

**PRESS RELEASE**

March 2023

**GEKA POINEERS IN POST-CONSUMER-RECYCLED FIBERS FOR MASCARA BRUSHES****GEKA GmbH**  
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14 March 2023, Bechhofen, Germany.

## GEKA pioneers in post-consumer recycled fibers for mascara and eyebrow brushes

Delivering its latest sustainable cosmetic innovation to market, medmix Beauty segment GEKA will launch the first ever post-consumer recycled (PCR) fiber filaments for mascara and eyebrow brushes at Cosmopack Bologna 2023. A world leader in high precision beauty application solutions, GEKA will showcase its new range of sustainable brushes on Booth E28/F27, Hall 15 from 16-18 March.

Complementing the brand's biobased range of fiber filaments for brushes, GEKA is the very first to make a PCR variant commercially available for this application. Brushes in the new range feature 65% recycled polyethylene terephthalate (PET) or polybutylene terephthalate (PBT) – increasing their sustainability. All products in the range are vegan friendly and can be used for eyelash and eyebrow treatments. Excellent application performance is assured, with suitable fibers and brush designs available for volume, separation, curling or lengthening.

"We are excited to bring this new improved sustainability innovation to market. Not only do we believe in developing ground-breaking, technically advanced beauty solutions, but we also feel strongly about protecting the beauty of our planet. This new pioneering range of brushes helps our customers and users do the same," said Huong Bister, Head of global R&D of GEKA.



The brush range includes the conical shaped ecoLASH twisted wire brush; the similarly constructed greenLOVER with SEPA chisel-shaped fibers which boost separation; the curvy and concave ecoWONDER offering increased eyelash curvature and lengthening; and the natureLASH, which has a pointed tip for easy retouching and lash definition.

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Page 2 of 2

All brushes are backed by GEKA's 60 years of experience developing and manufacturing high quality products for beauty applications. Producing 96 million twisted wire brushes in 2022, the brand offers more than 600 designs and holds 5 patented technologies for brush grinding.

As part of its full service for cosmetic applicators and packaging, GEKA provides a wide range of compatible mascaras, including vegan options, with varying effects. Complete product support is available from design to testing, packaging to filling – delivering customers finished, eye catching beauty products on the shelves faster.

A part for medmix, global leader in high-precision delivery devices, GEKA; the leading manufacturer of brushes and applicators for makeup and skincare, is at the forefront of sustainability in the beauty industry. As such, its Reborn collection of mascara, lip gloss, eyebrow brushes, cleaning pads and accessories is made from 93% bio-based and recycled materials.

Beyond sustainable products, the brand has been receiving an EcoVadis Platinum rating for three years running, set emissions reduction targets with the Science Based Target Initiative (SBTi), is introducing renewable electricity across its manufacturing operations and is committed to send zero waste to landfill by 2025.

**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 customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 14 production sites worldwide together with our highly motivated and experienced team of around 2'100 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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