



POST-CONSUMER
recycled
FIBERS

The industry's
FIRST RECYCLED FIBERS
for mascara brushes

PLATINUM

Top 1%

2022
ecovadis

Sustainability
Rating



A medmix Brand



**WE ARE
THE
MASCARA
GURU**



**ABOUT
GEKA**

WE LOOK BACK ON

60

years of in-house
fiber brush production

WE BUILT ON

47

high-quality
manufacturing machines

WE PRODUCED

96.000.000

twisted wire brushes
in 2022

WE OFFER

600

available brush designs

WE OWN

5

patented technologies
for brush grinding

OUR STRENGTH

in-house technical center
of excellence for fiber brush
development

OUR UNIQUE SERVICE

mascara workshops in
Bechhofen – the world's
excellence center in mascara

WE PROVIDE

exclusive & patented
fiber filaments

WE RELY ON

100 %

camera checked brush
production

FIBER TECHNOLOGIES

BRUSH CUTS & GRINDINGS

SIAM CUT



UNIQUE VERTICAL BRUSH GROOVES

- | Short bristles
= Volume reservoir
- | Longer bristles
= Separation
& Combing

SEPA



THE FINISHING TOUCH

- | Wedge shaped
bristles for perfect
lash penetration
- | Separation, combing
& anti-clumping

HYPNO CUT



MORE PROFILE FOR MORE VOLUME

- | Special volume zones
for extra volume
- | Combining zones for
precise separation
& definition

HYBRITION



PERFECTLY DOUBLE TWISTED

- | EOS fiber &
sophisticated foil
coating
- | For volume &
quicker results



SUSTAINABLE PCR-PET FIBER

**The industry's first post-consumer-recycled
fiber filament for cosmetic brushes.**

- | Sustainable and vegan fiber filament
- | Made of up to 65% PCR-PET material
 - | High bulk deposit
- | Ideal for mascara and brow treatment
- | Available in different strength



SUSTAINABLE PCR-PBT FIBER

**The industry's first post-consumer-recycled
fiber filament for cosmetic brushes.**

- | Sustainable and vegan fiber filament
- | Made of up to 65% PCR-PBT material
- | The fiber amplify great separation and lengthening results
- | Regular bulk deposit
- | Usable for mascara and eyebrow brushes
- | Available in different strength





ecoLASH 314360

THE BRUSH

A twisted wire brush in a cylindrical conical shape. Made of a post-consumer-recycled and vegan fiber filament to meet sustainability requirements. The long cylindrical part easily and quickly reaches the longer lashes. The short conical tip accentuates even the smallest lashes in the corner of the eyes and the bottom lashes. The open surface of the brush makes the lashes easier to fall into the gaps, where the bulk is deposited inside, and thus more bulk can be transported onto the lashes.

THE BULK: MAJESTIC MASCARA MA446

Sophisticated lash care mascara with top performing and high purity raw materials. Defines, hydrates and takes care of the lashes. 3-in-1 buildable volume, panoramic and lengthening effect. Formulated to be defining, hydrating. Vegan.

THE PACKAGING

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
370189 PCR-PET	22405 PCR-PP	9211506	320464	314360 PCR-PET	12 ml	no

Ready-to-go packaging in classical shape with PCR materials for bottle, cap and mascara brush. Decorated with in-house hot foil stamping.

ecoLASH 314360

THE BRUSH

A twisted wire brush in a cylindrical conical shape. Made of a post-consumer-recycled and vegan fiber filament to meet sustainability requirements. The long cylindrical part easily and quickly reaches the longer lashes. The short conical tip accentuates even the smallest lashes in the corner of the eyes and the bottom lashes. The open surface of the brush makes the lashes easier to fall into the gaps, where the bulk is deposited inside, and thus more bulk can be transported onto the lashes.

THE BULK: PANORAMA LASH MULTIPLIER MA544

A new vegan, creamy and intense volume mascara that “wide opens” the gaze and multiplies the lash effect. Its formula with high naturality levels, it gives lengthening and curling actions and a natural buildable volume that can be increased with more strokes to achieve a high bold effect.

THE PACKAGING

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
370189 PCR-PET	22405 PCR-PP	9211506	320464	314360 PCR-PET	12 ml	no

Ready-to-go packaging in classical shape with PCR materials for bottle, cap and mascara brush. Decorated with in-house hot foil stamping.





greenLOVER 314424

THE BRUSH

A twisted wire brush in a cylindrical conical shape. Special feature: PCR-PBT fiber and SEPA technology. The long cylindrical part easily and quickly reaches the longer lashes. The short conical tip accentuates even the smallest lashes in the corner of the eyes and the bottom lashes. Refined with GEKA's SEPA treatment that creates chisel-shaped fibers for a better separation of the lashes.

THE BULK: NATURAL GLAM MASCARA

A new patent pending technology, which utilizes the high speed of the facilities to create a unique featuring an incredible NATURAL MASCARA with perfect adhesion on lashes amazing writing effect. Ultra intense in metallic coverage. TEXTURE: special vegan texture with NATURALS oils and unique raw materials mixed with patented NEW TECHNOLOGY for an incredible results.

THE PACKAGING

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
370189 PCR-PET	22405 PCR-PP	9211506	320464	314424 PCR-PBT	12 ml	no

Ready-to-go packaging in classical shape with PCR materials for bottle, cap and mascara brush. Decorated with in-house hot foil stamping.

ecoWONDER 314425

THE BRUSH

A slightly woman-shaped fiber brush. Made of a post-consumer-recycled and vegan fiber filament to meet sustainability requirements. Due to the special brush shape, the lashes are pushed upwards during the application and become curled and lengthened while they get covered with the bulk. The concave part in the middle of the brush perfectly adapts to the shape of the eyeball and its lash line and works as bulk reservoir zone.

THE BULK: NATURAL GLAM MASCARA

A new patent pending technology, which utilizes the high speed of the facilities to create a unique featuring an incredible NATURAL MASCARA with perfect adhesion on lashes amazing writing effect. Ultra intense in metallic coverage. TEXTURE: special vegan texture with NATURALS oils and unique raw materials mixed with patented NEW TECHNOLOGY for an incredible results.

THE PACKAGING

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
370189 PCR-PET	22405 PCR-PP	9211506	320464	314425 PCR-PET	12 ml	no

Ready-to-go packaging in classical shape with PCR materials for bottle, cap and mascara brush. Decorated with in-house hot foil stamping.





natureLASH 314426

THE BRUSH

A twisted wire brush in a conical shape.

Made of a post-consumer-recycled and vegan fiber filament to meet sustainability requirements. Due to its conical shape, the longer lashes can be accentuated easily, but also the shorter lashes can be reached without smudging the eyelid. The pointed brush tip can be used for easy retouching and lash definition. Designed for lengthening and natural volume effect.

THE BULK: BIOLASH ALL-IN-ONE MASCARA

Clean, vegan, all-in-one mascara designed with 93% natural derived. 100% free of micro plastics and synthetic polymers. This rich and creamy mascara features a natural jellying agent, Bamboo-derived fibers an innovative natural film-forming from the Shorea Robusta plant, and Rice Waxto impart volumizing and lengthening benefits with clump-free application.

THE PACKAGING

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
370189 PCR-PET	22405 PCR-PP	9211506	320464	314426 PCR-PET	12 ml	no

Ready-to-go packaging in classical shape with PCR materials for bottle, cap and mascara brush. Decorated with in-house hot foil stamping.

SUSTAINABLE MATERIAL OPTIONS



ITEM	CURRENT MATERIALS	CLEAN MATERIALS SOLUTION	% MATERIAL
CAP	PP	PCR-PP	100 %
ROD	POM	PBT BIO BASED CASTOR OIL PCR-PET	100 % 66 %
BOTTLE	PET or PP	PCR-PET PCR-PET cristal clear	100 % 50 %
WIPER	LDPE	LLDPE BIO BASED SUGAR CANE	84 %
BRUSH	PBT or PA	BIO BASED CASTOR OIL PCR-PET PCR-PBT	100 % 65 % 65 %
APPLICATOR	HYTREL I TPE etc.	RECYCLED FLOCK	Min. 25 %

GEKA ACCESSORIES: Bag made of cork. Natural material to meet sustainability requirements.



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