

PRESS RELEASE

February 2024

GEKA LEADS THE WAY TO SUSTAINABLE BEAUTY WITH A CDP B RATING

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GEKA leads the way to sustainable beauty with a CDP B ratings

Disclosing its efforts to address climate change and water security issues, GEKA, a part of medmix, has been awarded B ratings by the CDP. The next steps in its ongoing environmental, social and governance (ESG) strategy, these results confirm the beauty brand as a sustainability leader in the cosmetics sector.



A high precision cosmetics application expert, GEKA is continually working to lower its environmental impact. Its range of reduced carbon footprint products, commitment to send zero waste to landfill by 2025, and emissions reductions across operations and the

supply chain are placing the company at the forefront of a burgeoning sustainable beauty industry.

Oliver Vogel, Head of GEKA, said: "We are dedicated to sharing our sustainability progress with our stakeholders and the market. Transparency means that we can properly benchmark our performance and ensure that our partners and customers can make educated decisions regarding products and services. It helps us to improve too, evidenced by our better performance in water security this year. Getting independent verification from third-party experts like the CDP is crucial for our ESG strategy."



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The CDP, formerly the Carbon Disclosure Project, runs a global disclosure system for organizations, covering key issues such as climate change, water security and forests. By encouraging engagement with environmental challenges, the CDP aims to accelerate the transition to a sustainable economy. Furthermore, CDP reports give companies the opportunity to identify areas for improvement, guiding wider sustainability strategy.

GEKA's B ratings were scored across two separate categories: climate change and water security. As well as showing that the company is taking coordinated actions to tackle these issues, GEKA's results exceed the global averages and the industry performance in its segment of plastic product manufacturing.

This disclosure follows after GEKA GmbH received a fourth consecutive EcoVadis Platinum Sustainability Rating, placing it in the top percentile of companies in its category. Additionally, working with the Science Based Target Initiative (SBTi), GEKA recently committed to lower its 2029 greenhouse gas emissions by 30% compared to 2019.

A part of medmix, a global leader in high-precision delivery devices, GEKA has launched the first ever vegan friendly post-consumer recycled (PCR) fiber filaments designed for use with mascara and eyebrow brushes. Its Reborn Collection contains at least 93% PCR and bio-based materials in a range encompassing mascara, lip gloss, eyebrow brushes, cleaning pads and accessories. Consequently, consumers can now choose makeup products that excel both in terms of look and sustainability.

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About GEKA

*Founded in 1925, the GEKA brand is a world leading manufacturer, supplier and wholesaler for high precision beauty application solutions for mascara, lip gloss and concealer products. With deep expertise in beauty tools, twisted wire brush and micro brush technologies GEKA represents continuous innovation through its numerous patents. As part of medmix, a global provider of high precision delivery devices, GEKA offers worldwide access through manufacturing sites in Bechhofen, Germany, Elgin, USA, Sao Paulo, Brazil, and Shanghai, China.
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 customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 15 production sites worldwide together with our highly motivated and experienced team of nearly 2'000 employees provide our customers with uncompromising quality, proximity and agility. medmix is headquartered in Baar, Switzerland. Our shares are traded on the SIX Swiss Exchange (SIX: MEDX). www.medmix.swiss

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