

**PRESS RELEASE**

February 2026

**MEDMIX BEAUTY (GEKA) APPOINTS NEW HEAD OF BEAUTY BUSINESS UNIT**

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February 26, 2026, Bechhofen, Germany.

## Jennifer Dean appointed as Head of Beauty Business Unit

**medmix, global leader in high-precision delivery devices, appoints Jennifer Dean as new Head of its Beauty Business Unit, leading Beauty brands GEKA and QIAOYI, effective immediately.**

Jennifer Dean brings deep knowledge of both GEKA and QIAOYI, having played a key role in their development during her tenure as medmix's Chief Financial Officer, a position she has held since the Company's IPO in 2021. With her strategic insight and broad experience, she is well positioned to lead the Beauty Business Unit into its next phase of growth.



"I am delighted to take on the leadership of medmix's Beauty Business Unit, a global leader in its market segments," she commented. "Our Beauty brands, GEKA and QIAOYI, are strongly positioned for the future, supported by close customer collaboration, high quality service, an innovative and proven product portfolio, and high performing teams."

In her new role, Jennifer Dean will further develop and refine the Beauty portfolio and product strategy, with a strong focus on accelerating the growth of the company's brands and strengthening its market position.

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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](http://www.geka-world.com)

*About QIAOYI*

*Originated from 1988, QIAOYI is one of the leading manufacturers of make-up packaging in Asia. QIAOYI joined medmix in 2023, as a way to rapidly expand medmix's global Beauty footprint in Asia. As a local supplier with profound experience, QIAOYI owns deep relations and knowledge in the market. Its ISO9001 factory is located in Guangdong China, and it contains over 100 sets of injection machines. QIAOYI's product categories cover the whole series of make-up packaging, including lip gloss tubes, lipstick cases, lip balm cases, mascara tubes, eyeliner containers, compacts and roll-on bottles.*  
[www.qiao-yi.com](http://www.qiao-yi.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](http://www.medmix.swiss)*

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