

PRESS RELEASE
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MARVINPAC and STRAND COSMETICS EUROPE create MS swiss cosmetics SA.

The newly created company, based in Châtel-Saint-Denis, promises full service “Swiss made” solutions for high-end skin care brands.

MS swiss cosmetics was born of the meeting of two talents: on the one hand, STRAND COSMETICS EUROPE'S know-how in the creation and manufacturing of high-tech formulas for skin care products, and on the other hand, MARVINPAC's know-how in customized packaging, manufacturing of sets and co-packing. The two companies, alike in size and based in similar locations, share the same goals of technicity and naturalness.

The complementarity of their expertise, brought together within MS swiss cosmetics, meets the expectations of a demanding market in search of excellence, with its key challenge of satisfying both groups of customers: brands and users. A guarantee provided by the “Swiss made” label, the use of which is strictly regulated by law.

MS swiss cosmetics products will therefore be manufactured, filled and packaged in Châtel-Saint-Denis* (Veveyse District, canton of Fribourg), in modern and environmentally friendly workshops that display an exemplary carbon footprint. This choice environment offers water of exceptional quality, a major asset for the formulation of skin care products.

Eric BOUVIER, CEO of STRAND COSMETICS EUROPE, and Ludovic HERICHER, CEO of MARVINPAC, Associate Directors of the MS swiss cosmetics SA Joint Venture, have entrusted operational development to Judith LEVY, Business Unit Manager and privileged interlocutor for brands. Her mission is to pilot the already highly committed MS swiss cosmetics' team in their projects (Commercial contact: j.levy@msswisscosmetics.com +41 21 925 55 70 - www.msswisscosmetics.com)

MS swiss cosmetics will unveil its product ranges in Seoul (MakeUp, April 6 and 7), Dubai (Beauty World Middle East, May 15 to 17), Shanghai (China Beauty, May 18 to 20) and Paris (MakeUp, June 9 and 10) and will inaugurate its premises in June.

* Châtel-Saint-Denis, awarded the “City of Energy” label thanks to its exemplary energy policy, is located close to Fribourg's alpine foothills, at 810 m in altitude. It is crossed by a river, the “Veveyse de Châtel” that originates at the Dent de Lys, the commune's culminating point at the altitude of 2014 meters. The village is situated on the divide separating the watersheds of the Rhone and Rhine rivers.

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Judith LÉVY was appointed Business Unit Manager of MS swiss cosmetics, the new company that has been jointly created by MARVINPAC and STRAND COSMETICS EUROPE.

Supported by her team, she will design new ranges of upscale "Swiss made" cosmetics and skin care with and for cosmetics brands, by providing them a full service.

As a graduate of ISIPCA* Judith LÉVY has a 27-year experience in the world of cosmetics, in France and overseas. Her various positions at prestigious brands such as PARFUMS CHRISTIAN DIOR, SHU UEMURA, By TERRY and NUXE and at MARTINE LEHERPEUR CONSEIL contributes to her cosmetic expertise in formulation and designing of customized cosmetics solutions. Judith LÉVY was Business Manager at STRAND COSMETICS EUROPE since 2004. She joined MS swiss cosmetics in January 2016.

Meanwhile, Judith LÉVY is coordinating the cosmetic option's course of the Postgraduate Program in Fashion & Luxury Management of *the Institut Français de la Mode*. She is also taking part to a board of examiners at HEC Entrepreneurs.

* Institut Supérieur International du Parfum de la Cosmétique et de l'Aromatique Alimentaire