

**PRESS RELEASE**

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June 8, 2022. Bechhofen, Germany.

## **GEKA reveals new trend-driven collection 'Soul Craver'**

**Advanced application expertise and market intelligence exemplifies how to turn beauty trends into products ready for sale**

Medmix beauty (GEKA) will attend this year's MakeUp in Paris exhibition (booth J22) to share its latest application solutions with the industry. A standout highlight will be the brand-new product collection 'Soul Craver', inspired by a beauty trend for autumn/winter 2022/2023, that comes with new ready-to-go solutions and high-performing cosmetic applicators.

'Soul Craver' is a collection that shows how market trends can be transferred into products, application performance, decoration, and product appearance. The heat of the trend is all about hyper-sensualism, introversion, self-optimization, and nourishing. As we learn to respect our body more and more – the vehicle that carries us through life – we start to develop a protective and-, caring attitude towards ourselves, towards the others, and towards nature. By protecting nature, we are protecting ourselves and future generations.



Eyes get truly stunning with this all-in-one mascara using GEKA's **magicEYES brush**: A fiber brush made of EOS fibers for heavenly separation, refined with the patented HYPNO cut with 3 grooves. These work as bulk reservoir zones for extra volumized lashes. The special bristle configuration is ideal for lash lengthening from the roots to the tips. The brand-new cigar shaped packaging appears metallized in a vibrant trend shade and comprises GEKA's reliable click-close mechanism for accurate, secure, and airtight sealing of the packaging.

**PRESS RELEASE**

June 2022

**GEKA's reveals new trend-driven collection 'Soul Craver' at MakeUp in Paris**

Page 2 of 3

The lash & brow serum comes along with GEKA's **definitionLINER**. A multi-benefit applicator for brows and lashes that is soft as a brush and precise as a nylon applicator. It allows an easy adjustment of line thickness during the application for maximum control. The mini-sized packaging is molded with glossy masterbatch and refined with in-house silk screen printing.

Lips & cheeks get heavenly highlighted with the hybrid product of this collection. Applied with GEKA's **sexyLIPS applicator** with extra flexible design. Its tapered shape ensures a precise and pointed application on cheek bones and lips. Even make-up finish and easy lip contouring is guaranteed. It appears in a brand-new ready-to-go packaging suitable for lip & facial makeup: Heavy walls for an unmatched glass look.

The travel-sized mascara conjures-up GEKA's **magicEYES brush**. Molded in metallic masterbatch for a fascinating look and catches-up a warm color of the trend range. Thanks to the big bottle neck, it can cover the same big brush as the full-sized version.

No more bad hair days! Our scrunchie is elastic, comfortable to wear and perfect for cool hairstyles and to give your outfit the ultimate finishing touch. All items are stylishly packed in the trendy rose gold bag by GEKA Accessories.

GEKA takes macro, social, and consumer trends and transforms them into clear, innovative ideas for color cosmetic ranges. GEKA's powerful trend research and analysis help brands to stay on top with market insights and authentic creative content. We provide you with what you need to know for must-have make-up looks and packaging concepts for the upcoming seasons, which are achieved by our in-house design possibilities and guided by the latest innovations, patented technologies, and manufacturing excellence. Customers worldwide rely on our lab expertise, product engineering, and market intelligence. We are happy to offer advice, either as an ad hoc service or a full-service solution!

To learn more about our products and service and discover our collection 'Soul Craver', visit GEKA on Booth J22 during MakeUp 2022 from 16-17 June.

**PRESS RELEASE**

June 2022

**GEKA's reveals new trend-driven collection 'Soul Craver' at MakeUp in Paris**

Page 3 of 3

***About GEKA GmbH***

GEKA GmbH, founded in 1925, is one of the world's leading manufacturer, supplier and wholesaler for high precision beauty application solutions including mascara, lip gloss, concealer, micro brushes and beauty tools. In addition, GEKA is offering Fully Finished service. GEKA's product expertise, constant flow of innovations and countless patents mark us out as the application specialists. Since 2021, GEKA is part of the Swiss company medmix. With the German headquarters, sales offices in Sao Paulo, Paris, New York City, L.A., Poland as well as additional manufacturing sites in Elgin, USA, Sao Paulo, Brazil, and Shanghai, China, the company demonstrates an established global footprint. 800 committed employees around the globe achieve the difference.

[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 12 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.

[medmix.swiss](http://medmix.swiss)