

PRESS RELEASE

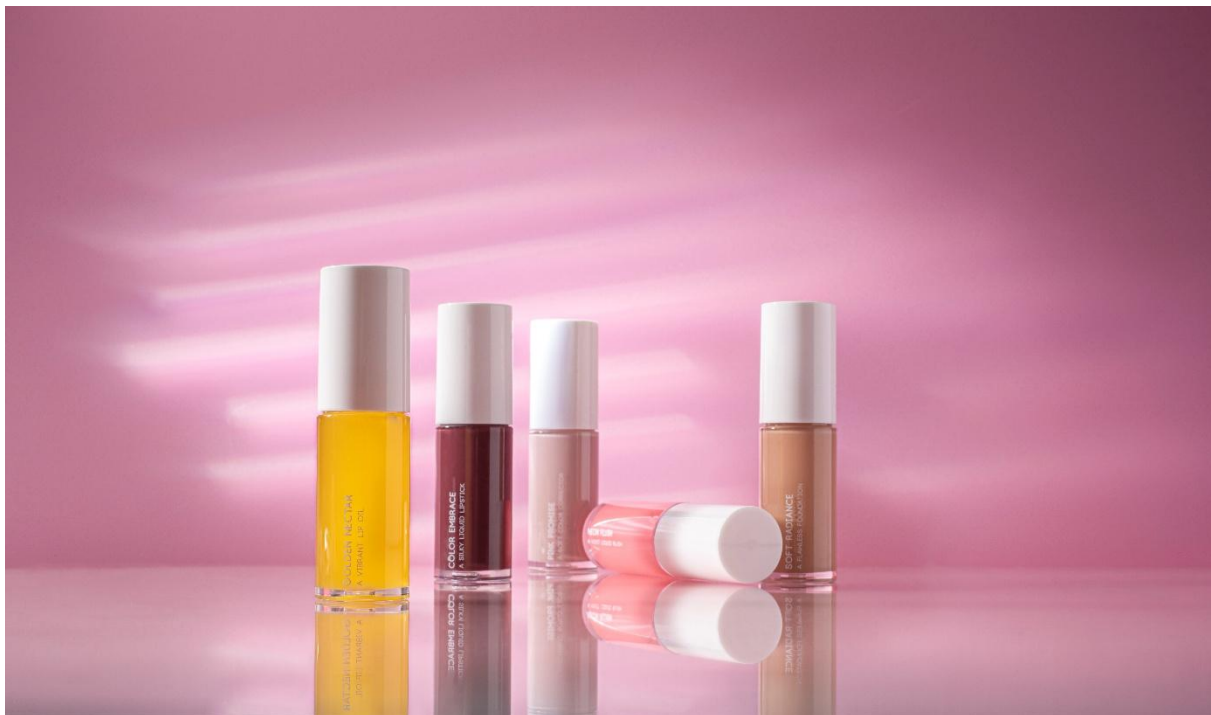
February 2026

**GEKA INTRODUCES GLOW BETWEEN MOMENTS COLLECTION
AT PARIS PACKAGING WEEK****GEKA GmbH**
Waizendorf 3
91572 Bechhofen
Germany
Tel. +49 9822 87 01
Web geka-world.com

February 9, 2026, Bechhofen, Germany.

**GEKA introduces Glow Between Moments collection at
Paris Packaging Week**

GEKA has unveiled its latest beauty collection, Glow Between Moments, to widespread praise at Paris Packaging Week – the world’s largest packaging event for the aerosol, cosmetics, and luxury drinks industries. Soft, minimalistic, and design-led, the new collection marks a key expansion of GEKA’s lip and face portfolio while still delivering the company’s commitment to precision and style.



Glow Between Moments brings together a new packaging format with a curated range of lip and face applicators. The collection includes five dedicated lip and face applicators, developed for applications including blush, lips, and concealer. Each applicator is carefully engineered to support effortless precision and intuitive use, ensuring that both colour and texture are applied smoothly and evenly.

PRESS RELEASE

February 2026

GEKA introduces Glow Between Moments collection at Paris Packaging Week

Page 2 of 2

One of the highlights of the collection is its use of magicLUMINA – the newest format in GEKA’s modular range of colored cosmetic packaging solutions. Featuring a glass-like design, magicLUMINA delivers a premium look and feel while still enabling precise, controlled dosing. magicLUMINA comes with a line of new applicators for lip & face application to further strengthen GEKA’s high-precision product portfolio for makeup.

“Glow Between Moments is a clear expression of our ongoing commitment to innovation, quality, and thoughtful design,” said Olivier Wattripoint, Head of global Sales at GEKA.

“From applicator development to packaging aesthetics, every element of this collection has been carefully considered to deliver both performance and a premium user experience. We were proud to present it at Paris Packaging Week, an event with such a strong legacy and global reach, and to share our latest developments with the wider packaging and beauty community.”

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

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

Inquiries:

*GEKA Media Relation: Stefanie Gunz, Head of global Marketing & Communications; Lea Bogenreuther, Junior Marketing Manager
Stefanie.Gunz@geka-world.com Lea.Bogenreuther@geka-world.com*

*Medmix Media Relations: Malaika Schröder, Global Corporate Communications Lead
communications@medmix.com*