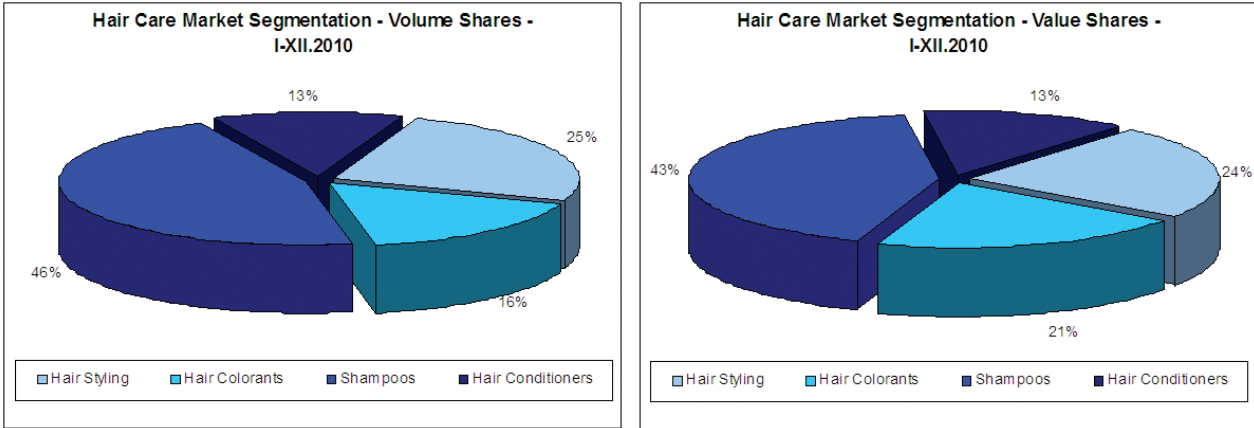
In 2010, total sales of hair care products, defined as shampoos, conditioners, coloring and styling hair products, reached 229.2 million units, worth nearly PLN 2.1 billion.

The most important channels of distribution of hair products are beauty shops, whose volume share was 36%, and sales value reached 41%. The second position in terms of importance is taken by hypermarkets, with respective share of 14% and 17%. Third in the ranking distribution channel are supermarkets with share of 16% by volume and 14% in value.

Sales of hair care products, as compared to the previous year, remained at a similar level. In terms of volume, a slight decrease (-1%) was noted, and value sales increase of 3%.

Of these segments, the largest share in the hair care products market was noted by shampoos, whose share amounted to 46% in volume and 43% in value. Detailed information on hair care products market segmentation have been presented in charts 24 and 25.

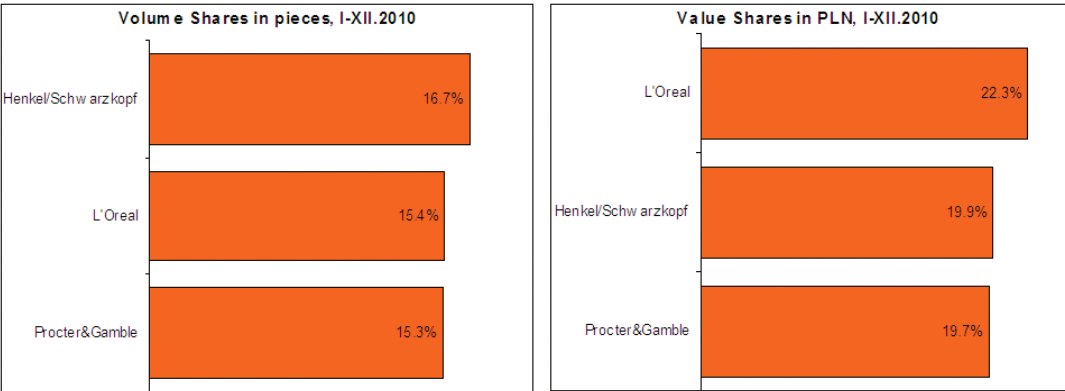
Charts 24 and 25. Segmentation of hair care products market, I-XII.2010.



In the category of hair care products, a very clear trend of offer diversification can be seen, not only in cosmetic and anti-dandruff products, but also in respect of the type of hair. This shampoo: for dry and damaged hair, dyed hair, as well as for fine hair was particularly seen.

Among the manufacturers of hair care products in general, the first three positions in the rankings are taken by Henkel/Schwarzkopf, L'Oreal Group and P&G. Detailed information on the present market share has been presented in charts 26 and 27

Charts 26 and 27: Shares of main players in the market of hair care products, I-XII.2010.



Source: MEMRB  
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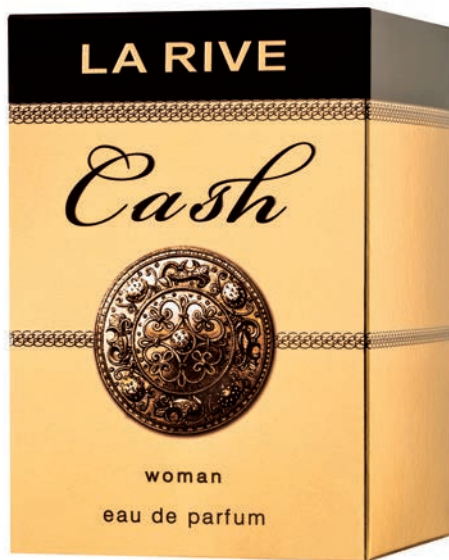
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**CASH WOMAN**  
eau de parfum 90 ml

It is a modern, original scent, with strong character and rich composition. Created for the brave and independent women.

**Note of head:**  
neroli blossom, lemon, raspberry  
**Note of heart:**  
jasmine, orange blossom, gardenia  
**Note of base:**  
patchouli, white honey, amber

[www.larive-parfums.com](http://www.larive-parfums.com)

**BELL**  
**MULTIMINERAL**  
**COSMETICS**

Filled to the brim with a unique combination of multi-components, which include among others mineral complex and vitamins. And all to support the skin to fight against wrinkles, excessive dryness, persistent sebum. To leave it healthy, beautiful, radiant, uniform in color.

**fluids:** MULTI MINERAL ANTI-AGE FOUNDATION and MULTI MINERAL MAT PRESSED POWDER  
**powders:** pressed MULTI MINERAL MAT PRESSED POWDER and loose MINERAL LOOSE POWDER  
**concealers:** liquid MULTI MINERAL ANTI-AGE CONCEALER and stick MULTI MINERAL MAT&COVER CONCEALER

more about mineral line:

[www.bell.com.pl](http://www.bell.com.pl)



**NEW FROM EVELINE**  
**COSMETICS**  
**BUTTOCKS UP!**  
**SUPER-CONCENTRATED**  
**SHAPING SERUM**  
**FOR BUTTOCKS**  
**total PUSH-UP effect**

An ideal shape and proper firmness of the buttocks are the dream of many a woman. Unfortunately, this sensitive area is particularly prone to body weight changes, lack of physical fitness and cellulite. In addition, the skin on the buttocks loses its firmness and elasticity with age. That is why Eveline Cosmetics decided to expand its popular series of slimming cosmetics Slim Extreme 3D by an innovative product:  
**SUPER-CONCENTRATED SHAPING SERUM FOR THE BUTTOCKS total PUSH-UP effect, which:** maximally lifts the buttocks, sculpts, firms and fills. The product's revolutionary formula is based on the unique Full-shape™ and Volufiline™ complex. Thanks to its innovative composition and combination of innovative active ingredients, the serum instantly fills, sculpts and lifts the buttocks.

The serum forms a lifting micro-net already after the first use, ensuring shapely and firm buttocks. The product helps buttocks become full, perfectly sculpted and maximally lifted. It also prevents skin sagging and protects against stretch marks.

**ACTIVE INGREDIENTS:**  
**Volufiline™** – natural extract from the Asian plant Gardenia asiatica used in natural medicine for centuries. Stimulates lipid growth in fat cells (adipocytes), regulates their storage process. Buttocks are fuller and shapelier.  
**Full-shape™** – complex based on Kigelia africana which improves the elasticity of dense connective tissue. Sculpts the buttock profile and gives an instant push-up effect.  
**Hyaluronic acid** – acts as a „molecular sponge“ as it maximally moisturizes the skin. The chain structure of hyaluronic acid weaves in between collagen fiber, strengthens and provides a youthful firmness to the buttocks.  
**Caffeine** – stimulates microcirculation, accelerates cellular metabolism in the skin, increases skin's firmness and elasticity.  
**Laminaria algae** – rich in vitamins, mineral salts, antioxidants and amino acids, they strengthen the skeletal structure of the skin, improve skin metabolism, detoxify and cleanse.  
Content: 150 ml + 50 ml

[www.eveline.com.pl](http://www.eveline.com.pl)

**NEW HAIR CARE**  
**PRODUCTS**  
**FROM PROSALON**

**Liquid keratin – leave-in spray**  
An outstanding light hair care product for damaged, dry and lifeless hair. It contains keratin, a protein with regenerative and conditioning properties, which enters into hair, rebuilds it from the inside and fills losses in its structure. It makes hair look healthy, smooth and shiny, considerably increasing hair volume and improving compatibility. It protects hair against the harmful impact of high temperatures during drying and modelling with a hair iron, dryer or curling iron. It perfectly regenerates damaged hair with hairstyling interventions such as a permanent wave, colouring or bleaching. A vitamin complex (A, E, F, H and B5) contained in the product helps to maintain hair hydration at the appropriate level and makes hair soft, springy and flexible.

**Protective oil for sensitive scalp skin**  
Delicate oil protecting the scalp skin during hair colouring and de-colouring treatments. It is enriched with liquorice extract which has anti-inflammatory and regenerative effect. Chamomile and aloe extracts protect the sensitive scalp skin against the negative influence of chemical substances such as ammonia. The addition of panthenol effectively moisturizes and soothes epidermal irritation. The product does not affect the colouring or lightening effect.

[www.prosalon.eu](http://www.prosalon.eu)





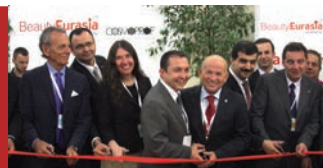
# BeautyEurasia

powered by COSMOPROF  
WORLDWIDE BOLOGNA

## BEAUTYEURASIA POWERED BY COSMOPROF: LEADING THE BUSINESS

BeautyEurasia organisers have reported a tremendous positive feedback to the marketing and sales campaign that is underway for the 2011 show, which will take place from the 16 to the 18 June in Istanbul. Thanks to the excellent results of the 2010 show, the first edition organized in partnership with Cosmoprof Worldwide Bologna, recording 252 exhibitors from 38 countries and more than 20,000 visitors from 80 countries (mostly coming from Iran, Bulgaria, Syria, Iraq, Italy, Greece, Lebanon, Saudi Arabia, Jordan, Libya, Germany, Russia, U.A.E, Ukraine, Morocco, Egypt, Macedonia, Romania, Turkmenistan, Kuwait, Tunisia, Serbia, Netherlands) the 2011 BeautyEurasia show is shaping up with an impressive international exhibitors line up.

With the Turkish economy having posted a growth of 11.4 % in the first half of 2010, second only to China, Turkey certainly stands out for its results positioning itself as an ideal bridge between markets. For example the number of French companies operating in Turkey has risen from 15 in 1985 to 300 currently and the trade volume between the two countries suffered only a minimal fallout in 2009 due to the global instable economic scenario.



### EXHIBITORS' PROFILE - 2010

**Exhibition space:** 11,000 sqm  
+15% on 2009 figures

**Exhibitors:** 252 exhibitors from 38 countries

**Breakdown:** 49% International exhibitors and 51% Turkish exhibitors

Argentina; Belarus; Bulgaria; Canada; China; Croatia; Czech Republic; Egypt; Germany; Greece; Hong Kong; India; Iran; Italy; Japan; Kazakhstan; Korea; Lebanon; Macedonia; Malaysia; Moldova; Morocco; Netherlands; Pakistan; Poland; Romania; Russia; Serbia; Spain; Syria; Taiwan; Tajikistan; Tunisia; Turkey; UAE; Ukraine; USA; Uzbekistan

### Exhibition product categories:

- Personal Care Products/Perfumery & Deodorants
- Hair Salon & Nail Products and Equipment
- Beauty Salon, Spa & Wellness Products and Equipment
- Colour Cosmetics
- Natural Cosmetics
- Beauty Accessories
- Raw Materials, Packaging, Contract Manufacturing & Private Label
- Associations & Service to the Cosmetic Industry

### VISITORS' PROFILE - 2010

**Visitors:** over 20,000 visitors

**Foreign participation:**  
+15% on 2009 from 80 countries

### Visitors' profile:

- Importers/Exporters
- Distributors/Wholesalers
- Retail Buyers
- Salon and Spa Owners
- Buyers of private labels, packaging and services.

### Top international visitors by Region and Country of origin:

- **Caucasia & Central Asia:** Tajikistan, Turkmenistan
- **Balkans:** Bulgaria, Greece, Macedonia, Romania, Serbia
- **CIS:** Russia, Ukraine
- **Middle East:** Iran, Iraq, Jordan, Lebanon, Syria
- **North Africa:** Egypt, Libya, Morocco, Tunisia
- **Gulf:** Kuwait, Saudi Arabia, UAE
- **Europe:** Italy, Germany, Netherlands.

# BeautyEurasia

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WORLDWIDE BOLOGNA

**Meet the 'Beauty'  
where the continents meet!**

**7<sup>th</sup> International Exhibition for**

- Personal care and cosmetic products
- Perfumery
- Hair salon and nail products and equipment
- Beauty salon, spa and wellness products and equipment
- Natural cosmetics
- Raw materials, packaging, contract manufacturing and private label

**June, 16<sup>th</sup> - 18<sup>th</sup> 2011**  
**Tuyap Exhibition Center**  
**Istanbul, Turkey**

[www.beautyeurasia.com](http://www.beautyeurasia.com)

Organiser of Polish group participation: POLCHARM, Anna Godek - ph. +48 502 22 90 90 - [info@polcharm.com.pl](mailto:info@polcharm.com.pl)

Organiser - IPEKYOLU International Exhibitions Ltd & PLATFORM International Exhibitions Inc  
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private label or maybe ready made products  
for your cosmetic business?

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**the best ratio between quality and price**  
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## Another success of Eveline brand.

Slim Extreme 3D series as an unquestionable market leader in Poland.

Eveline Cosmetics, the flagship of the Polish cosmetics exporters' fleet, has achieved yet another success. The company currently employing over 500 people, was founded over a quarter of the century ago, and 80% of nearly 70 million pieces of cosmetics produced there are exported. Eveline Cosmetics products are known in over 60 countries. There is no continent on which the company does not consistently pursue its flexible sales strategy, adapted to market specificity and needs. Eveline Cosmetics brand is well known and appreciated in Russian speaking markets, Central Europe markets (Czech Republic, Slovakia, Hungary), Balkan countries, the United States of America and Arab countries (Saudi Arabia, Kuwait, Iran, Iraq or Lebanon).

Last year witnessed Eveline Cosmetics spectacular launch onto the Hong Kong retail sale outlets, increase in sales in Sudan, entry into a demanding Dutch market and building distribution channels in the Far East (Cambodia and Burma). In brief, the success is not only the corporate strategy result, but also the arduous work of a well-integrated team. The core series by Eveline Cosmetics portfolio is the SLIM EXTREME 3D brand consisting of anti-cellulite and firming cosmetics, known and appreciated by female consumers in many countries. Today, however, we would like to focus on the most recent achievements of this brand on Polish market.

According to the research conducted by MEMRB, in 2010 in Poland this market segment was absolutely dominated by SLIM EXTREME 3D series from Eveline Cosmetics. Its market share, both in qualitative and quantitative terms, equalled to approximately 30%. Let us, therefore, look a bit closer at the factors that make SLIM EXTREME 3D a best-selling series in this market segment for years.

Let us start with an obvious fact – slim body, cellulite-free and firm smooth skin is the dream of almost every single woman in the world. Taking care of your dream figure requires: proper diet, increased physical activity as well as the selection of cosmetics to be applied locally. The latter aspect of making your dream of a slim silhouette come true is the domain of SLIM EXTREME 3D cosmetics. Carefully selected, top quality ingredients on the one hand, and restrictive quality control procedures on each stage of production ensure the quality and efficacy proven by researches.

eliminating callosities (**Moisturising Scrub-Massage Shower Gel Anti-Cellulite, Peeling-Massage Shower Gel Anti-Cellulite**). After bathing, onto hips, abdomen, thighs and buttocks skin by circular, energetic movements apply fat burning cosmetics (**Thermoactive Slimming Serum Anti-Cellulite, Ideal Contour Thermoactive Serum Shaping Waist, Abdomen, and Buttocks**). Warming action of these products stimulates microcirculation, improves drainage and accelerates toxins elimination. Delicate warming-up of the skin significantly improves absorption of active substances. In balms that support slimming and body shaping very important are L-carnitine and caffeine that stimulate fat burning. Ivy and horsetail extracts enhance collagen and elastin production, thanks to which skin becomes more resilient.

Isocell Slim is a patented substance stimulating proteins responsible for fat burning. Thermo Fat Burner is an ingredient influencing the reduction of fat deposits and improving water and toxin excretion from the body. Anti-cellulite and slimming cosmetics also contain ingredients responsible for proper daily care of the skin, improving its firmness and smoothing. Such components as Laminaria Algae, silk proteins, ginkgo biloba ensure deep skin hydration, improve skin's tone and smooth it (Slimming + Firming Cream Anti-Cellulite).

To complement the effects of such a comprehensive treatment, Eveline Cosmetics also recommends **the Bronzing Balm with moisturising 24h/7 anti-cellulite complex formula**, as well as breast filling and enlarging Super-Concentrated Modelling Serum For The Bust **SLIM EXTREME 3D PUSH UP**, which in 2010 in Poland awarded the Prix de Beaute title, granted by the Cosmopolitan magazine for the best cosmetic of the year.

This year, Eveline Cosmetics is launching an absolute innovation from SLIM EXTREME 3D series – Super-Concentrated Serum Shaping Buttocks with Push-Up Effect, anticipating a significant increase in sales volume of the series, and continued success on global markets.

Thanks to such a comprehensive offer, the effects of final treat-



More importantly, these state-of-the-art products, rich in active substances are intended for use as a part of a comprehensive treatment to be performed at home. We should begin the beauty treatment already while taking a bath, using gels with microgranules providing massage stimulating blood circulation and

ment are more than satisfactory for women using it. So, if we align the excellent product quality with attractive, modern design of packaging in which the products are launched on the market, and a reasonable price, we get the answer to the question about the spectacular success of this series.





Anna Godek

## BELL - chronicle of success

### The leader on the Polish market of color cosmetics

Bell is one of the largest and most active Polish producers of colour cosmetics. The company was founded by its present owners in 1988. As the first in Poland, the company designed and launched the complete line of makeup, Bell-branded cosmetics. Right from the beginning, the quality was the manufacturer's showcase. Cosmetics were composed with natural plant ingredients, vitamins and nourishing – vitalising complexes, placing Bell cosmetics among very modern green products. Huge investment in the future of the company was building in 2004 a modern factory in Józefów, in the suburbs of Warsaw. This step not only opened up new opportunities for the brand Bell, but also helped to attract revenue from subcontracting to other companies. Today Bell annual production is of 3 million pieces!

### Many to choose from in many colors

The first product was a classic lipstick - as it turned out a real sales hit till today. With time, the portfolio was extended with other cosmetics: first a lip liner to match the lipstick then a mascara and a nail polish. Confirmation of a great interest in Bell cosmetics as well as an endorsement of the products offered by the Company are the prestigious awards granted by the Polish women magazines and trade newspapers, or through them, by the consumers. The brand boasts prizes awarded, among others, by Wiadomości Kosmetyczne, Kosmetyki and Joy magazine.

### The conquest of foreign markets

Being a successful producer, became a strong motivation and incentive to act with a large format. In 1989, the company rapidly started to conquer the Eastern and west European Markets, while modernizing the production lines. Bell introduced innovative technology solutions, adjusting their advancement to increasingly demanding customers. The company also drew close attention to packaging design, but above all, aptly chose to put on bold and rich colors of cosmetics. At present, the Bell cosmetics boldly take the rivalry with world brands because they are equal and often better quality.

### At the top, for a reasonable price ...

Today's annual production is estimated at 7mln pieces per year. Sales, since 2005, has been rising steadily and the current turnover is about 14 million PLN. 25% of production goes to the Polish market, the remaining three times greater part is expotred to the countries of Central and Eastern Europe and to Western Europe. Cosmetics from Józefów can be found, among others, in Russia, Ukraine, Lithuania, Latvia, Estonia, Belarus, Czech Republic, Slovakia, and Bulgaria. The latest recipients of Bell are: Greece, Sweden and Italy and the distant United Arab Emirates, Iran and Taiwan.

[www.bell.com.pl](http://www.bell.com.pl)

# POLISH NATIONAL PAVILION at COSMOPROF 2011

ADOS COSMETICS	Pav. 30	stand F16-G15 B
BASS COSMETICS	Pav. 22	stand C49 A
BELL	Pav. 29	stand B38 C
BELL Private Label	Pav. 20	stand D9-E16
BI-ART	Pav. 30	stand F 1
BIELEND A Professional	Pav. 18	stand E 2
BIELEND A	Pav. 30	stand F4-G3 F
BI-ES POLSKA	Pav. 29	stand B38 A
CHANTAL	Pav. 30	stand F16-G15 C
COLORIS	Pav. 20	stand A8 A
COSMETIC REPORTER	Pav. 30	stand F4-G3 G
DERMAGLIN	Pav. 30	stand F4-G3 L
EVELINE COSMETICS	Pav. 30	stand F16-G15 D
FARMONA	Pav. 30	stand F4-G3 M
FENIKS COSMETICS	Pav. 30	stand F4-G3 E
FIRMA MATT	Pav. 22	stand C49 B
GORGOL BH	Pav. 30	stand F4-G3 C
HIACYNT DISTRIBUTION	Pav. 30	stand F4-G3 I
I.M.P.A.	Pav. 30	stand F4-G3 D
IZA HAIRPIN'S FAKTORY	Pav. 30	stand F4-G3 B
JOANNA Cosmetics Laboratory	Pav. 30	stand F4-G3 A
KAJ Ltd	Pav. 20	stand A1 A
LA RIVE S.A.	Pav. 30	stand F16-G15 A
LAZELL PARFUMS	Pav. 30	stand F16-G15 E
MINCER CORPORATION	Pav. 21	stand B31-C32 A
PASSAGE Cosmetics Laboratory	Pav. 29	stand B38 B
POLIPACK	Pav. 30	stand F4-G3 H
POLITECH	Pav. 20	stand A8 B
PROSALON	Pav. 30	stand F16-G15 C
PT DOLOWY	Pav. 20	stand A1 B
SM MICHEL	Pav. 20	stand D1
TOP PROFESSIONAL	Pav. 30	stand F4-G3 G
VALDI Spectrum Group	Pav. 30	stand F4-G3 N
VIP-LKB POLAND - EVERSHINE	Pav. 21	stand B31-C32 B



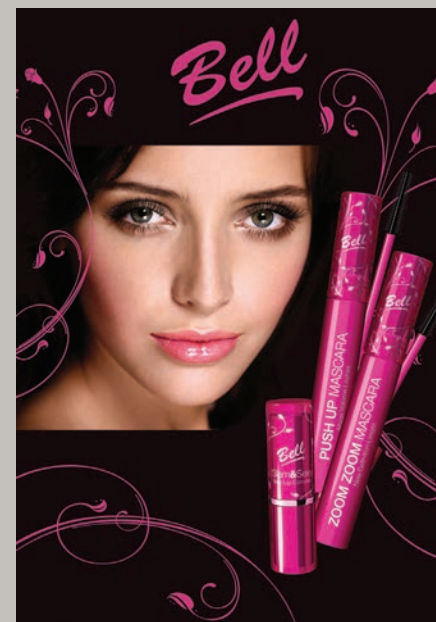


## ADOS COSMETICS

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+ 48 22 723 00 20  
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Founded over 30 years ago ados cosmetics is one of the leading cosmetics producers offering a full range of cosmetic products including nail, eye, lip and face make-up. Both our brands ados as well as art de Lautrec are carefully selected from innovative components and conform to highest European standards. Competitive prices and constant development within customer service area guarantee full client satisfaction. Customers interested in Private Label production are also welcome. Our vast consultancy experience starts from packaging choice through colour matching up to labeling and final product packing.

La ditta Ados fondata 30 anni fa e' un produttore principale dei cosmetici. Offre una vasta gamma dei prodotti per gli occhi, le labbra, il viso e i preparati destinati per la cura delle unghie. Abbiamo nella nostra offerta i prodotti sotto il brand di Ados e Art de Lautrec che sono creati dagli ingredienti scelti con l'attenzione speciale e in accordo con le norme europee. Garantiamo la qualita' ad alto livello europeo ed il servizio con i prezzi molto concorrenziali. Invitiamo anche i clienti che sono interessati di creare il proprio marchio "Private Label". Garantiamo il nostro aiuto e consiglio cominciando dalla scelta degli imballaggi, terminando alla produzione del prodotto finale.



Bell Company was established in 1983 and is one of the leading make-up manufacturers in Poland. We are producing make-up products for our brand as well as for different private labels.

In our offer you can find wide selection of formulations and colours, which can be also adjusted to your needs. Among offered products are lipsticks, lip glosses, lipliners, eyeshadows, eyeliners, powders, blushes, mascaras, foundations, concealers and big range of mousse products (eyeshadow, blush, make-up, bronzer). Moreover, in our offer we have large selection of packaging for all these products.



## BELL PPHU

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La ditta BELL esiste dal 1983 ed e' uno dei piu' famosi produttori di cosmetici in Polonia. Produciamo i cosmetici sotto il nostro brand ma anche per le altre aziende. Nella nostra offerta si puo' trovare una scelta ampia delle formule e dei colori che sono adattati ai desideri dei nostri clienti. Offriamo una scelta vasta di: lip gloss, rossetti, ombretti, lip liner, ciprie, fard/blush, fondotinta, mascara, correttore, ed i prodotti tipo mousse (ombretto, fard, fondotinta, bronzer). Possediamo anche una offerta vasta dei imballaggi per tutti i prodotti.

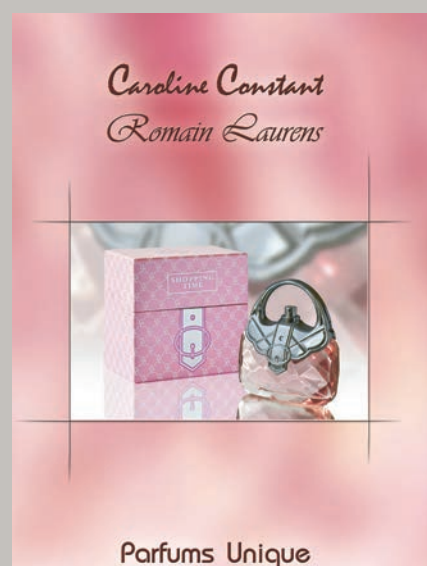


## BASS COSMETICS S.J.

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Fax: + 48 58 664 60 20  
e-mail: bass@paznokcie-bass.pl  
[www.paznokcie-bass.pl](http://www.paznokcie-bass.pl)  
[www.bass.nailstore.pl](http://www.bass.nailstore.pl)

We offer: modern acrylics classic and colored, 1-phase, 2-phase, 3-phase gels french and colored, UV lamps, drills and other accessories.

Nella nostra offerta si puo' trovare: i piu' efficaci acrilici tradizionali e di vari colori, gel 1-, 2-, 3- fase, per french manicure e di vari colori, lampade UV, fresatrice e altri accessori.



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Parfums unique

With over 15 years of experience in the import, production and distribution of perfumery products, "BI-ART" is one of the largest Polish enterprises in its field. Now our aim is to expand to more new markets.

Our brand names are: Caroline Constant pour femme, Romain Laurens pour homme.

Full offer includes also other series and set of the most popular perfume products in mass market and middle market categories.

We had a dream – amazing bottles, charming packages, unforgettable fragrances and prices, which make happy... Our dream come truth, just - MIRACULEX...

Your are welcome to our website: [www.miraculeux.eu](http://www.miraculeux.eu)

## BI-ART P.P.H.

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Fax: + 48 42 215 83 35  
e-mail: kosmetyki@bi-art.info  
[www.bi-art.info](http://www.bi-art.info)

BI-ART e' una ditta con 15 anni d'esperienza in importazione, produzione e distribuzione dei profumi e prodotti collegati con profumi. E' una delle piu' grande aziende in questo settore sul mercato polacco.

Attualmente, le nostre attivita' di marketing si concentrano sulla vendita ed espansione su nuovi mercati.

I nostri brand principali sono: Caroline Constant pour femme e Remy Laurens pour home. L'offerta completa della ditta comprende anche le altre serie di profumi e molti prodotti popolari nelle categorie di prezzo basso e medio.

Seguiamo i nostri sogni: una bottiglia unica, un imballaggio attraente, profumi indimenticabili ed i prezzi che rendono felici...Il nostro sogno si sta realizzando, e' MIRACULEX....

Vi invitiamo cordialmente al nostro sito: [www.miraculeux.eu](http://www.miraculeux.eu)



**BIELEND**

## BIELEND Kosmetyki Naturalne Sp. z o.o. Spolka Komandytowa

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e-mail: [export@bielenda.com.pl](mailto:export@bielenda.com.pl)  
[www.bielenda.pl](http://www.bielenda.pl)  
[www.bielendaprofessional.pl](http://www.bielendaprofessional.pl)

Bielenda Natural Cosmetics was established in 1990 and is a family business. Our company's range includes over 400 cosmetic products for face, body and hair care. The company has launched its own range of Professional Cosmetics – BIELEND PROFESSIONAL. Bielenda holds ISO 9001:2008 and ISO 14001:2004 certificates. Within 20 years on the Polish market Bielenda has gained a significant position and became one of the most recognized brands in Poland. In parallel with Progress on the domestic market Bielenda gradually reaches a strong position on foreign markets.

Bielenda Cosmetici Naturali e' stata fondata nel 1990. Attualmente la ditta offre quasi 400 prodotti per la cura del viso, del corpo e dei capelli. Inoltre l'azienda possiede la propria linea dei cosmetici BIELEND PROFESSIONAL dedicati per Wellness & SPA. Bielenda possiede i certificati: ISO 9001:2008 e ISO14001:2004. Essendo presente sul mercato da 20 anni, la ditta e' diventata un mercato leader in Polonia e sta aspirando a diventare un brand importante all'estero.



**SESSIO**  
professional

**COLO**  
**VARIÉTÉ**

CHANTAL is a leading manufacturer of high quality cosmetics for hair colouring, treatment, care and styling. During over 20 years' activity we have introduced into the market our well known brand PROSALON including a wide range of hair cosmetics for professionals (hairdressers' salons) as well as the brands VARIÉTÉ and MAXXI for individual consumers. Our brand INTENSIS within the professional line PROSALON extends our offer with a series of cosmetics for hair moisturizing, enlarging its volume and colour protecting. For individual consumers we have recently introduced a series of professional hair cosmetics for home use under the brand name SESSIO professional. It consists of almost 20 products destined to various types of hair. Highest possible quality products offered at reasonable prices have been our mission for all the years of our activity and this policy will be continued. Our products sell well in many countries of the European Union, Eastern Europe, Middle East, Middle Asia and overseas.

**CHANTAL**

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[www.chantal.com.pl](http://www.chantal.com.pl)  
[www.prosalon.eu](http://www.prosalon.eu)

CHANTAL e' un produttore leader dei cosmetici di alta qualita' per la colorazione, cura dei capelli e styling. Nel corso di piu' di 20 anni della nostra attivita' siamo riusciti ad introdurre il nostro brand PROSALON, che e' composto da una vasta gamma dei prodotti per i capelli e per saloni professionali di parrucchiere. Nello stesso tempo abbiamo anche lanciato i marchi VARIÉTÉ e MAXXI per i clienti individuali.

La serie INTENSIS fatta sulla base della linea professionale di PROSALON allarga la nostra offerta di cosmetici per l'idratazione dei capelli, per l'aumento di volume e per il mantenimento di colore.

I nostri clienti individuali possono godersi del nostro ultimo prodotto per la cura di capelli a casa – un brand SESSIO professional. Composto di circa 20 prodotti destinati per vari tipi di capelli.

La possibilita' di offrire i prodotti di alta qualita' ed i prezzi ragionevoli era da sempre la missione della nostra ditta.

I nostri prodotti vengono venduti con i successi in molti paesi dell'Unione Europea, Europa dell'Est, Medio Oriente ed altri mercati d'oltremare.

**Bi-es**

## BI-ES POLSKA Sp. z o.o.

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e-mail: [eksport@bies.com.pl](mailto:eksport@bies.com.pl)  
[www.bi-es.eu](http://www.bi-es.eu)

Bi-es company was established in 1996. Bi-es Polska is a global company representing cosmetic sector. The activity of the company is based on production and distribution of perfumes and cosmetics.

Since the very beginning of its activity the company has focused on production of eau de toilette, perfumes, deodorants, after shaves. Year by year its activity has been expanding by introducing new products to the market: after shave balms, antiperspirants, shaving foams. Bi-es also produces perfumes and cosmetics on Disney and Warner Bros. licence. Moreover, its portfolio includes such cosmetic brands as: Uroda, Kwiaty Polskie, Active90 and Makler. Bi-es Polska with premises in Kamien Duzy, close to the town of Ilawa has also branches in Romania, Czech Republic, Slovakia and Ukraine.

La societa' Bi-ES e' stata fondata nel 1996. Bi-es Polska e un'azienda con una portata globale e rappresenta il settore cosmetico. La nostra attivita' e' basata sulla produzione e distribuzione dei prodotti di profumeria. Dall'inizio ci siamo concentrati sulla produzione d'acqua di colonia, profumi, deodoranti, after shave. L'anno dopo l'anno cerchiamo di allargare la nostra offerta introducendo prodotti nuovi: after shave, antiperspiranti, shaving foams. Bi-es Polska produce profumi e cosmetici da bagno alla licenza Disney e Warner Bros.. Inoltre, il suo portafoglio comprende i preparati per la cura della pelle sotto i brand Uroda, Kwiaty Polskie, Active 90 e Makler. Bi-es Polska con la sede a Kamień Duży presso Ilawa possiede anche gli uffici in Romania, Repubblica Ceca, Slovacchia ed Ucraina.



COLORIS is an ODM type company creating and manufacturing cosmetics for third parties since 2003. Our main specializations are depilatory products (depilatory creams, wax strips, post depilatory cosmetics) and lip care products (protective lipsticks, lipbalm). We use our own formulations. We sell stock formulas products or customize them according to client's specification. We offer: specialisation, experience, product creativity, price competitiveness, high and consistent quality.

**Coloris**

Cosmetics for third parties  
Partner of your succes

## Coloris Sp. z o.o.

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Coloris e un'azienda tipo ODM di creazione e produzione dei cosmetici venduti sotto marchi stranieri. La specializzazione principale di Coloris sono i preparati di depilazione (creme, cere a fette, preparati dopo la depilazione) e cosmetici per la cura delle labbra (rossetti e creme protettive). Offriamo una vasta scelta di cosmetici in base alle nostre formule, in forma di semilavorati o confezionati in linea con le esigenze dei clienti.

Offriamo: specializzazione, esperienza, creativita di prodotti, prezzi competitivi ed alta qualita in ogni istatne.



**dermaglin®**  
NATURE FOR SKIN

**DERMAGLIN**

Hanna Iwona Kordiasz

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Dermaglin deals with taking of and processing of kalambrian clay. Because of its great value, it is known for a thousands years as a wonderful raw material in cosmetic salons, SPA and Wellness. Clay base and pure herbal abstracts are the most important ingredients of Dermaglin cosmetics. All of the products are pure natural and odour less. Products 100% natural.

L'azienda si occupa d'esplorazione di strati profondi della terra e di trasformazione dell'argilla verde Cambriano. Questa materia molto apprezzata da secoli, costituisce un eccellente materiale per ottenere gli ingredienti per i saloni di bellezza, SPA e saloni WELLNESS. Sulla base di argilla e di erbe – estratti naturali la ditta produce delle serie di cura per il viso, corpo e capelli. Essi sono prodotti 100% naturali e senza profumo.



FARMONA Natural Cosmetics Laboratory was created in 1997. Within 14 years it has won the recognition of customers who value innovations and quality of natural cosmetics. Using the latest technology achievements and unique active ingredients Nivelazione Perfect Body products efficiently shapes the silhouette, effectively fights cellulite and the accumulated fat, reduces stretch marks and improves skin firmness and elasticity, helping improve the shape and appearance of the female body. Redeem your dream of a slim silhouette! Effects after only 2 weeks: slimmer silhouette and elastic skin.

**FARMONA**  
Laboratorium Kosmetyków Naturalnych

**FARMONA**  
Laboratorium Kosmetyków  
Naturalnych

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[www.farmona.pl](http://www.farmona.pl)

Laboratorio dei cosmetici naturali FARMONA è fondato nel 1997 ed ha subito meritato un riconoscimento di clienti che apprezzano innovazione ed alta qualità di prodotti naturali. I cosmetici Nivelazione Perfect Body, grazie all'utilizzo di nuove tecnologie ed unici ingredienti attivi, modellano la silhouette, effettivamente combattono la cellulite ed il grasso redundante, riducono smagliature, aumentano sodezza ed elasticità della pelle ed aiutano a perfezionare la figura ed l'apparizione del corpo femminile. Realizza i tuoi sogni di una silhouette più snella! Effetti visibili dopo 2 settimane: una silhouette più snella ed una pelle elastica.

**EVELINE**  
COSMETICS

**EVELINE COSMETICS**

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[www.slimextreme.com.pl](http://www.slimextreme.com.pl)

EVELINE COSMETICS Company is the one of the largest and fastest-developing cosmetics producers in Poland. The brand has been known and used by customers in more than 60 countries all over the world for more than 25 years.

Eveline Cosmetics makes innovative products in smart modern packaging, to satisfy the needs of today's woman. In addition to cosmetology intended for the care of skin and body, the company also offers make-up products. The strategy and the primary objectives of the company are quality and innovation, due to which Eveline Cosmetics is continuously successful. The pleasure of our clients is the most important confirmation of the high quality of our products and innovations.

EVELINE COSMETICS è uno dei più grandi e più sviluppati produttori di cosmetici in Polonia. Il marchio è riconosciuto e utilizzato dai clienti in più di 60 paesi in tutto il mondo per più di 25 anni. Prodotti cosmetici di Eveline sono moderni, innovativi ed eleganti. Chiusi nei imballaggi fatti al livello dei desideri della donna moderna. Nella nostra offerta ci sono i cosmetici per il trucco ma anche quelli destinati alla cura del viso e del corpo. La strategia più importante e la priorità principale della nostra azienda è la qualità e l'innovazione, attraverso il quale Eveline gode continuamente i successi. La soddisfazione dei nostri clienti è la conferma più importante della qualità dei nostri prodotti e innovazioni.



Feniks Cosmetics with the head office in Szczecin exists since 1995 and from 2007 possess modern production facility in Dobra Szczecińska. We are well known in Poland and in other countries manufacturer of cosmetics and passion, which accompany our work, allow us to win trust of our clients. Through this time we have developed wide range of perfume products bearing the Christopher Dark brand. Our perfumes are satisfying classic and elegance admirers, dynamic and active people and searchers of unique and original products.

**Christopher Dark**  
parfums

**FENIKS COSMETICS s.c.**  
Orzechowski K.; Grudzień D.

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[www.christopherdark.pl](http://www.christopherdark.pl)

Feniks Cosmetics con la sede a Stettino esiste dal 1995 e dal 2007 possiede un moderno stabilimento a Dobra Szczecińska. Siamo un produttore dei cosmetici molto famoso sul mercato polacco. La passione con la quale lavoriamo ci permette di ottenere la fiducia dei nostri clienti. Abbiamo anche sviluppato una linea dei profumi sotto il marchio di Christopher Dark. I nostri prodotti sono dedicati agli appassionati di classica ed eleganza, per quelli dinamici ed attivi, allora per tutti che stanno cercando sempre qualcosa originale ed eccezionale.



**FLASH COLLECTION****Firma MATT**

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[www.flash-collection.com](http://www.flash-collection.com)

FIRMA MATT Company as a first in Poland launched in 2009 micro glitter. The shape, form and weight of micro glitter grains has been specially selected to get the best adhesion to all types of surfaces, including all type of skin. Our product is completely safe and completely allergic safe.

Our micro glitter is chemical indifference. After mixing it with acrylic powder, gels or even strong nail lacquer, its color, reflection or depth does not lose its value. Such a highly specialized product with its huge palette of colors (more than 50 colors) did won recognition every place that it had been showed. In 2010 we plan a number of interesting premieres of new nail decorations. All of them will be published firstly in our website. You are more than welcome to visit us at: [www.brokat.az.pl](http://www.brokat.az.pl)

La ditta FIRMA MATT e' stata la prima che ha riconosciuto i gusti molto sofisticati dei suoi clienti ed ha lanciato nel 2009 il broccatto micro. La forma e il peso di micro- pezzettini sono stati selezionati per ottenere l'aderenza migliore per tutti i tipi di superfici. Le prove specialistiche mostrano anche che il nostro prodotto e' completamente sicuro e neutro dal punto di vista allergologico. La totale indifferenza chimica del nostro micro-broccatto e' stata apprezzata dai professionisti. Collegandolo con acrilici, smalto o glitter si puo' essere sicuro che le sue proprieta' come: colore, riflessione o profondita' non perdono il loro valore. E' un prodotto altamente specializzato, che ha vinto il riconoscimento durante tutte le fiere commerciali in Europa, dove aveva la sua anteprime. Il prodotto e' accessibile in una vasta gamma dei colori, piu' di 50. Nel 2010 abbiamo in programma una serie di mostre molto interessanti per quanto riguarda la decorazione delle unghie (Nail Art). Tutte le informazioni saranno pubblicati sul nostro sito web: [www.brokat.az.pl](http://www.brokat.az.pl)  
Vi invitiamo a visitare le nostre pagine!



The LaRosa brand means unique cosmetics, created to beautify, add brilliance and highlight beauty, which, obviously, is present in every woman. Their uniqueness consists in high quality and versatility – our offer includes preparations made with the use of modern technologies, but also ones that draw on the roots, the nature. The mineral cosmetics from LaRosa can help achieve this desire and enlighten your skin. LaRosa cosmetics are a new type of cosmetics with no chemicals, talcum powder, oils, waxes and are fragrance free. This is why LaRosa care products are totally safe to use on even most sensitive types of skin. LaRosa presents high quality monomers and polymers for nail gel modeling and lengthening, as well as professional hand care preparations. LaRosa offers a complete line of professional depilation cosmetics; the waxes are made of the highest quality resin, enriched with minerals and plant extractions.

**La Rosa**  
Productos Profesionales

**HIACINT DISTRIBUTION**

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[www.larosa-profesionales.eu](http://www.larosa-profesionales.eu)  
[www.larosa-profesionales.pl](http://www.larosa-profesionales.pl)

**HIACINT Distribution – distributore esclusivo di marchi Larose e Niko.**

Larose e' il brand che offre i prodotti cosmetici di alta qualita' destinati a coltivare e soffiare la naturale bellezza del viso e corpo di una donna.

L'offerta comprende i preparati che sono fatti utilizzando le moderne tecnologie, ed anche quelli che risalgono alla fonte, alla natura:

- La linea dei cosmetici naturali:  
Ombretti minerali  
Fondofinta minerali in cipria  
Cipria minerale in polvere  
Bronzer minerale

- La linea dei preparati per la stilizzazione delle unghie:  
Professional gel sistema e soak – off  
Gli smalti e gli altri preparati destinati alla cura delle unghie

- La linea dei prodotti per la depilazione  
Ceretta in rolo o in scatola  
preparati per la depilazione  
Paraffina

**GORGOL B.H.**

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Fax: + 48 34 365 92 70  
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[www.gorgol.pl](http://www.gorgol.pl)

GORGOL introduces a new line of beautiful, elegant white handle cushioned brushes. Supreme quality of the brushes, advantageous features and original style make them easily distinguished from among other products of this type. GORGOL produces over 200 different products for hair salon and personal care. Having introduced a quality control, environmental and social accountability practices, GORGOL and it's products are ready to compete on any type of demanding market and fulfill expectations of many customers who appreciate superior European quality.

**GORGOL rappresenta una nuova linea elegante delle spazzole bianche per i capelli. Le nostre spazzole si distinguono dagli altri prodotti grazie all'ottima qualita' e lo stile originale. GORGOL produce oltre 200 diversi tipi dei prodotti per l'uso professionale e domiciliare. Grazie ai sistemi di controllo della qualita', dell'ambiente ed alti standard etici la nostra azienda rappresenta un ottimo livello della qualita' ed e' dedicata a tutti che sanno apprezzare alta qualita' europea.**



I.M.P.A. is the biggest producer of pumice sponges in Poland. We have etched our name in 35 markets of the world in the field of pumice foot care. Our company has served our clients with top quality products at reasonable prices for a very long time and is proud to continue serving our clients with full devotion and dedication. Our aim is to provide our clients with products that suffice their needs and create an enjoyable experience with our products. Private labels and products are welcome.

**I.M.P.A. e' il piu' grande produttore ed esportatore del pumice cosmetico in Polonia. I nostri prodotti godono di fiducia e riconoscimento dei nostri clienti. La nostra popolarita' deriva dall'alta qualita' del nostro pumice, ed e' confermata da 25 anni d'esperienza e da un processo elaborato di ricerca e sviluppo dei nostri prodotti. Gli attributi sopra menzionati insieme con il prezzo ragionevole permettono di ottenere il successo su 35 mercati internazionali. Siamo specializzati nei nostri brand ed anche nell'approccio individuale al cliente.**

**I.M.P.A.**

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## Hairpin's Faktory IZA since 1928

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Phone: + 48 65 529 97 03  
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[www.iza-hairpins.com](http://www.iza-hairpins.com)

In our factory a great range of hair pins and hair grips have been produced since 1928. They can have various sizes, kinds and colors. We offer the best quality products for professional usage. This quality makes us a great business partner who can guarantee short production times and competitive prices. Not only hair pins and hair grips are available but also different hair accessories such as hair clips, hair gums, decorative grips and wedding accessories. We would like to start a long-lasting cooperation with you.

**Dal 1928 la nostra fabbrica si specializza nella produzione degli accessori per parrucchieri professionisti. I nostri prodotti sono disponibili in vari colori o forme. L'alta qualità, un breve periodo della fornitura e soprattutto i prezzi molto concorrenziali ci permettono di essere un business partner molto apprezzato. Nella nostra vasta gamma dei accessori si può trovare: clips, elastici, forcine ornate per capelli e decorazioni di nozze. Siamo interessati di stringere la collaborazione a lungo termine.**



KAJ LTD, member of Wentworth Group specializes in the production of high quality plastic packaging for cosmetic and pharmaceutical industries. Using IBM and IM molding technology we manufacture caps, closures, bottles, mainly roll-on bottles. Company is certified according to ISO 9001:2008. We are able to provide a total product solution, from concept, design of packaging, tools, production to final decoration. From this year company has increased an offer about bottles made in EBM technology.



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[www.kaj-plastics.eu](http://www.kaj-plastics.eu)

**KAJ Sp. z o.o. e il membro del gruppo Wentworth, si specializza nella produzione degli imballaggi fatti di materie plastiche per industria cosmetica e farmaceutica. Sulla base della tecnologia IM e IBM produciamo: tappi, dadi, bottiglie ed anche roll on. La ditta possiede il certificato ISO 9000:2000. Offriamo un servizio completo, dalla preparazione dell'imballaggio fino a produzione e decorazione. Nel 2010 la nostra azienda ha allargato l'assortimento delle bottiglie cosmetiche prodotte usando la tecnologia EBM.**

## Laboratorium Kosmetyczne JOANNA Sp. Jawna Bogusław Gorka, Ryszard Korczak



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[www.joanna.pl](http://www.joanna.pl)

JOANNA Cosmetics Laboratory is a dynamically developing Polish company specializing in production of high quality cosmetics for more than 25 years. We operate in constantly growing segments of hair and body cosmetics and professional products. We constantly improve our formulas and expand the range of new products according to market trends.

Joanna is constantly improving the standards of operations. We have modernized our laboratory, production and storage facilities. We also carry on sensible marketing: we create new products following the market needs. We care for their availability by developing best distribution channels. All this makes us proud to be a modern enterprise which successfully competes with the western companies and places us in the forefront of the Polish cosmetics companies.

**Joanna – e' un laboratorio cosmetico, una societa' dinamica in sviluppo, che da oltre 25 anni si specializza nella produzione dei cosmetici di ottima qualita'. Operiamo in un segmento dei cosmetici per capelli e corpo ed anche dei prodotti per i professionisti. Le nostre ricette sono continuamente migliorate e la nostra gamma dei prodotti nuovi e' sempre piu' vasta, creata in d'accordo con le tendenze del mercato. Introduciamo i nuovi standard di funzionamento, modernizzando il nostro laboratorio di ricerca e la parte dietro di produzione e di magazzino. Conduciamo anche delle operazioni di marketing strategico ad alto livello: creiamo i nuovi prodotti in base ai bisogni ed esigenze del mercato. Teniamo tantissimo a disponibilita' ed a sviluppo dei canali di distribuzione delle nostre pubblicita', che si possono notare sui giornali, riviste o tv. Tutto questo ci rende orgogliosi di essere una societa' moderna, che affronta con il successo la concorrenza dei paesi occidentali ed e' sempre in prima linea di aziende cosmetiche polacche.**



LA RIVE is one of the top perfume manufacturers in Poland. We try to bring to our clients the sense of luxury, by giving them high quality of our products for a moderate price. Our offer includes a very wide range of ladies' and men's perfumes, gift sets, deodorants, after shave lotions and 30-ml eau de parfum, shower gels. We export our products to over 30 countries all over the world and they are of the most valuable and best-known European brands.



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**LA RIVE e' una delle piu' importanti fabbriche dei profumi in Polonia. Cerchiamo di dare ai nostri clienti un senso di lusso. Garantiamo l'alto livello della qualita' dei nostri prodotti ed i prezzi ragionevoli. La nostra offerta comprende una vasta gamma dei profumi per le donne e per gli uomini, gift sets, deodoranti, after shave ed eau de parfum 30 ml e gel doccia. I nostri prodotti, sono riconosciuti grazie all'ottima qualita' europea e vengono esportati in piu' di 30 paesi in tutto il mondo.**



**Lazell®**  
Parfums

## LAZELL Parfums A i K Orlos Sp. Jawna

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e-mail: export@lazell.pl  
[www.lazell.pl](http://www.lazell.pl)

Lazell Company was created In 2001. We have collected noticeable experience manufacturing toilet Walters, perfumes, deodorants, aftershaves and the sets of products. Using strictly sorted raw materials and modern technologies we can guarantee high quality of final product. We are also making plenty of efforts to keep the excellent relation between our products quality and price. Lazell products are sold worldwide by our partner companies. Lazell is our registered trademark.

La ditta Lazell e nata nel 2001. Oggi disponiamo di molta esperienza in produzione di: aque da toilet, aque profumate, profumi, deodorant, cosmetic per rasare e delle confezioni combinate di questi prodotti. Usiamo dei prodotti naturali strettamente selezionati e delle tecnologie modern. Garantiamo la qualita ottima del prodotto finale. Proviamo sempre a mantenere l'equilibrio fra alta qualita del prodotto e prezzo. Prodotti Lazell in collaborazione delle ditte di distribuzione. Vengono vendute non solo in tutta la Polonia ma anche nei vari paesi del mondo. Lazell e il nostro marchio personalizzato.



Passage Cosmetics Laboratory is a typical contract manufacturer for cosmetics production. We offer full service as well as laboratory research and development, documentation, bulk production and confection of cosmetics. Our fields of activity are colour cosmetics, as well as personal care products both for mass market and professional use. Our last speciality in skin care products is a series of certified organic cosmetics.

**PASSAGE**  
COSMETICS LABORATORY

## PASSAGE Cosmetics Laboratory

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Passage Cosmetics Laboratorio e' una societa specializzata in produzione di cosmetici in due opzioni: alla commissione e contrattuale. Ai nostri clienti offriamo i servizi: full service, B+R, elaborazione di documenti, produzione e l'imballaggio di masse. Siamo specializzati nella cosmetica di colore ed anche per la cura del corpo. I nostri prodotti sono destinati sia per professionisti sia clienti individuali. Il nostro ultimo successo e' una linea certificata dei cosmetici organici.

**AMINCER**  
Pharma

Mincer company was established in 1989 year. Mincer Mona Liza – it is the highest quality cosmetic brand in acceptable prices. Formulas of all products are composed using ingredients (mostly natural) from world-known factories. Modern technology allowed to create many skin care lines for women in different age, with different skin problems (dilated capillaries, uneven pigmentation, dryness, wrinkles etc). We are the only one in Poland who has license for special jar with dosating membrane, which protects cream from microbiological infection. Mincer company has ISO 9001 certificate, confirming quality and safety of cosmetics, manufacturing by us. Our products are known and appreciated in USA, Canada, Germany, Australia, Bulgaria, Czech Republic, Macedonia, Georgia, Russia, Belarus, Azerbaijan, Kuwait, Saudi Arabia, Jordan, Denmark, Italy, Lithuania and Ukraine.

## MINCER CORPORATION MONA LIZA COS. FRANCE

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[www.mincer.com.pl](http://www.mincer.com.pl)

La ditta Mincer e' stata fondata nel 1989. Mincer Mona Liza sono i cosmetici d'alta qualita' con i prezzi molto concorrenziali. Le ricette sono composte dalle risorse (in prevalenza naturali) e provengono dalle molto famose ditte mondiali. La nuova tecnologia ci permette di creare i prodotti per la cura del viso e del corpo che sono dedicati alle donne con i vari problemi della pelle (capillari dilatati, irregolarita' della pigmentazione, acne, secchezza, rughe e cedimenti). Come l'unica ditta in Polonia abbiamo brevettato un vasetto dotato di un applicatore con "membrana" che protegge la crema dalla contaminazione microbiologica. La ditta possiede il certificato ISO 9001 che conferma la qualita' dei nostri cosmetici. I nostri prodotti sono riconosciuti ed apprezzati nei seguenti paesi: USA, Canada, Germania, Australia, Bulgaria, Repubblica Ceca, Macedonia, Georgia, Russia, Azerbaigian, Kuwait, Arabia Saudita, Jordan, Danimarca, Italia, Bielorussia, Ucraina e Lituania.



The POLIPACK company is specializing in the manufacture of high quality PP, PS and PE packaging for cosmetics and pharmaceuticals. Our modern equipment is central to our manufacturing processes. Our packaging is made both according to our own designs and according to our customers' individual orders. We provide packaging decoration on flat, cylindrical and oval products, using printing and hot-stamping methods. We would like the Polipack trade name to be regarded as a synonym for top quality products.

**POLIPACK**  
OPAKOWANIE WSPÓŁTWORZY PRODUKT

## P.P.H.U. POLIPACK Sp. Jawna I. Wieckowska i K. Kolmetz

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Polipack e' specializzata nella produzione di packaging in plastica di alta qualita' per prodotti cosmetici e farmaceutici. Possediamo delle macchine in grado a realizzare dei progetti molto complessi. I nostri pacchetti sono realizzati sia secondo i propri disegni e gli ordini del cliente. Offriamo inoltre imballaggio tipo serigrafica, tampografia e stampa a caldo. Vogliamo che il nome Polipack sia sempre, tra i nostri clienti, un sinonimo di prodotti di ottima qualita.





www.politech.pl

## POLITECH Sp. z o.o.

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POLITECH Sp. z o.o. specializes in the production of perfume caps made of Surlyn, PP and ABS, complete perfume packaging that consists of plastic caps and glass bottles and Surlyn cream jars. Apart from a wide range of standard products company realizes customized projects according to clients' individual designs. POLITECH offers their services in the field of mould manufacturing, vacuum metallization, UV lacquering and hot stamping.

**POLITECH Sp. z o. o. si e' specializzata nella produzione di chiusure per i contenitori di profumi di plastica, come Surlyn, PP o ABS. L'azienda offre anche imballaggi completi per la profumeria che collegano il tappo con la bottiglia e vasetti di creme fatte di Surlyn. A parte di una vasta gamma di prodotti standard, POLITECH realizza progetti individuali dei propri clienti. Offre i suoi servizi nello svolgimento di forme all'iniezione, metallizzazione sotto vuoto con la verniciatura UV e la decorazione in tecnologia di stampaggio a caldo.**



For the last 16 years, our firm has been a leading supplier of various types of capping and closure systems for cosmetic bottles. Our offer mainly includes caps and screw caps manufactured from such materials as ABS, PP, SAN, or Surlyn.

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www.allvec.com

La nostra azienda da oltre 16 anni offre diversi tipi delle chiusure per le bottiglie di cosmetici. In maggior parte offriamo i cappucci ed i dadi fatti di materiali tipo: ABS, PP, SAN, Surlyn. Siamo specializzati nei dadi per le bottiglie dei cosmetici tipo aftershave. In questa categoria senza dubbi siamo il leader. A parte dei dadi offriamo una vasta gamma dei cappucci per gli atomizzatori. Tutte le nostre chiusure sono progettate e costruite in modo che possa essere adattato a maggior parte delle bottiglie presente sul mercato. Vi invitiamo a conoscere la nostra offerta.



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PROSALON by Chantal means high quality cosmetics for hair colouring, treatment and styling. Within more than 20 years of our activity we have managed to introduce into the market our PROSALON brand including the wide range of hair cosmetics for professional hairdressers' salons. It includes 75 fashionable shades of hair colours in 120 g tubes, oxidants, bleaching powder, shampoos, conditioners, permanent wave lotions, neutralizer as well as a full range of cosmetics for hair styling. The series INTENSIS within the professional line PROSALON extends our offer with a series of cosmetics for hair moisturizing, enlarging its volume and colour protecting. We offer also hair cure complexes in ampoules: the nourishing complex Intensis Color as well as hair strengthening serum and the serum for hair tending to come out under our sub-brand PROSALON MED. Highest possible quality products offered at reasonable prices have been our mission for all the years of our activity and this policy will be continued. Our products sell well in many countries of the European Union, Eastern Europe, Middle East, Middle Asia and overseas.



PROSALON, un brand dell'azienda Chantal, e' una linea dei cosmetici d'alta qualita' destinati alla tintura, cura e styling di capelli. Nel corso di piu' di 20 anni della nostra attivita' siamo riusciti ad introdurre il nostro brand PROSALON, che e' composto da una vasta gamma dei prodotti per i capelli e per saloni professionali di parrucchiere. Essa comprende le tinte per i capelli in tubetti di 120 g. in 75 tinte alla moda, ossidanti, schiarenti, shampoo, balsami per i capelli, i balsami per l'ondulazione, cosmetici per il fissaggio, nonche' una serie dei prodotti cosmetici per hair styling.

La serie INTENSIS fatta sulla base della linea professionale di PROSALON allarga la nostra offerta di cosmetici per l'idratazione dei capelli, per l'aumento di volume e per il mantenimento di colore. Offriamo anche dei complessi in ampolline per la cura di capelli: nutrienti INTENSIS COLOR, serum per il rafforzamento dei capelli e serum per i capelli con una tendenza di cadere - nell'ambito della serie di PROSALON MED. La possibilita' di offrire i prodotti di alta qualita' e i prezzi ragionevoli era da sempre la missione della nostra ditta.

I nostri prodotti vengono venduti con i successi in molti paesi dell'Unione Europea, Europa dell'Est, Medio Oriente ed altri mercati d'oltremare.



## SM Michel RUSSIA

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### FROM CONCEPT TO RESULT

The SM Michel Company specializes in development and industrial output of wide spectrum of decorative cosmetic products, skin and hair care products, cosmetic products, washing foams, professional beauty products and SPA cosmetics, solarium sun tanning products and perfumery. The company owns two plants in Moscow region and Poland. The Russian plant has got their own capacity for producing of laminate and extrusion tubes with making of 6-color printing on them. Besides, there are several high capacity machines for producing of single and twin pouches both for powder and liquid products.



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### Dal concetto all'attuazione

La ditta SM MICHEL si specializza nello sviluppo e nella produzione di una vasta gamma dei cosmetici. Offriamo i prodotti per il trucco, per la cura del corpo, per la cura dei capelli, prodotti cosmetici e parafarmaceutici, bagno schiume, cosmetici professionali per i parrucchieri, profumi, cosmetici tipo SPA, ma anche i prodotti per solari. La societa' ha due filiali: prima in Russia a Mosca e seconda in Polonia.

Lo stabilimento in Russia e' in grado di produrre i tubi d'estrusione e laminati con una stampa a 6 colori. Inoltre ci si trovano gli impianti ad alta efficacia per la produzione di cialde singole e doppie per i prodotti secchi e liquidi.



## Valdi Spectrum Group

### VALDI Spectrum Group Sp. z o.o.

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Company Valdi Spectrum Group, established in 1991 in Zielona Gora, operates successfully in Poland and other countries, systematically developing its offer and distribution channels. Initially the leading articles in our portfolio were hair styling products, body sprays and perfumery goods. Gradually our offer has been extended and new items have been added e.g. bath and body care cosmetics and a wide range of gift sets. Today our goods are sold in more than 40 countries of Europe, Asia, Africa, and also in Australia. They can be seen on shelves of the traditional small outlets as well as in the large multinational shopping chains, such as Metro, Real, Selgross, Tesco, Rossman, Kaufland, Carrefour, Auchan etc. One of the main goals of VSG is to adjust our offer to changing needs of our clients and trends in cosmetic market. Therefore, recently we have introduced to our products portfolio new brands: cosmetics for girls See You and bath & body care products Dairy Fun, Champes de Provence and Body club. Their main features: unique design, interesting packaging and special, innovative recipes reach in natural ingredients distinguish them from competition and guarantee their success on the market.

L'azienda Valdi Spectrum Group Sp. z o.o. e' stata fondata nel 1991 a Zielona Gora. Da quel momento e' gia presente in tutta la Polonia ed altri paesi, sistematicamente allargando la sua offerta e la catena della distribuzione. Inizialmente il ruolo principale dei prodotti di VSG svolgevano i cosmetici per lo styling di capelli, deodoranti e profumi. A poco a poco l'offerta stata ampliata con elementi nuovi: cosmetici per la cura della pelle, prodotti per il bagno e un'ampia scelta di set regalo. Attualmente, i nostri prodotti sono venduti in oltre 40 paesi in Europa, Asia, Africa e Australia. Essi si possono trovare in tradizionali negozi con cosmetici ed anche sugli scaffali di catene internazionali come Metro, Real, Selgross, Tesco, Rossman, Kaufland, Carrefour, Auchan. Uno degli obiettivi principali e' di adattare offerta commerciale di VSG alle esigenze dei clienti e cambiamenti di tendenza sul mercato dei cosmetici. Di conseguenza, negli ultimi anni VSG ha presentato per la vendita delle serie nuove: cosmetici per adolescenti "See You", e prodotti per il bagno e per la cura del corpo "Dairy Fun", "Club Body" e "Champes de Provence". Il loro design unico, un packaging innovativo e ricette interessanti, che contengono ingredienti naturali. Tutto questo distingue i nostri prodotti da altri disponibili sul mercato e garantisce una grande popolarita.



**E-BAG** is a fast growing company, concentrating on creation long-standing partnership relations with all our Customers. We are specializing in the highest quality **PAPER** and **PLASTIC BAGS**. Our aim is to propose top class products at the most competitive prices.

In our offer you will find almost all types and models of modern packaging bags – from basic, cheap types without reinforcements, up to absolutely top class models, with many possibilities of upgrading, like ribbon put through the upper reinforcements or printed bottom reinforcement (see [www.e-bag.pl](http://www.e-bag.pl)). Other possible finishing, among others, is: gloss/matt lamination, UV lacquer, embossing, metallic foil, hotprint, relief or protection lacquer gloss/matt.

We also care for an environment – we have bags made of **FSC** (Forest Stewardship Council) **certified paper**. This logo ensures, that the global forest management was conducted in a thoughtful and responsible way, including local community's rights and the principles of nature conservation.

As a result of many inquiries for high quality bags at an affordable price, we are offering new lines of **paper bags, made full or semi-automatically**. They combine the features of exclusive models with competitive prices.

Meeting the expectations of demanding clients who prefer **plastic bags**, recently we have added a new model of plastic bag made like exclusive paper bag. Thanks to that, plastic bag is no longer boring and trite and often, with much greater usability, looks better than its paper counterpart thus more effectively meet the function of advertising.

#### But **IS IT WORTH TO INVEST IN ADVERTISING BAGS?**

The answer is obvious! Of course, it is worth! In times of increasing customer care the type of packaging is extremely important – it should reflect an aesthetic values, purpose and value of purchase. It is also a great opportunity for advertising the manufacturer, product promotion and introduction of its new logo or consolidating existing ones. A well thought out and planned product marketing strategy, with its final element in the form of appropriate bag, make that final recipient will feel the highest standard of bought product. Ranging from its designing, through careful production, advertising activities, quality of service or company store design, to the last element of the long sales process, which is professionally matched bag - all of that impact

on overall customer satisfaction with the purchase made, encouraging him to re-reach for the well-wrapped and given commodity. **Top quality paper bag should not be seen by the company as necessary expense, but as a good investment.** Expenditures made in good quality packaging will not only be recouped, but also bring additional benefits in the form of new clients!

Good quality and elegant bag does not necessarily has to mean an expensive bag, exceeding the planned budget. Influenced by purchaser satisfaction **E-BAG** advise the best and most appropriate solutions, allowing on one hand to **reduce costs** and on the other hand to preserve aesthetic values and quality. We offer a diverse models of bags, to ensure the best solution for each customer. You should make an appropriate choice of model, paper and a finish for intended purpose of the bag. It generates savings resulting from the production technology, because not always achieve the desired effect should be applied with the most expensive models.

When selecting a supplier one should start to recognize his prevailing products – they are the best proof of technical and designing capabilities of the producer. In this way we can check the usefulness of bags, thickness of paper and foil or real colors – even the best printed catalogue does not offer this. Supplier should also be an advisor and taking into consideration the customers wishes.

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VIP-LKB specializes not only in products for fake nails and art nail but also in internal design for beauty centers. We have two trade marks: Ritta Zenker and Evershine. We export our products to many countries.

L'azienda VIP-LKB si specializza non solo in prodotti collegati con le unghie artificiali, art nail ma anche in arredamento dei saloni di bellezza.

Abbiamo due marchi commerciali: Ritta Zenker e Evershine. I nostri prodotti vengono esportati in molti paesi.





# Smooth and light – trends in skin whitening products

**Anna Frydrych – chemist, cosmetologist. Specialist for scientific information, Dermika Ltd. Lecturer at Postgraduate Studies on Cosmetic Chemistry at Academy of Cosmetics and Health Care in Warsaw. Member of the Polish Society of Cosmetic Chemists.**

Skin whitening products has long been a big trend in Middle East or Asian countries as China or India in particular, where lighter, even skin tone is strictly associated with high social and financial status. However, during the last years they became global wide range products and an essential element in anti-age skin care.

As several studies have shown the perceived age is not only affected by the number and depth of wrinkles, but by the skin tone as well. Features described by consumers such as skin radiance and brightness, its freshness, colour homogeneity and lack of brown spots become an equal determinant of our skin's age.

Colour of the skin is determined by several factors including epidermis thickness, blood vessels, their density and tendency to dilate, amount of oxygen in the blood and the level of melanin (its intensity formation, degree of polymerisation). The last one is the most significant factor and it is produced by specialized cells in the skin, called melanocytes. The melanin packed in melanosomes is next delivered to other skin cells – keratinocytes – via dendritic branches of melanocytes. After then melanin is transported to upper layer of the epidermis and removed along with horny layer. The melanin itself is formed from amino acid tyrosine in a series of successive oxidative reactions, some of which are catalyzed by the enzyme tyrosinase. These is a key enzyme, necessary to melanin be formed. Therefore, most active cosmetic ingredients aim at inhibition its activity.

Aging is accompanied by steady decline in the number of melanocytes (10-20% in each decade). The reduction is particularly noticeable after 40 years of age in the scalp and face area. The face skin becomes lighter, but less homogenous, with more and more visible spots.

Irregular pigmentation of the face, hands and other parts of the body occurs as a results of both intrinsic (genetic, ethnic, gender, hormonal etc.) and environmental (external) factors. They can take various forms – freckles, chloasma knows as pregnancy mask, lentigines and other kinds of brown spots resulting from passed inflammations and mechanical skin damage.

Hydroquinone was long used as skin lightening agent, but its use is now prohibited as concerns arose from the reports that can cause cancer in mice fed with this substance. Its toxic action towards melanocytes was also confirmed. Instead of this, other compounds started to be used. The most popular are arbutin, kojic acid, vitamin C derivatives and others.

Ascorbic acid (vitamin C) is one of the most known skin whitening agents. Because of its high instability various derivatives have been produced i.e. the best known magnesium ascorbyl phosphate, sodium ascorbyl phosphate of low lipophilicity (it should be in

liposome form to be effective), AA2G or methylsilanol ascorbate, which stimulates melanin synthesis when used at low concentrations, but inhibits tyrosinase activity when used above 1% in formulation. AA2G is an ascorbic acid derivative with glucose and is stable against heat, light and oxidation in contrary to ascorbic acid itself. It is hydrolyzed in the skin into ascorbic acid and glucose by the enzyme glucosidase, thus exhibiting all biological activity of ascorbic acid, including the inhibition of melanin synthesis.

Arbutin from the leaves of the lingonberry and related plants as common bearberry, cranberry, blueberry (naturally occurs as gluconopyranoside) or obtained by chemical synthesis (i.e. deoxyarbutin) is a competitive tyrosinase inhibitor. It also inhibits melanosome maturation. Although it is a hydroquinone derivative, arbutin is not toxic to melanocytes. It's more efficacious in higher concentration, but paradoxical skin darkening may occur due to skin irritation, as in case of vitamin C. Niacinamide (vitamin B3) is a very common ingredient as inhibits transfer of melanosomes to keratinocytes, thus pigmentation of the epidermis is reduced.

Kojic acid is a fungal derivative obtained from *Aspergillus* and *Penicillium* species, very popular in Asian countries, less popular in Europe. It is exhibit anti-tyrosinase effect by binding to copper. Alpha lipoic acid or octadecenedioic acid are sometimes used in lightening products as well, as they are considered to be able to inhibit tyrosinase. However, the whitening effect in vivo is doubtful as their possibility to reach deeper layers of epidermis is very low.

Although azelaic acid is considered to inhibit production of melanin in the skin, it is rarely used as such due to low water solubility and difficulty in obtaining good sensory properties of a product. Thus, azeloyl glycine id recommended instead. There are however conflicting reports to the efficacy of azelaic acid in melasma compared to other known compounds such as hydroquinone.

Dimethylmethoxy chroman palmitate inhibits tyrosinase activity by 43% (in vitro model) and according to the supplier it exhibits a better effects than kojic acid with neither cytotoxic effects nor any irritation reaction.

Other compound that has been introduced not a long time ago is diacetyl boldine (DAB), extracted from the bark of Chilean boldo tree, undecylenoyl phenylalanine or hexapeptide-3. DAB is declared to work via adrenergic antagonist and regulate calcium bioavailability for melanin synthesis. Rather than inhibit tyrosinase activity it stabilizes it in an inactive form. As a result the amount of melanin produced decreases by 70%. It's recommended to combat hyperpigmentation, age spots and melasma. In vivo studies showed that DAB is able to lighten pigmentation by 25% in test subjects who applied the ingredient daily for two months. However, further research is required to

substantiate these findings. Undecylenoyl phenylalanine or hexapeptide-3 are declared to act as antagonists to melanotropin, which controls melanin synthesis and transfer of melanosomes.

Some resorcinol derivatives (alkylresorcinols in particular) are also known to possess skin lightening properties, i.e. phenylethyl resorcinol, which is a potent tyrosinase inhibitor with strong antioxidant properties. Similarly, hexylresorcinol is considered as safe and effective skin lightener (in vitro and human clinical studies), which melanin inhibitory activity is due to the influence on various points in the melanogenesis pathway: tyrosinase and peroxidase/H2O2 enzymes inhibition as well as stimulatory effect on glutathione synthesis.

Plant extracts are the most numerous group of cosmetics ingredients directed to lighten the skin colour. For example extract from the Asian nangka or jackfruit seeds has a strong inhibiting action on melanosome phagocytosis by the keratinocytes, resulting in a decrease in the amount of melanin in the superficial layers of the skin.

The mixture of *Prunus persica* (peach) leaf extract, *Rubus idaeus* (raspberry) fruit extract, *Pyrus malus* (apple) extract and ascorbic acids links the anti-tyrosinase action of peach extract with the clarifying and anti-oxidative action of the remaining ingredients. In vitro studies showed that when used at a level of 1 up to 10% can be as effective as hydroquinone. Some flavonoids of lemon peel, if well stabilized i.e. by encapsulating in liposomes, are able to completely inhibit tyrosinase activity. A mix of fermented and hydrolyzed protein extracted from Brassicaceae family decreases melanin content in melanocytes and inhibits tyrosinase activity and an extract of the resin produced by the roots of *Ferula foetida* rich in ferulic acid esters, carbohydrates, sulphur compounds and terpenes can inhibit tyrosinase activity up to 50%. Stilbenes found in white mulberry bark extract are similar to tyrosine, a substrate in melanin synthesis, so that they can compete in this biochemical process and phenylalanine present in cucumber seed extract can diminish storage of melanin. The bearberry extract contains arbutin derivative (methyl arbutoside), gallic and ellagic tannins, free hydroquinone as well as different flavonoids and pentacyclic triterpenes. It has skin lightening effect both by inhibition of tyrosinase and reduction of melanin. *Scutellaria* root extract and glycerhethic extract exhibits depigmenting effect by transforming melanin into non-pigmented form. Liposomal preparation of Swiss garden cress sprouts (*Lepidium sativum* sprout extract) rich in sulphoraphane, a powerful antioxidant, inhibits pigmentation by targeting neutralization free radicals and inhibition of alpha-MSH, which naturally stimulates human skin pigmentation. Aloesin from the Aloe plant acts as non-competitive tyrosinase inhibitor.

Although it does not bind to active centre of the enzyme, it disturbs the interaction of the enzyme-substratum complex. Its efficacy is limited due to its hydrophilic nature, so it's good practice to use it mixed with other skin lightening agents. Also stem cells found application in skin whitening products, i.e. stem cell culture extract from *Crithmum maritimum*, when topically applied is said to have lightening effect on brown spots, improve skin tone. It inhibits the transformation of phenylalanine into tyrosine, thus decreasing the bioavailability of substrate in melanin synthesis.

Topical treatments for facial pigmentation are difficult and need quite a lot of time. It could take weeks or months before any improvements in the skin can be discerned. This is because the skin renews itself very slowly, every 28 days and in case of older people even twice longer. During this time pigmented cells are gradually removed and replaced by new keratinocytes with less melanin (the upper layer the more melanin, horny layer contains the most pigment) resulting in a lighter, more even-toned complexion.

Many treatments aims at accelerating this process using exfoliating agents – scrubs or alpha-hydroxy acids i.e. glycolic acid or less irritating mandelic acid, but also plant extracts rich in these compounds such as hibiscus flower extract with high content of citric and pyruvic acid. The difficulties in skin lightening result also from the low ability of many actives to penetrate through the horny layer of the skin. Many substances have been reported to inhibit melanin production in vitro but the same was not seen in vivo. The effect can also result from the fact that melanocytes are extremely difficult to grow in culture. It's probable that a lot of skin whitening ingredient, which appeared inefficacious in clinical test were toxic to the culture melanocytes. In every case, skin lightening ingredients should suppress melanin synthesis, but they must not destroy melanocytes. Permanent skin lightening must be avoided as the melanocytes protect the other skin cell and they do not possess the potential to divide or reproduce. The increase in whitening efficacy can be obtained by i.e. sonophoresis. This was confirmed for the ascorbyl glucoside/vitamin B3- based formula, for which twice-

fold increase in activity was observed, when compared to application with no ultrasounds. The efficacy of a whitening formulation and its rapidity will depend on the nature of the active ingredients it contains, and the type of skin (i.e. it is more difficult to lighten skin in darker-complexed individuals, although pigmentation problems may be more visible in persons with lighter skin) and skin changes being treated. Therefore, it is a market practice to use a mixture of several active ingredients of complementary mechanisms of action to achieve higher efficacy.

When whitening products are used one should remember that decrease in melanin level in the skin is always associated with the increase in skin sensitivity to solar radiation. What's more one higher dose of sunlight may destroy the effect of several-week procedure or may intense skin aging process as well. Therefore, minimizing exposure to the sun and regular application of a sunscreen of high UVA/UVB protection is highly recommended.



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