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SPECIAL EDITION

with report on the Polish cosmetic market

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D
ear Readers,

Little by little spring is coming...
For all the cosmetic industry people in Europe spring starts in Bologna, the unique place where you can find a business partner from all over the world. Especially now, when the financial crisis effects global economy it is extremely important to chose a reliable business partner and find the products which sell well.
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All the detailed information on your possible partners from Poland you may find inside this issue of Cosmetic Reporter. I recommend also to get a bit more acquainted with the Polish market and read the special report summarizing last year situation in our country.

Editor-in-Chief
Anna Godek

S
zanowni Państwo,

To już siódmy rok jak Cosmetic Reporter spotyka się z Państwem na targach Cosmoprof w Bolonii. Zaczynaliśmy skromnie, od zorganizowania wystąpienia polskiej branży kosmetycznej w ramach sekcji polskiej na 70 m². Teraz mniej niż 70 m² zabrakło nam do przekroczenia magicznej liczby tysiąca metrów kwadratowych.

W tym roku mamy przyjemność zaprosić Państwa do zapoznania się z ofertą eksportową ponad czterdziestu wiodących polskich producentów, którzy pod wspólnym logo *Creatively made in Poland*, z dopowiedzeniem „the best ratio between quality and price”, zaprezentują się w pięciu pawilonach tematycznych (18, 20, 21N, 22, 29, 30 i 36).

Tych z Państwa, którzy zajmują się analityką rynku zapraszam do lektury raportu podsumowującego rynek kosmetyczny w Polsce w roku ubiegłym.

Targi Cosmoprof to dla całej branży swoiste święto. Spotkania ze stałymi kontrahentami z całego świata, podtrzymanie istniejących kontaktów, nawiązywanie nowych, wspólne rozmowy, dyskusje, wymiana doświadczeń... w tym roku będzie ono jednak nie tak radosne.

Niestety, już w momencie oddawania pisma do druku dotarła do nas smutna wiadomość o śmierci pana Wojciecha Ingłota, człowieka dla którego praca była pasją, który odegrał kluczową rolę w umacnianiu dobrego wizerunku polskiej branży kosmetycznej. Przypomnijmy, że stworzona przez niego firma INGLOT, jest pierwszą polską firmą, której w rekordowo krótkim czasie udało się stworzyć własną sieć sprzedaży na 6 kontynentach. Dzisiaj, firma posiada 333 salony w 46 krajach (w tym ok. 160 w Polsce), między innymi w tak prestiżowych lokalizacjach jak w domach towarowych Macy's czy przy nowojorskim Times Square, a do używania kosmetyków tej marki przynajmniej się Avril Lavigne, Kim Kardashian czy Britney Spears.

Żegnamy Pana Panie Wojtka i dziękujemy...

Redaktor naczelna
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MARKETS

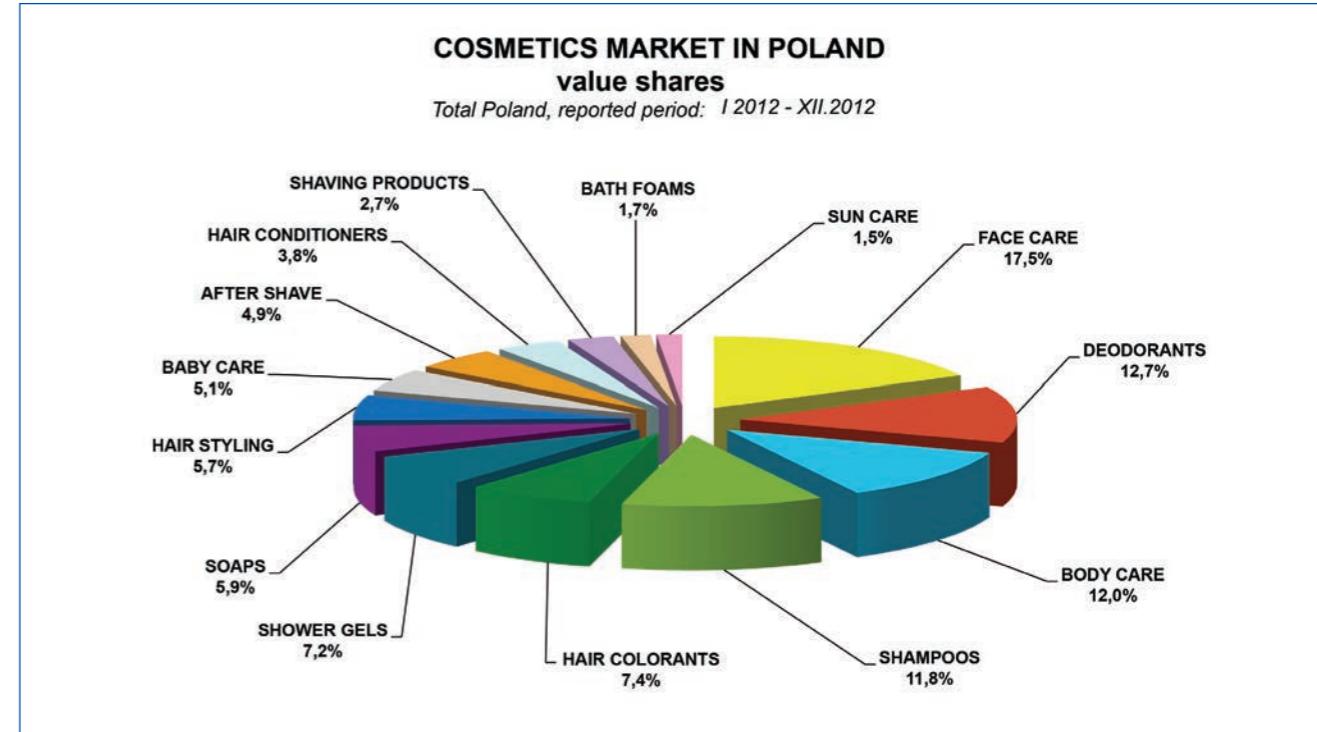
RETAIL MARKET OF COSMETICS IN POLAND

ON THE BASIS OF SELECTED CATEGORIES OF COSMETICS IN 2012

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, the total sales of some categories of cosmetics in 2012 reached PLN 6.7 billion. In comparison to the previous year, whole the cosmetic market in Poland has increased by 4.9%.

The biggest share in total sales of cosmetics was achieved by face care cosmetics (17,5%), deodorants (12,7%), body care cosmetics (12%) and shampoos (11,8%). Details have been presented in Chart 1.

Chart 1. SEGMENTATION OF COSMETIC MARKET, I-XII.2012.



Source:

nielsen



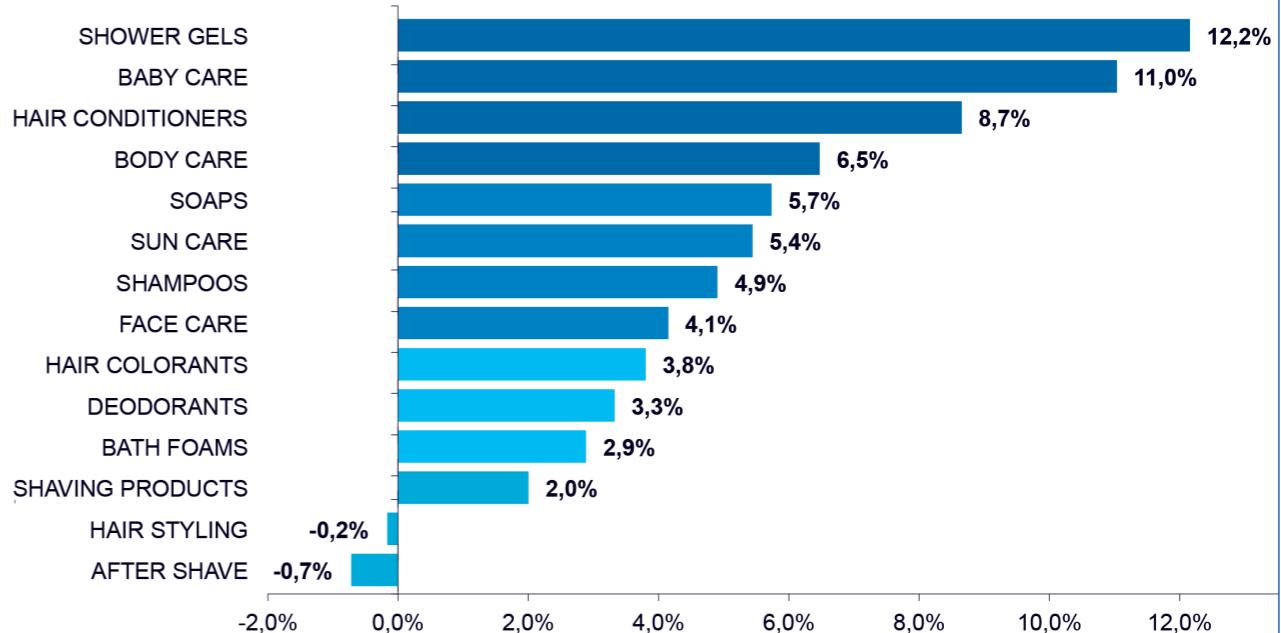
Over the last year, sales of shower gels (+12,2%) and baby care cosmetics (+11,0%) developed most dynamically. Shaving products and hair styling cosmetics have been noted at the end of this list but still their sales were at pretty good, stable level.

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.2012

COSMETICS MARKET IN POLAND
sales value dynamics I-XII.2012 vs. I-XII.2011

Total Poland, Retail Audit



As it can be seen most categories have developed quite well with exception of hair styling products (decline of 0.2%) and after shave cosmetics (decline of 0.7%)

Taking into consideration sales location, similarly to the previous year, we can observe a growing significance of drugstores, including chain stores. The share of those stores in total sales of cosmetics mentioned before equals to 49,6%, which was 1,9 percentage points (p.p.) higher as compared to the same period of the previous year. Supermarkets also continue gaining importance with 19,2% share (+1,0 p.p. vs. I-XII.2011), including dynamically growing discount chains. More details have been presented in Chart 3.

Let us have a closer look at the chosen cosmetic categories.

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Source:
nielsen

Chart 3. SALES LOCATION OF COSMETICS, I-XII.2012.



Let us have a closer look at the chosen cosmetic categories.

FACE CARE - COSMETICS FOR WOMEN AND MEN

The overall sales of face care products in 2012 amounted to almost 1.2 billion zlotys (€ 300 mln.) which makes 4.9% increase versus the previous year.

Face care products can be divided into cosmetics for women, cosmetics for men and anti acne products.

Among all of these products, face products for women accounted for 85% (both in volume and in sales value) in 2012.

Within this category (for women) we distinguish face care and cleansing products.

As for face care cosmetics segment - it developed by 6.1% versus the previous year.

Anti-wrinkle creams are loosing in importance whereas hydrating creams report an increase and generate 21% of the whole turnover of the segment (31% in volume terms).

Cleansing products increased in terms of value by 5% mainly due to growing importance of micellar solutions which noted a growth of 4.4 p.p. and were responsible for 17% of the turnover in this segment. At the same time the share of last year leaders - cleansing milk and toners is decreasing with the shares of 21% and 16% respectively.

Face products for men constituting not more then 2% of the volume of the whole category (5% in value terms) continued to develop very rapidly (27% in volume and 13% in value).

Anti-wrinkle creams become more and more popular among men and their share in the segment of masculine face care cosmetics increased by 2,8% versus 2011 and reached the level of 32% of the whole turnover in the category.

Anti-acne cosmetics, which shares of the face care products market equals to around 13% by volume and 10% by value, reported pretty stable sales in 2012 with a slight decreasing trend.

Similarly to the previous year most frequently customers were buying cleansing products, which gained in importance.

For whole the category of face care products, drug stores are key distribution channels. In 2012 they accounted for around 60% of sales in value, which was higher of 4.2 percentage points as compared to previous year.

An increasing importance of this distribution channel is primarily caused by a rapid growth of cosmetic networks.

FACE CARE - COSMETICS FOR WOMEN AND MEN

FACE CARE COSMETICS	volume shares		value shares		change %/p%
	2011	2012	2011	2012	
FACE CARE - WOMEN	26,0	25,7	-0,3	62,5	63,0 0,5
FACE CLEANSERS - WOMEN	58,2	59,2	1,0	22,4	22,3 -0,1
FACE CARE & CLEANSERS - MEN	1,7	2,0	0,3	4,4	4,7 0,3
ANTI-ACNE	14,2	13,1	-1,0	10,7	10,0 -0,8

value sales location FACE CARE - WOMEN	volume		change %/p%
	2011	2012	
Hypermarkets > 2500m ²	14,8	13,6	-1,2
Supermarkets < 2500m ²	8,6	8,6	0,0
Chemical Chains (drug & cosmetics)	55,3	59,9	4,5
Chemical others (drug & cosmetics)	16,7	13,8	-2,9
Mixed stores	1,3	1,3	0,0
Food stores	0,6	0,5	-0,1
Multipurpose stores	2,0	1,9	-0,1
Kiosks	0,7	0,5	-0,3
Pharmacies	0,0	0,0	0,0

value sales location FACE CLEANSERS - WOMEN	volume		change %/p%
	2011	2012	
Hypermarkets > 2500m ²	17,2	14,8	-2,4
Supermarkets < 2500m ²	16,0	17,0	1,0
Chemical Chains (drug & cosmetics)	52,0	55,5	3,5
Chemical others (drug & cosmetics)	10,8	9,1	-1,7
Mixed stores	1,3	1,3	0,0
Food stores	0,7	0,7	0,0
Multipurpose stores	1,5	1,3	-0,2
Kiosks	0,3	0,2	-0,1
Pharmacies	0,0	0,0	0,0

value sales location FACE CARE & CLEANSERS - MEN	volume		change %/p%
	2011	2012	
Hypermarkets > 2500m ²	23,8	20,0	-3,8
Supermarkets < 2500m ²	3,2	3,7	0,5
Chemical Chains (drug & cosmetics)	66,0	69,8	3,8
Chemical others (drug & cosmetics)	6,4	6,0	-0,3
Mixed stores	0,2	0,1	-0,1
Food stores	0,0	0,0	0,0
Multipurpose stores	0,5	0,4	-0,1
Kiosks	0,0	0,0	0,0
Pharmacies	0,0	0,0	0,0

value sales location ANTI-ACNE	volume		change %/p%
	2011	2012	
Hypermarkets > 2500m ²	19,0	15,9	-3,0
Supermarkets < 2500m ²	7,3	7,3	0,1
Chemical Chains (drug & cosmetics)	63,9	68,1	4,3
Chemical others (drug & cosmetics)	7,8	6,7	-1,2
Mixed stores	0,7	0,8	0,1
Food stores	0,2	0,2	0,0
Multipurpose stores	1,0	0,8	-0,2
Kiosks	0,1	0,1	0,0
Pharmacies	0,0	0,0	0,0

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HAIR CARE, STYLING AND COLOR PRODUCTS

HAIR COLORANTS	volume shares		change %/p%	value shares		change %/p%
	2011	2012		2011	2012	
permanent	79,3	80,0	0,7	88,9	90,2	1,3
semi-permanent	8,9	7,4	-1,5	7,1	5,7	-1,5
wash-outs	11,8	12,6	0,8	4,0	4,2	0,2

value sales location

type of store	HAIR COLORANTS		change %/p%
	2011	2012	
Hypermarkets > 2500m ²	16,2	15,5	-0,7
Supermarkets < 2500m ²	8,9	8,4	-0,5
Chemical stores (drug & cosmetics)	65,3	67,1	1,9
Multipurpose stores	2,7	2,9	0,2
Mixed stores	4,1	3,6	-0,4
Food stores	1,2	1,3	0,1
Kiosks	1,7	1,2	-0,5

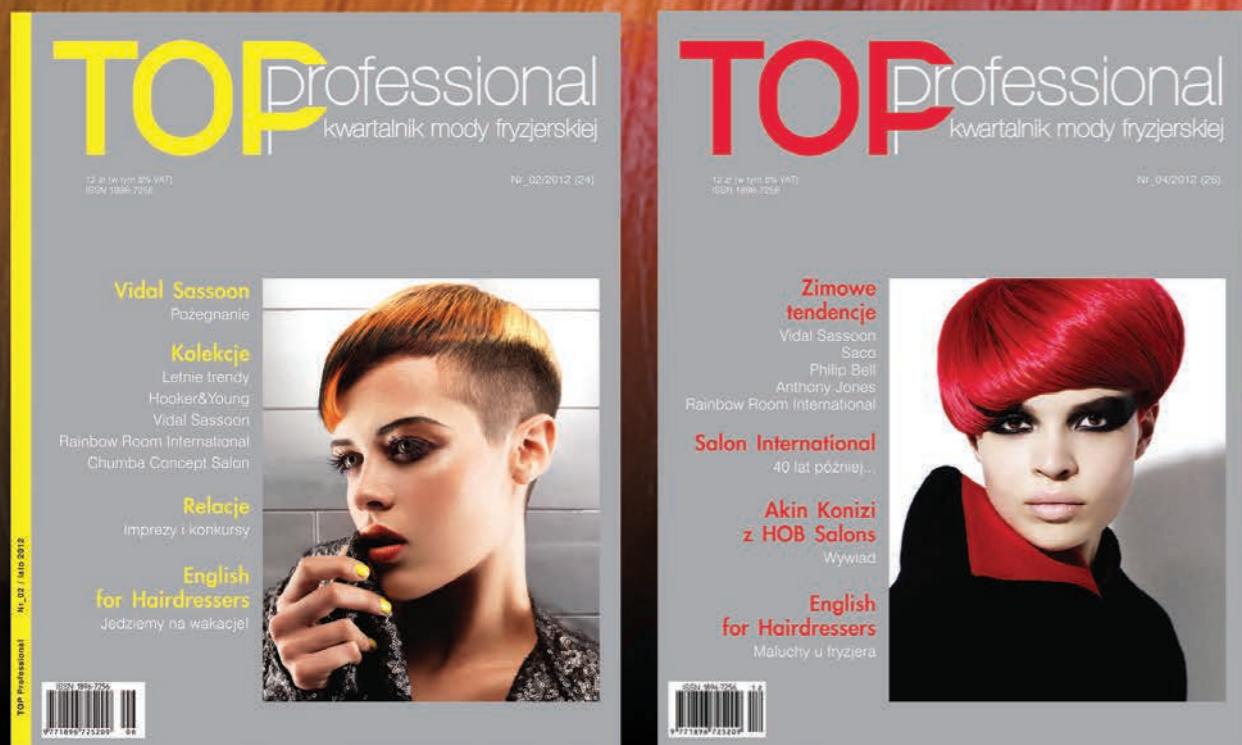
Total sales value of hair products understood as shampoos, hair conditioners, styling and color hair products reached PLN 1.95 billion (€ 480 mln.) in 2012, which meant almost 4% growth as compared to the same period of the previous year. Among four previously mentioned categories, only hair styling products noted the same level in sales as in 2011, while the rest of them reported an increase: shampoos by 4,9%, conditioners -8,7% and finally hair color products by +3,8% per annum.

As for shampoos - consumers were mainly buying the ones packed in a 300-500 ml bottles and this was the segment which grew in the most rapid way and was responsible for over a half of whole turnover of this category.

In the group of hair conditioners which is the smallest one as far as share in the whole category is concerned the leaders are the traditional products to be rinsed off after the application. They reported for 71% of all the conditioners sold in Poland in 2012.

When buying hair color products, consumers usually chose permanent colors, which value sales increased of +5,3%, its market share in the whole market of colorants equals to 90% and it is higher of 0,3 p.p. in comparison with the same period of the previous year.

Analyzing the channels of hair cosmetics distribution it is worth noticing the ever-increasing importance of drugstores. For the given categories they generate from 39 % in value sales of shampoos (3.6 p.p. increase vs. 2011), through 47% for styling products (+2,2 p.p.) and 59% (+2,9 p.p.) of sales of hair conditioners and at the end with 67% (+1,9 p.p.) of sales of hair color products. An important distribution channels are also 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.



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Source:
nielsen

DEODORANTS

In 2012 the total sales of deodorants in Poland accounted for 85 million pieces, amounted to PLN 862 million (€ 215 mln.). In comparison to the same period of the previous year the sales both in volume and value slightly increased of 3.7% and 3.3% respectively.

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 to 57% in volume and 54% in value terms and they strengthened their position in the category in comparison with the previous year (2011) Products for men accounted for 43% and 46% respectively of the total sales.

Analyzing the deodorants market in terms of products types, we can distinguish two types: standard deodorants accounting for 38% in volume and 41% in value terms and than antiperspirants, which are more important (62% and 59% respectively). Last year, the latter were growing faster than standard deodorants.

The entire market of deodorants can also be divided into product formats: sprays, roll-ons, atomizers, sticks and others.

Sprays and roll-ons are the best sellers and their total market share accounted for 81% in quantity and 72% in value.

Roll-ons gained in importance last year in the most dynamic way.

The key distribution channels of deodorants are drugstores, with sales share of 49% in value (growth of 3,0 p.p.).

Hypermarkets are on the second place and they reported a small shares fall of -1.8 p.p. to 22%, while supermarkets took the third place with 18,5% share, thereby gaining in importance of 1,1 p.p. as compared to previous year.

DEODORANTS	volume shares		change %/p%	value shares		change %/p%
	2011	2012		2011	2012	
WOMEN	56,4	56,6	0,3	53,5	53,6	0,1
MEN	43,3	43,0	-0,3	45,8	45,6	-0,1
OTHERS (e.g. for teenagers, unisex)	0,3	0,4	0,0	0,7	0,8	0,0
DEODORANT	39,1	37,6	-1,6	41,8	41,0	-0,8
ANTIPERSPIRANT	60,9	62,4	1,6	58,2	59,0	0,8
SPRAY	57,6	57,1	-0,5	51,7	51,8	0,2
STICK	9,7	9,5	-0,3	10,1	9,8	-0,3
ATOMISER	7,4	7,3	-0,1	15,4	15,5	0,1
ROLL ON	23,3	24,2	0,9	20,7	21,1	0,3
OTHER FORM	2,0	1,9	-0,1	2,2	1,9	-0,3

value sales location

type of store	DEODORANTS		change %/p%
	2011	2012	
Hypermarkets > 2500m ²	23,5	21,7	-1,8
Supermarkets < 2500m ²	17,4	18,5	1,1
Chemical stores (drug & cosmetics)	49,0	50,3	1,3
Mixed stores	3,4	3,3	0,0
Food stores	2,1	2,2	0,1
Multipurpose stores	2,5	2,4	-0,1
Kiosks	2,1	1,6	-0,5

SHOWER GELS

The following year shower gels are the most dynamically growing cosmetics category. Last year they generated increase in sales of 12,2% in volume. Among different types of shower gels, products for men are gaining in importance (increase of 1.1 p.p. in volume and 0.5 p.p. in value in 2012). They constitute 27% in volume and 35% in value of the whole category. In spite of this the segment of shower gels for women is still dominant and accounts for more than 72.3% in volume and 64.8% of total sales of all shower gels.

The share of products with capacity of 400ml and bigger is also growing. In terms of sales in liters, they generate 58% of total shower gels sales share and over 48% in value. The key distribution channels are drugstores (43%), supermarkets (26%) and hypermarkets (24%). Over the year only drugstores and supermarkets gained in importance (+1.3 p.p. and +1,6 p.p. respectively) whereas hypermarkets reported a drop in share by 2,2 p.p.

SHOWER GELS & SOAPS	volume shares		change %/p%	value shares		change %/p%
	2011	2012		2011	2012	
SOAPS	65,4	64,0	-1,4	46,6	45,1	-1,5
SHOWER GELS	34,6	36,0	1,4	53,4	54,9	1,5

value sales location

SOAPS	2011		2012	change %/p%
	type of store	2011		
Hypermarkets > 2500m ²	19,3	17,8	-1,5	
Supermarkets < 2500m ²	36,4	38,7	2,3	
Chemical stores (drug & cosmetics)	22,3	23,1	0,8	
Mixed stores	8,8	8,3	-0,5	
Food stores	7,4	7,2	-0,1	
Multipurpose stores	3,2	3,0	-0,3	
Kiosks	1,7	1,1	-0,6	
Pharmacies	0,8	0,7	-0,1	

value sales location

SHOWER GELS	2011		2012	change %/p%
	type of store	2011		
Hypermarkets > 2500m ²	26,2	23,7	-2,5	
Supermarkets < 2500m ²	24,6	26,2	1,6	
Chemical stores (drug & cosmetics)	42,5	43,8	1,3	
Mixed stores	2,9	2,8	-0,1	
Food stores	2,1	2,1	0,0	
Multipurpose stores	1,4	1,2	-0,2	
Kiosks	0,4	0,3	-0,1	

Anna Stępień

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30	F4-G3 C
21N	P5 B
36	O14-P11 C
36	O14-P11 D
30	F4-G3 B
21N	O10 B
29	C36-D35 E
30	E4-F3 B
30	F20-G19 C
29	C36-D35 E
21N	P1 B
36	O14-P11 E
30	F10-G9 C

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Dlaczego Polska i dlaczego Bell?



Patent na sukces nie tylko w kryzysie

Jak zaistnieć na rynku polskim, rozwijać się przez trzy dekady i utrzymać pozycję lidera jednocześnie skutecznie konkurując na rynkach światowych z międzynarodowymi koncernami? Przykładem firmy, która może udzielić odpowiedzi na to pytanie jest Bell, który obchodzi w tym roku swoje 30. urodziny.

Polska tygrysem Europy

Firma Bell funkcjonuje na dość specyficzny, bo niezwykle rozdrobnionym rynku kosmetyków kolorowych w Polsce. Dodatkowo jego dynamika sprawia, że firmy które chcą się utrzymać w czołówce i wypromować swoją markę, muszą spełnić wiele kryteriów. Mimo to około 200 aktywnych na tym rynku producentów polskich zaczyna coraz skuteczniej konkurować z zagranicznymi koncernami.

Argumentami popierającymi tę tezę są najnowsze dane statystyczne. Polski rynek jest obecnie najbardziej dynamicznym w całej Europie i - jak wskazują badania - do 2016 będzie rósł o 5-6 %, czyli szybciej niż „Wielka Piątka”. Ponad połowa kosmetyków produkowanych w Polsce trafia za granicę do ponad 130 państw, co daje nam 6 miejsce w Europie. Wartość rynku polskiego to 3,3 mld euro, z czego około 2 mld to eksport.

Bell wczoraj i dziś

Firma Bell, założona i do dziś zarządzana przez Krzysztofa Pałyskę, zaczynała swoją działalność 30 lat temu, kiedy polski rynek kosmetyczny był jeszcze w powiązkach. W sklepach można było znaleźć tylko nieliczne produkty do makijażu w podstawowej gamie kolorystycznej. Między innymi dlatego, tak szybko firmy udało się zyskać wysoką pozycję w branży. Dziś Bell to jedna z najbardziej aktywnych polskich firm produkujących kosmetyki kolorowe i jedną z tych, które przeszły największą przemianę. Z marki postreganej jako tradycyjna, skierowana do kobiet w średnim wieku, powoli staje się nowoczesną, nadążającą za światowymi trendami, a czasem nawet je wyprzedzającą. Wprowadza na rynek innowacyjne produkty, których nie powstawiły się żaden światowy koncern i które równe chętnie włoży do swojej kosmetyczki zarówno matka jak i jej dorastająca córka.

Obecnie z linii produkcyjnych Bell schodzi ponad 600 produktów, w tym pomadki w ponad 100 kolorach, błyszczyki w 51 kolorach, konturówki do ust w 20 odciennach, 13 typów tuszu do rzęs, 47 palet kolorystycznych cieni do powiek, 23 kolory konturówek do oczu, eyelinery w 4 kolorach i 7 rodzajach, 30 kolorów fluidów oraz 8 odcienni podkładów w musie, 16 kolorów pudru, nie mówiąc już o lakierach do paznokci w 126 kolorach.

Rynki (nie)obce

Ponad 3/4 produkcji to eksport trafiający łącznie do 40 państw w Europie (sama Europa Środkowo-Wschodnia to 53% udziału w sprzedaży), Azji i Afryce. Produkty Bell znajdziemy między innymi na tak wymagających i konkurencyjnych rynkach jak Włochy, Francja, Hiszpania, Portugalia, ale też w bliższym sąsiedztwie – w Czechach, Słowacji, Bułgarii.

Dla dopełnienia obrazu zasięgu terytorialnego firmy należy wymienić jeszcze te bardziej odległe rynki: RPA, Azerbejdżan, Kuwejt, Korea Południowa, Singapur i Malezja.

Jednym z kanałów dotarcia do zagranicznych kontrahentów dla firmy Bell są m.in. Międzynarodowe Targi Kosmetyczne Cosmoprof w Bolonii, czy Cosmoprof w Hong-Kongu. Podczas tegorocznej edycji firma zaprezentowała się pod szyldem „Creatively made in Poland” w ramach wspólnego wystąpienia polskich firm zorganizowanego przez firmę Polcharm. Był to ósmy występ marki Bell na targach w Bolonii i szósty raz, kiedy firma zaprezentowała swą bogatą ofertę na dwóch stoiskach – w pawilonie kosmetyki detalicznej oraz w pawilonie Private Label. Na targach, po raz kolejny, pojawiły się torby z logo BELL, które podobnie jak i w ubiegłym roku zrobiły furorę. Tym razem zawierały niespodziankę – jeden z tak cenionych produktów firmy – i nic dziwnego, że były wręcz rozwijywane przez zwiedzających.

– Pojawiający się na targach klienci, widząc nasze logo, kojarzą go z firmą, z konkretnymi produktami. Spotykamy się z bardzo pozytywnym odbiorem.

Wieloletnia praca przynosi wymierne efekty. Teraz myślami jesteśmy już przy targach InterCharm, których 20. edycja odbędzie się w Moskwie w listopadzie. To tam zaplanowaliśmy obchody naszego 30-lecia, bo właśnie na tym rynku jesteśmy od samego początku i tam chcemy świętować – swoimi wrażeniami podzieliła się z nami Ewa Kozaryna, eksport manager.

Jakość i cena

Targi Cosmoprof zaowocowały m.in. znalezieniem dystrybutora marki na terenie Włoch. Zapytany przez nas przedstawiciel firmy Jack Di Maio jak ocenia współpracę z Bell, podkreślił, że ta marka łącząca bardzo wysoką jakość produktów z dobrą ceną. Poinformował nas, iż obecnie produkty Bell znajdują się w najlepszych perfumeriach i aptekach w 12 regionach, a docelowo do końca roku w całych Włoszech.

W rozmowie z „Cosmetic Reporterem” przedstawiciele firmy Bell podkreślali, że niemożliwe byłoby stworzenie produktu o wysokiej jakości bez oparcia, jaką ma firma w święcie dobranej i wyszkolonej kadrze, która z zaangażowaniem śledzi, a następnie wdraża światowe trendy z zachowaniem najwyższych norm jakościowych.

– Nasze kosmetyki śmiało porównujemy z drogimi, światowymi markami. Dorównują im, a nawet czasem przewyższają jakością, choć stanowią np. jedną trzecią ich ceny. Tę cenę udaje nam się utrzymać dzięki dużej samowystarczalności – mówi prezes firmy, Krzysztof Pałyska.

Należy bowiem dodać, że Bell jako jeden z nielicznych graczy na rynku sam projektuje i wytwarza opakowania. Pomyśły na nowe opakowania pochodzą z wielu źródeł, często inspiracją są targi, ale też udział w specjalistycznych szkoleniach.

– Sami produkujemy praktycznie wszystkie opakowania do swoich kosmetyków, co już znacznie obniża koszty – dodaje Krzysztof Pałyska. Kolejny mocny punkt firmy Bell to nowoczesna infrastruktura. Pomagają w tym dobrze zagospodarowane dotacje z Unii Europejskiej. Firma przeznacza pozbawione środki na unowocześnienie zakładu poprzez m.in. zakup nowych maszyn, które pozwolą tworzyć produkty jeszcze lepszej jakości, w oparciu o najnowocześniejsze technologie.

Innowacyjne rozwiązania

Bell stawia sobie za cel zapewnianie wysokiej jakości swoich produktów. Cały proces produkcji odbywa się według zasad GMP, a dodatkowo firma posiada certyfikat zgodny z normą EN ISO 22716.

– Dbamy o rozwój nowoczesnych technologii produkcji, dlatego nasze produkty to gwarancja najwyższej jakości. Bacimy śledzimy najnowsze światowe trendy, co pozwala nam na bieżąco tworzyć modne w danym sezonie kolekcje. Dzięki wykorzystaniu nowoczesnych rozwiązań technicznych i technologicznych możemy nieustannie udoskonalać nasze kosmetyki. W procesie produkcji wykorzystujemy innowacyjne rozwiązania dostępne na rynkach światowych. Posiadamy własne laboratorium R&D, w którym nasi specjaliści dbają o to, aby kosmetyki nie tylko upiększały, ale także pielęgnowały. Laboratorium mikrobiologiczne sprawuje kontrolę nad jakością produktów trafiających do naszych konsumentek – jednym tchem wymienia Małgorzata Obara, dyrektor do spraw marketingu.

Bell w czasach kryzysu

Nawet w czasach kryzysu rynek kosmetyczny ma się dobrze. Już w latach 30. ekonomiści opisując tamtą zapaść, utworzyli termin „efekt szminki”. Kobiety nawet w najgorszych czasach chcą się podobać, a zmuszone do ograniczenia większych wydatków poprawiają sobie humor tańszymi przyjemnościami, jak choćby szminkę. I tu Bell doskonale się odnajduje. Jednym z hitów w 30-letrniej działalności jest pomadka klasyczna, do dziś sprzedawana w tradycyjnym opakowaniu, a ponadto do wyboru do koloru: pomadki w 106 kolorach i błyszczyki w 51 kolorach.

– Nasze produkty zyskują uznanie wśród szerokiego grona klientek – są to zarówno świadome siebie kobiety jak i młode dziewczyny. Klientki chętnie sięgają po błyszczyki, lakiery do paznokci i maskary z oferty Bell. Powodzeniem cieszą się również fluidy, a jeden z nich Royal Mat wraz z całą serią Royal Glam, w skład której wchodzi również pomadka, błyszczyk, tusz do rzęs oraz modelujący podkład w musie, został wybrany Polskim Kosmetykiem Roku 2013 w prestiżowym, międzynarodowym konkursie Prix de Beaute. Wszystkie kobiety łączy jedno – każda chce czuć się pięknie i kobieco. Jednocześnie każda z nas oczekuje kosmetyków dobrej jakości i w przystępnej cenie. Bell to marka godna zaufania stoi za nami kilkudziesięcioletnia tradycja oraz szereg wyróżnień w konkursach dedykowanych branży kosmetycznej!



Odświeżone portfolio z szeroką gamą błyszczyków, modnymi kolorami lakierów do paznokci, czy kosmetykami w lekkim musie sprawia, że oferta marki Bell jest bardziej atrakcyjna – podsumowuje Dorota Jędrzejczyk, koordynator ds. PR i Marketingu.

W ostatnich latach widać jednak nowy trend. Zdaniem wielu analityków to lakier do paznokci zastępuje miejsce szminki jako kryzysowego wskaźnika dla branży kosmetycznej. Lakiery do paznokci są jedną z kategorii kosmetyków, które najszybciej zwiększa sprzedaż. Również na tym polu Bell może poszczęścić się wyczuciem tendencji rynkowych – w swoim katalogu ma 126 lakierów, w tym zestawy do artystycznego zdobienia paznokci. Ofertę w kategorii paznokcie uzupełniają preparaty do pielęgnacji BIO 2 SPA oraz seria NAIL PROGRAM.

Przywiązywanie do marki

Konsumentki kosmetyków do makijażu to specyficzna grupa. Kobiety z jednej strony są wierne sprawdzonym przez siebie produktem i markom, z drugiej jednak lubią wszelkie nowości rynkowe i często eksperymentują. W ich kosmetyczkach znajdziemy cały wachlarz produktów do makijażu, nie zawsze jednej marki. Przywiązywanie jest jednak ważne, ponieważ zadowolona klientka wraca po dany kosmetyk często przez długie lata. Wie o tym dokładnie firma Bell. Jej hitowe produkty – szminka klasyczna i konturówka klasyczna pozostają niezmiennie od lat. Klientki chcą widzieć na półce dobrze znany im produkt, bez żadnych zmian i firma im to zapewnia.

Obecnie kosmetyki do makijażu to nie tylko produkty do upiększania oczu, ust lub twarzy. Współczesna konsumentka wśród olbrzymiej palety dostępnych produktów poszukuje takich kosmetyków, które upiększają i pielęgnują cerę. Kosmetyczka Polki nie różni się niczym od kosmetyczki innych Europejek czy Amerykanek. Najczęściej kupowanymi kosmetykami kolorowymi są podkład, pudry i tusze do rzęs.

W Polsce dodatkowo dobrze sprzedają się błyszczyki. Bell świadomie buduje swoją markę w kraju i za granicą. Wysoka jakość produktów znajduje odzwierciedlenie w postaci wielu nagród dla firmy i jej kosmetyków, w tym tych najcenniejszych – przyznawanych bezpośrednio przez konsumentki. Jest to najlepszy dowód na to, że firma już od 30 lat z ogromnym powodzeniem realizuje swoje motto: BELL - DEFINIUJE PIĘKNKO. Trzeba przyznać, że czyni to po mistrzowski.

Anna Godek



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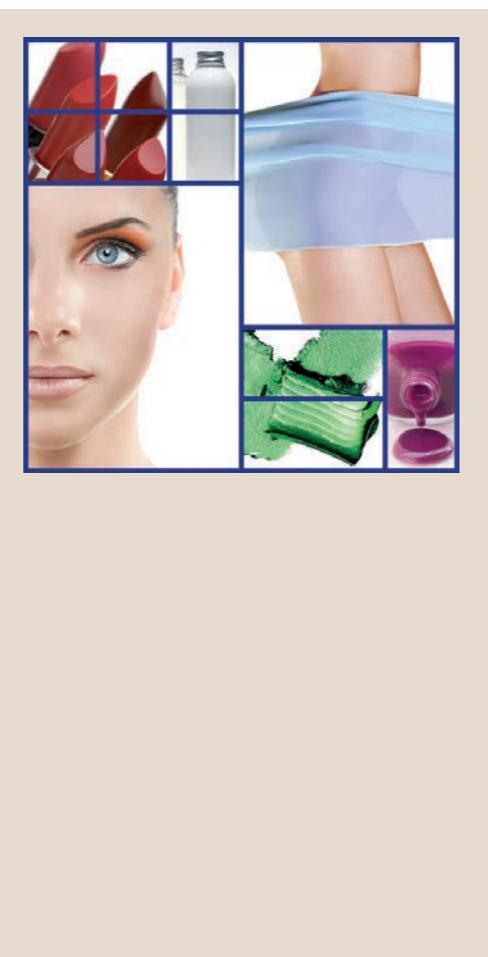
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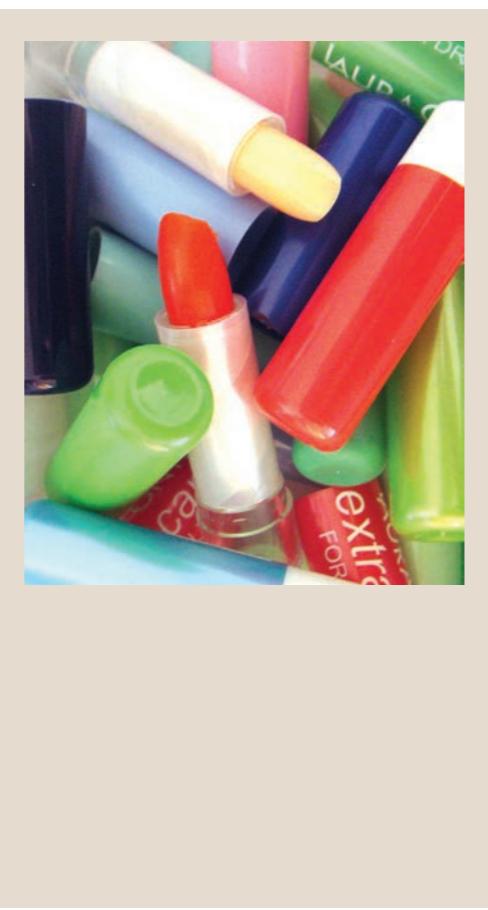
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Ewa Trzcińska

Perché la Polonia e perché BELL?

Il mercato dei cosmetici colorati in Polonia e' frammentato, sono circa 200 le aziende che si occupano della produzione. Nonostante la presenza delle societa' straniere, le ditte polacche stanno andando molto bene. Ci chiediamo, basandoci sull'esempio di uno dei più grandi produttori polacchi di cosmetici - BELL, come fare ad entrare nel mercato, a crescere per 30 anni, a mantenere la posizione di leader in Polonia e nello stesso tempo competere con successo sul mercato mondiale con aziende internazionali?

In questo mercato con tante prospettive, costantemente bombardato da nuovi prodotti, volendo rimanere in prima linea e promuovere il proprio marchio, è necessario soddisfare vari criteri. Il mercato polacco è attualmente il più dinamico in Europa, e secondo gli studi di settore, entro il 2016 crescerà più velocemente del "Big Five", fino al 5-6% nei prossimi 4 anni. Più della metà dei cosmetici prodotti in Polonia va all'estero, in più di 130 paesi, dando alla Polonia il 60 posto in Europa. Il valore del mercato polacco è di 3,3 miliardi di euro (circa 2 mld vale l'export).

Perché la Polonia? E perché così bene opera in questa realtà BELL?

Quando l'azienda ha iniziato la sua attività 30 anni fa, fondata e tuttora gestita da Krzysztof Palyska, il mercato polacco era praticamente agli inizi: nei negozi si trovavano solo pochi prodotti per il trucco nella gamma di colori di base. Tra le altre cose, anche per questo, BELL è stata in grado di raggiungere un'altra posizione nel settore. Oggi, Bell è una delle aziende più attive tra i produttori polacchi di cosmetici colorati ed è una di quelle che hanno subito la più grande trasformazione. Il marchio, percepito come brand tradizionale, rivolto a donne di mezza età, si è trasformato in una moderna struttura, visto che segue con successo trend internazionali e ogni tanto anche li anticipa. Presenta prodotti innovativi che non solo sono degni di una società globale, ma mette anche d'accordo in sua beauty case la madre con la figlia adolescente.

Attualmente, dalle linee produttive di BELL escono oltre 700 prodotti, tra cui rossetti in più di 100 colori, lucidalabbra in 51 colori, contornolabbra in 20 colori, 13 tipi di mascara, 47 paletti di colori di ombretti, 23 colori per il contorno occhi, eyeliner in 4 colori e 7 tipi, 30 colori di fluidi, 8 colori di fondo tinta in mousse, 16 colori di cipria, per non parlare dello smalto in 126 colori... Impressionante. Soprattutto perché oltre la metà della produzione viene esportata in 35 paesi nel mondo; non solo in mercati che tradizionalmente acquistano cosmetici polacchi, come Est - Europa Centrale (circa il 53% del fatturato), ma anche in Europa occidentale. I prodotti BELL li troviamo per esempio oltre che in Repubblica Ceca, Slovacchia, Bulgaria, Azerbaijan, Sud Africa, anche in mercati esigenti come Francia e Spagna, ma anche in Italia, Portogallo, Corea del Sud, Singapore, Malesia e Kuwait.

L'esposizione ripetuta alla fiera Cosmoprof di Bologna (l'edizione corrente è l'80 partecipazione; da anni in due stand) ha permesso di trovare un distributore in Italia, società Cosmoitaly. Interpellato da noi Jack Di Maio, rappresentante della Cosmoitaly, su come valuta la collaborazione con Bell, il sig. Di Maio ha sottolineato l'altissima qualità dei prodotti BELL, legata ad un buon prezzo. In questo momento, i prodotti dell'azienda polacca li troviamo nelle migliori profumerie e farmacie, in 12 regioni d'Italia e, alla fine dell'anno, saranno presenti in tutta Italia. Oggi, per esempio, il mascara BELL non ha rivali! Non è possibile ottenere un prodotto di alta qualità, non avvalendosi di personale ben scelto e addestrato, che si è impegnata a seguire e soddisfare le tendenze globali, mantenendo i più alti standard di qualità. BELL è uno dei pochi sul mercato che non 'solo' produce cosmesi, ma anche progetta e fabbrica contenitori e imballaggi. Nuove soluzioni di confezioni provengono da molte fonti, spesso l'ispirazione la danno le fiere ma anche la partecipazione a corsi specializzati. BELL produce cosmetici con il proprio marchio, ma ha anche una forte posizione nel Private Label.

- "I nostri cosmetici li possiamo tranquillamente confrontare con costosi marchi globali e talvolta anche li superano in qualità", ma hanno per esempio, un terzo del loro prezzo. Siamo in grado di ottenere questi prezzi perché siamo abbastanza autosufficienti. Produciamo da soli quasi tutti gli imballaggi per i cosmetici, il che abbassa significativamente i costi", - dice Krzysztof Palyska, presidente della società.

Un altro punto di forza della ditta BELL è la moderna infrastruttura. Aiutano in questo una buona gestione delle sovvenzioni da parte dell'Unione europea. La ditta le utilizza per modernizzare la produzione, acquistando nuovi macchinari che permettono di migliorare la qualità dei prodotti, grazie alla più moderna tecnologia.

Non si può avere successo senza preoccuparsi della qualità: come fanno questo in BELL?

- "Ci teniamo allo sviluppo della tecnologia moderna nella produzione, perciò i nostri prodotti sono una garanzia di alta qualità". Seguiamo attentamente le più recenti tendenze globali, che ci permettono di creare collezioni alla moda in linea con l'ultima stagione. Attraverso l'utilizzo di moderne soluzioni tecnologiche, siamo in grado di migliorare continuamente i nostri cosmetici.

Nel processo produttivo utilizziamo soluzioni innovative disponibili nei mercati mondiali. Abbiamo un proprio laboratorio tecnologico, dove i nostri specialisti creano i cosmetici, che non solo abbelliscono, ma anche proteggono. Il laboratorio microbiologico fa un severo controllo sulla qualità dei prodotti che vanno ai nostri clienti" - dice Małgorzata Obara, Direttore di Marketing.

Bell come obiettivo si pone di fornire prodotti di alta qualità, ma allo stesso tempo con prezzi convenienti. Già produce secondo norme GMP e inoltre ha il certificato in linea con la norma EN ISO 22716:2007. L'alta qualità riguarda tutti i cosmetici, indipendentemente dal fatto che siano venduti sul mercato polacco o all'estero.

Anche in tempi di crisi, il mercato cosmetico va bene. Già negli anni '30 - gli economisti descrivendo quel collasso, crearono il termine 'effetto rossetto'. Le donne, anche nel peggiore dei tempi, costrette a ridurre le spese, vogliono comunque apparire belle, migliorando il proprio umore, ricorrendo a piaceri cosmetici economici, come il rossetto. E qui BELL si ritrova perfettamente. Uno dei successi di 30 anni di attività è un rossetto classico, ancora venduto in contenitore tradizionale e c'è di più: adesso offre rossetti in 106 colori e lucidalabbra in 51 colori.

- "I nostri prodotti piacciono ad una vasta gamma di clienti - tra loro ci sono giovani donne e adolescenti che, soprattutto, amano lucidalabbra, smalto per le unghie e mascara. Le donne di mezza età preferiscono rossetto della serie Royal Glam, fluidi e ombretti. Le nostre clienti più mature sono molto appassionate al rossetto classico. Tuttavia, tutte le signore hanno una cosa in comune - ognuna vuole sentirsi bella e femminile. Ognuna vuole una buona qualità ad un prezzo accessibile. Bell è un marchio degno di fiducia - dietro di noi vi è una decennale tradizione e una serie di premi nei concorsi dedicati all'industria della bellezza! L'aggiornamento di una vasta gamma di lucidalabbra e di colori alla moda di smalti per le unghie, oppure di cosmetici in mousse leggera, ha fatto sì che abbiamo conquistato anche le donne più giovani" - riassume Dorota Jędrzejczyk, R & Marketing Coordinator.

Negli ultimi anni, si è verificata una nuova tendenza; lo smalto per le unghie ha affiancato il rossetto - sostengono molti analisti. Negli anni 2009-2011, infatti, proprio lo smalto è stato uno dei prodotti cosmetici, che più velocemente ha incrementato le vendite. La donna, con una spesa minima, ottiene il senso del bello. Anche qui BELL può vantare un buon fiuto sulle tendenze del mercato; nel suo catalogo ha 126 smalti, tra quali kit per l'abbellimento artistico delle unghie... La linea si completa con i preparati per la cura delle unghie BIO 2 PROGRAMMA NAIL SPA.

Le consumatrici di cosmesi per il trucco sono una categoria un po' particolare. Le donne da una parte sono fedeli ai prodotti e alle marche che hanno verificato da tempo, dall'altra sono attente alle novità del mercato e gli piace sperimentare. Per questo, nei loro beauty case troviamo una vasta varietà di prodotti, non sempre dello stesso marchio. Tuttavia, le clienti contente tornano a comprare lo stesso prodotto per vari anni. BELL sa questo perfettamente; i suoi prodotti di successo da sempre - rossetto classico e matita per le labbra classica rimangono invariati da anni. Le clienti vogliono vedere sulle scaffale il prodotto cui sono affezionate, senza alcuna modifica e l'azienda le accontesta in questo. Cosmetici per il trucco non sono soltanto i prodotti destinati al make-up degli occhi, labbra o viso. Una consumatrice moderna, nella vasta gamma di prodotti disponibili, cerca prodotti di bellezza che insieme all'abbellimento si preoccupano anche alla cura della pelle. La borsa dei cosmetici della donna polacca non è diversa da quella americana o europea.

Cosmetici colorati, acquistati più frequentemente, sono: fondo tinta, fard e mascara - in breve questo è ciò che serve. In Polonia, in più, si vendono bene anche i lucidalabbra. La società Bell è un riconosciuto produttore e distributore di cosmetici per il trucco, che vanta i prodotti di altissimo livello internazionale. L'azienda festeggia quest'anno il suo 30° anniversario; è un innegabile leader tra i marchi polacchi, in termini di popolarità e di vendite. La base del successo di vendita della ditta è il marchio BELL - prima linea completa di trucco in Polonia, con colori per ogni tempo e tendenza. L'alta qualità e la varietà di prodotti, insieme a prezzi accessibili, permette a BELL di competere con marchi stranieri e nazionali. Alla fiera Cosmoprof di Bologna la ditta espone i suoi prodotti in due stand; a causa del grande interesse dei prodotti di marca Bell ma anche dei prodotti su commissione, da sei anni la sezione Private Label si presenta in uno stand separato. Alla fiera, ancora una volta, ci sono borse con il logo di Bell, che l'anno scorso hanno fatto scalpore e quest'anno conterranno anche una sorpresa.

Occorre far loro visita (la sezione Private Label quest'anno si trova nel padiglione 18, stand B31, invece lo stand di BELL e' nel padiglione 29, stand C 36 - D 35), e personalmente verificare perché da 30 anni l'azienda cresce in continuazione, vincendo lungo il suo percorso numerosi premi, tra i quali quelli più preziosi - assegnati dalle stesse consumatrici, che hanno reso pienamente credibile il motto "BELL DEFINISCE LA BELLEZZA". Bisogna dire che lo fa in modo strepitoso, da campione.



Why Poland and why BELL?



Patent for success not only in crisis

Colour cosmetics market in Poland is fragmented, about 200 companies are involved in the production. Despite the presence of foreign corporations, Polish companies are doing very well. Let's look at the example of one of the biggest Polish producers of cosmetics - BELL company, how to enter the market, to grow for 30 years and maintain its leading position in Poland, while successfully competing on the world market with international companies?

On this so perspective colour cosmetics market, constantly bombarded with new cosmetic products, in order to maintain a leading position and promote the brand, you need to meet many criteria. The Polish market is currently the most dynamic throughout Europe, and according to studies by 2016 will grow faster than the "Big Five", as much as 5-6% over the next 4 years. Over half of the cosmetics produced in Poland goes abroad to more than 130 countries, giving Poland 6th place in Europe. The value of the Polish market is € 3.3 billion (while export is about € 2 billion).

Why Poland? And why BELL is so successful in the current realities?

When the company started its activity 30 years ago, established and still managed by Krzysztof Pałyska, Polish market was practically in its infancy: Just a few makeup products in the basic range of colours could be found in stores. Among others, that is why the company was able to gain a high position in the industry so quickly. Today, Bell is one of the most active Polish companies producing colour cosmetics and one of those who have undergone the greatest transformation. From the brand perceived as a traditional, targeted at middle-aged women, it has become a modern one, keeping pace with global trends, and sometimes even ahead of them. Bell launches the innovative products that any global corporation would be proud of and which equally willingly will be put into the vanity case by both the mother and her adolescent daughter.

Currently, more than 700 products leave the BELL production lines including lipsticks in 106 colours, lip glosses in 51 colours, eyeliners in 20 colours, 13 types of mascara, 47 colour palettes of eyeshadows, eyeliners in 23 colours, eyeliners in 4 colours and 7 types, 30 colours of fluids plus 8 colours in mousse, 16 colours of powders, not to mention the nail polishes in 126 colours ...It is impressive. The more so that more than half of the production is exported to 35 countries of the world. Not only to markets traditionally buying Polish cosmetics as East - Central Europe (about 53 % of sales), but also to Western Europe. BELL products can be found, among others, on such demanding and competitive markets, as France, Spain, the Czech Republic, Slovakia, Bulgaria, Azerbaijan, South Africa, but also in Italy, Portugal, South Korea, Singapore, Malaysia and Kuwait. Repeated participation of Bell company in Cosmoprof fair in Bologna (the company is present for the 8th time once again located on two stands in the current edition) resulted in, among others, finding a distributor in Italy (Cosmoitaly company).

When we asked a company representative Jack Di Maio how he assesses cooperation with Bell, he pointed out very high quality of products combined with good price. Currently products of this Polish company can be found in the best perfumeries and pharmacies in 12 regions of Italy, and ultimately till the end of the year in the whole of Italy. Already today, as for mascaras, there are no rivals!

You cannot achieve high quality of the product without relying on well-chosen and trained staff that is committed to follow and implement global trends, according to the highest quality standards. BELL not only produces cosmetics but also, as one of the few on the market, designs and produces the packaging. Ideas for new packaging come from many sources, they are often inspired by fairs but also by participation in specialized trainings. BELL produces packaging not only for their own needs, but the company also has a strong position in the Private Label.

We safely compare our cosmetics with expensive, global brands. They are equal to them, and sometimes even exceed their quality, though they are often a third of their price. We are able to keep the price thanks to much self-sufficiency. We produce practically all the packaging for our cosmetics ourselves, which substantially reduces the costs - points out Krzysztof Pałyska, president of the company.

Another strong point of Bell is the modern infrastructure. Well-managed grants from the European Union are of great help. This appropriation is intended to cover the costs of modernization of the factory by eg the purchase of new machinery, which will allow to create even better quality products, based on the latest technologies.

There is no success without care for quality. How do they do it in BELL? "We care for development of modern technology, so our products are a guarantee of the highest quality. We closely follow the latest global trends, which allows us to keep creating fashionable collections for the season. Thanks to the use of modern technical and technological solutions, we can continually improve our cosmetics. In the production process we use innovative solutions available on world markets. We have our own technological laboratory, where our specialists care that our cosmetics not only beautify, but also nurture. Microbiological laboratory keeps control over the quality of the products going to our consumers" - says Małgorzata Obara, Director of Marketing.

Bell's goal is to provide high quality products at affordable prices. The entire production process is carried out in line with GMP rules of, and in addition the company is certified according to EN ISO 22716:2007. All cosmetics are of high quality regardless whether they are sold on the Polish market or abroad.

Even in time of crisis cosmetics market is doing well. Already in the 30s economists, while describing that collapse, created the term 'lipstick effect'. Women, even in the worst of times, want to be liked, and when forced to reduce the increased spendings, improved their mood by cheaper pleasures, such as for example lipstick. And here BELL fits in perfectly. One of the hits in a 30-year-old activity is classic lipstick, still sold in traditional packaging and also the colour as you wish: lipsticks in 106 colours, and lip glosses in 51 colours.

" - Our products gain recognition with a wide range of clients - among them there are both young women and teenagers, who above all, love lip glosses, nail polishes and mascaras. Middle-aged women prefer lipsticks of Royal Glam line, fluids and eyeshadows. Our most mature clients are great enthusiasts of classic lipsticks. However, all the ladies have one thing in common - each of them wants to feel beautiful and feminine. Each wants good quality at an affordable price. Bell is a very recognizable brand - after all, it is a decades-long tradition for us! Refreshing our portfolio with a wide range of glosses, nail polishes, or cosmetics in a light mousse we have won younger ladies" - sums up Dorota Jędrzejczyk, PR & Marketing Coordinator.

Many analysts say that in recent years, a new trend can be observed - a nail polish has replaced lipstick as the crisis spot indicator for the cosmetic industry. In the last three years 2009-2011 it was nail polishes which were one of categories of cosmetics, which increased their sales the fastest. A woman gets a sense of luxurious change at low cost. Also here BELL can boast about intuition for market trends - in the catalogue Bell has 126 nail polishes, including kits for nail art decoration. The line is completed with preparations for the care BIO NAIL SPA PROGRAM.

Female makeup consumers are a specific group. Women, on the one hand are faithful to checked by them products and brands, on the other hand, however, they like any market novelties and often experiment.

In their vanity cases there can be a whole range of makeup products not always of a single brand. However, attachment is important, because the satisfied client returns for the cosmetic often for many years. BELL company knows very well about it. The hit products - classic lipstick and classic liner - have remained unchanged for years. Customers want to see on the shelf the well-known product, without any changes, and the company provides it.

Now, makeup cosmetics are not products meant only for eyes, lips and face makeup. A contemporary consumer of a vast range of available products is looking for such cosmetics that, along with beautifying, care for the skin. A Polish woman's vanity case is not different from that of any other - American or European woman's. Most frequently bought colour cosmetics are: foundations, powders and mascaras - that is, what is essential. In Poland also lip glosses are selling well. Bell company is a recognized producer and distributor of colour cosmetics, which can be proud of products of the highest world standard. Celebrating this year its 30th anniversary, Bell is an undeniable leader among Polish brands in terms of popularity and sales. The foundation of commercial success of the company is the brand Bell - the first

Polish complete line of makeup in timeless colours. High quality and variety of products, coupled with affordable prices allow Bell to compete with producers and brands both domestic and foreign.

At Bologna fair Cosmoprof company presents its offer on two stands due to the high interest in both the products of Bell brand and also in toll manufacturing and for six years Private Label department has had a separate stand.

At the fair, once again, the bags with Bell logo, which last year made sensation will turn up again, and this year, inside, they will contain a surprise ...

It would be appropriate to visit them (Section Private Label this year is a pavilion 18, stand B31 and the other stand can be found in the pavilion 29, stand C 36-D 35)

and in person to see why for 30 years, all the time, the company has been climbing up, winning numerous awards on the way, including the most valuable ones - awarded directly by consumers, fulfilling its motto "BELL DEFINES BEAUTY" with action. We must admit that Bell does this masterfully.



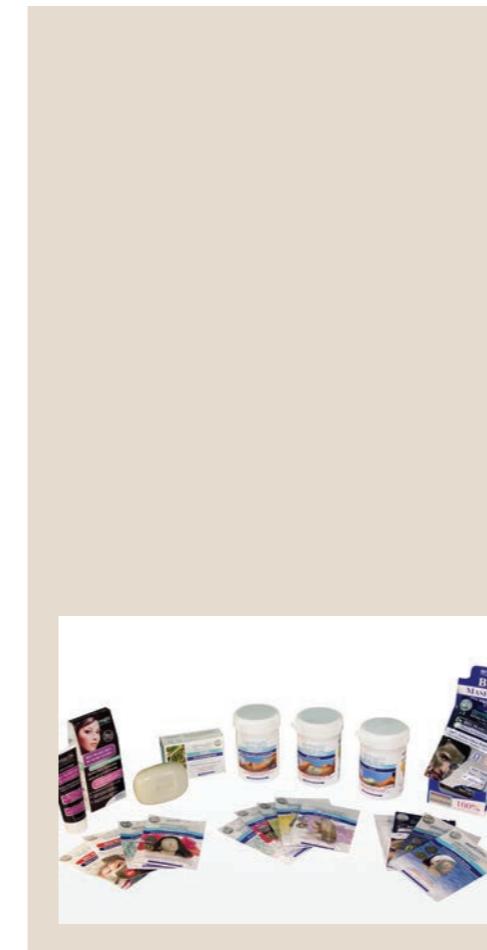


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Delia Cosmetics is a Polish producer of cosmetics. We are proud to offer our wide range of cosmetics products; more than 400 items for hair care, hair dye, nail care, skincare, make-up. All recipes of our high quality products are created by top specialist in R&D department with the use of the most innovative and unique components. The high quality products along with excellent sale conditions result in a long term cooperation with our distributors on more than 40 markets all over the world. We invite you to visit our booth.

Delia Cosmetics e' un produttore polacco dei cosmetici. Siamo orgogliosi di poter offrire una vasta scelta dei prodotti cosmetici; abbiamo oltre di 400 prodotti per la cura e la tinta di capelli, per la cura delle unghie, per la cura del corpo e per il make-up. Le ricette dei nostri prodotti sono creati nei nostri laboratori di ricerca e sviluppati da professionisti d'alta classe e con l'uso degli ingredienti innovativi e unici. L'alta qualita' dei nostri prodotti e straordinari condizioni di vendita' hanno risultato di collaborazione con i distributori in oltre 40 mercati in tutto il mondo. Vi invitiamo cordialmente a visitare il nostro stand.



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L'azienda si occupa d'esplorazione distratti 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.



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Dermaepil Company is a producer of hair removal based on sugar paste and skin care cosmetics for professional use. Dermaepil company manufactures in own laboratories products DERMAEPIL, DERMALUTO, EPILAX and cooperate in the private label system. Company Dermaepil not apply in their products, parabens, petroleum derivatives (paraffin), synthetic fragrance, SLS and SLES. We are passionate about cosmetology we are also distributing American cosmetic lasers and equipment for microneedle mesotherapy.

La ditta Dermaepil e' un produttore dei prodotti per depilazione basati sulla pasta di zucchero e cosmetici per la cura all'uso professionale. L'azienda produce nei laboratori propri i produtti sotto i marchi come: DERMAEPIL, DERMALUTO, EPILAX ed anche sotto private label. La società Dermaepil non utilizza parabeni, derivati di petrolio (paraffina), profumi sintetici, SLS e SLES. Ci appassioniamo alla cosmetologia e per questo ci occupiamo anche di distribuzione di laser cosmetici americani e di attrezzatura per mesoterapia.



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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.

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 tipo 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.

COSMETIC LABORATORIES

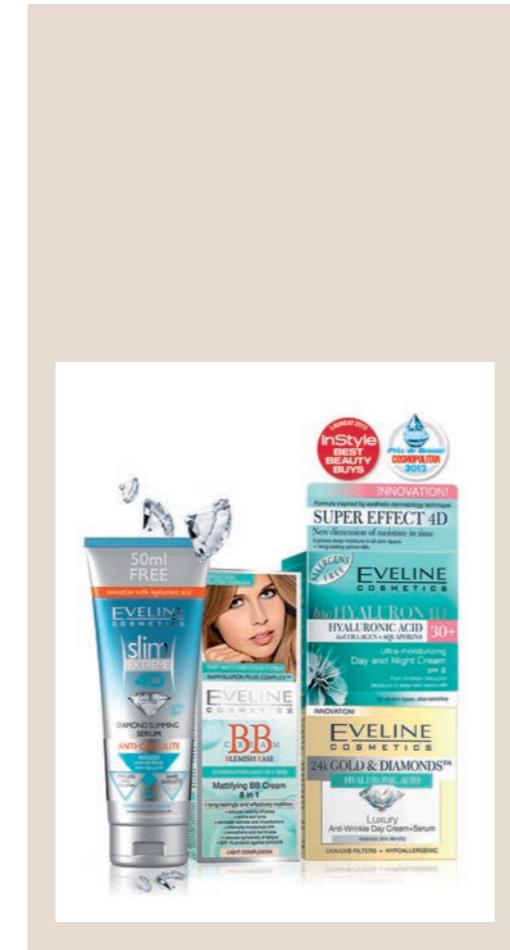
Dr Irena Eris

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Dr Irena Eris Cosmetic Laboratories established in 1983, is a leading European manufacturer of skin care products distinguished by the highest quality, efficiency and safety of use. Our own innovative, scientific research backs all the stages of cosmetics' development. We are one of the most recognized and highly valued brands with a growing international presence. Since 2012 member of the French Comite Colbert - an alliance of the most prestigious brands and institutions from around the world.

Laboratorio Cosmetico Dr Irena Eris e' stato fondato nel 1983, e' un leader europeo nella produzione di preparati per la cura della pelle, che si distingue con la più alta qualità, l'efficacia e la sicurezza dell'uso. Tutte le fasi dello sviluppo dei nostri prodotti sono basate sulle ricerche innovative. Siamo uno dei marchi più riconosciuti con una presenza internazionale in crescita. Dal 2012 siamo un membro della Associazione Francese Comite Colbert, che riunisce le istituzioni ed i marchi più prestigiosi dal tutto il mondo.


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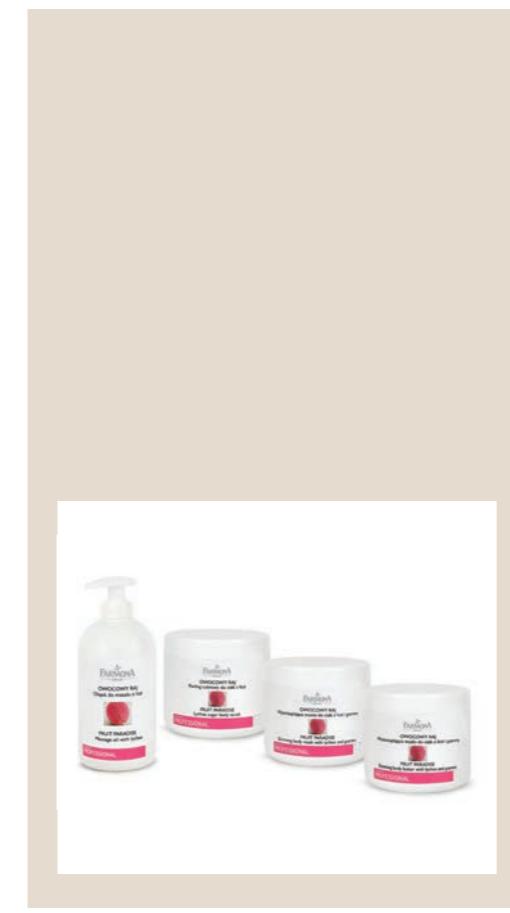
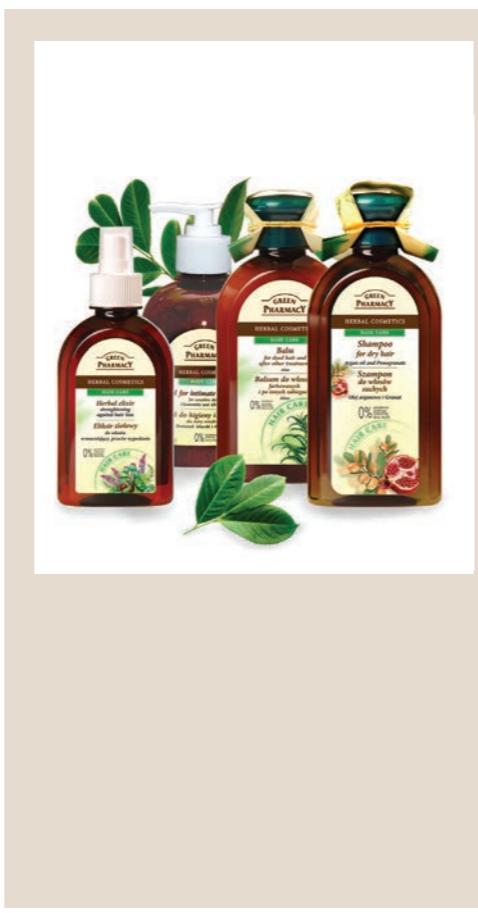
Eveline Cosmetics e' un produttore di cosmetici più grande in Polonia. Durante 30 anni della presenza sul mercato l'azienda ha sviluppato una posizione solida in oltre 70 paesi in tutto il mondo. La ditta offre ai suoi clienti una vasta gamma dei prodotti per il trucco e per la cura del viso e della pelle.

Nel processo di produzione vengono utilizzati ultimi successi della cosmetologia mondiale. La conoscenza delle esigenze dei clienti, l'innovazione dei prodotti, una relazione ottimale tra prezzo e qualità decide di una forte posizione del marchio sul mercato. La prova della potenza del brand e' una vendita annuale al livello di 70 milioni di cosmetici, tra cui 80% sono dedicati all'esportazione.

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Elfa Pharm Polska is a manufacturer of cosmetics that combine the latest achievements of cosmetology with the invigorating power of natural herbal ingredients. All our formulas contain plant-based ingredients, which are ecologically clean, and contain a minimum amount of preservatives - just to ensure the safety of users. They are devoid of any dyes or artificial substances and, above all, they comply with the latest EU standards. We take advantage of centuries-old tradition of herbal medicine, the proven power of plants enhanced with good technology. We have been granted prestigious international prizes and awards.


FARMONA
natural

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Farmona e' uno dei più grandi esportatori polacchi dei cosmetici e dermocosmetici per la cura di viso, corpo e capelli, ed anche dei cosmetici professionali per saloni di bellezza e SPA. Tutti i prodotti di Farmona sono basati sulle ricette innovative elaborate nei nostri laboratori in collaborazione con scienziati e dermatologi. Estendendo l'esportazione realizziamo la nostra missione, che e' di prendere cura della bellezza naturale delle donne ogni giorno.



EVELINE COSMETICS
is the biggest Polish producer and exporter
of cosmetics. Within last 30 years
the company has developed strong position
in over 70 countries all over the world.
It offers wide range of make-up,
facial and body daily care products
to its clients.

In the process of cosmetics production
latest achievements of worldwide
cosmetology are used. Familiarity
with consumers' needs, products
innovativeness and balanced price-quality
ratio decides on the brand's strong position
on the market. The brand's strength
is proved by annual total sale of almost
70 million pieces of cosmetics,
where 80% out of it
is exported.



EVELINE
COSMETICS

we create the beauty of your skin

EVELINE COSMETICS gained clients' trust through the years of experience, high quality of products and guarantee of effectiveness. It is a modern company responding quickly to market trends, consumers' needs and expectations.

The line of comprehensive anti-cellulite, slimming and shaping silhouette cosmetics – **Slim Extreme**, the leader in sales of cosmetics in its category*, was the unchallenged sales hit within the last few years.

An innovative series **bioHyaluron 4D** has also gained a strong market position since it was launched. It owes its success to unique formula, combining the effects of hyaluronic acid and plant stem cells.

Following global trends, Eveline Cosmetics laboratories developed multifunction **BB creams**.

Blemish Base series combines the advantages of care cream and foundation.

Creams from **Diamonds & 24k Gold™** series are the real „touch of luxury”. Formulas rich in 24-carat gold and real diamond. Clients all over the world love this cream for its innovativeness.

Professional nail treatments **Nail Therapy** and **Art Scenic** line of facial make-up cosmetics are also produced by Eveline Cosmetics.

BLACK men's line is the novelty on Polish market. Technologically advanced formulas with original French fragrance ensure immediate and comprehensive skin regeneration after shaving.

*Nielsen, May – June 2012, anti-cellulite and slimming cosmetics.



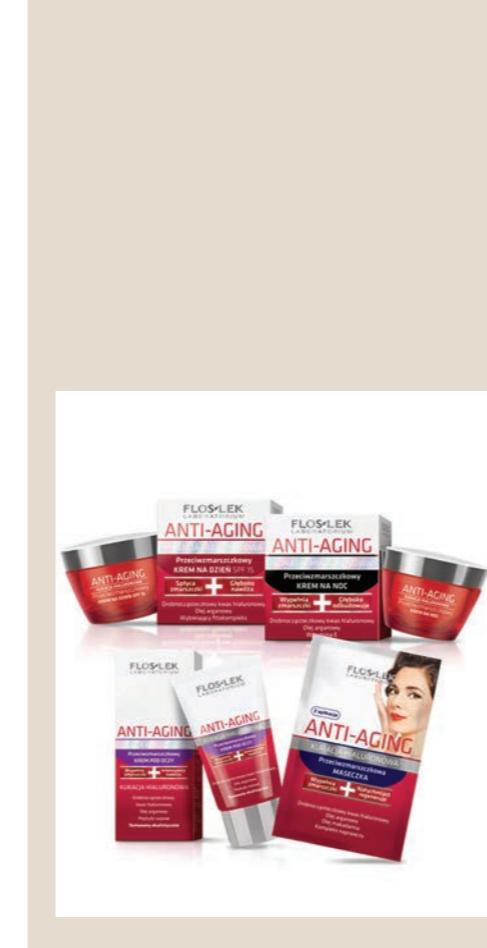
Christopher Dark parfums

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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.

Feniks Cosmetics con la sede a Stettino e' stata fondata nel 1995 e dal 2007 dispone di uno stabilimento di produzione a Dobra Szczecińska. Siamo un produttore di cosmetici riconosciuto in Polonia e in altri paesi. La passione con la quale lavoriamo ci permette di guadagnare la fiducia dei nostri clienti. Nel tempo abbiamo sviluppato una vasta gamma dei profumi sotto il marchio Christopher Dark. I nostri prodotti soddisfanno le esigenze degli amanti di classica ed eleganza, le persone attive e dinamiche, ed anche quelle in ricerca di ciò che e' unico ed originale.



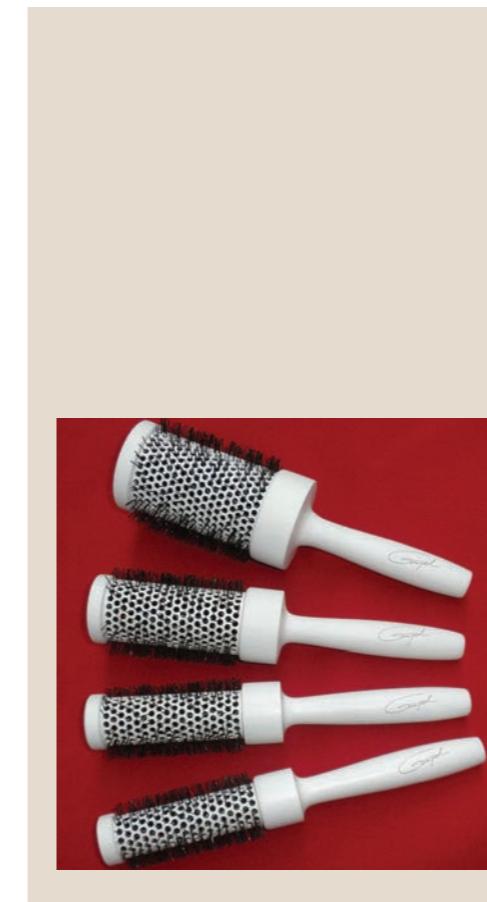
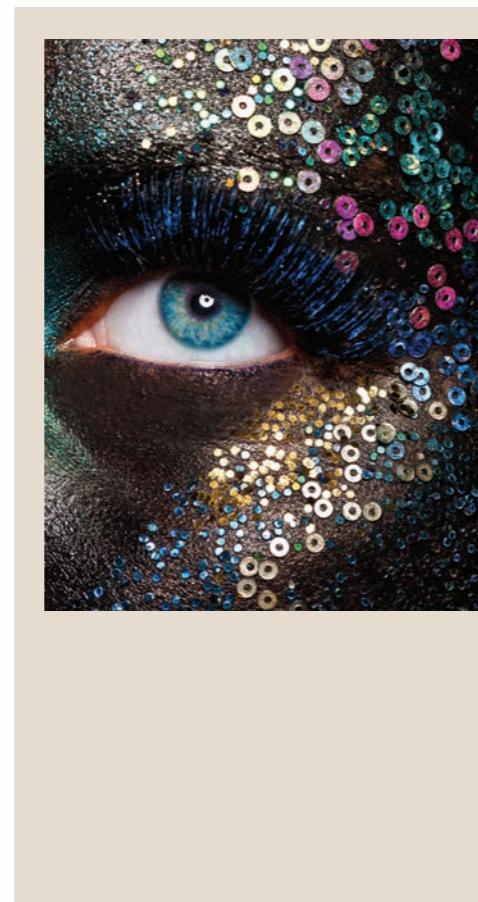
FLOSLEK Cosmetic Laboratory - producer of cosmetics for complete face and body care and protection. Our brands: FLOSLEK PHARMA - dermocosmetics created for problematic skin and FLOSLEK LABORATORY - cosmetics for women, men and children. Our cosmetics are created in the modern R&D laboratory and are based on innovative formulas and natural active ingredients, characterized with high effectiveness and safety of use. We also provide services within the developing formulas, production on commission and customizing of cosmetic products.

FLASH COLLECTION

Firma MATT

Czorszynska 11 A
71-201 SZCZECIN
POLAND
Phone: + 48 91 487 46 59
Fax: + 48 91 487 46 59
e-mail: firmamatt@wp.pl
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: firmamatt@wp.pl
Vi invitiamo a visitare le nostre pagine!



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 Firma

Kmicica 37
42-200 CZESTOCHOWA
POLAND
Phone: + 48 34 365 90 10
Fax: + 48 34 365 92 70
e-mail: gorgol@gorgol.pl
www.gorgol.pl

GORGOL rappresenta 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 domestico. 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 alta qualità europea.

LABORATORIUM KOSMETYCZNE
FLOSLEK

FLOSLEK
LABORATORIUM
KOSMETYCZNE SP.J.

Zawodzie 23
02-981 WARSZAWA
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Phone: + 48 22 651 97 30
Fax: + 48 22 642 19 87
e-mail: b.jastrzebska@floslek.pl
biuro@floslek.pl
privatlabel@floslek.pl
www.floslek.pl



HAIRPIN'S FAKTORY IZA

since 1928

St. Okrzesi 2 B
64-100 LESZNO
POLAND
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.

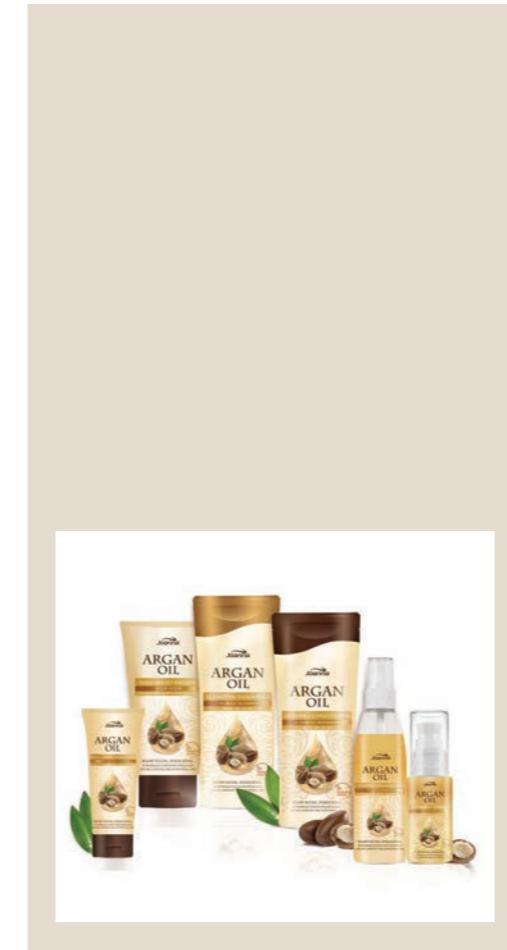
Dal 1928 la nostra fabbrica si specializza nella produzione degli accessori per parrucchieri professionisti. I nostri prodotti sono disponibili in vari colori e forme. L'alta qualità, un breve periodo della fornitura e soprattutto i prezzi molto concorrenziali ci permettono di essere un buisness partner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



I.M.P.A.
Al. Kazimierza Wielkiego 6 D
87-800 WŁOCŁAWEK
POLAND
Phone: + 48 54 230 91 11
Fax: + 48 54 235 52 51
e-mail: impa@pumice.pl
www.pumice.pl

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 qualità 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.



Laboratorium Kosmetyczne JOANNA

SP. Jawna B. Górką, R. Korczak

Gen. Jozefa Zajaczka 11 nr C2
01-510 WARSZAWA
POLAND
Phone: + 48 22 331 92 10
Fax: + 48 22 331 92 13
e-mail: joanna@joanna.pl
www.joanna.pl

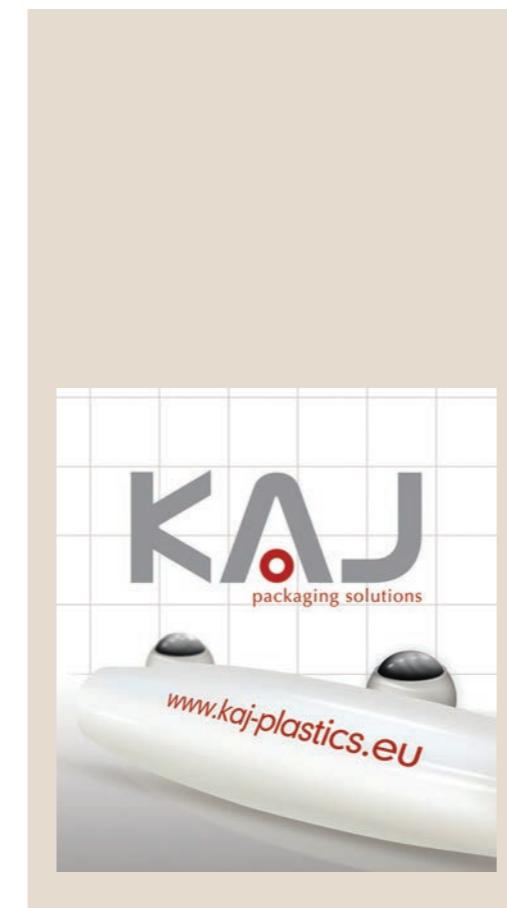
Joanna Cosmetic Laboratory is a Polish company based in Warsaw, the capital of Poland. Joanna was established 30 years ago and is one of the biggest Polish producers of cosmetics in Poland. Joanna Cosmetic Laboratory's mission is to specialize in cosmetic products that fully meet customers' needs for hair care, colouring, hair styling and body care and to be recognized for high quality at reasonable prices. Joanna's position as an expert among cosmetic companies is confirmed by market research which shows that Joanna has been vice-leader of the hair colouring segment in Poland for the last six years. In addition, Joanna holds the second place in the hair removal segment and the first place in cleansing body scrubs. We create new products according to market needs, care about their availability in developing distribution channels and we cooperate closely with the media with frequent advertisements in popular magazines and modern commercials on TV. All this makes us proud of a modern company that successfully confronts western competition and places us at the forefront of Polish cosmetic companies.



Laboratorio Cosmetico Joanna e' una società polacca con la sede a Varsavia, la capitale della Polonia. L'azienda e' stata fondata 30 anni fa ed e' uno dei più grandi produttori polacchi di cosmetici. La missione di Laboratorio Cosmetico Joanna e' la specializzazione nei prodotti cosmetici per la cura di corpo e capelli, per lo styling e la colorazione dei capelli. Il nostro obiettivo e' di compiere le aspettative dei clienti. Alta qualità e prezzi accessibili e la propria che ci distingue nel mercato cosmetico.

La ricerca del mercato conferma la posizione di Joanna come esperto e vice leader del settore di colorazione dei capelli in Polonia. Manteniamo questa posizione da 6 anni. Inoltre, Joanna e' al secondo posto nel segmento dei cosmetici per l'epilazione e al primo posto nel segmento dei cosmetici per la pulizia estetica del corpo.

Laboratorio Cosmetico Joanna crea i suoi nuovi prodotti in accordo con le esigenze del mercato, prende cura della loro accessibilità attraverso lo sviluppo di canali di distribuzione e con la collaborazione con i media. Tutto questo ci rende orgogliosi della nostra società moderna, che con i grandi successi va in concorrenza con i marchi occidentali e ci mette in una delle prime posizioni tra le società polacche di cosmetici.



KAJ Ltd

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www.kaj-plastics.eu

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.

Offriamo un servizio completo, dalla preparazione dell'imballaggio fino a produzione e decorazione.

Siamo innovativi nella creazione dei nuovi progetti e non abbiamo paura delle sfide difficili.

LA RIVE

parfums cosmetics

LA RIVE S.A.

Skladowa 2-6
86-300 GRUDZIADZ
POLAND
Phone: + 48 56 692 81 03
Fax: + 48 56 46 109 60
Mob.: + 48 695 757 576
e-mail: eksport@larive.pl
www.larive-parfums.com

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 one of the most valuable and best-known European brands.



La Rosa

Productos Profesionales

LA Rosa Distribution „HIACYNT” CO.

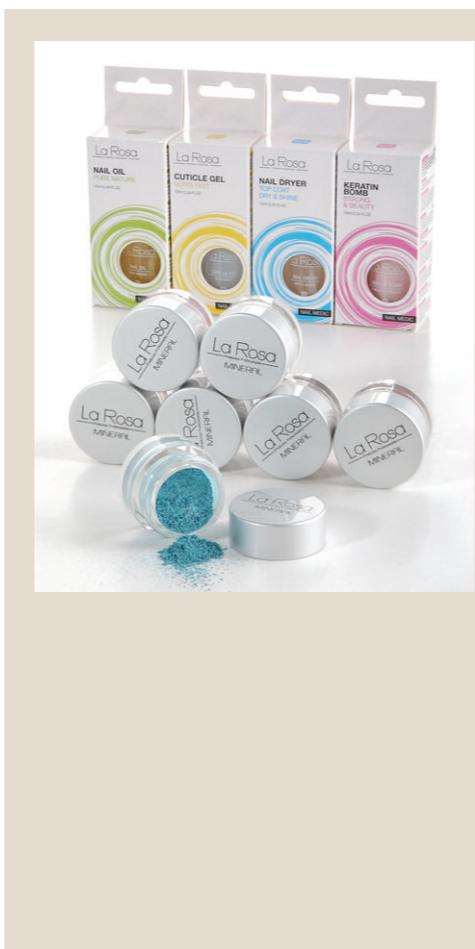
Dwernickiego 48
87-100 TORUN
POLAND
Phone/fax: + 48 56 622 90 52
Mob.: + 48 501 517 373
e-mail: larosa@larosa-profesionales.eu
www.larosa-profesionales.eu

Being active on cosmetic market for over 15 years, HIACYNT CO. with La Rosa products satisfies the need for being both beautiful and natural. Our versatile, high quality products combine both modern technology and naturally drawn methods, and were designed to highlight and emphasize the unique beauty of each and every woman allowing her to feel confident, temperamental and refined.

The La Rosa brand lines include:

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

NIKO brand supplies a wide range of professional cosmetic accessories (hand and nail care, hair care, foot care and other) as well as high quality equipment to different kind of beauty salons. We are open for new markets, still seeking new distributors.



www.cosmeticreporter.com



MINCER Pharma is one of the best recognizable brands in Poland. For over 25 years, we have been providing our customers with cosmetics which help to stop the ageing process. We offer a selection of over 150 products, whose properties are based on well-known and effective ingredients, such as hyaluronic acid, collagen, retinol, argan oil. Our packaging jars are fitted with a special dispensing membrane, which protects the products from external factors. This guarantees more hygienic usage.

AMINCER

Pharma

MINCER PHARMA - MCR CORPORATION

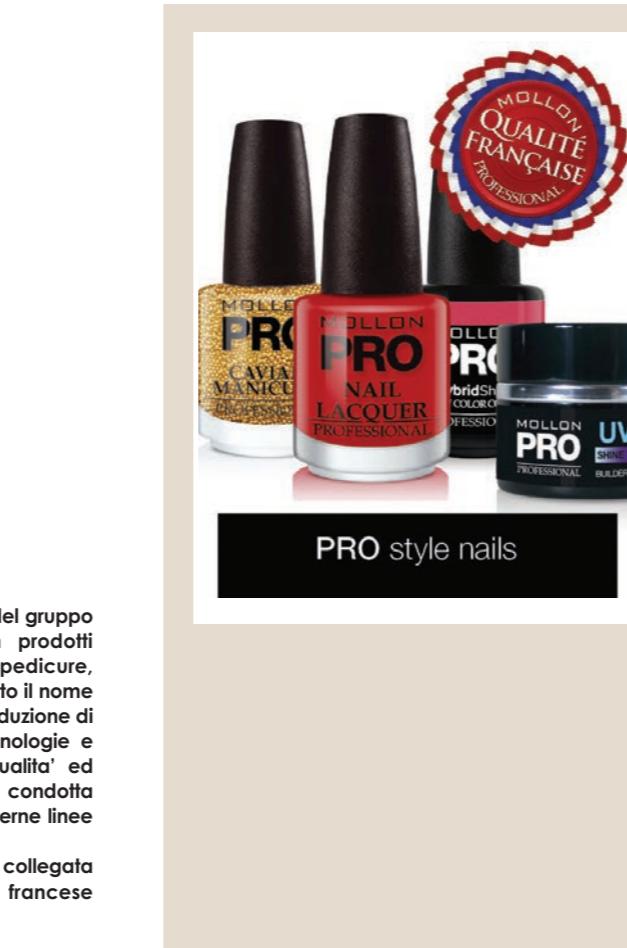
Kosciuszki 37
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www.mincer.com.pl



MOLLON COSMETICS

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Phone: + 48 22 750 53 03
Fax: + 48 22 211 17 63
e-mail: info@molloncosmetics.com
www.mollonpro.com

Mollon Cosmetics, the member of the group of companies, is specialized in professional products for manicure/pedicure styling and nail care under Mollon PRO brand. While creating products we use new technologies and trends in cosmetics in the sphere of quality and innovation. The production is conducted according to inspected standards on modern technological lines. The history of our brand is connected with the legendary French city - Mollon.



PRO style nails

Mollon Cosmetics, un membro del gruppo di aziende, si specializza in prodotti professionali per manicure, pedicure, styling e la cura delle unghie sotto il nome Mollon Pro Brand. Durante la produzione di preparati usiamo le nuove tecnologie e i nuovi trend nell'ambito di qualità ed innovazione. La produzione è condotta secondo gli standard delle moderne linee tecnologiche.
La storia del nostro marchio è collegata con una città leggendaria francese – Mollon.



Norel e' una ditta con 50 anni d'esperienza nella cura del viso e del corpo. Norel produce più di 30 linee dei cosmetici destinati per la cura del corpo e del viso che vengono distribuiti per i saloni di bellezza e SPA. L'offerta di Norel completa più di 80 prodotti per la cura non professionale che viene distribuita attraverso i saloni di bellezza. I cosmetici di Norel vengono fabbricati sulla base dei componenti naturali ed attivi come: alghe, agrumi, fango, erbe, mirtillo, soia, te' verde, cioccolato, caffè, argilla ed estratti vegetali. Siamo alla ricerca di distributori in tutto il mondo.



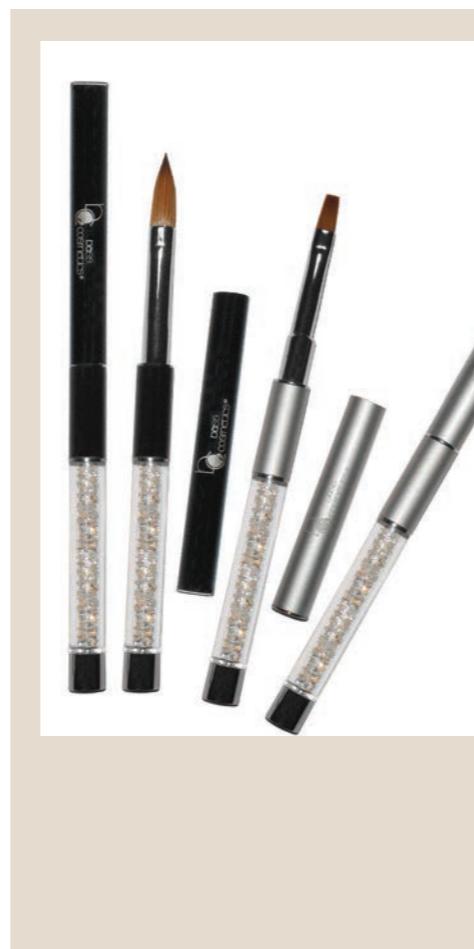
NOREL Dr Wilsz Cosmetics Laboratory

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POLAND
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e-mail: norel@norel.pl
www.norel.com

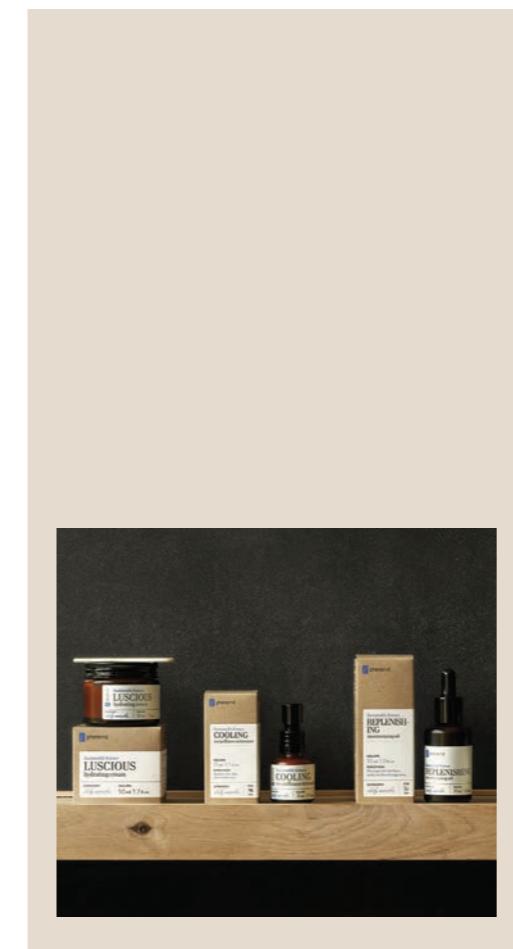


NAIL PLANET

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81-533 GDYNIA
POLAND
Phone/fax: + 48 58 664 60 20
e-mail: bass@paznokcie-bass.pl
biuro@paznokcie-bass.pl
www.paznokcie-bass.pl
www.bass.nailstore.pl



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.



Phenomé is an unique brand offering beauty skincare cosmetics for all skin types and needs manufactured according to the highest pharmaceutical standards while respecting the natural environment and its resources. Our motto is: The most possible benefits for skin - the least impact on environment. Our products contain at min. 98% natural and organic active ingredients together with life-giving plant waters. Phenomé is a way of thinking and a lifestyle based on health, satisfaction and natural balance.



PHENOMÉ

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Fax: + 48 42 651 12 43
e-mail: marta.cieslak@biogened.pl
www.phenome.eu



POLIPACK P.P.H.U. s.j. I. WIECKOWSKA i K. Kolmetz

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POLAND
Phone: + 48 58 677 59 60
Fax: + 48 52 375 63 17
e-mail: polipack@polipack.com.pl
www.polipack.com.pl

The POLIPACK company is specializing in the manufacture of high quality PP, PS and PE packaging for cosmetics and pharmaceuticals. This year we are implementing new technological line for PET processing. 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 si specializza nella produzione di packaging in plastica d'alta qualità per prodotti cosmetici e farmaceutici. Quest'anno implementiamo una nuova linea di produzione d'elaborazione PET. I nostri pacchetti sono realizzati sia secondo i propri design sia gli ordini di clienti. Offriamo inoltre imballaggio tipo serigrafia, tampografia e hot-stamping. Vogliamo che il nome Polipack sia sempre, tra i nostri clienti, un sinonimo dei prodotti d'ottima qualità.



www.cosmeticreporter.com



www.politech.pl

POLITECH Sp. z o.o.

Jana Pawła II 79
86-031 OSIELSKO
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Phone: + 48 52 375 63 00
Fax: + 48 51 375 63 17
e-mail: info@politech.pl
www.politech.pl

Politech Sp. z o.o., located in Osielsko in Poland, specializes in designing, manufacturing and decorating plastic caps and nuts as well as producing complete cosmetic packaging, especially for perfumery. In the manufacturing process are used plastics such as Surlyn, PP, PS, ABS, PCTG. Plastic elements are decorated with vacuum metallization, UV coating, hot-stamping and hot melt technology. The company implements individual projects, assuming making injection molds and special tools.

Politech SpA da Osielsko si occupa della progettazione, elaborazione e decorazione di tappi e cappucci in plastica, ed anche della creazione d'imballaggi cosmetici completi. Politech, durante il processo di produzione, usa i seguenti materiali plastici: Surlyn, PP, PS, ABS e PCTG. Il processo di decorazione si svolge nella tecnologia di metallizzazione in alto vuoto, verniciatura UV, hot stamping e hot melt. L'azienda realizza anche i progetti individuali, stampaggio a iniezione ed attrezature speciali.



Visit us at **Cosmoprof 2013** pavilion 30 stand F20-G19E

www.larosa-profesionales.eu, jacek@larosa-profesionales.eu, tel. +48 501 51 73 73

PROSALON
PROFESSIONAL

PROSALON
med

PROSALON produced by CHANTAL P.P.H.

Kacka 16
05-462 WIAZOWNA
POLAND
Phone/Fax: + 48 22 612 09 25
e-mail: info@prosalon.eu
www.prosalon.eu

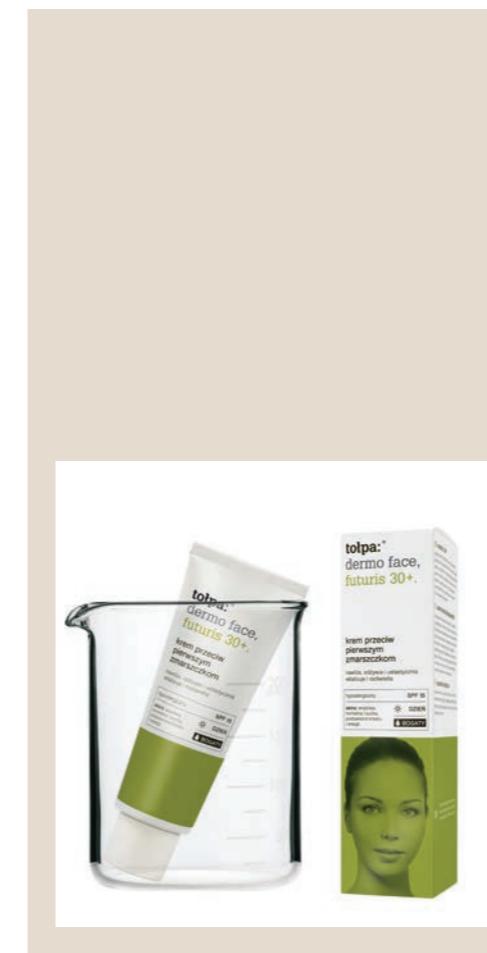
PROSALON by Chantal means high quality cosmetics for hair colouring, care, treatment and styling destined exclusively for professionals (hairdressers).

It includes 79 fashionable shades of hair colours in 120 g tubes, oxidants, bleaching powder, shampoos, conditioners, masks, 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. Our newest line in the product range is PROSALON Argan, based on argan oil and strong fixative hair spray in volume 750 g.

In Warsaw we run the hairdressing academy of our own where we organize various courses and master classes.



The philosophy of tolpa® is based on the concept of healthy skin and body care, reflecting the idea of a healthy lifestyle. This vision assumes the use of ecological active ingredients – tolpa® peat and peat mud – modern forms of traditional therapeutic peat and peat mud, characterised by wide regenerating properties and supporting bodily functions. This concept also involves the innovation of our products, high tolerance and safety of usage, warranted by numerous scientific tests.

tolpa®,
small great
care.

TORF CORPORATION
– Fabryka Lekow

Fabryczna 11
55-080 KATY WROCLAWSKIE
POLAND
Phone/fax: + 48 71 334 19 20
e-mail: export@torf.pl
www.tolpa.pl

tolpa® si distingue con un approccio specialistico per risolvere i problemi dermatologici e cosmetici e per la cura della pelle. La filosofia del marchio tolpa® è basata su fanghi e torba di tolpa® - innovative forme di fanghi curativi tradizionali e di torba con estese qualità rigenerative che sostengono il funzionamento del corpo. I nostri prodotti si caratterizzano di: innovazione, tolleranza e sicurezza dell'uso. L'efficacia dei nostri prodotti è confermata da numerosi studi scientifici e clinici.

Quiz®
COSMETICS

QUIZ COSMETICS produced by BIM PPH

Parkowa 2, Osowiec
96-321 ZABIA WOLA near Warsaw
POLAND
Phone/fax: + 48 46 857 89 14/15
+ 48 22 755 28 00
e-mail: quiz@quiz.com.pl
www.quiz.pl

Since 1983 PPH BIM is a manufacturer of very wide range of colour cosmetics, care cosmetics and packagings. Good quality of products and professional service is guaranteed by 9001: 2008 ISO Certificate.

We kindly invite potential clients interested in Private label production of cosmetics. Whether your cosmetics products are part of your established line, or completely new, we will guide every step of development and manufacturing. Our customer service staff is poised to service your needs at every turn.



Perfect Lady
Waller Polska Ltd is a direct manufacturer of cosmetics designed for professional beauty salons and for mass market as well. We focus on beauty care products for manicure, pedicure, face, body SPA, nail stylization, nail care and tanning solutions. Our company offers distribution of Perfect Lady brand products, and also private label manufacturing. Our sales range includes: nail polish, nail nourishers, UV gels, soak-off UV gel-polish, acrylics, masks, balms, creams, liquid soaps, shampoos, shower gels, tanning mousse and sprays etc. Moreover we distribute cosmetic tools and accessories.

Perfect Lady
PROFESSIONAL PRODUCTS

WALLER POLSKA
Sp. z o.o.

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83-034 TRABKI WIELKIE
POLAND
Phone: + 48 58 343 16 36
Fax: + 48 58 351 43 27
e-mail: office@perfect-lady.com
waller@waller.com.pl
www.perfect-lady.com

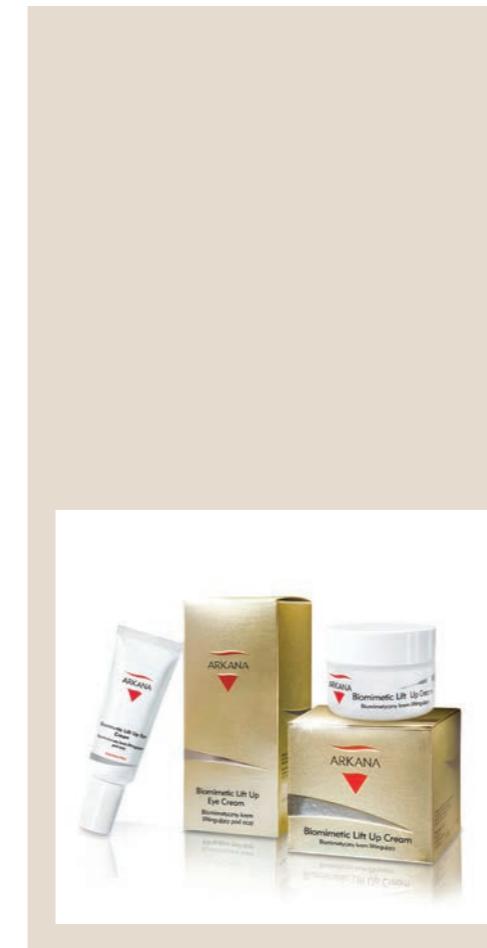
Perfect Lady
Waller Polska SpA è un produttore diretto dei cosmetici per saloni di bellezza professionali e per mercato al dettaglio. Offriamo una collezione dei cosmetici SPA per manicure, pedicure, viso, corpo, prodotti solari e sistemi per l'estensione e lo styling delle unghie. Offriamo la distribuzione dei prodotti sotto il marchio Perfect Lady, ed anche sotto il proprio brand di clienti. La nostra offerta comprende: smalti, nutrienti, gel UV, gel soak-off, smalti ibridi, sistemi acrilici, maschere, lozioni, cremi, sponi liquidi, shampoo, gel doccia, mousse e spray abbronzanti ecc. Offriamo anche strumenti ed accessori cosmetici.

VENITA

VENITA COSMETICS LTD.

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POLAND
Phone: + 48 42 254 29 22
Fax: + 48 42 254 29 21
e-mail: export@venita.com.pl
www.venita.eu

...MORE THAN A CLASSIC HAIR DYE - 24 BEAUTIFUL SHADES OF COLOUR!!!
Perfect Intensive Color Cream is a classic hair dye, due to long-term presence in the market, gained recognition and trust of many satisfied customers. Perfectly covers gray hair giving them a deep, long lasting and brilliant color.
 ■ Easy application – tube + bottle with applicator
 ■ Fast results - now dye your hair in only 20 minutes!
 ■ Hair Protection - Vitamin C and Silk care for your dyed hair
 ■ Rich colour palette - 24 shades of colour
 The packaging: tube with colouring cream 50 ml, oxidant emulsion in bottle with applicator 50 ml, sachet with conditioner 15 ml, use instruction, gloves.



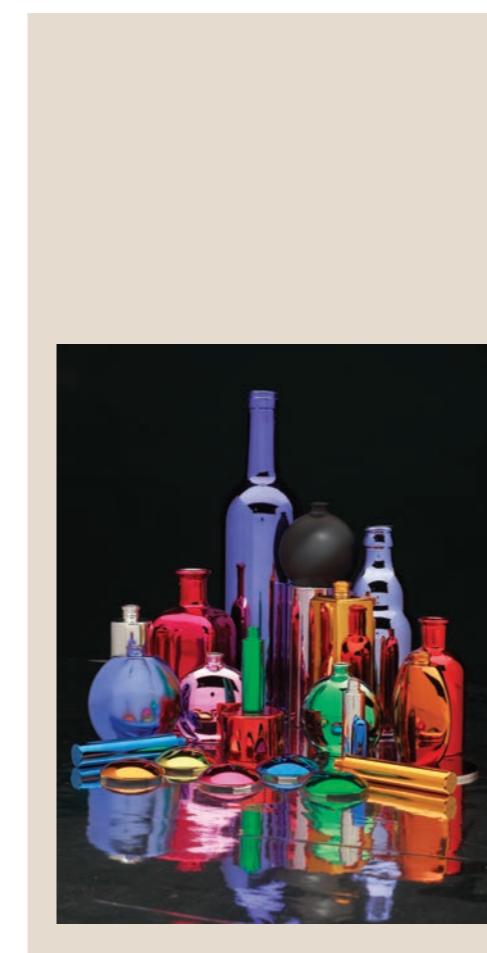
V.LABORATORIES

Innovative Professional Flexible

V.LABORATORIES SP. z o.o. SP.K.

Estrady 11 A
05-080 IZABELIN, MOSCISKA
POLAND
Phone: + 48 22 817 90 55
Fax: + 48 22 817 90 64
e-mail: biuro@vlaboratories.pl
www.vlaboratories.pl

V.Laboratories production line:
detergents, range of cream emulsions, tonics, dual phase liquids, gels, hair setting gums, hair styling products and bleaching powders.
V.Laboratories has its own R&D laboratory, a graphic design department as well as trusted group of suppliers.
Our production capacity extends from as few as a couple of hundred of pieces up to hundreds of thousands of products.
Professional and well trained management personnel guarantee the highest standards of customer service.



WYSPY PIEKNA Sp. z o.o.

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www.bfs.pl

Arkana - cosmetici basati sulle ultime tendenze biochimiche. Contengono le sostanze biologicamente attive, in collegamento con i trattamenti cosmetici utilizzando dei processi di rigenerazione naturale che ritardano l'invecchiamento cutaneo. Nella nostra offerta abbiamo dei prodotti per saloni di bellezza e per vendita al dettaglio. Utilizza il sistema diagnostico e le raccomandazioni per la cura di pelle.
Beauty of Science - Un produttore di attrezzature per la diagnostica computer per l'industria parrucchiera e cosmetico. Si specializza nel collegamento di funzionamento delle microcamere con un software flessibile e la possibilità di creare il proprio sistema diagnostico.



Zaklad Przetworstwa Tworzyw Sztucznych Halina Blazejewicz

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e-mail: poczta@katarzynki.pl
www.katarzynki.pl

The Company Z. P. T. Sz. Halina Błażejewicz „KATARZYNKI” has at its disposal a technically highly advanced production line for vacuum metallization and for UV coating. Our offer is addressed to the cosmetic industry, manufacturers of furniture, automotive, chemical, food and toy industries.

We offer:
 ■ injection moulding of plastic materials
 ■ vacuum metallizing
 ■ UV varnishing
 ■ 3D printing
 We possess our own tool-room.

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GLOBAL BEAUTY EVENT

The 12th International
perfumery and
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exhibition

18–20
September

International Exhibition Center,
Kyiv, Ukraine

Statistics of InterCHARM Ukraine 2012:

Total exhibition area – 20527 sqm

Number of exhibitors – 535 from 20 countries

Number of visitors – 52101

Concurrent program – 22 events visited by 3201 professionals

Special program for foreign exhibitors –
MatchMaking

Professionally about beauty

the organizer of Polish national Pavilion:

POLCHARM Anna Godek
www.polcharm.com.pl; info@polcharm.com.pl
phone/fax: (22) 773-37-51

Visit us at Cosmoprof 2013 hall 29 stand 29 C36-D35E

PREMIER 
BEAUTEXCO is a part of the ITE Group Plc
Tel.: +38 (044) 496-8645
E-mail: intercharm@pe.com.ua
WWW.INTERCHARM.UA

THE WHOLE INDUSTRY IN ONE MEETING PLACE

2012 FACTS & FIGURES

The **InterCHARM Ukraine 2012** proved all advantages of the largest professional event of the nation's beauty industry. The beauty still remains a quite successful business: the number of exhibitors has grown by 7.7% comparing to the last year, reaching 529 (including 64 foreign companies). The trade show featured representatives from 20 countries of the world, including Belarus, Bulgaria, China, India, Indonesia, Italy, Latvia, Lebanon, Lithuania, Moldova, the Netherlands, Pakistan, Poland, Russia, Sweden, Thailand, Turkey, Ukraine, United Kingdom and United States.

According to the exhibitor survey,

71 % of them have found new clients.

29 % signed supply and service contracts.

59 % have presented their novelties.

Visitors come to the **InterCHARM Ukraine**, first of all, because this is a generally-recognized professional forum of beauty industry experts and the industry's most important and authoritative event. It brings together the highest quality target audience of industry experts only.

Since: 2003

Frequency: Annually

Net exhibition area: 8 199 sq.m

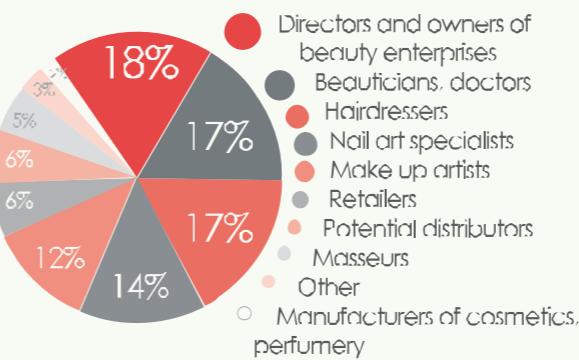
Gross exhibition area: 20 486 sq.m

Number of exhibitors: 529 from 20 countries

Number of visitors: 52 101

Educational program: conferences & shows

Visitor profile



Exhibitor profile



WHY EXHIBIT?

- The most important B2B beauty event in Ukraine
- To demonstrate your new products and innovations
- To connect with clients face-to-face and meet their objectives
- To get the market understanding and knowledge

BUYERS PROGRAM & MATCHMAKING

In 2012 the Buyers Program attracted over 270 representatives of pharmacy and cosmetics/perfumery chains, major retailers, and private business people from all over Ukraine. In addition to the Buyers Program InterCHARM Ukraine is pursuing special initiatives for the invitation of qualified distributors and wholesalers.

From 18 to 20 September 2013 the 12th International Perfumery and Cosmetics Trade Show InterCHARM Ukraine will bring together manufacturers and distributors of professional cosmetics, cosmetology and aesthetic medicine professionals, and profis of the hairstyling and nail art at the International Exhibition Center at Livoberezhna in Kyiv. Every time the trade show demonstrates effectiveness of direct communications in establishing contacts between domestic and foreign players of the beauty market, giving them an instrument of presenting new products, finding partners, negotiating and signing profitable contracts, and reaching a new level of professional development.

Welcome to the Ukrainian market!



Cosmetic Reporter – it really pays!

Cosmetic Reporter is a quarterly magazine for beauty business industry. It publishes up to date reports on Polish and abroad cosmetic markets, presents the latest development trends, provides information about training and congresses, and its legal column shows legislation relevant to the industry. In Poland it is distributed free of charge to all manufacturers of cosmetics, wholesalers, distributors and key buyers of supermarket chains. If you are interested to enter the Polish market - no doubt Cosmetic Reporter is the very best channel to promote yourself. Besides, as the magazine is published in a bilingual version and it accompanies Polish manufacturers at the most important international cosmetic trade fairs: **Cosmoprof Bologna, Cosmoprof Asia, Intercharm Russia, Intercharm Ukraine** - this is also very good occasion to present your offer to the visitors and exhibitors of these events.

Do not miss the opportunity. Meet us at Cosmoprof at Cosmetic Reporter B2B zone located in **pav. no. 29, stand 29 C36-D35 E.**

We have a special offer for those who visit us there!



Cosmetic market professional magazine

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www.cosmeticroporter.com

color VARIÉTÉ

Permanent colour cream

Innovative permanent colour cream

An innovative formula containing permanent dyes which gives your hair intense colour. It is easy to distribute and it is evenly absorbed by hair filaments, ensuring uniform and long-lasting colour. It covers grey hair perfectly. Specially selected ingredients prevent colour loss and fading.

Vitamin E and sweet almond oil

Owing to the content of active ingredients, the hair is already conditioned during the colouring treatment. Vitamin E prevents the hair from becoming over-dry during the colouring treatment; it nourishes the hair and helps to keep it in perfect condition. Sweet almond oil smoothes the hair surface, making it perfectly smooth and shiny.

MARKETING SUPPORT

- hair colour cream rack
- consumer leaflet
- front panel for a shop shelf
- leaflet pocket
- display
- website
- colour palette with hair swatches
- wobbler

Visit us at: Cosmoprof, pav. 30 stand E4-F3 B



Makeup for the sensitive! HYPOAllergenic

IMPORTANT:
Product tested under the supervision
of a dermatologist and ophthalmologist.

Sensitive, prone to allergic reactions eyes
and delicate skin around them require special
treatment and appropriate makeup cosmetics.

Bell Stand: 29 C36-D35A
Bell Private Label Stand: 18-B31

