

PRESS RELEASE

April 2021

GEKA's new cosmetics set makes morning routines a breeze

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The right makeup applicators FOR ME

GEKA's new cosmetics set makes morning routines a breeze

Cosmetics packaging innovator GEKA has launched its latest kit, the FOR ME Care Collection. With sustainably produced, high performance applicators, users can create the perfect morning beauty routine in just six steps.

GEKA believes that a beauty routine should be effortless, with users feeling like the best version of themselves. The FOR ME collection was designed with this in mind and comprises six applicators to cover every base - skin rescue, concealer, mascara, brow gel, lip oil and lip stain as well as lash and growth serum. These all come in a soft vegan leather bag together with a pair of mini tweezers.

The FOR ME applicators feature highly ergonomic and functional designs, with micro bristles that consistently load, and release defined and precise doses of cosmetics, such as concealers and serums. Another key element is the EOS green fiber technology that uses bio-based, vegan materials with irregular surfaces to help end users apply lash or brow formulations evenly and quickly.



Thanks to these innovative characteristics, it is possible to pair superior makeup formulas with the right applicator for flawless and unrivalled results. The six packaging solutions also help users avoid direct contact with the makeup contained, supporting hygienic practices. Ultimately, the FOR ME collection is an all-round kit that helps to create a step-by-step daily regime for the perfect balance between skincare and makeup.

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Skincare Collection launch 'FOR ME'

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Alexandre Daniellot, Head of Global Sales at GEKA, comments: "We are excited to unveil our FOR ME Care Collection, which has been developed to simplify daily beauty routines. Our high-performance applicators provide precise, on-point skincare treatments, such as vitamin C serum applications or spot correctors. Designed to enhance natural beauty, we know customers will love the results that can be achieved with the FOR ME Care Collection."

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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