

PRESS RELEASE**GEKA GmbH**
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Realizing circular beauty**GEKA achieves ISCC PLUS certification for USA manufacturing facility**

medmix Beauty (GEKA) has been awarded the International Sustainability & Carbon Certification (ISCC) PLUS certification for its plant in Elgin, Illinois. The certification is the latest step in the organization-wide sustainability strategy designed to deliver high precision applicator solutions with a lower carbon footprint.

ISCC PLUS is a sustainability certification program that assesses renewable stock materials that are not classed as transportation fuels. Focusing on the traceability of materials throughout the supply chain, the assessment also takes waste recovery into consideration. The third-party certification denotes that an organization is part of a circular economy and is committed to attaining globally recognized ecological and social sustainability standards, carrying out voluntary reductions of carbon emissions and ensuring supply chain traceability.

“As a market-leader in cosmetic applicator and packaging technologies, we are focusing on introducing sustainable solutions featuring post-consumer resins (PCR), renewable raw materials and biopolymers – such as our Reborn Collection. We are collaborating closely with our suppliers to achieve overarching sustainability goals, reducing our carbon footprint and ensuring our products are part of a circular economy,” says Girts Cimermans, CEO medmix.

As part of its sustainability approach, medmix, has undertaken numerous third-party assessments. Recently, the medmix Beauty (GEKA) business was awarded a B Supplier Engagement Rating by the CDP for actively working with partners to reduce the climate impact of its supply chain. In addition, GEKA has had its carbon inventory independently assessed by the TÜV NORD. GEKA in Bechhofen, Germany also holds an EcoVadis Platinum medal for sustainability, placing it in the top 1% in its sector. Further illustrating its commitment to a low carbon future, GEKA is signed on to the Science Based Targets Initiative (SBTi) to reduce greenhouse gas emissions in line with the Paris Agreement.

“Independent sustainability certifications are important as we can transparently share our progress with customers, suppliers and end users,” Girts explains. “We are continually working to improve sustainability in the beauty sector. With regards to materials, we are aiming to send zero waste to landfill by 2025, while reducing the carbon footprint of our global supply chain by 30% compared to 2019.”

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About GEKA GmbH

GEKA GmbH, founded in 1925, is one of the world's leading manufacturer, supplier and wholesaler for high precision beauty application solutions including mascara, lip gloss, concealer, micro brushes and beauty tools. In addition, GEKA is offering Fully Finished service. GEKA's product expertise, constant flow of innovations and countless patents mark us out as the application specialists. Since 2021, GEKA is part of the Swiss company medmix. 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, Brazil, and Shanghai, China, the company demonstrates an established global footprint. 800 committed employees around the globe achieve the difference. www.geka-world.com

About medmix

medmix is a global leader in high-precision delivery devices. We occupy leading positions in the healthcare, consumer and industrial end-markets. Our mission is to provide innovative solutions to help millions of people live healthier and more confident lives. Our customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 13 production sites worldwide together with our highly motivated and experienced team of 1'900 employees provide our customers with uncompromising quality, proximity and agility. medmix is headquartered in Zug, Switzerland.