

PRODUCT NOVELTY

HYBRID SKIN CARE

SKINCLUSIVITY

GEKA's 2-in-1 hybrid product answers your skin's needs during day and night.

The practical **dual ended hybrid** product for beauty and care comprises a **high-lighter for the perfect glow** during day and a **vitamin c serum for night application** to match your skincare requirements.

The material impact of this 2-in-1 product boasts a 25%* reduction of CO2 emissions compared to virgin material, as the bottles are made of post-consumer-recycled PET material and the micro bristle applicators are made from a pharma-grade material without using any metal, glue, flock, or additives.

Both formulations are truly stunning and **suitable for any type of skin**.

SKINCLUSIVITY – THE BEAUTY MOVEMENT

The **desire for transparency** is stronger than ever. The so-called authenticity of social media was quickly replaced by the hype around photoshop and the deceitful realization that what and who we were trusting were advertising puppets. As a result, the buzz around former influencers are fading to give way and space for genuinfluencers or – in other words, people who will share their views and opinions on social media.

What does that mean for companies and brands? We should not overlook this trend and be honest and transparent. This also means practicing inclusiveness as a company and committing ourselves to the wellbeing of all without distinction.

In the end, it does not matter how old you are, what skin type, tone, or texture you have – **the right products must be available for everyone**.



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HIGHLIGHTER - 28885 fusionAPPLICATOR THE PERFECT GLOW

- **Innovative applicator** with very delicate micro bristles for the precise, pure, hygienic, smooth application of formula
- Overall, **50 bristles** with 4.23 bristles per mm²
- Bristle diameter base: 0.35 mm
- Bristle diameter tip: 0.08 mm
- **Reservoir zone** with no bristles in the middle for viscous formula
- **Ideal for skin care treatment** e.g. highlighter or anti-aging serum application to ensure pointed and dosage application with maximum precision



VITAMIN C SERUM - 14471 pureIDENTITY THE ANTI-WRINKLE HERO

- Innovative micro bristle applicator (MBA) in **flat design**
- **Patented paintbrush-like product** with 25 micro bristles
- **Micro bristle technology allows the** loading and release of an accurate amount of product **in a precise, consistent, and user-independent manner**
- Ultra-exact and hygienic application, **ideal as a spot corrector or vitamin C serum**



ADVANTAGES OF GEKA MICRO BRISTLE APPLICATORS (MBA)

- Soft micro bristles allow for **precise, hygienic, and soft product application**
- **Exact matching** of the applicator to the application, product, and customer requirements
- **Higher dosage and application precision**
- **Pure pharma-grade plastic:** no use of glues, fibers, metal or additives
- **Reduced product waste**