

## PRESS RELEASE

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### Innovating to drive sustainable Beauty

## GEKA receives Ringier Innovation Award for its sustainable packaging solutions

Medmix Beauty brand GEKA, high-precision beauty applicators manufacturer, has received the Ringier Innovation award for 'Reborn', its collection of sustainable solutions for all five components of liquid cosmetics packaging.

This latest recognition underlines GEKA's position as an industry-leading innovative applicator expert with a strong emphasis on sustainability. GEKA was selected from among 134 companies and 230 entries at the Ringier Innovation Award for Personal Care 2022.

With its collection 'Reborn', GEKA gives plastic packaging a second life. The sustainable packaging solutions for lip and eye use recycled materials or biobased alternatives and are paired with clean, cruelty free, super-food formulas and, no unnecessary ingredients for brow, lash, and lip. In combination these products contain 93% sustainable materials.

As part of medmix, a global leader in high-precision delivery devices, GEKA takes a systematic approach, to develop and deliver solutions that drive meaningful, long-lasting, and positive change, by working hand in hand with its stakeholders across the value chain, including suppliers, communities, and customers.

In 2022, the company released its first Sustainability report, outlining the commitment and progress towards its sustainability goals. Download GEKA's Sustainability Report here: [https://www.geka-world.com/fileadmin/user\\_upload/downloads/sustainability/GEKA\\_Sustainability\\_Report.pdf](https://www.geka-world.com/fileadmin/user_upload/downloads/sustainability/GEKA_Sustainability_Report.pdf)

#### **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 medmix**

medmix is a global leader in high-precision delivery devices. We occupy leading positions in the healthcare, consumer and industrial end-markets. Our mission is to provide innovative solutions to help millions of people live healthier and more confident lives. Our customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 13 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](http://www.medmix.swiss)