

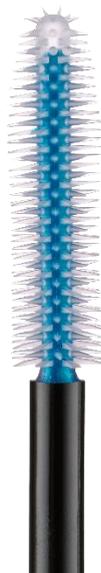
PRESS RELEASE**GEKA GmbH**
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Web geka-world.com*October 2021***GEKA's leading beauty applicators on show at MakeUp in Paris**

October 11, 2021, Bechhofen, Germany.

GEKA's leading beauty applicators on show at MakeUp in Paris**Magical results land innovation award for pureDEFINITION mascara brush**

GEKA will attend this year's MakeUp in Paris exhibition to share its latest application solutions for liquid cosmetics with the industry. A standout highlight in the event's product showcase area will be the pureDEFINITION mascara brush. The applicator, described as 'perfect' by the show's expert jury, has won GEKA an IT PRODUCTS award for innovation.

The pureDEFINITION mascara brush is a new design created using GEKA's bi-injecting Sandwich technology. Many molded mascara applicators are made from only one plastic, meaning the bristles are hard and too harsh for sensitive eyes. GEKA's Sandwich technology combats this issue. Here, a bi-injection process manufactures the brush from two different plastics, allowing the applicator to have both a hard core and soft bristles.



This combination creates a brush that curls, lengthens and separates lashes while remaining gentle to the eyes. Its alternate rows of conical bristles and slim wedge-shaped discs deliver the optimum amount of product for beautifully lengthened and defined lashes.

"We are delighted that another one of our high-precision beauty applicator solutions has won a prestigious IT PRODUCTS award," says Frédéric Duquet, Head of R&D and innovation at GEKA. "Our mission was to develop an applicator that delivers high-impact yet effortless results, even for the thinnest and shortest lashes. It is really

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rewarding for this to be recognized by industry experts. We can't wait to meet everyone at MakeUp in Paris to talk about our products and learn about all the fantastic developments in the beauty industry."

MakeUp in™ is a series of international industry events, bringing global beauty brands across all segments together. Following a successful trip to MakeUp in Shanghai where GEKA won an IT PRODUCTS award for its micro bristle fusionAPPLICATOR, GEKA will be at MakeUp in Paris. Find out more about the company's award-winning, advanced beauty applicators by talking to GEKA's experts at booth J22.

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. 1'000 800 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 customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 12 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. www.medmix.swiss