

**GEKA**

GEKA GmbH  
Waizendorf 3, 91572 Bechhofen  
Germany  
Tel. +49 9822 87 01  
Fax +49 9822 87 119  
[geka-world.com](http://geka-world.com)

# GEKA UPDATE

**90<sup>th</sup>**  
**Anniversary**  
**Edition**

**October**  
**2015**

**Product News**

AVON  
NOCIBÉ  
MAYBELLINE  
L'ORÉAL  
RIMMEL  
ORIFLAME  
ROYAL ETERNITY  
APEX

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# 90 years of technology

## GEKA UPDATE 2015/2



Amaury de Menthère  
President & CEO

It is with particular pleasure that I look forward to the latest edition of Update magazine, and all the more so as GEKA celebrates its 90th anniversary this year! 90 years of non-stop enthusiasm from the GEKA team to push our company ever further and further ahead with its unique technologies. We can now claim over 600 registered brands, designs and protected rights – including Moltrusion® technology, which has revolutionized the mascara sector.

The cornerstone was laid in 1925 with the founding of a small company for the production of brushes. Now, 90 years on, the GEKA Group has grown into a global company with 900 employees worldwide, and three successful divisions: GEKA Beauty, GEKA Healthcare and GEKA Accessories; with its head office in Franconia, Germany and sales offices in Paris, New York and Hongkong, a production site in Elgin near Chicago, and – this year – the opening of a new production site in São Paulo, Brazil. For our customers, local production means we can cover local needs with shorter delivery times and adapt our portfolio to local requirements.

Through the recently completed purchase of OEKA in Bamberg, we have also created extra capacity for our prestige area and expanded our product portfolio even further, adding lipsticks to the range as well as in-house lacquering and metallizing.

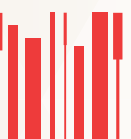
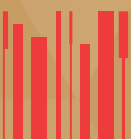
We have incorporated all these new changes and restructures to work on the rebranding of the GEKA Group. Our focus: the standardization and clear classification into divisions: GEKA Beauty – with packaging systems and applicators for the cosmetics industry; GEKA Healthcare – with components for medical technology and innovative solutions for a more precise and hygienic application of topical drugs; and GEKA Accessories – with trade products as well as high-quality shaving brushes and haircare accessories. Our website also has a new look: clearly structured and compatible with mobile devices, it offers a quick overview of our wide portfolio and services. You can read in this issue about the products we have recently created, particularly in the Beauty segment. Take your time to enjoy the colorful world of GEKA, where there's always something going on!

We take this opportunity to thank each and every one of you: our employees, our customers, our suppliers and our business partners. To all of you who have accompanied us through the past 90 years, we are both proud and delighted to be able to continue to support you as your partner, and it is our goal to continue to inspire you into the future with our new and innovative products. So do keep looking forward to our latest news!

Sincerely yours,

Amaury de Menthère

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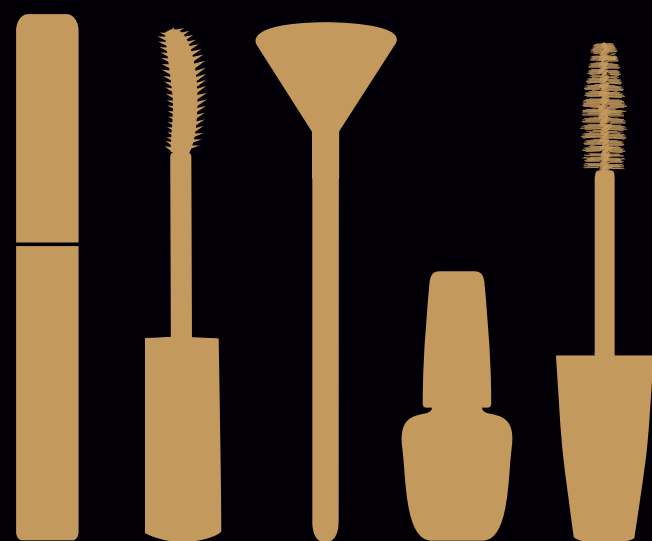


# 90 YEARS OF GEKA: CELEBRATING BEAUTY!

*2015 is a very special year for GEKA – because this year we are celebrating our 90th anniversary! This not only gives us a proud motto for the LUXEPACK show, but is also an expression of the GEKA team's exceptional commitment over the past nine decades.*

## MILESTONES OF OUR SUCCESS

Following the formation of a small brush company in 1925 by the eponymous Georg Karl, from 1960 onwards the focus turns to the cosmetics industry with the manufacture of nail polish and powder brushes. We take the first steps into the field of plastic processing as well as eyeliner and mascara production. In the 1980s GEKA becomes a renowned specialist in mascara. Brush shape, bristle cut, fiber material – every little detail of a twisted brush is perfected. The cosmetics industry is impressed and, with the transition into a new millennium, is ready for a completely new innovation: in 2005/2006 we take the market by surprise with the world's first plastic brush. With the Moltrusion® process we have initiated a real revolution in the field of mascara. This enthusiasm for innovation and technology is also demonstrated by the 600 brands, design patents and intellectual property rights currently registered, which constantly move our company forward.



## THE WORLD CELEBRATES WITH US

Today the GEKA Group, with its headquarters in Franconia, Germany, has grown into a global company with three successful divisions: GEKA Beauty, GEKA Healthcare and GEKA Accessories. 900 employees worldwide work in the sales offices and production facilities – in Paris, New York, Elgin near Chicago, Hongkong and Shanghai. And brand new this year: the opening of our factory in Brazil. In the second half of the year, the production of mascara bottles will start on the outskirts of São Paulo, on an area of 1,200 sq m and in three shift operation. The equipment: the latest injection blow molding and inline hot foil stamping machines and machinery for the assembly of upper parts. Components such as caps and thread parts will initially be imported from Germany – and from 2016 they will be manufactured on site using new injection molding machines. By producing on site we will be better able to adapt to your needs and local requirements – for example, with shorter delivery times.

## CONGRATULATIONS ON THE NEW LOOK

These changes and new structures are also evident in the rebranding of the GEKA Group – with clear positioning of the individual divisions. GEKA Beauty, with packaging systems and applicators for the cosmetics industry and an optimized logo in glossy purple and pink. GEKA Healthcare, with components for medical equipment and innovative solutions for the more precise and hygienic application of topical medications. And GEKA Accessories, with trading products and high-quality shaving brushes and haircare products. Also brand new is our website: compatible with mobile devices and clearly laid out in the divisions for a quick overview.

## NEW WEBSITE ONLINE

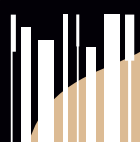


## STAY YOUNG WITH EXPERIENCE

In addition to the international expansions, we are also driving our growth strategy forwards in Germany. As a result of the recent acquisition of OEKA in Bamberg – an international manufacturer of plastic and metal components – OEKA BEAUTY and OEKA MED were integrated into our GEKA Beauty and GEKA Healthcare business divisions. The OEKA TECH division was transferred to the newly established GEKA company OEKA TECH Automotive GmbH. The result: extra capacity for the prestige range and an expanded product portfolio with lipsticks as well as in-house lacquering and metallizing. This will enable us to go on inspiring you with new, innovative products in the future. And continue our growth strategy.

## BEST WISHES FOR THE FUTURE

Taking another step forward, we are also planning recruitments and millions of euros investments to expand the technological equipment. Our goal: to be a globally operating, internationally recognized champion which specializes in the development and production of applicators and complete packaging systems for the cosmetics and pharmaceutical industries. And which will continue to impress you with product innovations again and again! Celebrate the coming decades of surprises with us – we are looking forward to seeing you!





# GEKA ACCESSORIES

## LET'S GO FOR BEAUTY

GEKA Accessories is a wholly owned division of the GEKA Group. The company develops and sources all types of accessories for international beauty brands and retailers such as cosmetic brushes, powder puffs, sponges, body accessories, hair products and spa and massage items. It also operates a manufacturing facility for premium shaving brushes and hair care products under the brand name VICTORIA that meet the high standards of leading global brands.

GEKA Accessories is the ideal partner to turn your request into reality. Our service is a real wellness package: we generate product concepts, develop them in cooperation with you, and source the products. With know-how that is exemplary: thanks to regular trend and market research, we are always up to date and know the trends of today and tomorrow. We know all about product materials, application and innovations and we collaborate with competent partners. As a solutions provider, we also create concepts for complete product lines.

Furthermore, our show room offers sufficient space to display all of the samples. Well designed, with products sorted by categories, it provides you with a clear overview of the entire portfolio. A captivating world of discovery, inviting exploration. We also provide comprehensive warehousing services to reduce lead times and ensure on-time deliveries.

Test us! We are happy to serve you. Flexible and reliable, passionate and professional. And true to our promise: Let's go for beauty!

### Beauty with brains

Flawless complexion and beautiful hair – the latest innovations from GEKA Accessories impress even the most demanding beauties.

### shapeARTISTS Radiant vitality

The patent-pending shapeARTIST brushes are truly eye-catching at the POS thanks to their specially shaped ferrules and individual shapes. Whether kabuki, blusher or foundation brush, with natural or synthetic wavy hair, the ferrule creates a heart, star or flower shape, for example. Eye-shadow, powder, blush etc. could not be applied more wonderfully or evenly! The results are impressive: beautiful touches for grand entrances!



### waveBRUSH Artistic caresses

Whether short or long, wavy or straight, dry or wet – the waveBRUSH cares for and styles any hair perfectly. Its strengths: gentle detangling without pulling. Its secrets: firstly, the patent-pending wave-shaped cushion which flexibly adapts to the shape of your head. Secondly, two different plastic materials: a harder grip material for the necessary stability and a softer bristle material for a pleasant feeling on your scalp. Individual decoration and design options give the brush the finishing touch.



# GEKA HEALTHCARE

The business unit GEKA Healthcare produces medical technology components as well as precise application systems.

## MEDICAL TECHNOLOGY COMPONENTS

Plastics and metal components for medical applications are manufactured at our Bamberg site. Thermoplastics and thermoplastic elastomers are processed to produce injection blow molded or injection molded components using various techniques – ranging from 1K and 2K technology up to over molding of metal components, or associating brushes with plastic components for cleaning scope devices for example.

Our many years of experience in the processing of plastics and metals as well as the manufacturing and high speed assembly in a specially designed 'clean room' under controlled atmospheric conditions (particle limit value according to clean room class 8, DIN EN ISO 14644) ensure highest standards. Unique surface finishes and decorations – individually adapted to each product – finally provide the necessary aesthetics.

For our customer Medwork, a medical technology company specialising in the manufacture and distribution of endoscopic devices, GEKA successfully delivers various products. One of which is a "lock" device used in endoscopy. Another one is a bite block, which is injection molded and the assembly of the Öko-Tex strap and secondary packaging are carried out in-line. GEKA also produces a handle locking mechanism for an injection needle. Here, a metal injection needle is over-molded with a plastic material.



## PRECISE APPLICATION SYSTEMS

If patients can easily find deposition systems for liquid / semi-solid drugs, they face a real lack of suitable application systems for these drugs, in particular if looking for precise and hygienic dosing with pharma applicators. Therefore, we have adapted a proven technology used in cosmetics to provide systems that combine these two attributes to fulfill pharmaceuticals and cosmetics needs.

Our applicators with extremely delicate micro bristles are the innovative answer to the raising trend of precise drug

application. This means: the formulation can be picked up under absolutely hygienic conditions and applied with extreme precision – even for the most sensitive and pinpoint application areas. The result: increased efficacy and simultaneous reduction of side-effects as non affected areas are omitted. Furthermore, several different cooperation projects allow GEKA to offer a range of products for diverse medical application areas.



Examples of micro bristle applicators under the microscope.

rommelag®



Together with rommelag® we have developed a cost efficient alternative to expensive and complicated dosing systems: the single dose packaging bottelpack® is manufactured using the blow-fill-seal technology and is combined with a micro bristle applicator.

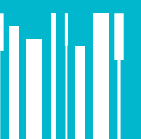
NEOPAC  
THE TUBE



Twist 'n' Brush is a unit dose tube with a micro bristle applicator developed with Neopac, the world-wide packaging specialist in the development and production of Polyfoil® high barrier tubes.

transcodent®

In cooperation with Transcodent we offer APPLIQUATOR®: a unit-dose micro bristle applicator for applying healthcare and cosmetic products.





# AVON

## BIG & DARING MASCARA

Ready for the big bang – the volume explosion for galactically striking eyelashes? With the new Big & Daring Volume Mascara, volume equivalent to a big bang is created in two strokes. And kindling a look that is extremely attractive!

As mysterious as the universe, as magical as stardust: the brand-new packaging produced exclusively for Avon! The elegant, deep-black bottle design with a white hot foil print heralds externally unsuspected dimensions. Sublime on top: the cap with a shimmeringly red diamond top and a silvery ring. Once unleashed, it radiates its inner power with a real bang.

The curved brush is produced at high speed, extends every individual lash and gives all ladies never-ending depth to their gaze. The fibers of varying lengths allow no hairs to escape; together with the creamy formula, they push every lash to its limit. The patented, wedge-shaped SEPA cut separates the hairs perfectly. For a phenomenally clump-free 360° look. And a force of attraction that is almost impossible to control.

*"Absolutely fantastic mascara, doesn't clump, brilliant volume and length! Can't recommend it enough!"*



# NOCIBÉ

## DEVIL EYES VOLUME MASCARA

Devilishly sexy and divinely seductive – a sinfully beautiful look with Devil Eyes Volume! This luxurious mascara promises all ladies brilliantly defined lashes with extra-hot volume. For an intense look that kindles a blazing fire even in unbelievers.

Why sell your soul to have your wishes granted? The unique design of the packaging seduces even innocent ladies. Both the bottle and cap entice with haptic refinement consisting of transparent silk screen printing, stylishly printed over with red hot foil and finished with a UV coating. For an infernally cool look. With a magic brush for maximum volume.

Only one has mastered this almost impossible trick: the curved 1K brush lashGLORY! Thanks to its shape, it adapts perfectly to the lash line and defines every individual hair immediately. The special arrangement of discs and bristles of various lengths ensures additional fullness – and almost celestial curl that lifts lashes to the heavens. The bristles on the tip of the brush ensure an additional push-up effect. Welcome to the she-devils' club!

*"All I was looking for and haven't found yet!"*





# MAYBELLINE

## LASH SENSATIONAL MASCARA

Simply sensational! A completely new fan effect that has never looked so full – with 100 % maximized lashes for limitlessly unfolding beauty! The mascara innovation Maybelline Lash Sensational gives all women a look so irresistible that it draws people almost hypnotically under its spell.

Eye-catching sophistication, right down to the exclusively produced packaging design: both bottle and cap gleam impressively thanks to the rosé-colored, mother-of-pearl masterbatch, enhanced with a design in black hot foil print. Inside: an outsourced brush, whose short and long bristles fan out each individual lash to full effect. Making lashes as big as they come! For a fantastic look, which you ultimately can't fail to love. Simply refined, stunning, Lash Sensational!

*"So happy I found a mascara I actually like and can stick with! I get compliments on my eyelashes and my friends have started buying it too and love it! I definitely recommend it!"*



# L'ORÉAL

## INFALLIBLE MEGA GLOSS

Infallibility in its highest form: Infallible Mega Gloss combines a hundred-percent look with zero compromises. Mega Gloss for a mega finish. For radiance that is best encountered with sunglasses.

This look is also reflected in the perfectly formed design – simple, but with a high-quality effect that is certain to impress any fashionista. The selected ingredients: an externally produced upper part and a high-quality, extra-thick bottle with two-color hot foil printing in glossy silver and black. As well as an innovative two-component wiper: the hard material ensures a secure hold in the bottle and the soft material gently but effectively wipes the applicator.

The packaging is as clever as the gloss is smart. For lips that always look well cared for and fuller – for many hours. Absolutely mega gloss!

*"The packaging is super chic!"*





# RIMMEL

## OH MY GLOSS!

Oh My Gloss! This indispensable all-rounder ensures a fresh look with a shimmering hint of color in the blink of an eye. And it conjures up fantastically full lips that make every woman a bewitching eye-catcher.

The packaging is also a real highlight! The new exclusive design entices with its extraordinarily twisted triangular shape and transparent bottle. This is printed inline with black hot foil using specially adapted printing dies. The cap is doubly radiant – with a debossed logo on the top and on the side.

The long and conically shaped 2K applicator flexiKISS promises to get hearts skipping during application. With its stable core, it offers precise outlining of the lips with exact dosage of the gloss. The softer material and extra flocking ensure that the applicator also feels very pleasant. Almost so gentle that happiness hormones are released without any kissing, creating a really good mood! Oh happy day!

*“In three words, they are gorgeous!  
The Oh My Glosses get two big  
thumbs up from me.”*



# ORIFLAME

THE ONE LASH & BROW CONDITIONING GEL  
THE ONE EYES WIDE OPEN MASCARA  
THE ONE INSTANT EXTENSIONS MASCARA

Turn the spotlights on for the three new stars from the beauty world! Oriflame presents exclusively designed mascara and eyebrow products with an embossed logo on the cap for the most attractive looks in the world: with extravagant curl, extreme lengthening, expanded volume and sexy accents – for radiant, captivating eyes.

Doubly good is the stylish Lash & Brow Conditioning Gel: it gives both lashes and eyebrows a dose of vitamins, extra gloss, and care for day and night. The asymmetrical brush with a conical tip catches even the tiniest lashes and accentuates the eyebrows perfectly. The longer fibers separate the hairs perfectly. The magnificent finish: the white metallic design with a silver glossy hot foil printing. A must-have for every purse!

Look here – here I come! – the Eyes Wide Open Mascara! Very appealing in red-metallic design and shiny silver hot foil printing. But the special wow effect is still waiting behind the scenes: the exclusively produced bi-color brush with EOS fibers of various thicknesses manufactured in-house. It lifts and curls the lashes from the roots to the tips – for more open and beautiful eyes. And more captivating than ever before!

This look will put each lady in the front row! The Instant Extensions Mascara lengthens the lashes tremendously and in just a few seconds! The star: the pink multi-benefit brush twistSENSATION, with its patented HYPNO cut and SEPA technology for sensational volume. The extraordinarily twisted spiral shape lifts the lashes with maximum sweep and lengthens them by 74% combined with the special formula. Its cool outfit is also eye-catching: a pink hot foil print on glossy silver packaging.





# ROYAL ETERNITY

## STAR LASH VOLUME MASCARA SUPER MEGA VOLUME MASCARA

Magnificent and regal – that's the impression made by both mascaras from Royal Eternity. With perfectly coordinated components thanks to fully finished production, including everything from the design concept to the box creation. Its glamorous beauty statement: long, jet-black eyelashes with sensational volume from the root to the tip. In a brilliant package for precious moments.

The Star Lash Volume Mascara is truly heavenly in its royal blue packaging with matt silver hot foil printed stars. And with its innovative 1K-brush catwalkLASHES, it makes dreams come true. The uniquely twisted shape with a combination of discs and brushes optimally covers even the tiniest lashes and creates an unmatched volume explosion. It makes a woman feel like a princess instantly.

An equally sumptuous beauty is promised by Super Mega Volume Mascara in its blue packaging with a yellow hot foil print for the bottle and cap. And with the multi-benefit brush flirtacious-EYES, it's enticing from the outset! The refined technologies used: in-house manufactured EOS fibers with a patented HYPNO cut for improved mascara absorption and mega volume – plus the patented SEPA technology for perfect separation. A perfect crowning for all beauties.



# APEX

## FAVOURIT XXL VOLUME MASCARA INFINITY LASH MASCARA

Endlessly long and ravishingly beautiful. Mega voluminous and wonderful. The Apex mascaras present themselves as two elegant works of art which really work wonders on your lashes! With perfectly coordinated components thanks to fully finished production, including design concept and box creation. And a finish that will captivate every woman!

The Apex Favourit XXL Mascara! The design: black with matt silver hot foil print on the bottle. The brush: pink, extra large and with in-house manufactured EOS fibers for mega-volume! Thanks to the grooves from the HYPNO cut even more formula is absorbed. And while the long bristles perfectly separate the lashes, the shorter ones intensify the volume with each application.

The Apex Infinity Lash New Look Mascara! The design: black with white hot foil print on the bottle. The brush: extra large and with in-house manufactured EOS fibers for greater volume and mega-lengthened lashes! The strong fibers ensure easy combability of the lashes. And the formula guarantees a long-lasting effect.

