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GEKA expands its range of sustainable packaging solutions with new liquid concealer system

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Applying sustainability to lookFLAWLESS

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Continuing on its mission to help the beauty industry realize a cleaner future, GEKA has launched a sustainable cosmetics packaging solution for concealers, lookFLAWLESS. With its core components, including a crystal-clear bottle, incorporating recycled materials, this all new product offers a more environmentally friendly way to effortlessly apply liquid makeup.

A leading innovator in the field of packaging solutions for cosmetics, GEKA has created lookFLAWLESS with the growing demand for sustainable products in mind. The bottle, cap and thread part are made using Post-Consumer Resins (PCRs), which are derived from items that have been reprocessed into recycled plastics. In addition to this, the easy-to-handle delightfulCHARMER applicator contains a minimum of 25% recycled flock.



Combined, the components that makeup the lookFLAWLESS mean that 42% of the overall product is originated from recycled plastics. To achieve this without compromising on aesthetics, GEKA has developed a process to create crystal clear bottles made of polyethylene terephthalate glycol-modified (PET-G) containing 30% PCR. The reduced crystallinity of PCR-PET results in a much greater clarity rate compared to conventional recycled PET, which means that coloration of the plastic is no longer needed. This transparency produces more appealing bottles while also offering greater functionality for end-users who can easily monitor how much product they have left.

Featuring a stunning metallic look, the cap is molded using 100% PCR-polypropylene (PP) and the thread part is made of polybutylene terephthalate (PBT) containing 66% PCR. The bottle is also paired with GEKA's delightfulCHARMER applicator, specially designed for

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use with products such as concealer or lip gloss. This spoon shaped applicator uses a minimum of 25% recycled flock for smooth application of liquid makeup, matched with a formula reservoir for optimum product dosage.



“We’re really excited to unveil lookFLAWLESS to our customers,” says Frédéric Duquet, Head Global R&D and Innovation at GEKA. “People are looking more and more towards a sustainable future, and a cleaner beauty routine is a key area where we can make a change. As a packaging provider, we are always looking for ways to innovate and develop products to help achieve this.”

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. 1’000 committed employees around the globe achieve the difference. 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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