
PRESS RELEASE

May 2016

ATTRACT ONE EXPERT, a complete care solution
COSMOGEN has met a new technological challenge



COSMOGEN continues its revolution in instrumental cosmetics. ATTRACT ONE EXPERT promises a full care solution that combines the originality of the concept of ATTRACT launched by COSMOGEN in 2015, with intelligent packaging and the expertise of the formula.

COSMOGEN has met a new technological challenge that is protected by a second patent. This technological challenge is relative to the system made by the magnet/valve/ball. This system allows the distribution of the formula and permitting the valve to open by pressure of the tube, while maintaining the attractive power of the magnet on the ball. Once the pressure on the tube is released, the valve resumes its position and ensures sealing, preserving the formula from risk of contamination, whether during application or during cleaning with water.

The removable and washable Ø12mm ball-applicator provides a skin contact surface that is 3 times times more than a conventional roll on applicator.

The ritual is to distribute the right amount of the formula and then apply it with circular movements on the areas to treat. In the morning and when passed under cold water - or kept in the refrigerator - the ball-applicator tightens, tones and de-puffs the skin. In the evening and when passed under hot water, it facilitates penetration of the formula, contributes to cells oxygenation and regeneration, and relaxes the skin.

ATTRACT ONE EXPERT combines the precision of movement, the benefits of massage and the properties of the formula. It is fully customizable and could be like a jewel. It fully caters to the image of prestige care brands. ([Dedicated website](#))

Technical features:

Tube Ø19mm ; Capacity: 7 to 20 ml ; Sleeve: PE Mono or multi-layer, Alu-multifoil ; Cap: PCTA ; Holder PP ; Magnet : Neomydium ; Ball : Ø12mm, nickel free stainless steel ; Patented distribution system ; Decoration: Offset ; Silk screening ; Hot stamping ; Labelling ; Varnish ; Metallization ; Lacquering ; Metal overshell

Since 1982, COSMOGEN offers cosmetics and makeup brand brushes and sophisticated packaging that is dedicated to care and makeup application. In 30 years, the company has taken a leading position in designing innovative and technological cosmetics tools and accessoires aimed to enhance effectiveness of formulas and get professional results.

This search for perfectionism is a universal trend that especially appears in care and makeup through Nail Art, Makeup art. Graphic art appropriates bodies and faces, sculpts and draws up in a hyper realist way. COSMOGEN's vocation is to make possible the expression of that creativity with ultra-precise and professional tools.

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ATTRACT : a technological challenge

COSMOGEN has launched this patented revolutionary concept in 2015. It combines a magnet and a ball-applicator, that is maintained by the only force of a controlled magnetic field.

The removable and washable Ø12mm ball-applicator provides a skin contact surface that is 3 times larger than a conventional roll on applicator.

COSMOGEN has met 3 challenges for a perfect match between the holder and the ball:

- Design a stainless steel ball to benefit both the stainless steel properties and the steel magnetism.
- Adjust the vertical force.
- Adjust the lateral force.

To meet these challenges, COSMOGEN has considered quality standards of most prestigious brands on the market to be sure to comply with their specifications: resistance to oxidation and sweat, fragility threshold.



ATTRACT ONE

First declension of ATTRACT' concept, ATTRACT ONE is a cosmetic instrument that has been designed in response to the market demand for:

- Decreasing the effects of skin aging
- Reducing wrinkles in an easy and quick gesture

The independent applicator fits all formulas and massages the skin for deeper penetration.

Its strengths lie in the plurality of rituals he suggests around gestures - slight lateral massage with more or less pressure, by stretching, with circular movements -, use of hot and cold effect, according to the expected result.