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■ Cosmetic market professional magazine



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in the struggle
with wrinkles

Spectacular reduction
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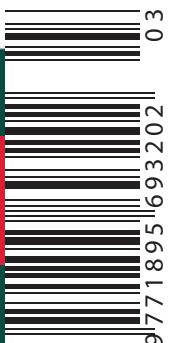
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Spectacular reduction of number, length,
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with report on the Polish cosmetic market

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Redaktor naczelna
Anna Godek



D

ear buyers and distributors,

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quarterly magazine of Polish cosmetic industry
- pavilion 30 stand F2.

Dear producers,
We invite to collaboration with our magazine anyone who
would like to present his offer to the Polish cosmetic market.
The October edition of our magazine will be also distributed
at Intercharm Russia and at Cosmoprof Asia (Hong Kong)
which is an additional advantage.
Everyone who will pay a visit to our stand F2 in pavilion 30,
will be granted a 20% discount for all kind of adverts possible.

Just drop in for a cup of coffee...

Editor-in-Chief
Anna Godek

Szanowni Państwo,

Oddajemy w Wasze ręce 38. numer Cosmetic Reporter
- kwartałnika branży kosmetycznej.

Ponownie spotykamy się na najważniejszych dla naszej branży
targach. Tu w Bolonii po raz siódmy pod naszym patronatem
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Polskie kosmetyki z roku na rok cieszą się coraz większym
uznaniem. Ich atutem jest dobra jakość połączona
z rozsądną ceną. Eksport polskich kosmetyków stale rośnie

i mimo ogólnowsiatowego kryzysu dzięki własnej kreatywności
podbijamy coraz to nowe rynki. Już teraz trwa nabór na jesienne
targi interCHARM (Moskwa, Kijów) oraz Cosmoprof Asia (Hong Kong).
Przygotowujemy także nowe projekty w Malezji i Stanach
Zjednoczonych (HBA - Nowy Jork i Cosmoprof North America
- Las Vegas).

Zapraszamy Państwa do podboju światowych rynków
pod wspólnym logo **creatively made in POLAND**.

Tymczasem chwilę odpoczynku przy filiżance dobrej kawy
proponujemy na naszym targowym stoisku F2
w pawilonie sekcji narodowych nr. 30.

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Wywiad z FILCHO KOMOVEM, dyrektorem eksportu **Eveline Cosmetics**, polskiej firmy zarządzanej z międzynarodowym rozmachem.

COSMETIC REPORTER: Niezmiernie trudno było nam zastać Pana na miejscu, w kraju. Ciągle podróże, obserwacje rynków, spotkania z potencjalnymi klientami, rozmowy z odbiorcami. Czy to nie jest jednak zbyt uciążliwa praca?

Zapewniam, że nie, jeżeli tak jak w moim przypadku, jest to po prostu pasja.

CR: Grupa Eveline Cosmetics, największy polski producent kosmetyków, w przyszłym roku obchodzić będzie 30-lecie istnienia. W tym czasie firma wypracowała sobie mocną pozycję zarówno w Polsce, jak również w ponad 70 krajach na całym świecie. W czym, Pana zdaniem, tkwi klucz do sukcesu?

Sukces jest wypadkową wielu pozostających ze sobą w ścisłej korelacji czynników. W pierwszej kolejności podkreślibym pełen profesjonalizm i zaangażowanie wykwalifikowanych specjalistów pracujących na rzecz nieustannie rozwijającej się marki. Zatrudniamy ponad 500 pracowników, a z naszych linii produkcyjnych schodzą miesięcznie ponad 5 mln wyrobów. W procesie ich tworzenia wykorzystujemy najnowsze osiągnięcia światowej kosmetologii. We własnym laboratorium tworzymy zaawansowane technologicznie receptury. Kosmetyki marki Eveline Cosmetics są poddawane ścisłej kontroli jakości, która obejmuje wszystkie etapy życia produktu. Rozpoczyna się już na poziomie tworzenia receptury i towarzyszy nam dalej, poprzez proces produkcji i dystrybucji, aż do sprzedaży. Dobra jakość produktu to podstawa sukcesu.

CR: Ale w ślad za nią idą kolejne czynniki, takie jak...

Znajomość potrzeb konsumentów oraz aktualnych trendów marketingowych, w tym z dziedziny opakowań. Do tego dodajmy innowacyjność produktów oraz wyważoną relację ceny do jakości. Wszystkie te elementy decydują o pozycji marki na rynku. W moim odczuciu, to właśnie dzięki równowadze, którą udało nam się osiągnąć między tymi elementami, umocniliśmy pozycję firmy i oferowanych przez nią kosmetyków. Dowodem naszej siły jest roczna, łączna sprzedaż blisko 60 mln sztuk kosmetyków, z czego 80% stanowi eksport.

CR: Czy Eveline Cosmetics, firmę od lat obecną praktycznie na każdym kontynencie, dotknął obecny kryzys i czy zmieniło to strukturę jej działań eksportowych?

Uważam, że nie ma firmy, której nie dotknąłby obecny kryzys. Istotne jest jednak, jak tę sytuację nie tylko przetrwać, ale wyjść z niej mocniejszym i mądrzejszym. Nam pomogła wieloletnia praktyka budowania marki w oparciu nie o jeden rynek, jednego odbiorcę czy jednego dostawcę. Szeroko pojęta dywersyfikacja, zarówno w działalności komórek zaopatrzonych, jak i w działalności eksportowej firmy, daje nam obecnie tak pożądaną przez wielu przedsiębiorców stabilność i pewności biznesowej. Jeżeli któryś z naszych rynków zostaje dotknięty kryzysem, przerzucając nasze siły i środki na inny rynek, minimalizując straty lub je zupełnie niwelując. Co więcej, w tym miejscu możemy się pochwalić, że mimo trudnego roku 2011, nasz eksport, pomijając kraje Europy Wschodniej, wzrósł o 50%. Przyczynił się do tego głównie wzrost sprzedaży do krajów Europy Środkowej, m.in. do Czech, Węgier, na Słowację. Ugruntowaliśmy swoją pozycję w Bułgarii, dynamicznie rosnąc w Serbii, Bośni i Chorwacji. Bardzo cenimy sobie wymagający rynek fiński, na który w minionym roku wprowadziliśmy 100 szaf z kosmetykami kolorowymi, które udało nam się uplasować w punktach sprzedaży w bezpośrednim sąsiedztwie najbardziej znanych marek światowych. Rok 2011 to także 50% wzrost eksportu do Iranu, Iraku, Arabii Saudyjskiej, Wietnamu i Kambodży... I to wszystko w dobie kryzysu!

CR: Pana, jako Bułgara, na pewno cieszy wysoka pozycja firmy w Pana ojczystym kraju, gdzie kosmetyki Eveline zajmują pozycję wicelidera w kategorii produktów do opalania, czy czwarte miejsce w sektorze kosmetyków do pielęgnacji twarzy i ciała. Przypomnijmy, że waszym konkurentem rynkowym są tam takie kolosy międzynarodowe jak Nivea czy Garnier.

Ewa Trzcińska

Interview with **FILCHO KOMOV,** Export Director in **Eveline Cosmetics**, Polish company managed with international impetus.

COSMETIC REPORTER:

It was extremely difficult to meet you on the spot, in the country. Ongoing trips, market researches, meetings with potential clients, negotiations with end-users. Isn't the job too bothersome for you?

I can assure you it isn't. In my case it is just the passion.

CR: Eveline Cosmetics Group, the biggest Polish cosmetics producer, will celebrate its 30th anniversary next year. Within that time the company has achieved strong position in Poland as well as in over 70 countries worldwide. Where, in your opinion, is the key to success?

Success is the result of many factors correlating with one another. As the first I would emphasize full professionalism and commitment of qualified specialists working in favour of continuously developing brand. We employ over 500 people and produce more than 5 million products monthly. In the production process we use latest achievements of worldwide cosmetology. In our own laboratory we develop technologically advanced recipes. Cosmetics by Eveline Cosmetics are subject to strict quality control covering all stages of product life cycle. It already starts at the level of creating recipe, accompanying us throughout the production and distribution process, up to sales. Good quality of product is the basis for success.

CR: But it is followed by next factors such as...

Familiarity with consumers' needs and current marketing trends, including packaging. We add products innovativeness and balanced price-quality ratio. All the elements decide on the brand position on the market. In my opinion, thanks to the balance we managed to achieve between those elements, we strengthened position of the company and cosmetics offered by it. Our force is proved by annual total sale of almost 60 million pieces of cosmetics, where 80% out of it constitutes export.

CR: Was Eveline Cosmetics, the company present on almost each continent, affected by present crisis and has it changed its export activities structure?

I think that there is no company not affected by present crisis. It is crucial however not only how to outlast such a situation, but also how to come stronger and smarter out of it. Many years' experience in building the brand based on not only one market, one customer or one supplier helped us. Diversification in a broad sense, both in supply departments and export activity of the company, gives us stability and business confidence, so desired by many entrepreneurs. Should one of our markets be affected by the crisis, we move our forces and assets to another market thus minimizing loss or eliminating it. What is more, here we can pride ourselves, that besides very difficult year 2011, our export, except Eastern Europe countries, increased by 50%. Growth of sales to Central Europe countries, such as Czech Republic, Hungary, Slovakia, contributed to it the most. We strengthened our position in Bulgaria, are dynamically developing in Serbia, Bosnia and Croatia. We appreciate demanding Finnish market, where last year we launched 100 shelves with colour cosmetics, which we placed in points of sale very close to well known worldwide brands. Year 2011 was also the 50% increase in export to Iran, Iraq, Saudi Arabia, Vietnam and Cambodia...

And this was all done in the age of crisis!

CR: You, as a Bulgarian, are surely delighted with high position of the company in your native country, where Eveline cosmetics are the vice leader in tanning products category, or fourth place in face and body care cosmetics. Let's remind that your competitions are such international giants as Nivea or Garnier.



Of course, it is tremendous satisfaction to see the results of my work in my native country. I know this market very well and it is obviously easier to overcome obstacles connected with launching new brand. I will not hide to be here in my element.

CR: Eveline Cosmetics takes for many years the established position of the biggest Polish cosmetics exporter to Eastern Europe, and recently reinforces its presence on the Far East. We know those to be highly competitive markets. How does your company manage to face well known international brands present there for ages?

We do pursue active export policy on Eastern Asia markets, constantly establishing new business contacts. Cosmetics marked with our brand owe its sales success, like I've already mentioned at the beginning, to applying innovative technologies, latest design of packaging, good quality-price ratio and typical for our company fast reaction to market trends and clients' needs. It meets the approval of our commercial partners and is reflected in continuous development of business relations. We are currently accomplishing regular sales, apart from the countries mentioned before, also in Taiwan, Burma, India, Malaysia, Singapore, Korea, Hong Kong. Moreover, in the very next future our brand will also appear in China. Key negotiations took place during the last edition of Cosmoprof Asia Trade Fair in Hong Kong. Now a days we are carrying out very demanding certification procedure for our product to be launched onto Chinese market.

CR: Your Company offers face and body daily care cosmetics as well as make-up cosmetics. Those are several hundred products. Which of your cosmetics line within particular categories became absolute sales hit on all markets where the brand is present?

Unchallenged sales hit within the last few years is the line of anti-cellulite, slimming and shaping silhouette products - Slim Extreme 3D. It refers to all markets where daily care cosmetics from Slim Extreme 3D line were launched. The series will soon appear in the USA. In Poland qualitative and quantitative shares of such a line constitute almost 30% of the entire market. Since its premiere in 2011, very strong market position was also achieved by bioHYALURON 4D line - cosmetics for anti-wrinkle treatment of facial and eyes area skin of women in four age groups 30+, 40+, 50+, 60+. Unique formula of the products being the part of this line combines hyaluronic acid and plant stem cells action. From among novelties launched in the category of colour cosmetics better and better recognition is achieved by NAIL THERAPY nails treatment line - appreciated by consumers as well as professionals in the area of nails care, which is proved by prizes awarded by those cosmetics in trade contests such as SUPER PRODUCT 2011, STYLE.PL 2011.

CR: Eveline Cosmetics is the company repeatedly prised, both with awards given by consumers (e.g. Consumers Laurel 2011) and by professionals (even Polish Exclusive or gold medal Intercharme Poland 2006- the biggest reach of export, Prix de Beaute, gold medal Intercharme Russia, Intercharme Ukraine). The list of prizes is long. Which one do you find the most valuable? Or maybe you are still waiting for such a one?

We appreciate each distinction equally, as each time this is the complement to our activity. At the same time we are aware of the fact that such prizes convince our clients. They build more and more confidence not only to the specific, awarded product, but also to the brand as the entirety. Whereas we are committed to work even better, not to disappoint our client's trust they put in us.

CR: 30th anniversary of the company – the next year. On the eve of the jubilee in Poland considerable advertising campaign has started where the name sponsor is DODA, known from the slogan "the queen is only one". Could it also be the motto of Eveline Cosmetics present on every degree of latitude?

Let me not answer this question. Not to bring misfortune...

company	pav.	stand nb
1 ADOS COSMETICS	30	F16-G15 B
2 BASS COSMETICS	22	C49 A
3 BEAUTY OF SCIENCE Sp. z o.o.	30	F16-G15 F
4 BELL PPHU	20	D9-E16
	21	B31-C32 C
5 BI-ART. PPH	25N	A81
6 BIELENDA Kosmetyki Naturalne	30	F4-G3 G
7 BIM PPH (QUIZ Cosmetics)	30	F16-G15 D
8 BLINK LASH	30	F16-G15 C
9 CHANTAL	30	E4-F3 B
10 CM MICHEL POLSKA	20	D1
11 COLORIS Sp. z o.o.	20	A8 A
12 COTE AZUR PARFUM	30	F16-G15 G
13 COSMETIC REPORTER	30	F4-G3 H
14 DERMAGLIN	30	F4-G3 J
15 DERMOPHARMA	30	F4-G3 I
16 DOLOWY PT	20	A1 B
17 ESTETICA	30	F4-G3 I
18 EVELINE COSMETICS	30	E4-F3 A
19 FARMONA Sp. z o.o.	18	E14
	30	F4-G3 D
20 FENIKS COSMETICS	30	F4-G3 E
21 FIRMA MATT	22	C49 B
22 FLOSLEK Laboratorium Kosmetyczne	25N	C86
23 GORGOL FIRMA	30	F4-G3 B
24 I.M.P.A.	30	F4-G3 C
25 HAIRPIN'S FACTORY IZA since 1928	30	F4-G3 F
26 JOANNA Cosmetics Laboratory	30	F4-G3 A
27 KAJ Ltd	20	A1 A
28 LA ROSA Distribution - HIACYNT CO	30	F4-G3 H
29 LA RIVE S.A.	30	F16-G15 A
30 LAZELL PARFUMS	30	F16-G15 E
31 MCR CORPORATION - MINCER PHARMA	21	B31-C32 D
32 MIRACULUM S.A.	21	B31-C32 A
33 POLCHARM	30	F4-G3 H
34 POLIPACK P.P.H.U.	19	A12
35 POLITECH	20	A8 B
36 PROSALON	30	E4-F3 B
37 SINGLET & FOLANTINA	19	A2 B
	19	A20
38 SM MICHEL RUSSIA	20	D1
39 SZWEDOGROUP S.C.	14	B26
40 VERONA PRODUCTS PROFESSIONAL	21	C45
41 VIPERA COSMETICS	21	C53

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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. Customers interested in Private Label production are also welcome, as we have huge experience in this field. Competitive prices and constant development within customer service area guarantee full client satisfaction. 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.



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Bass Cosmetics is a brand known among professionals: nail technicians and trainers from across Europe for 16 years. Offers the highest quality of nail products based on the American acrylic and gel components. All other products: manicure & pedicure cosmetics, accessories and equipment are made in Poland, Europe, Japan, Korea and Taiwan. Bass Cosmetics is also a regarded nail school co-working with trainers and masters from all over the world. Our experience is Your professionalism.



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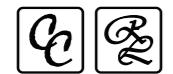
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www.bielendaprofessional.pl

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 – BIELENDIA 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 BIELENDIA PROFESSIONAL dedicati per Wellness & SPA. Bielenda possiede i certificati: ISO 9001:2008 e ISO 14001:2004. 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.



b BLINK LASH
STYLIST & CARE
by SECRET LASHES

BLINK LASH STYLIST & CARE

Podolska 11
81-321 GDYNIA
POLAND
Phone: + 48 58 781 91 51
e-mail: kontakt@secretlashes.pl
www.secretlashes.pl

Blink Lash Stylist & Care – Le ciglia degne del peccato

Blink Lash e' un marchio professionale e moderno che offre dei prodotti per allungamento professionale delle ciglia. Una soluzione cosmetica in voga per sottolineare la bellezza degli occhi sono le ciglia stilizzate con l'aspetto naturale. Aggiungi una brillanza allo sguardo con Blink Lash Stylist & Care.

Il nostro marchio offre tutti i prodotti indispensabili ad allungamento delle ciglia ed anche una cosa in piu'. Ti aiutiamo a creare una ventaglia di ciglia indimenticabile con la quale sorprenderai tutti intorno a te. Nella nostra offerta si trovano 450 tipi di ciglia, con 5 profili diversi, e 7 tipi di colla. Offriamo inoltre una gamma completa dei prodotti non invasivi per il make-up e struccamento.



BLUXCOSMETICS

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www.blux.eu

BluxCosmetics is a leading manufacturer of liquid soaps, shower gels, bath foams and hair shampoos for Polish and international markets since 1992. Due to our reliability, flexibility and competitive prices, export to the majority of EU countries and worldwide comprises around 70% of our turnover. Our products are priced very competitively, are of good quality and feature an attractive design. We both supply private labels and our own brand products.

BluxCosmetics e' un leader in produzione di: sapone liquido, gel doccia, bagnoschiuma e shampoo sul mercato polacco ed internazionale dal 1992. L'affidabilita', la flessibilita' ed i prezzi molto competitivi fanno che l'esportazione ai paesi dell'Unione Europea e tutto il mondo costituisce 70% del nostro reddito. I nostri prezzi sono competitivi, produciamo gli articoli d'alta qualita' e di un design molto attraente. Offriamo i prodotti sotto il nostro marchio o sotto il brand dei nostri clienti.



CHANTAL

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e-mail: export@chantal.com.pl
www.chantal.com.pl
www.prosalon.eu

CHANTAL is a leading manufacturer of high quality cosmetics for hair colouring, treatment, care and styling. All the formulations of our products are developed by our own R&D department. During over 22 years' activity we have launched plenty of hair cosmetics destined both for professionals (hairdressers) under Prosalon brand and for final consumers (Variete, Maxxi, Sessio, Hip Hop). For individual consumers we have newly introduced a series of professional hair cosmetics under the brand name of SESSIO professional. It contains over two dozens of products of professional quality, recommended by stylists but still for home use. This way one may prolong hairdressing procedure at home.

Our products sell well in many countries of the European Union, Eastern Europe, Middle East, Middle Asia and overseas.

SESSIO

color VARIÉTÉ

CHANTAL e' un produttore leader dei cosmetici di alta qualita' per la colorazione, cura dei capelli e styling. Nel corso di piu' di 22 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 VARIETE 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.

Per i clienti individuali successivamente abbiamo lanciato sul mercato polacco la nuova linea dei cosmetici per l'uso domestico sotto il brand SESSIO professional. Esso comprende il gran numero dei nostri prodotti piu' venduti.

I nostri prodotti sono venduti con molti successi in paesi dell'Unione Europea, L'Europa dell'Est, Medio Oriente e altri mercati d'oltremare.



SM Michel RUSSIA

123459, Moscow
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Phone: +7 495 949 95 09
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www.sm-michel.com

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.

SM MICHEL GROUP OF COMPANIES

CM Michel POLSKA

Geodetow 31
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POLAND
Phone: +48 22 750 75 59
e-mail: biuro@cmmichel.pl
www.cmmichel.pl

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 parucchieri, 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'estruzione 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.

Coloris

Cosmetics for third parties
Partner of your succes

Coloris Sp. z o.o.

Luze 20
05-092 LOMIANKI
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e-mail: coloris@coloris.biz
www.coloris.biz



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



COTE AZUR PARFUM

Pawliczka 25
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POLAND
Phone/fax: + 48 32 274 59 20
e-mail: biuro@coteazur.pl
www.coteazur.pl

Our company has been producing perfumes since 2004. We have a wide range of scents for women and men. Our products are characterized by high quality and sophisticated designs. The products are manufactured using the best ingredients from renowned European suppliers. We have an extensive distribution network in Poland and we cooperate with many distributors throughout Europe. Please visit our website www.coteazur.pl



La nostra azienda si occupa della produzione dei cosmetici dal 2004. I prodotti della nostra ditta si distinguono con alta qualità e design sofisticato. La produzione di essi base sull'uso dei migliori semilavorati ottenuti dai produttori europei più riconosciuti. Possediamo un'ampia rete di distribuzione e collaboriamo con tanti partner in Europa. Vi invitiamo a visitare il nostro sito web www.coteazur.pl



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. We specialize in the production of screw caps for aftershaves and aftershave balms. In this category, we hold an unquestionable leader position. Almost half of the entire production of these products, available on the Polish market, is manufactured in our factory. Our offer also includes a wide range of caps for atomizers. All our closure systems are designed and manufacture to be fitted into the majority of bottles available on the market. We kindly invite you to learn more about our offer.



DOŁOWY PT

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www.dolowy.cdx.pl

La nostra azienda da oltre 16 anni offre diversi tipi delle chiusure per le bottiglie di cosmetici. Di 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 tipi after shave. 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 presenti sul mercato. Vi invitiamo a conoscere la nostra offerta.



DERMAGLIN

Hanna Jacek Kordiasz

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09-400 PLOCK
POLAND
Phone/fax: + 48 24 364 98 33
e-mail: dermaglin@glinka.com.pl
www.dermaglin.pl



Dermaglin deals with taking of and processing of kalambian 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.

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 ed erbe - estratti naturali la ditta produce delle serie di cura per il viso, corpo e capelli. Essi sono prodotti 100% naturali e senza profumo.



ESTETICA

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www.estetica.biz.pl
www.dermopharma.pl

ESTETICA - una ditta con un gran esperienza nella produzione dei cosmetici da bagno e per la cura del corpo. Estetica è una società che sa creare una linea SPA eccezionale e di buon gusto, ricca di sapori vividi ed intensi che danno energia. La linea piena d'olio essenziale naturale e vitamine.

DERMO-PHARMA
EFFECTIVE FIGHT AGAINST TIME AND IMPERFECTIONS
Brand of high quality dermocosmetics for skin care, body care and hair treatment, formulas of the most active ingredients, based on innovative solutions for the formula creation and applying methods.
www.dermopharma.pl

EVELINE COSMETICS

EVELINE COSMETICS

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www.eveline.eu
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 70 countries all over the world for nearly 30 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.



FARMONA Sp. z o.o. Laboratorium Kosmetykow Naturalnych

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Fax: + 48 12 252 70 00
e-mail: export.eu@farmona.pl
www.farmona.pl

Farmona Natural Cosmetics Laboratory was founded in 1997 and quickly won the recognition of clients who value innovation and high quality of natural cosmetics. Our offer includes more than two hundred dermo-cosmetics for face, body and hair. We also have a wide range of professional cosmetics FARMONA Professional, offering a full program of beauty treatments for every skin type.

Laboratorio dei cosmetici naturali FARMONA e' stato creato nel 1997 e in breve tempo ha guadagnato la fiducia dei clienti che apprezzano l'innovazione ed alta qualita' dei cosmetici naturali. La nostra offerta contiene piu' di 200 dermo cosmetici per la cura del viso, del corpo e dei capelli. Possediamo anche una vasta gamma dei cosmetici professionali FARMONA Professional offrendo un programma complesso del trattamento cosmetico per ogni tipo di pelle.



Christopher Dark
parfums



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.
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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
Bogusław Szczurowski
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Phone: + 48 91 487 46 59
Fax: + 48 91 487 46 59
e-mail: firmamatt@wp.pl
www.flash-collection.com
www.firmamatt.pl

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. Vi invitiamo a visitare le nostre pagine!



FLOSLEK LABORATORIUM KOSMETYCZNE SP.J.

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privatlabel@floslek.pl
www.floslek.pl

FLOSLEK Cosmetic Laboratory - producer of cosmetics destined for complex care and protection of sensitive skin of face and body. Cosmetics of FLOSLEK Laboratory are created in the modern R&D laboratory and are based on innovative formulas, characterized with high effectiveness and safety of use. We also provide services within the developing formulas, production on commission and customizing of cosmetic products.



GORGOL Firma

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Fax: + 48 34 365 92 70
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www.gorgol.pl

GORGOL introduces a new line of beautiful, elegant white handle round 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 its products are ready to compete on any type of demanding market and fulfill expectations of many customers who appreciate superior European quality.

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



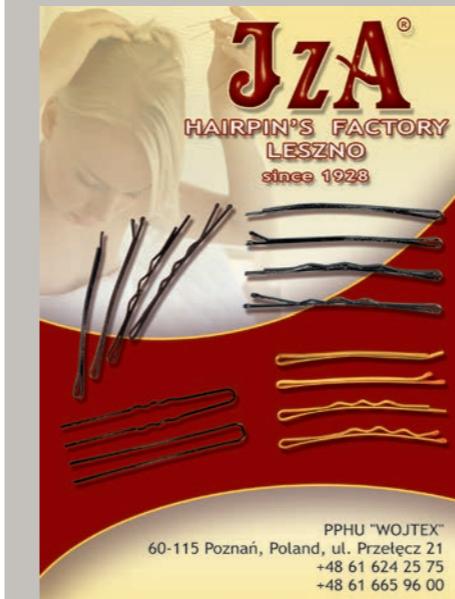
I.M.P.A.

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www.pumice.pl



Hairpin's Faktory IZA since 1928

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Phone: + 48 65 529 97 03
Fax: + 48 65 529 72 59
Mob.: + 48 502 309 021
e-mail: natalia@szpilki.com.pl
www.iza-hairpins.com



In our factory a great range of hair pins and hairgrips 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 hairpins and hairgrips 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.



Hairpin's Faktory IZA since 1928

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www.iza-hairpins.com

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

JOANNA Cosmetics Laboratory

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www.joanna.pl

JOANNA Cosmetics Laboratory is a dynamically developing Polish company specializing in production of high quality cosmetics for 30 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 società dinamica di sviluppo, che da oltre 30 anni si specializza nella produzione dei cosmetici d'ottima qualità. Operiamo in un segmento dei cosmetici per: capelli e corpo. Nella nostra offerta abbiamo anche dei prodotti per i professionisti. Le nostre ricette sono continuamente migliorate e la nostra gamma dei prodotti nuovi e' sempre più vasta, creata in 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 dei operazioni di marketing strategico ad alto livello: creiamo dei nuovi prodotti in base ai bisogni ed esigenze del mercato. Teniamo tantissimo a disponibilità ed allo sviluppo dei canali di distribuzione delle nostre pubblicità, che si possono notare sui giornali, riviste o tv. Tutto questo ci rende orgogliosi di essere una società moderna, che affronta con il successo la concorrenza dei paesi occidentali ed e' sempre in prima linea d'aziende cosmetiche polacche.



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www.kaj-plastics.eu

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, ISO 22716 and HACCP.

We are able to provide a total solution from concept, design of packaging, tools, production to decoration. From this year company has increased an offer about bottles made in PET ISBM.



KAJ Sp. z o.o., 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 9001:2008, ISO 22716 ed anche HACCP. 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 PET ISBM.



La Rosa Productos Profesionales

The LaRosa brand means unique cosmetics, created to beautify, add brilliance and highlight beauty, which, obviously, is present in each and every woman. Highest quality and versatility constitutes their uniqueness. Our offer includes preparations made with the use of modern technologies, with great respect to the methods drawn from nature. All to provide best possible quality cosmetics and make every woman feel temperamental, refined and the most beautiful in the world. The LaRosa brand lines include:

- mineral cosmetics: eye shadows, face foundation compacts, face powders bronzing compacts
- nail products: conditioners and liquid preparations, complete gel modeling
- system depilatory products: roll-on and canned waxes, pre- and after- depilation preparations, and cosmetic paraffin.

NIKO as a brand offers a wide range of cosmetic accessories (hand and nail care, hair care, foot care and other) as well as high quality professional beauty salon equipment.

LA Rosa Distribution „HIACYNT” CO.

Dwernickiego 48
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e-mail: larosa@larosa-profesionales.eu
www.larosa-profesionales.eu

Hiacynt Distribution - L'unico distributore dei marchi La Rosa e Niko.
La Rosa è un brand che offre i cosmetici d'alta qualità creati per curare e sottolineare la bellezza naturale del viso e del corpo femminile. Nell'offerta si trovano i preparati che attingono alle fonti, dalla natura ed anche quelli che basano sulla tecnologia moderna:

1. linea dei cosmetici minerali La Rosa: ombre minerali, fondotinta minerale, cipria minerale in polvere, bronzer minerale
2. styling delle unghie: gli smalti e gli altri preparati destinati alla cura delle unghie, professional gel sistema
3. la linea dei prodotti per la depilazione: ceretta in rotolo o in scatola, preparati per la depilazione, paraffina.

Niko è un brand che offre una vasta scelta degli accessori cosmetici (per lo styling delle unghie, la cura delle mani, dei piedi, dei capelli e per il trucco) ed anche elementi dell'arredamento dei saloni di bellezza.

LA RIVE parfums cosmetics

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Fax: + 48 56 451 42 08
e-mail: eksport@larive.pl
www.larive-parfums.com



LA RIVE è una delle più importanti fabbriche dei profumi in Polonia. Cerchiamo di dare ai nostri clienti un senso di lusso. Garantiamo l'alto livello della qualità 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 qualità europea e vengono esportati in più di 30 paesi in tutto il mondo.



LAZELL Parfums A i K Orlos Sp. Jawna

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e-mail: export@lazell.pl
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 making also plenty of efforts to keep the excellent relation between our products quality and price. Our partner companies sell Lazell products worldwide. Lazell is our registered trademark.

La ditta Lazell e' stata creata nel 2001. Oggi disponiamo di molta esperienza in produzione di: aqua da toilet, aqua profumate, profumi, deodoranti, cosmetici per rasare e delle confezioni combinate di questi prodotti. Usiamo dei prodotti naturali strettamente selezionati e delle tecnologie moderne. Garantiamo l'ottima qualita' del prodotto finale. Proviamo sempre a mantenere l'equilibrio fra l'alta qualita' e il prezzo. I prodotti di Lazell sono distribuiti dai partner della nostra ditta in tutto il mondo. Lazell e' un marchio registrato.



MCR CORPORATION – MINCER PHARMA

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www.mincer.com.pl

MCR Corporation is Polish well recognized manufacturer of cosmetics brand Mincer Pharma in Poland. For many years, we provide our female clients with the creams, masks, and milks for the face. Balms, gels and bath salts. Home SPA treatments such microdermabrasion set. The latest lines were formed based on ecological trends in cosmetology and dates back to sources of nature. Ecoinnovation line- there are 4 facial care programs based on Argan Oil and Marine Collagen strengthened with natural, fruit extracts. All creams are sealed in jars with a special hygienic diaphragm metering.

MCR Corporation e' un produttore dei cosmetici sotto il brand Mincer Pharma che si gode di un gran rispetto in tutta la Polonia. Da tanti anni forniamo ai nostri clienti: le creme, le maschere per il viso, lozioni per il viso, balsami, gel e sali da bagno. I trattamenti Home SPA per esempio microdermoabrasion. Le ultime linee sono state elaborate sulla base delle tendenze ecologiche in cosmetologia che sono collegate direttamente con le fonti della natura. La linea Ecoinnovation e' composta di 4 programmi di cura del corpo fatti sulla base di: olio di Argan e collagene marino rinforzati con estratti di frutta. Tutte le creme sono chiusi in un vasetto dotato di un applicatore con "membrana".



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.



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Polipack company e' specializzata nella produzione di packaging in plastica d'alta qualita' per prodotti cosmetici e farmaceutici. Possediamo delle macchine in grado di 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 dei prodotti d'ottima qualita'.



Miraculum SA is one of the largest Polish manufacturers of perfume and cosmetic products for face and body care, including products for depilation and sun protection. The company's shares are listed on the Warsaw Stock Exchange. Our experience, going back almost 90 years, is a guarantee of the highest quality and exquisite fantasy in the creation of new products, which capture the spirit of the times and conform to high aesthetic and technological standards.



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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.



PROSALON
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PROSALON by Chantal means high quality cosmetics for hair colouring, care, treatment and styling destined exclusively for professionals (hairdressers). It includes 79 fashionable shades of hair colours in 120 g tubes, oxidants, bleaching powder, shampoos, conditioners, permanent wave lotions, and neutralizer as well as a full range of cosmetics for hair styling. Prosalon INTENSIS 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. In Warsaw we run the hairdressing academy of our own where we organize various courses and master classes.

PROSALON
med+

Il brand PROSALON della ditta Chantal sono dei cosmetici d'alta qualita' destinati alla tintura, cura e styling di capelli. La linea comprende le tinte per i capelli in tubetti di 120 g. in 75 tinte alla moda, ossidanti, schiarenti, shampoo, balsami per i capelli, balsami per l'ondulazione, cosmetici per il fissaggio, nonche' una serie dei prodotti cosmetici per hair styling. La serie Intensis 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 PROSALON MED. La possibita' di offrire i prodotti d'alta qualita' e i prezzi ragionevoli era da sempre la missione della nostra ditta e siamo sicuri che questa politica sara' continuaata.



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- Manufacture of packaging
- Representative agent for import and export of cosmetics
- Sales promotion

We are engaged in cosmetics planning, formula developing, manufacturing, replenishing, packaging and sales.

- Basic skin care: cream, gel, hand cream, body lotion, body cream, face mask, slimming cream, massage cream, massage oil, and scrub, cleanser (oil, milk, cream), face wash (foam, powder, soap), emulsion
- Hair care: shampoo, conditioner, treatment
- Make-up: foundation (liquid, pressed powder, loose powder), cheek/eye shadow, and lip (cream, gloss, palette, stick) products
- Baby care: cream, powder
- Others: household chemicals.

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Szwedo Group Stop Botoks e' un'azienda della quale missione e' di offrire i metodi e gli attrezamenti cosmetici e medici basati solamente sulle regole naturali di funzionamento del corpo umano. Offriamo degli impianti sicuri per regenerazione naturale della pelle e lifting, per la cura delle malattie dermatologiche, per la modellazione del corpo, per l'aumento del seno e per l'eliminazione della cellulite.

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Verona Products Professional e' un produttore dei cosmetici per il trucco, per la cura del viso e del corpo e dei profumi. I nostri marchi come: INGRID, VOLLARE, BUTTERFLY, VERONA LABORATORIES i VITTORIO BELLUCCI hanno guadagnato la fiducia dei clienti e da tanti anni godono di un gran rispetto sul mercato.

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Verona Products Professional is a manufacturer of make-up, skin and body care, and fragrance products. Our brands, such as: INGRID, VOLLARE, BUTTERFLY, VERONA LABORATORIES, and VITTORIO BELLUCCI have gained consumer trust and have been highly acclaimed for many years. The qualities that make our products unique are: innovation, original design, and high quality at reasonable prices. Thanks to a highly efficient company organisation system, creative marketing department, permanent quality control, and a wide technological knowledge new products enter the market quickly.

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Vipera Cosmetics prides itself in being recognized as a long-standing leader in the colour cosmetics industry. The company offers an extensive line of exclusive, technologically advanced make-up cosmetics of the highest quality designed to enhance every woman's unique natural beauty. Since 1987 we've been devoted to providing ongoing new and innovative products of exceptional quality that reflect our clients' beauty needs.

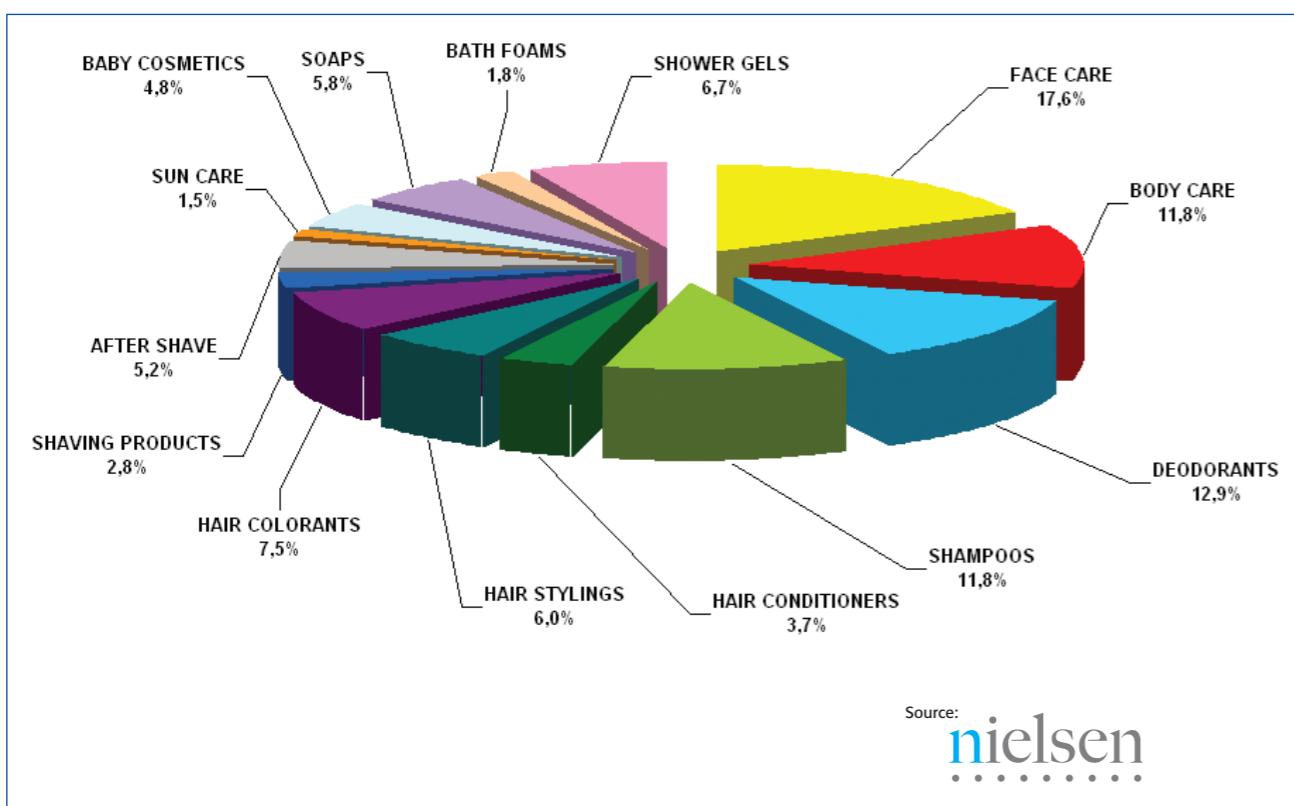
RETAIL MARKET OF COSMETICS IN POLAND

ON THE BASIS OF SELECTED CATEGORIES OF COSMETICS

The market of cosmetics includes shampoos and hair conditioners, hair styling and color products, deodorants, shaving and after-shave products, baby products, face and body care products, sun products, soaps, bath foams and shower gels. According to research conducted by Nielsen, total sales of some categories of cosmetics in 2011 reached PLN 6.4 billion. In comparison to the previous year, the market of cosmetics remained stable (+ 0,7 % p.a.).

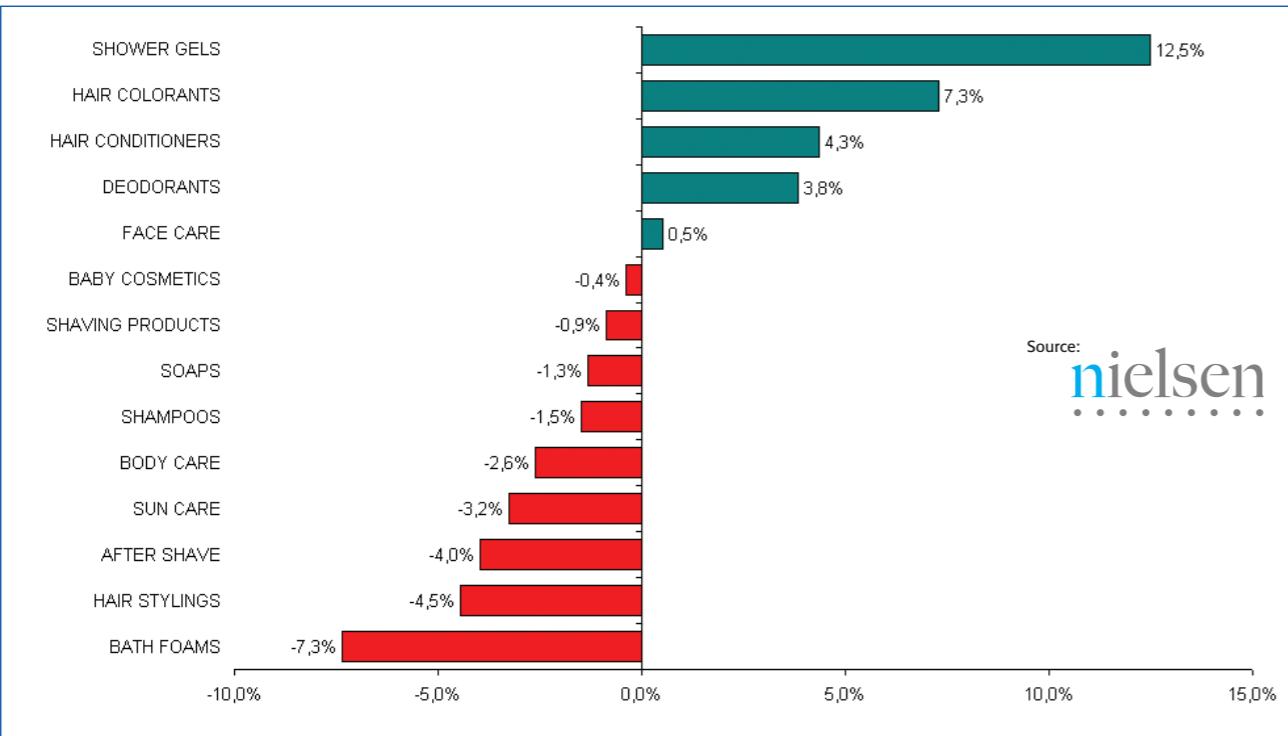
The biggest share in total sales of cosmetics was achieved by face care cosmetics (17,6%), deodorants (12,9%), body care cosmetics and shampoos (11,8% each). Details have been presented in Chart 1.

Chart 1. Segmentation of cosmetics market, I-XII.2011.



Over the last year sales of shower gels (+12,5%) and hair color products (+7,3%) developed most dynamically. The dynamics of changes in the cosmetic market has been presented in Chart 2.

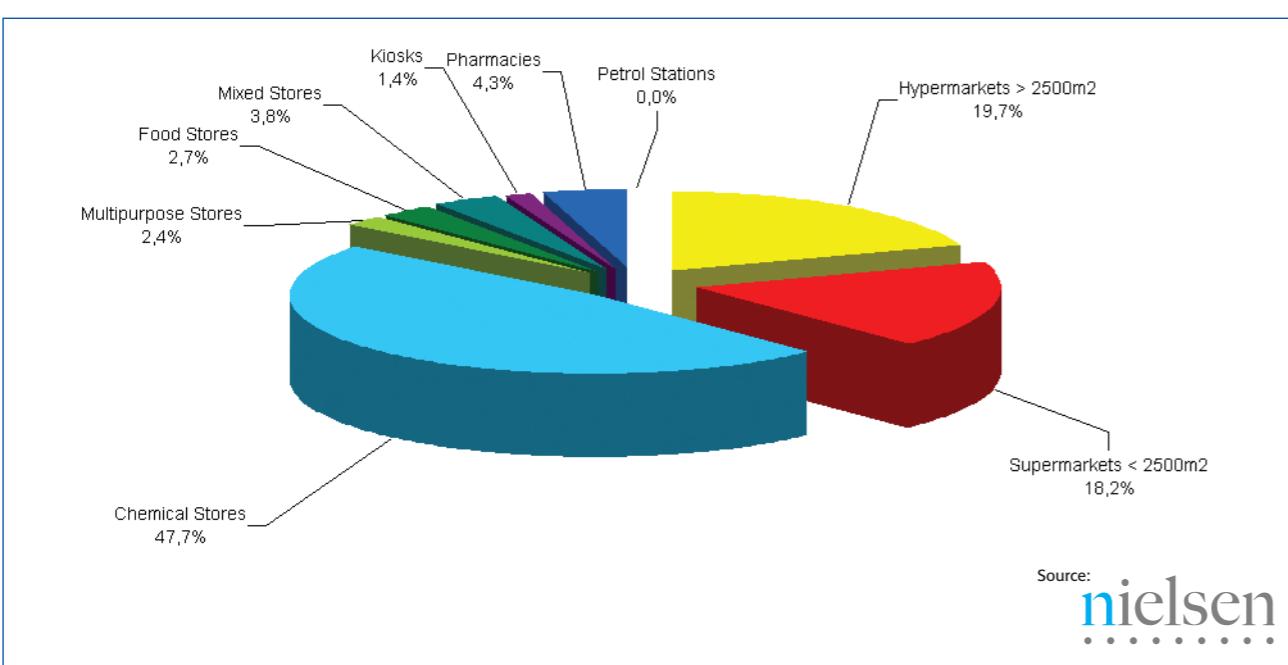
Chart 2. Dynamics of changes in sales of cosmetic products , I-XII.2011



The largest declines in sales were suffered by bath foams (-7,3%), hair styling products (-4,5%) and after-shave cosmetics (-4,0%).

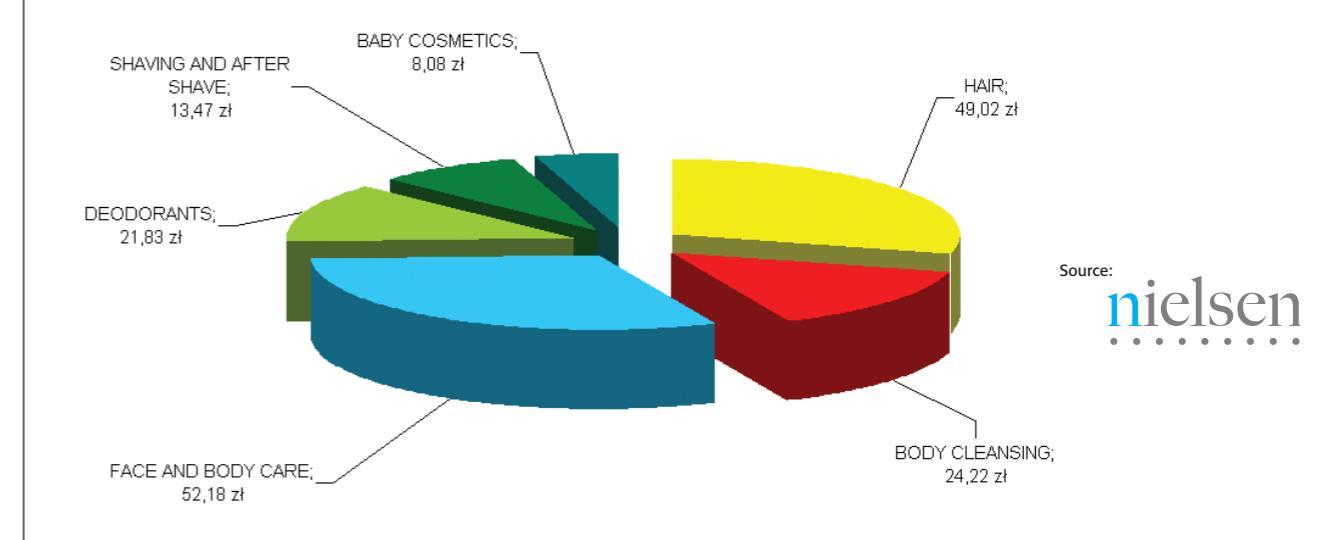
Taking into consideration the sales localisation, we can observe a growing significance of chemical stores, including chain stores. The share of those stores in total sales of cosmetics mentioned before equals 47,7%, which was 3,4pp higher as compared to the same period of the previous year. Supermarkets are also gaining importance with 18,2% share (+0,8pp than in I-XII.2010), including dynamically growing discount chains. More details have been presented in Chart 3.

Chart 3. Sales localisation of cosmetics, I-XII.2011.



Analyzing the market in terms of spending per person in 2011, we observe, that average expenditure of Poles on cosmetic products equals PLN 169 (details have been presented in chart 4). The amount is barely 1% higher comparing to the same period of the previous year.

Chart 4. Spending on cosmetic products per capita I-XII.2011



Most, 31% of the total amount, was spent on face and body care products (more than PLN 52 a year). Hair products (together shampoos, hair conditioners, hair color and styling products) accounted for 29% of total expenditure (PLN 49 per year). 14% of the budget for cosmetic products has been spent on body wash products, 13% on deodorants (about PLN 22). The remaining 13% has been spent on shaving and after-shave products (8%) and baby care products (5%). The above information shows that despite the continuing difficult economic situation, Poles did not resign from buying cosmetics, keeping the spending at a similar level as last year.

Shower Gels

Shower gels are the most dynamically growing cosmetics category. Last year they generated increase in sales of +14,5% in volume and of +12,5% in value. Among different types of shower gels, products for men are gaining in importance (respectively +2,6pp and +2,7pp over a year, reaching 26% in volume and 34% in value), at the expense of women and family products. The section of shower gels for women is still dominant and accounts for more than 73% in volume and 65% of total sales amount of such products. Customers buy more and more "2in1" products, which are second most important sector and are gaining at the expense of standard products. The share of products with capacity of 400ml and bigger is also growing. In terms of sales in litres, they generate more than a half of total shower gels sales share and over 40% in value. The key distribution channels are chemical stores (42%), hypermarkets (26%) and supermarkets (24%). Over the year only chemical store and supermarkets gained in importance (+2,9pp and +1,3pp), hypermarkets reported a drop in share of -2,2pp.

Category Segment	Volume Sales in 1000 L volume shares		Change (% / p%)	Value Sales in 10 000 PLN value shares		Change (% / p%)
	January'10 - December'10	January'11 - December'11		January'10 - December'10	January'11 - December'11	
Shower gels	16 135	18 470	14,5	35 597	40 070	12,6
female	75,4	73,2	-2,1	68,0	65,4	-2,5
male	23,4	26,0	2,6	30,9	33,7	2,7
family	1,3	0,8	-0,5	1,1	0,9	-0,2
standard	86,2	83,5	-2,7	81,1	79,7	-1,4
oils	0,7	0,5	-0,1	1,3	1,2	-0,1
2in1	11,9	14,7	2,8	15,1	16,8	1,7
foams	0,0	0,0	0,0	0,0	0,0	0,0
with peeling function	1,3	1,3	0,0	2,4	2,3	-0,1
up to 200g	4,2	3,6	-0,6	9,2	8,0	-1,3
201-250g	36,4	31,2	-5,3	50,1	42,5	-7,7
251-399g	13,3	12,6	-0,7	8,5	8,5	0,0
400g and above	46,0	52,6	6,6	32,2	41,1	8,9

Type	Sales Location (in value terms) SHOWER GELS		Change (%)
	January'10 - December'10	January'11 - December'11	
Hypermarkets > 2500m ²	28,0	25,8	-2,2
Supermarkets < 2500m ²	22,8	24,1	1,3
Chemical Stores	39,2	42,0	2,9
Mixed Stores	3,8	2,8	-1,0
Food Stores	2,3	2,1	-0,2
Multipurpose Stores	1,7	1,4	-0,4
Kiosks	0,8	0,4	-0,4
Pharmacies	1,4	1,3	0,0

Source: Nielsen, Retail Audit

Source: nielsen



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Hair care, styling and color products

Total sales value of hair products understood as shampoos, hair conditioners, styling and color hair products in 2011 reached PLN 1.9 billion, which was a stable outcome as compared to the same period of the previous year. Between four previously mentioned categories shampoos and hair styling products were characterized by a decrease in value sales respectively of -1,5% and -4,5%, while hair conditioners reported an increase of +4,3% and hair color products of +7,3% p.a. When buying hair color products, consumers usually chose permanent hair color products, which value sales increased of +8,4%, its market share equals 88,9% and it is higher of +0,9pp as compared to the same period of the previous year.

Category Segment	Volume Sales in 1000 L volume shares		Change (% / p%)	Value Sales in 10 000 PLN value shares		Change (% / p%)
	January'10 - December'10	January'11 - December'11		January'10 - December'10	January'11 - December'11	
SHAMPOOS	32 989	32 548	-1,3	77 354	76 203	-1,5
1000 ML and above	14,4	13,3	-1,2	2,1	2,0	-0,1
501-999 ML	1,9	2,8	0,9	1,5	2,5	1,0
301-500 ML	51,5	56,4	4,9	49,8	55,8	5,9
201-300 ML	24,3	21,1	-3,2	29,7	25,9	-3,7
51-200 ML	7,8	6,3	-1,5	15,5	12,5	-3,0
up to 50 ML	0,1	0,1	0,0	1,2	1,2	0,0
sachets	0,0	0,0	0,0	0,1	0,1	0,0
HAIR CONDITIONERS	5 024	5 085	1,2	22 803	23 782	4,3
leave-in	19,7	21,1	1,4	29,9	31,3	1,4
rinse-out	80,3	78,9	-1,4	70,1	68,7	-1,4
milk	0,2	0,2	0,0	0,3	0,3	0,0
spray	6,9	8,7	1,8	10,6	12,7	2,1
mask	7,9	8,4	0,5	11,2	11,1	-0,1
standard (conditioner / balsam)	71,6	70,7	-1,0	65,9	65,8	-0,1
serum	0,6	0,7	0,1	1,9	2,0	0,1
other	12,7	11,3	-1,4	10,0	8,0	-2,0
HAIR STYLINGS	10 687	10 060	-5,9	40 651	38 840	-4,5
mousse	7,6	8,1	0,5	7,0	7,6	0,6
spray	12,9	10,8	-2,2	10,7	8,8	-1,9
gel	18,8	17,9	-0,9	12,1	12,6	0,5
wax	0,5	0,6	0,0	0,6	0,9	0,3
other	6,6	9,9	3,3	11,2	13,0	1,8

Sales Location (in value terms)

Type	Sales Location (in value terms) SHAMPOOS		Change (p%)
	January'10 - December'10	January'11 - December'11	
Hypermarkets > 2500m ²	21,7	21,2	-0,5
Supermarkets < 2500m ²	23,1	24,7	1,6
Chemical Stores	31,8	35,4	3,7
Food Stores	5,0	4,5	-0,5
Mixed Stores	7,6	6,0	-1,7
Multipurpose Stores	3,7	2,6	-1,0
Kiosks	1,6	1,2	-0,4
Pharmacies	5,6	4,5	-1,1

Sales Location (in value terms)

Type	Sales Location (in value terms) HAIR CONDITIONERS		Change (p%)
	January'10 - December'10	January'11 - December'11	
Hypermarkets > 2500m ²	20,5	20,6	0,0
Supermarkets < 2500m ²	14,1	14,0	-0,1
Chemical Stores	52,3	56,2	3,9
Mixed Stores	4,4	3,5	-0,9
Multipurpose Stores	2,4	1,7	-0,7
Kiosks	0,8	0,4	-0,4
Pharmacies	5,5	3,7	-1,7

Sales Location (in value terms)

Type	Sales Location (in value terms) HAIR STYLINGS		Change (p%)
	January'10 - December'10	January'11 - December'11	
Hypermarkets > 2500m ²	18,3	17,7	-0,6
Supermarkets < 2500m ²	18,6	19,8	1,2
Chemical Stores	43,5	45,2	1,6
Food Stores	4,3	4,8	0,5
Mixed Stores	7,2	6,1	-1,1
Multipurpose Stores	4,6	3,7	-1,0
Kiosks	3,5	2,8	-0,6

Source: Nielsen, Retail Audit

Source:
nielsen

Analyzing the sales localisation it is worth noticing the ever-increasing importance of chemical stores. For given categories they generate from 35,4% in value sales of shampoos, through 45,2% for styling products and 56,2% of sales of hair conditioners, to end with 65,3% of sales of hair color products. An important distribution channels are hypermarkets and supermarkets, but only supermarkets (taking into account the discount chains) are gaining in importance and only in the case of shampoos and styling products.

Category Segment	Sales in 1000 items sales in items shares		Change (% / p%)	Value Sales in 1 000 PLN value shares		Change (% / p%)
	January'10 - December'10	January'11 - December'11		January'10 - December'10	January'11 - December'11	
HAIR COLORANTS	39 821	41 466	4,1	452 146	485 146	7,3
PERMANENT	78,8	79,3	0,5	88,0	88,9	0,9
DEMI-PERMANENT	8,6	8,9	0,4	7,4	7,2	-0,2
WASH-OUT	12,7	11,8	-0,9	4,6	4,0	-0,7

Sales Location (in value terms)

Type	Sales Location (in value terms) HAIR COLORANTS		Change (p%)
	January'10 - December'10	January'11 - December'11	
Hypermarkets > 2500m ²	17,2	16,2	-1,0
Supermarkets < 2500m ²	8,8	8,9	0,1
Chemical Stores	62,6	65,3	2,7
Multipurpose Stores	3,4	2,7	-0,7
Mixed Stores	4,8	4,1	-0,7
Food Stores	1,3	1,2	-0,1
Kiosks	2,0	1,7	-0,3

Source: Nielsen, Retail Audit



Deodorants

In 2011 the total sales of deodorants amounted to PLN 824 millions. In comparison to the same period of the previous year the sales both in volume and value remained stable with a small increase respectively of +1,6% and 3,9%. Deodorants can be divided into different groups according to accepted criteria. We can distinguish products for women and men. Of these two categories, deodorants for women generate more sales and their share of the entire deodorant market equals 56,4% in quantity and 53,5% in value. Products for men accounted for respectively 43,3% and 45,8% of total sales and they gained in importance as compared to the same period of the previous year.

Analyzing the deodorants market in terms of products types, we can distinguish two types: standard deodorants accounts for 39% in quantity and 42% in value and than antiperspirants, which are more important (respectively 61% and 58%).

The entire market of deodorants can also be divided into product formats, by which we distinguish sprays, roll-ons, atomizers, sticks and others. Best selling are sprays and roll-ons, which total market share accounted for 81% in quantity and 72% in value. Roll-ons and atomizers gained in importance but sprays are less and less popular.

The key distribution channels of deodorants are chemical stores, which sales share reaches 49% in value and it grew of 3,0pp. Hypermarkets are on the second place and they reported a small shares fall of -1.0pp to 23,5%, while supermarkets took third place with 17,4% share, thereby gaining in importance of 1,1pp as compared to previous year.

Category Segment	Sales in 1000 items sales in items shares		Change (% / p%)	Value Sales in 1 000 PLN value shares		Change (% / p%)
	January'10 - December'10	January'11 - December'11		January'10 - December'10	January'11 - December'11	
DEODORANTS	80 480	81 759	1,6	793 024	823 832	3,9
FEMALE	57,3	56,4	-0,9	54,4	53,5	-0,9
MALE	42,3	43,3	1,0	45,0	45,8	0,8
OTHER	0,3	0,3	0,0	0,7	0,7	0,0
DEODORANT	39,8	39,1	-0,7	41,3	41,8	0,5
ANTIPERSPIRANT	60,2	60,9	0,7	58,7	58,2	-0,5
SPRAY	58,9	57,6	-1,3	53,0	51,7	-1,3
STICK	10,2	9,7	-0,4	10,6	10,1	-0,6
ATOMISER	6,2	7,4	1,2	13,6	15,4	1,8
ROLL ON	22,4	23,3	0,9	20,2	20,7	0,5
OTHER	2,4	2,0	-0,4	2,7	2,2	-0,5

Sales Location (in value terms)

Type	Sales Location (in value terms) DEODORANTS		Change (p%)
	January'10 - December'10	January'11 - December'11	
Hypermarkets > 2500m ²	24,5	23,5	-1,0
Supermarkets < 2500m ²	16,3	17,4	1,1
Chemical Stores	46,0	49,0	3,0
Mixed Stores	4,7	3,4	-1,3
Food Stores	2,3	2,1	-0,1
Multipurpose Stores	3,3	2,5	-0,8
Kiosks	2,9	2,1	-0,8

Source: Nielsen, Retail Audit

Face care - cosmetics for women and men

Face care products can be divided into products for women, products for men and anti acne products. In 2011, face care products sales were equal to 7,6 millions of litres and worth more than PLN 1,1 billion. Comparing the period under consideration with the previous 12 months, we may see a relatively stable trend in both volume and value. Face products for women accounted for 84% in volume and 85% in sales value.

We distinguish here face care and cleansing products. Sales of face care products for women remain at a constant level, in terms of both dimensions. Anti-wrinkle creams are gaining in importance and hydrating creams report a slight decrease.

Cleansing products increased in terms of volume of +6% and in terms of value they remained almost on the same level as last year (+1%). The importance of eye makeup remover products is growing (in volume and in value), same as importance of face cleansers (in volume). Share of cleansing lotions and toners is decreasing (in both terms). Face products for men developed very rapidly (1,6% in volume and 4% in value of all face care products) and over last year it reached +23% increase of sales in litres and +12% of sales in value. Peeling and anti-wrinkle creams become more and more popular at the expense of cleansing products and hydrating, moisturizing and regenerating creams.

Anti-acne cosmetics, which shares of the face care products market equals respectively 15% and 11%, reported a decrease in sales in volume and value (respectively -5% and -6%).

Most frequently customers were buying cleansing products, which gained in importance. Whereas toners (second most important sector of anti-acne products) reported a loss.

Similar to other categories of cosmetics, also in case of face care products, chemical stores are the key distribution channels. In 2011 they accounted for 62,5% of sales in value, which was higher of +3,6pp as compared to previous year. An increasing importance of this distribution channel is primarily caused by a rapid growth of cosmetic networks.

Category Segment	Volume Sales in 1000 L volume shares		Change (% / p%)	Value Sales in 1 000 PLN value shares		Change (% / p%)
	January'10 - December'10	January'11 - December'11		January'10 - December'10	January'11 - December'11	
FACE CARE	7 387	7 604	2,9	1 094 130	1 087 032	-0,6
Female Care Products	27,5	26,8	-0,7	63,8	63,6	-0,2
Female Cleansing Products	55,3	57,0	1,7	21,0	21,4	0,4
Male Face Care Products	1,3	1,6	0,3	3,6	4,0	0,4
Anti Acne	15,8	14,6	-1,2	11,6	11,0	-0,6

Sales Location (in value terms)

Type	Sales Location (in value terms) FACE CARE		Change (p%)
	January'10 - December'10	January'11 - December'11	
Hypermarkets > 2500m ²	15,9	14,6	-1,3
Supermarkets < 2500m ²	8,4	8,9	0,5
Chemical Stores	59,0	62,5	3,6
Mixed Stores	1,2	1,1	-0,2
Food Stores	0,5	0,5	0,0
Multipurpose Stores	1,6	1,5	-0,1
Kiosks	0,8	0,5	-0,3
Pharmacies	12,6	10,5	-2,2

Source: Nielsen, Retail Audit



nielsen
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Kamila Piechocińska
Client Team Manager
Retail Measurement Services
ACNielsen Polska Sp. z o.o.
The Nielsen Company

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New lines of cosmetic packaging — VALENCIA and PORTO.

Heinz Glas Działdowo with Heinz Plastics Polska presents new lines of cosmetic packaging — VALENCIA and PORTO.

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Glass line of VALENCIA is a collection of three capacities: 30ml, 50ml and 100ml for EDT, 30ml VALENCIA CARE and 10ml to nail polish. The bottle is available with Valencia cap produced by HPP. Plastic line, in turn, is available in such capacities as 150ml, 200ml and 250ml.

PORTO glass line is accessible in 50ml and 100ml with two bottom versions — plain and grooved.

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BIELENDA Professional offers a new body care concept

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www.bielenda.pl
www.bielendaprofessional.pl



Diamond Line



Verona Products Professional is the leading producer of make-up cosmetics brands: Ingrid Cosmetics, Butterfly, Vollare Cosmetics; face and body care series such as Spa Professional, Spa & Wellness, Olive, Natural Essence, and SPA Natural Line products under a common name brand Verona Laboratories; hair care products such as Revia hair colour and Ryana colouring shampoo, as well as fragrance products including the top-of-the-line Vittorio Bellucci Exclusive Perfume Eau de Toilette. The highest standards and esthetics are the main pillars, on which the company's work is based, which always accommodates the client's needs and the current trends existing on the world cosmetics market. Innovation, professionalism, original design of the packaging, and the high quality at moderate prices are the qualities that distinguish our products.

Verona Products Professional is also the producer of Private Label.

We invite you to our stand in Cosmoprof Bologna 2012 - pavilion 21, stand C45.



Materiały opracowała
Anna Lesińska

Już nie COLIPA a COSMETICS EUROPE

COSMETICS EUROPE to nowa nazwa organizacji reprezentującej europejską branżę kosmetyczną znanej do tej pory jako COLIPA. Zmiana nazwy zaproponowana pod koniec ubiegłego roku przez zarząd stowarzyszenia została zaaprobowana przez jego członków i zbiegła się ze zmianą siedziby organizacji, która mieści się obecnie w handlowo-biznesowym centrum Bruseli przy Herrmann-Debroux Avenue. Nowej nazwie towarzyszy również nowe logo jasno wskazujące Europę jako pole działania tej organizacji. Europejski przemysł kosmetyczny, dający około 1,7 mln. miejsc pracy i zatrudniający w swoich działach R&D 17 tys. pracowników naukowych (dane Euromonitora), to obecnie 1/3 światowego rynku kosmetycznego. Stowarzyszenie działa w interesie ponad 2000 firm począwszy od międzynarodowych koncernów skórczywszy na małych rodzinnych przedsiębiorstwach udzielając informacji we wszystkich ważnych dla branży kosmetycznej zagadnienniach.

14 czerwca 2012 w Brukseli organizacja będzie uroczyście świętować swe 50 urodziny.

Nowy portal

Komisja Europejska uruchomiła nowy portal służący notyfikacji kosmetyków - Cosmetic Products Notification Portal (CPNP). Jego zadaniem jest dostarczanie informacji na temat produktów kosmetycznych lokowanych na rynku europejskim. CPNP umożliwia szybki dostęp i przekazywanie informacji o produkcie kosmetycznym do właściwych organów (do celów nadzoru i analizy rynku, informacji dla konsumentów) oraz tzw. „Poison Center” lub innych podobnych instytucji działających w Państwach Członkowskich. Informacje dostępne są we wszystkich oficjalnych językach UE.

Branża kosmetyczna na świecie

INDIE

Eksperci RNCOS uważają, że w najbliższych latach motorem napędowym rozwoju rynku kosmetycznego w Indiach będzie sektor perfumeryjny. Wg ich przewidywań wzrost ten osiągnie w latach 2011-214 20% CAGR. Przyczyni się to do 17% wzrostu rynku kosmetycznego jako całości. Zmiana stylu życia, wzrost dochodów i coraz większy wpływ mediów propagujących kulturę zachodnią to główne czynniki takiej sytuacji.

BLISKI WSCHÓD

Analitycy Euromonitora wskazują na segment kosmetyków do pielęgnacji skóry jako ten, który ma największy potencjał rozwojowy w krajach Bliskiego Wschodu, wśród których Arabia Saudyjska, Zjednoczone Emiraty Arabskie oraz Iran są

GRATULACJE

Szósty raz w polskiej edycji Superbrands (The Superbrands Ltd. to niezależna organizacja, obecna w ponad 80 krajach świata) ogłoszono klasyfikację najśilniejszych marek na krajowym rynku. Okazała się nią firma Dr Irena Eris, która nie tylko odniosła sukces w zestawieniu polskich marek, ale znalazła się również jako jedna z dwóch marek krajowych w pierwszej 20 ogólnego zestawienia. Ponadto zwyciężyła w kategorii „Kosmetyki”. Jest to tym większy sukces, że w ubiegłych latach pierwsze miejsce należało w tej kategorii do marki Chanel.

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Światowa kariera Shiseido

Prestiżowe kosmetyki do pielęgnacji ciała i kosmetyka kolorowa japońskiej firmy Shiseido w lutym pojawiły się po raz pierwszy w Tunezji, która w ciągu ostatnich kilku lat osiąga wzrost PKB na poziomie 5% rocznie, a jeżeli chodzi o rynek kosmetyczny to wzrost osiąga 10%. Stale rozwijają się tu sieci perfumerii i drogerii co skłania do obecności na tym rynku światowych graczy. Początkowo kosmetyki Shiseido będą dostępne w 10 punktach sprzedaży a do 2014 liczba ta ma ulec podwojeniu. Jest to trzeci po Maroku i Afryce Południowej kraj na kontynencie afrykańskim w którym Shiseido rozwija skrzydła a 88 kraj na świecie do którego dotarła ta marka. Kontynuując 3 letni proces globalizacji od maja 2012 roku linia bareMinerals Shiseido trafi do Brazylii, gdzie daje się zaobserwować stopniowy zwrot klientów od marek mass-marketowych do tych bardziej prestiżowych. Shiseido ma zamiar zastosować wobec tej linii dwutorową strategię marketingową i reklamować się zarówno poprzez modne portale społecznościowe jak i tradycyjnymi metodami.

EUROPA WSCHODNIA

Ochrona przeciw słoneczna szybko staje się coraz ważniejszą kategorią kosmetyków pielęgnacyjnych w krajach Europy Wschodniej. Wprawdzie ostatni rok nie odnotował spektakularnych wzrostów sprzedaży tej kategorii, gdyż opalone ciało wciąż jest synonimem zdrowia, to jednak wg analityków rynku firmy Euromonitor kosmetyki z wysokim SPF stają się aktualnie szczególnie pożądanymi. Coraz więcej świadomych konsumentów poszukuje kosmetyków, które pozwolą im uniknąć reakcji alergicznej na promienie słoneczne. Producenci kosmetyków przeciwsłonecznych stosując coraz to nowsze rozwiązania, odchodzą od ciężkich, trudnych w nakładaniu kremów w kierunku lżejszych sprayów.

CHINY – furtka dla podróbek

Obowiązkowa w Chinach od 2008 rejestracja substancji chemicznych miała być krokiem w kierunku porządkowania gwałtownie rozwijającego się rynku. Jednak oprócz pozytywnych skutków tej regulacji pojawiły się również skutki negatywne. Firmy zagraniczne posiadające przetestowane i zarejestrowane przed odpowiednie władze w Europie i USA substancje chemiczne muszą uzyskiwać chińskie atesty, co na ogół trwa około 18 miesięcy i stwarza nieuchciwej miejscowości konkurencji szansę na opracowanie i ulokowanie na rynku podróbk. Oczywiście z czasem, podróbki stracą klientelę, która wróci do jakościowych i skuteczniejszych oryginałów ale na razie jest to duża utrudnienie.

WŁOSKI EKSPORT

Włoskie Stowarzyszenie Przemysłu Kosmetycznego UNIPRO ogłosiło, że eksport osiągnął w 2011 roku wartość 2,9 mld. euro co oznacza 19% wzrost rok do roku. Wśród 20 najważniejszych rynków eksportowych jedynie eksport do Holandii i Grecji odnotował spadek, podczas gdy eksport do Niemiec wzrósł o 38%, do USA o 29,7% a do Rosji o 22,6 %.

L'Etoile na Ukrainie

Rosyjska firma od niedawna jest obecna na rynku Ukrainy, jednak już na wejściu wykupiła 2 znaczące sieci detaliczne Ukrainy Brocard i Bonjour. Teraz L'Etoile zaprezentowała własną markę kosmetyki dekoracyjnej i akcesoriów. W grudniu odbyły się prezentacje nowej linii w Kijowie, Dniepropietrowsku i w Charkowie.

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Informujemy, że trwa nabór na targi **InterCHARM (Moskwa, 24-27 listopada)**. Wystawcami sekcji polskiej będą: BIM, Chantal, Delia, Eco Wipes, Eveline Cosmetics, Farmona, HGD & HPP, Interton, Joanna, Joko Private Label, Lazell Parfums, Miraculum, Prosalon, Vipera Cosmetics i Verona. Równocześnie przyjmujemy zgłoszenia do sekcji polskiej, która po raz piąty organizujemy na targach **Cosmoprof Asia (Hong Kong, 14-16 listopada)**. W tym gronie są już: Bell, Chantal, Eurofashion, Farmona, La Rive. Nasze nowe projekty to Malezja i Stany Zjednoczone. Zapraszamy i Państwa do podboju światowych rynków pod wspólnym logo **CREATIVELY MADE IN POLAND**. info@polcharm.com.pl; tel. 22 773 37 51, 502 22 90 90

Wodne lakiery do paznokci

Rosnąca obawa przed szkodliwym oddziaływaniem składników lakierów do paznokci skłania wielu producentów do poszukiwania lakierów tworzących na bazie wody. Tradycyjne lakiery zawierają formaldehyd,toluen,ftalan, BPA, octan etylu, które postrzegane są jako potencjalne zagrożenie. Alternatywne lakiery na bazie wody są pozbawione toksycznych substancji i stają się obecnie coraz trwalsze, szybciej schniące i są już oferowane w wielu odcienniach. Co również ważne, do ich usunięcia wystarczą zmywacze oparte na naturalnych składnikach (kukurydza, soja), a więc wolne od acetonu. Lakier bazujące na wodzie mogą zostać usunięte również bez pomocy jakiegokolwiek zmywacza jeżeli podda się paznokcie działaniu gorącej wody przez około 5 minut. Kolejnym atutem tych alternatywnych lakiérów jest to, że przy ich nakładaniu unika się wydania niezdrowych substancji.

Wiele marek specjalizujących się w produkcji kosmetyków naturalnych wprowadza do swojej oferty nowy rodzaj lakierów, które cenowo są konkurencyjne w stosunku do tych tradycyjnych.

Abil ME 45

Evonik znany producent silikonów rozszerzył zakres oferowanych składników o aktywny czynnik kondycjonujący do pielęgnacji włosów, chroniący je przed negatywnym wpływem ciepła oraz zapewniający dłuższe utrzymywanie się koloru. Abil ME 45 efektywnie regeneruje włosy, pozwalając na utrzymanie ich zdrowego wyglądu i jedwabistości. Zaletą nowego silikonu jest możliwość bardziej równomiernego rozprowadzenia go w emulsji, co pozwala na produkcję przezroczystych szamponów i redukuje ryzyko tworzenia się osadów na włosach. Składnik nie zawiera konserwantów, odznacza się dużą skutecznością nawet w małych ilościach i jest rekommendowany przez producenta jako dodatek do odżywek do włosów, szamponów kondycjonujących, szamponów do włosów i ciała, produktów do stylizacji włosów a także do farb.

Trendy w opakowaniach kosmetyki kolorowej

Dużą popularnością cieszą się ostatnio metalizowane opakowania kosmetyczne, szczególnie te do szmink. Metalizacja pozwala nadać im wygląd wyrobu z wyższej półki, będącego jednak w zasięgu klientów o niewielkich dochodach. W aktualnych badań rynkowych ta kategoria opakowań ma szansę na coroczy wzrost na poziomie 2,2 %.

Podążając za tym trendem wielu producentów, w tym HCP, Albea i Rexam uruchomiło produkcję właśnie tego typu oprawek. HCP wyprodukowało dla Max Factora oprawkę z ABS z metalizowaną na złoto, pokrytą matowym lakierem i udekorowaną dwiema białymi smużkami sitodruku, nasadką. Dół oprawki koresponduje z nasadką i jest metalizowany na złoto mat. Ponadto oprawka posiada element, który odzwierciedla kolor pomadki. Jest to rodzaj guzika, w którym barwa pomadki wydaje się zawieszona w kryształicznym pleksi, nadając wyrobowi luksusowy charakter.

Albea przygotowała dla Maybelline oprawkę z różową kopoliestrową nasadką i metalizowanym na srebro dolem z ABS. Nasadka jest dodatkowo oklejona folią holograficzną, która powoduje wielobarwne odbicia światła od opakowania.

Rexam opracował dla Guerlain'a oprawkę w kolorze złota z anodyzowanego aluminium. Oprawka ma wykonany z ABS metalizowany guzik i suwak do wysuwanego sztyftu.

Innym trendem, na który uwagę zwracają analitycy Mintela jest tworzenie dużych i bardzo jaskrawych opakowań. Moda na takie opakowania była już widoczna w 2011 i zdaniem specjalistów utrzyma się również w bieżącym roku. Badania nad zachowaniem konsumentów wykazały bowiem, że taki rodzaj opakowania bardziej przyciąga ponad 1/5 klientów. Wspomniany wyżej producent, firma HCP, uruchomiła produkcję dużych oprawek Full Lash mascara dostępnych w gamie ostrych kolorów. Nawet szczoteczka w tej mascara stanowi 150% dotychczasowego standartowego rozmiaru.

Francuska Albea zaofertała niedawno 6 jaskrawych elastomerowych aplikatorów do lipp glossów w różnym kształcie i w różnych kolorach. Bawny mają przyciągać wzrok i być synonimem dynamizmu i dobrej zabawy. Taki kolorowy trend pozwala również na ciekawsze niż do tej pory aranżowanie ekspozycji kosmetyków w punktach sprzedaży.

Centrum Dystrybucyjne firmy Rossmann

W Grudziądzu na terenie parku przemysłowego otwarto pierwsze centrum dystrybucyjne tej sieci drogerii dla północnej Polski. Dzięki tej inwestycji, wartej 80 mln, około 100 osób znajdzie nową pracę. Magazyn "północny" ma odciążyć centralny magazyn w Łodzi.

Nagroda dla Unilevera

Koncern Unilever w Rosji, Ukrainie i Białorusi otrzymał nagrodę „Za zasługi w dziedzinie zagranicznych inwestycji w Rosji w 2011 roku”. Nagroda została wręczona przez jeden z wiodących banków Rosji – Alfa Bank i przez Szkołę Biznesu Uniwersytetu w Oxford. Nagroda jest corocznie przyznawana zagranicznej firmie, która osiągnęła biznesowy sukces na rynku i wniosła znaczący wkład w propagowanie wysokich standardów zarządzania w korporacjach. Unilever posiada w Rosji 7 fabryk, jest znanym nowatorem w dziedzinie rozwoju socjalnych modeli biznesu na coroczy wzrost na poziomie 2,2 %.

Ósma placówka Hebe w Polsce

Pod koniec stycznia została otwarta trzecia w Warszawie a ósma w kraju drogeria Hebe. Jej właścicielem jest Jerónimo Martins Dystrybucja czyli właściciel dyskontów Biedronka. Sieć ta deklaruje komfortowe warunki zakupów, pomoc doświadczonych konsultantek a także ułatwienia dla mam z dziećmi w postaci kącika zabaw.

Materiały opracowała Anna Lesińska

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Jeżeli chcecie Państwo zaprezentować swoje wyroby naszym zagranicznym czytelnikom, którymi są goście biznesowi (kupcy i dystrybutorzy), a także wystawcy najważniejszych na świecie targów kosmetycznych, zapraszamy do współpracy. Jesteśmy obecni na targach:

**Cosmoprof (Bologna), Cosmoprof Asia (Hong Kong),
Salon International (Londyn), interCHARM (Moskwa),
interCHARM Ukraina (Kijów), HBA (Nowy Jork)
oraz Cosmobeauté Asia (Kuala Lumpur).**

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MARKETING SUPPORT



• hair colour cream rack



• consumer leaflet



• front panel for a shop shelf



• leaflet pocket



• display



• wobbler

• colour palette with hair swatches



• website



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