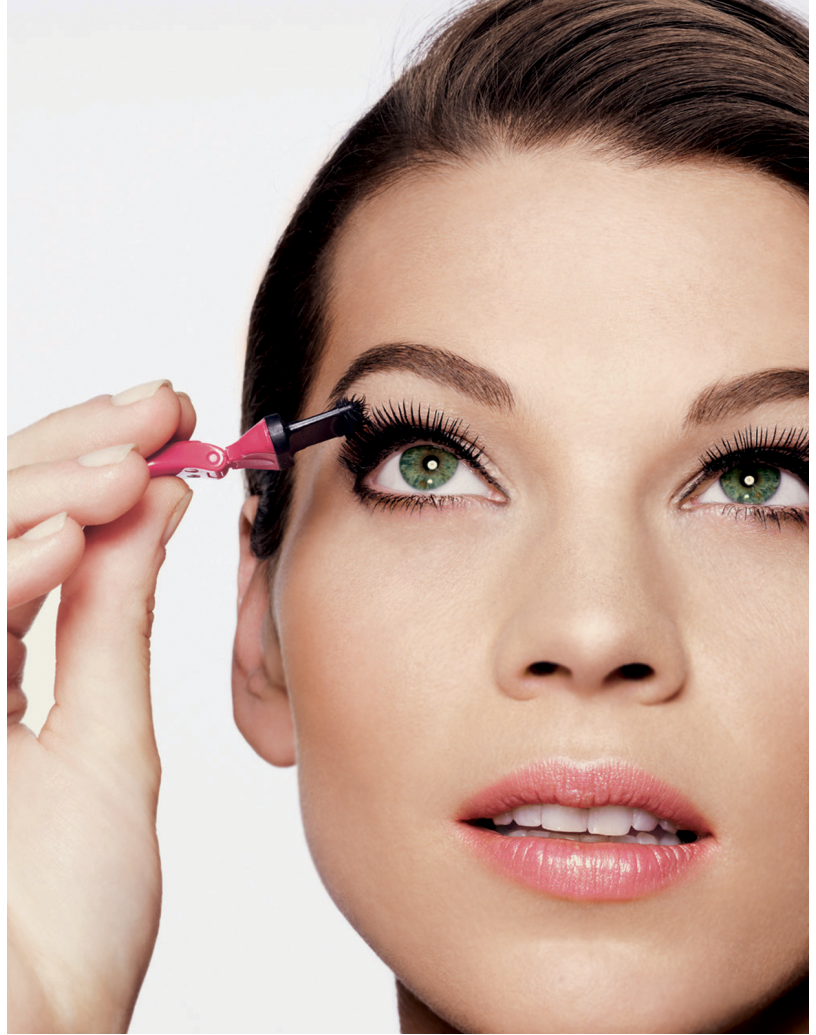


NEW GESTURES

Colour cosmetics | What new application systems and applicators does the future hold in stock?

AUTHOR: Karl Hartstock-Martin, head of product development, Geka, Bechhofen, Germany
karl.hartstock@geka-world.com
www.geka-world.com



By offering the world's first moulded mascara brushes, our company changed the mascara market. Today we offer more than 50 different designs for moulded brushes and several thousand twisted wire brushes. We also produce moulded brushes with two different materials. With the help of patented technologies such as **Sandwich** and **Moltrusion**, brushes with both soft bristles and a hard core can be created. These provide stability and comb the lashes, thus preventing clumping. But apart

from new brushes, we have also developed products with new application options for mascara. **Avon's Mega Effects Mascara** is an exceptional packaging concept that allows application from the front and **Sephora's Upside Down Mascara** features a double-sided brush with a patented tweezer mechanism.

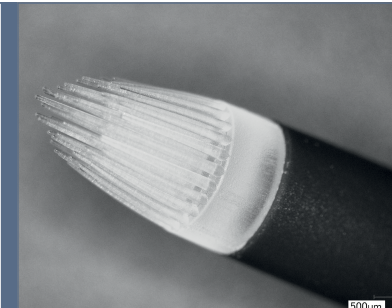
Products with new application gestures

But what concepts will come next? On the one hand, we are working on more new application systems. Our

Flip Cap Concept facilitates using mascara by replacing the screw opening with a more simple flip mechanism, which also enables full emptying of the pack. Our **Cake Mascara** is a round device which allows mascara to be applied from the front. On the other hand, we are working on applicators. Based on a mascara brush with 1,248 fine bristles (normal brushes have about 400 bristles), we now also offer **micro bristle applicators** for more precise and hygienic application, as they have more than 3 times more bris-



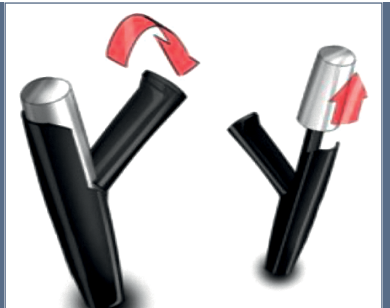
Unit dose tube with a micro bristle applicator



Extremely delicate micro bristles for very precise application



Round device for application from the front



The screw opening is replaced with a more simple flip mechanism

THE GEKA GROUP AT A GLANCE

Founded as a small brush factory in Bavaria, Germany in 1925, the Geka Group has now grown into **an international company** with its **central production locations in Bavaria**, production plants in the **USA** and **Brazil** as well as **sales offices** in Paris, New York and Shanghai. Within the company's three divisions, **Beauty, Healthcare** and **Accessories**, they employ a total of approximately **900 people**. Today the company is a **global manufacturer of brushes, applicators and of complete packaging systems for the cosmetics industry**. Their product expertise, constant flow of innovations, large number of **patents** and **registered designs** mark them as application specialists. Their service includes **unique developments** and **non-exclusive packaging and applicator solutions** for mascara, lip gloss, eyeliner, liquid eye shadow, nail polish as well as fully finished products.

bles than other brushes. This is important in healthcare, where current application systems such as cotton tips, flocked applicators, spatulas, nail polish brushes or fingers have drawbacks such as a lack of sterility, application and dosage precision, poor hygiene and fibre detachment. In contrast, our micro bristle applicators with their different shapes and more than 6 bristles per mm², ensure dot precision as the bristles do not spread. They can also reach targeted areas thanks to adjusted rigidity and resilience. Micro bristle applicators can be combined with various packaging systems ranging from dip-in packs to single sticks or even flow-through and blow-fill-seal systems. Together with **Rommelag**, we have developed a cost-efficient alternative to expensive and complicated dosing systems: the single-dose packaging is manufactured using the so-called blow-fill-seal technology and is combined with a micro bristle applicator. **Twist'n'brush** is a unit dose tube with a micro bristle applicator developed with **Neopac**, the global packaging specialist for the development and production of **Polyfoil** high barrier tubes. □

MICRO BRISTLES

ensure dot
precision



The **optimum angle** of application can be set as required

Geka created the world's **first moulded mascara brushes**



Creativity has many faces

Our test designs as well. Developed individually just for you, DIN certified

Thank goodness the DIN exists in Germany. And even better that DERMATEST® goes that extra mile. We have developed our own quality management system (certified by TÜV Rheinland) that sets high standards. This system enables us to promise performance that our customers can trust. And the users, too.

With standard, three-star and five-star seals of approval DERMATEST® proves the quality we uphold.

We offer dermatological clinical application tests and cooperate with other medical specialists such as ophthalmologists, gynecologists, pediatricians and dentists. Our tests include simple patch tests conducted in accordance with international guidelines | Measuring skin elasticity (cutometry) | Determining the hydration and fat content of the skin (corneometry, sebumetry) | Sun protection determination according to ISO | Photo patch tests | Long-term (repetitive) patch tests | Safety assessment | Measuring TEWL | Ultrasound examination of the skin | Determining skin roughness using PRIMOS (optical 3-D assessment device) | UVA protection in accordance with ISO standard | TrichoScan hair analysis | Determining skin properties by confocal laser scanning (VivaScope 1500 system) | Human full-thickness skin model for cosmetic testing of efficacy and tolerance. In addition, we can offer you customized test designs to fit your special needs.



Dermatest* GmbH
Engelstraße 37
48143 Münster
T +49 (0) 251-481 637 0
www.dermatest.de
info@dermatest.de