

PRESS RELEASE

GEKA is bringing innovation to MakeUp in Shanghai

GEKA`s fusionAPPLICATOR recognized as high-precision skincare applicator by expert committee

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GEKA will showcase its latest packaging solutions for liquid cosmetics and skincare products at this year`s MakeUp in Shanghai exhibition. Selected from around 40 products, the company`s new fusionAPPLICATOR has received a prestigious IT PRODUCTS award and will be highlighted at the event`s innovation kiosk.

With a well-established history in packaging solutions for cosmetics and with over 600 patents and 4`000 brush designs to its name, GEKA is a true trendsetter that delivers innovative solutions to wide spectrum of customers in the beauty industry.

“When it comes to applying skincare products, the main challenges that end-users face are hygiene, wastage and product longevity,” says Alexandre Daniellot, Global Sales Director at GEKA. “We analyzed these three issues and developed a solution that combats them all. The fusionAPPLICATOR is hygienic and precise, designed to deliver products that stay fresher for longer.”

Applying skincare solutions with cotton buds or flocked applicators massively reduces product sterility as the fibers can adhere to skin during application. Finger application also carries a high risk of introducing pathogens to the skin. In addition to this, both methods compromise dosage accuracy and cause product waste.

The fusionAPPLICATOR features 50 micro-bristles made from pharma-grade material. These have a base diameter of 0.35 mm and tip diameter of 0.08 mm, enabling the smooth application of skincare products. Located in the middle of the device is a reservoir zone with no bristles to pick up the liquid or semi-solid formulas. Combined, these design characteristics deliver maximum precision, both in formula dosage and application.

GEKA`s design of the micro-bristles incorporates adjusted rigidity and specific geometry to ensure they are resilient and kind to the skin. The bristles have been developed to minimize spread, allowing them to reach hard-to-access areas while preventing any pick-up of contamination from the skin. The reservoir zone also means a higher dose of product can be administered per use, further reducing skin contact and maximizing hygiene.

“We`re excited that our fusionAPPLICATOR has been recognized by the MakeUp in experts as a leading innovative skincare packaging solution.” adds Alexandre

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Daniellot. "This is a real honor, and we can't wait to meet everyone at MakeUp in Shanghai to show them the latest additions to our product range!"

MakeUp in™ is a series of international industry events, bringing global beauty brands across all segments together. This year, GEKA will be at MakeUp in Shanghai to make a mark, showcasing its advanced applicator designs. Find out more about the company's fusionAPPLICATOR at the event's innovation kiosk located near the entrance of the venue and meet GEKA experts at Booth G33Bis to discuss your specific requirements.

About GEKA GmbH

GEKA GmbH, founded in 1925, is one of the world's leading manufacturers of brushes, applicators and of complete packaging systems for the liquid cosmetic industry. In addition, GEKA is offering Fully Finished service and a wide range of accessories. GEKA's product expertise, constant flow of innovations and countless patents mark us out as the application specialists. The product portfolio comprises applicators and packaging systems for: mascara, lip gloss, eyebrow, eyeliner, liquid eye shadow, liquid foundation and concealer as well as fully finished products. In addition to that, GEKA designs, develops and sources all types of accessories such as cosmetic brushes, powder puffs, sponges, hair products and massage items. In 2016 GEKA was acquired by the Swiss company Sulzer and is now part of the division "Applicator Systems". With the German headquarters, sales offices in Sao Paulo, Paris, New York City, L.A., Poland as well as additional manufacturing sites in Elgin, USA, Sao Paulo and Shanghai the company demonstrates an established global footprint. www.geka-world.com

About Sulzer AG

Sulzer's core strengths are flow control and applicators. We specialize in pumping solutions and services for rotating equipment, as well as separation, mixing and application technology. Our customers benefit from a network of over 180 production and service sites in about 50 countries around the world. Sulzer has been headquartered in Winterthur, Switzerland, since 1834. In 2018, we achieved sales of roughly CHF 3.4 billion with around 15'500 employees. Our shares are traded on the SIX Swiss Exchange (SIX: SUN). www.sulzer.com

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