

# GEKA UPDATE

|| PSST: ROYAL  
MAKE-UP TIPS  
FROM CLEO

|| BEAUTY INSIDER:  
TRENDS 2019/2020

|| BUSINESS BOOSTER:  
SPEED TO MARKET

|| EXCLUSIVE:  
FANTASTIC NEW  
PRODUCTS

2 October  
2018





Welcome to the second issue of GEKA Update Magazine 2018 – right on time for Luxe Pack Monaco 2018. We are proud to give you a sneak preview into our projects as well as an outlook to our further development.

Once again this year, we were on the road for business – and have already made an appearance at seven trade fairs. At MakeUp in Los Angeles in February, we had a small but attractive booth at the Barker Hangar. The highlight was our molded brush, burlesqueBEAUTY, which was voted one of the most innovative make-up products by the jury. It was then presented as part of the trade fair's Innovation Tree with its impressive decoration featuring a gradual lacquering that faded from black to seductive red.

One of the most important exhibitions for us was Cosmopack in Bologna in March. There – with our largest booth of the year with 96 m² – we presented the "urbanHEAT" collection as one of the trends for Spring/Summer 2019. The midnight blue set featured our new Sandwich Brush, lashDIVINE, and the innovative sunshineFIBER amongst others. There were interesting conversations with customers and partners – and a visit from our colleagues, who were on a staff trip through Italy, was a special highlight.

We were also very pleased with our premiere at MakeUp Shanghai in April with our beauty collection "Romantic Reality". The goal is to strengthen our presence in the multi-faced Asian market – and a real highlight of the trade fair was the fascinating lecture given by one of our employees, on innovations in mascara products: from exclusive GEKA fibers to innovative molded brushes and 3D-printed prototypes.

After a break of several years, we were back again at Cosmetic Business in Munich in June – with a fantastic booth themed around summer, sun and holidays. Visitors were visibly thrilled by our inspiring "#travelgirls" collection. Many employees also took advantage of the fair's proximity to our headquarters to meet customers and partners or gather inspiration.

For the ninth time in a row we were also represented as exhibitors at the very beginning of MakeUp in Paris in the Louvre with our "nomadiCTREASURE" collection. This trend for Spring/Summer 2019 sees the combination of modern technologies with the purity of nature. Here too: we were proud to receive an Innovation Tree award for our Sandwich brush lashDIVINE with packaging made out of a special masterbatch that changes its color according to the light.

At MakeUp in New York in September, we unveiled our "helloGLAMOUR" collection. The collection, which will also be shown at Luxe Pack Monaco in October, is a must-have for all glamorous beauties who wish to shine with impeccable make-up. An absolute novelty in another special prestige set: "Polymorph Mascara Packaging" with an inner plastic bottle and metallic outer sleeve in different shapes as well as a lip-gloss with a ceramic cap. Our goal, as always, is to inspire you over and over again! You will learn more in the welcome message from our management team.

Further highlights of this issue include our reference products: gorgeous mascaras and the extravagant "City Styles" line from GEKA Accessories ensure perfect urban beauty looks. You will also find an insider's look at the trends for Fall/ Winter 2019/20 as well as exclusive interviews with former employees, who will give you a very personal insight into every day working life at GEKA. Our crowning glory this year, in the truest sense of the phrase: a collaboration with Princess Cleopatra zu Oettingen-Spielberg, who has already enchanted us with her "Cleo's Corner" column and royal make-up tips.

Stay up to date by checking out our website and social media channels or visiting us at any one of our numerous exhibitions – where we will be happy to advise you personally.

## UPDATE 2018 | 2

### CONTENTS

<b>Editorial</b>	<b>3</b>
<b>Greetings</b> Management-Team	<b>4</b>
<b>Cleo's</b> Corner	<b>5</b>
<b>Interview</b> with former employees	<b>6</b>
GEKA on the road <b>employee events</b>	<b>7</b>
<b>Speed to Market</b>	<b>8</b>

<b>Trends</b> Fall/Winter 2019/2020	<b>10</b>
<b>Shiseido</b> ImperialLash MascaraInk	<b>12</b>
<b>Glossier</b> Lash Slick Mascara	<b>13</b>
<b>Mirra</b> Indian Summer Mascara	<b>14</b>
<b>Müller</b> Display City Styles	<b>15</b>





# GREETINGS

## FROM THE MANAGEMENT-TEAM

We – the new management team of GEKA – are proud to introduce ourselves in this issue of GEKA Update. Despite the World Cup debacle, the summer heat and the holiday season, it is always our ultimate goal to inspire you as our customers and partners. In this issue, the feature “Speed to Market” offers you a first look into our optimized processes.

GEKA is currently undergoing a major transformation. The beauty industry is very agile and dynamic, and will be unrecognizable in a couple of years. We are therefore permanently adapting to market needs and reinventing ourselves time and time again. Our goal is to constantly develop innovations.

Brand new: our bi-injected Sandwich brush lashDIVINE, made of two different materials, patented sunshineFIBER, and a metallic chrome masterbatch. Also unique is our “Polymorph Mascara Packaging” – a bold step away from conventional cosmetic packaging with metal sleeves, which always has an inner bottle made of plastic with the same geometry as the outer case. Our innovation: an inner bottle in a round design that can be used together with metal outer shells in a variety of shapes, without any adjustments or additional effort. The asymmetric parts are simply connected by an adapter on the bottleneck. The Inner-Outer-Bottle-system is revolutionized due to this and offers a clear advantage with a variety of customization options and the ability to combine shapes, colors and surface structures – with vastly reduced development times and very low investment costs. In addition, the surface of the metal makes the product a high-quality, high-end packaging option for prestige customers.

But for all our customers it's our goal to always think one step ahead of the competition – which is why we are constantly developing new technologies and materials. One real highlight we have realized is a ceramic cap, made of extremely dense material that can only be polished using diamond dust. The optical effect: sensational.

Although GEKA stands for superior technology and outstanding quality, we know that such developments can only be achieved with one very special component: our experienced and highly motivated employees. Every single one of them brings their dedication, personality and ideas to work every day – just to inspire you. We have also included this special attitude in our new HR slogan: “Alles. Außer gewöhnlich.” – which roughly translates in English to “Everything. Except Ordinary. Extraordinary.”

Also extraordinary was the team-photoshoot. Through the two-face photos, we want to show that our work is not just business for us, but that we are also emotionally connected to it. The photoshoot also had another entirely different positive outcome: it led to good cheer, lots of fun, and a great dose of team spirit.

A picture is worth a thousand words – true to this saying, we are now also present on Instagram and YouTube in addition to Facebook, LinkedIn and Xing. Here you will also find our brand-new image film, which is just as captivating as our entrepreneurial spirit and, above all, conveys the message: Beauty Starts Here.

We hope you enjoy reading this issue of GEKA Update!

Best regards  
Your Management Team

STEPHAN SCHATZ



ROLAND BLANK



CHRISTIAN HAUGER



JAN KOLAR



BRAD THOMPSON



CHRISTINE SENKEL



KATRIN VOSS



LISA DÄSCHLEIN



MAXIMILIAN GRITZBACH



MARCUS HIEMEYER



# Cleo's Corner

She's a mother, model and actress: Cleopatra zu Oettingen-Spielberg, known as Cleo, captivates many with her fairytale beauty and her radiant green eyes. What's more, she's a real princess and as such, she's the perfect face for GEKA. In her column, she'll be rummaging through the royal beauty bag and – pssst! – sharing her top beauty secrets with us.

Only 30 minutes from GEKA's headquarters in Waizendorf (Bechhofen), lives Princess Cleopatra zu Oettingen-Spielberg – in a castle as a real princess would! We are incredibly proud to be represented by Princess Cleo because, despite not being blue-blooded ourselves, we are bound by the crucial qualities we have in common: we are both regionally rooted and internationally successful, diverse

and multi-faceted, family-driven and authentic. Above all: Cleo, as a modern aristocrat, is able to fulfil two of our wishes at once: to raise our reputation in the region and internationally as well as impart exclusive aristocratic beauty tips right from the source. Nobility also obliges: Cleo will for example support us with social media activities and on Instagram. So, a very warm welcome to the court at GEKA, Cleo!

## Profile

Born Oct 3, 1987 in Bern, Switzerland

Mother is Chilean, father is German

Raised in Chile, Germany and England

Studied "International Communications and Journalism" at the American University of Paris, Diploma in Acting from Barcelona

Speaks German, English, French and Spanish

Princess of Oettingen-Spielberg since 2016 through her marriage to Prince Franz Albrecht, mother to a daughter since 2017

Has appeared in Vogue, Elle, Cosmopolitan, Bunte and Gala magazines

## Interview

**You have been living in the small town of Oettingen for some years now. What do you like most about the rural region here?**

The landscape, the peace and the friendly locals. Things are very different in a big city; in a rural region, you simply have a little more privacy and time for your family.

**Why did you choose to collaborate with GEKA?**

I found the variety of products and possibilities at GEKA very exciting and I really wanted to work with interesting people from the area. What's more, I've always had a hidden passion for beauty products – and GEKA is a well-known company and among the world market leaders in this field. I'm looking forward to working with the GEKA team!

**As a successful woman in the fashion and acting business, you definitely have to deal with the topic of beauty: do you have any beauty secrets, tips or tricks?**

A few years ago, I had to put on so much make-up because of jobs that I tried to care for my skin even more in my free time – but even this “extra care” was not good for my skin. What I've learned from this is that less is sometimes more. Since then, I have been using products specifically targeted for my skin type. But my best tips are to drink lots of water, get plenty of sleep and eat healthy.

**You also travel a lot. Which beauty product do you always have to have with you?**

Lip balm, face cream with UV protection and, of course, mascara.

**Which travel destinations are still at the top of your bucket list?**

Japan and Bali – these are my dream destinations.

**Do you always have your make-up artists with you when you travel or do you sometimes just do your make-up yourself?**

I always do my own make-up when there isn't a special event to attend – usually in a very natural way, which is how I feel most comfortable. I love the natural look, which does not make me look overdone or disguised.

**What is your life motto?**

You only live once. I try to enjoy every moment and only do things that I am convinced about and which make me happy.

**If you had three wishes, what would they be?**

I would like to have more time to travel, to sleep more deeply and, at some point, to have a horse.



# INTERVIEW

WITH FORMER EMPLOYEES

Many of you might still know Jerry Sapienza and Ludwig Strobl. After many years at GEKA, they're now enjoying their retirement in the U.S. We did an interview with them, because everyone who's been at GEKA for so many years has a lot to tell ...

## How did your career at GEKA look like?

**LUDWIG** I started at GEKA on May 1, 1979, and I still remember my first interview at the headquarters in Waizendorf. Coming from electrical engineering, beauty products were quite a different area. Finally, I started in a position in technical sales support, sort of a project manager, and we initiated a few extraordinary developments. In the early 1980s I then restarted the Quality Assurance System. From January 1984 to August 1985, I worked for GEKA U.K. in Amersham and Stanley on improving the collaboration between GEKA Germany and GEKA U.K. and finding new business and new projects. Back from the U.K. I worked as a Project Manager again for a while, and in the early 1990s I moved to the Sales Department as a Key Account Manager. For the last 15 years I worked there, later also as head of the department East Europe, Scandinavia, Germany, and Austria.



**JERRY** I worked for GEKA almost 20 years, from about 1995, in three different capacities – as GEKA's U.S. agent while I was President of Toly USA, as President of GEKA/Toly USA, and as President of GEKA USA – and I never left the same desk! After I retired in 2013, I enjoyed another year as a consultant at GEKA. That was the best job title I ever had, "Senior Advisor". My original GEKA experience began much earlier. I worked with the company as our supplier when I was with L'Oréal and others. My first visit to GEKA was around 1980.

## Since you spent so much time at GEKA, what did you appreciate most when working for the company?

**LUDWIG** I enjoyed working in a small company with good contact to the people. Also, working in a responsible way with the necessary amount of personal freedom to do so. Being recognized as an expert in this business, and seeing how much customers appreciated our innovations, was also rewarding. And of course I loved having the opportunity to travel and to meet people from all over the world.

**JERRY** I appreciate the opportunity, GEKA gave me to run a company. GEKA set the goals, and it was my responsibility to

develop a plan and put together a team to achieve them. I'm also grateful for how GEKA sought input from me and others when developing a long-term strategy.

## As you're both men, how did it feel for you to be working in the beauty industry?

**LUDWIG** Coming back to my technical background, I always was focused on how we developed and produced these products. So I felt fine selling these products, and I was happy to see others getting more beautiful with my or our help. I liked this "romantic approach", but in reality most of the time we were dealing with issues like price, lead time, capacity, and statistics.

**JERRY** I've never worked anywhere but the cosmetic and fragrance industry. It's the most interesting business for packaging. It's faster-paced than food or pharmaceuticals: They think in terms of years for a new package launch, but in cosmetics we think in months. I really enjoyed working with our products. They're highly technical products that involve a lot more engineering and design than people imagine.

## Have you ever tried the products on your own?

**LUDWIG** Yes, once I colored my mustache with black water-proof mascara, not realizing that it takes ages to get rid of it. Mr. Karl asked me into his office shortly after that, and some of the people there had a lot of fun.

**JERRY** Honestly, not really. I could never figure out how a woman applied mascara. Getting the applicator that close to my eye made me nervous.

## What was the funniest moment or situation at GEKA?

**LUDWIG** We had always fun – at shows, in meetings, and not to forget our Christmas parties in the earlier days – and I'm glad that Facebook and all the other social media didn't exist back then. I think it was always a remarkable situation when we created the names for our products: I remember with pleasure the packaging "phantasic plastic," "square chic" and only for insiders, the "Strobl cap."

**JERRY** The funniest moment might have been promising two of our customers exclusivity on the exact same mascara applicator. There are still people at GEKA who remember that day. It's funny now, but it wasn't funny back then. Furthermore it was great, being part of the team that sold the original Moltrusion applicator. Sometimes I would call the

**GEKA is a great company with great people. And although we had always a lot to do, we always had great times.**

Jerry Sapienza



headquarters at 3:00 a.m. New York time because I was so excited I couldn't sleep. What I really remember is the fun I had with my colleagues, especially at events like exhibitions and sales meetings. We worked hard all day, but dinners together were great fun, with lots of laughs and stories. More than once, a restaurant employee would come over and ask us to be a little quieter. They tried, but we were just enjoying ourselves too much.

## What are you doing now? Do you already miss GEKA?

**LUDWIG** I didn't have so much time for my family in those last years, and I like very much being with them in Alabama. So far I'm not the kind of retiree

who says, "I have no time." The hot weather and the beach keep me from being too busy with all the work that should be done around the house. Do I miss GEKA? I miss some of my colleagues and I hope we meet again when I'm back in Germany.

**JERRY** I've been "retired" for more than five years, but consulting has kept me busy. I turned 70 this year and promised myself that I'll stop working completely by December at the latest. For fun I still dabble in photography. My wife Shakeh and I took up the sport of clay shooting a few years ago, and we're very active with that. I keep promising myself to start playing golf again. So far I've only managed to get in one or two rounds. It seems that retirement hasn't freed up much time.



We were always sailors. After five years of being boatless, we realized how much we missed being on our river, so we just purchased a small sailboat. It's great getting back on the water. What I miss at GEKA is easy: the people. I don't miss creating the annual sales budget!

# GEKA ON THE ROAD

EMPLOYEE EVENTS 2018



## CIAO, BELLA ITALIA!

March 15 to 17, 2018  
Employee trip to  
Bologna and Verona

That was the motto for around 100 manufacturing and administration colleagues from the Waizendorf, Königshofen and Bamberg locations. To get things started, everyone received a goody bag containing provisions, a copy of GEKA Update, mascara, trade fair entrance tickets and lots more.

First stop: The Cosmopack Trade Fair in Bologna, with inspiring insights into the collections of international exhibitors from the cosmetics industry – and exciting glimpses into the future at the GEKA booth.

Next stop: Verona, the city of lovers, with a two-hour guided city tour to see some of Verona's cultural highlights; including the arena, the Ponte Scaligero bridge and Juliet's balcony from Romeo & Juliet. The evening came to a close with some culinary delicacies at the San Matteo Church restaurant. The next morning's picturesque destination was Malcesine at Lake Garda. Here, the travelers had the opportunity to immerse themselves fully in the "La Dolce Vita" ambience of the quaint little shops and admire the Castello Scaligero as well as Santo Stefano Church. Once everyone had posed for a group photo, it was sadly time to start the trip home. Arrivederci – it was bellissima!



## FUN AS PART OF THE TEAM

### AT OUR SPORTS EVENTS

We are also active in sports! Through team success at various sports events, we strengthen motivation, communication and the team spirit in our company. All GEKA employees and their family members are welcome to join in. The running sessions after work are also open to anyone. Just move!

### April 12, 2018 Franconian Company Cup 2018 Erlangen

Our footballers did very well in the tournament against 15 other strong company teams, which really promoted team spirit and the love of the game: They were rewarded with an amazing 5th place overall. Congratulations!

### May 5, 2018 City Run Ansbach

This year's 18th Ansbach City Run – which included 6.9 km, 10 km and 21.1 km events – saw our runners in a great mood in the brilliant sunshine at the start and finish lines.

### July 4, 2018 Networking Run Ansbach

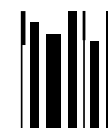
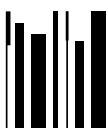
The support group "Lebenshilfe Ansbach" created a relaxed atmosphere for forging new contacts according to the motto, "Sports connect". We were able to present ourselves as a very active employer and were successfully represented by four GEKA athletes. Family members and visitors along the route cheered on our team – which achieved amazing results despite the relentless heat.

### September 15 and 16, 2018 "Tough Mudder" Mud Run

Fun and challenging teamwork obstacles over 8 to 18 km made this day a tough, but unforgettable, experience. Full power ahead!

### September 23, 2018 Seenlandmarathon Pleinfeld

Up to six runners formed a team in a relay marathon (42.195 km): the panoramic route along the water's edge of the Brombachsee offers a unique running experience – for recreational joggers as well as marathon heroes.





# GEKA SPEED TO MARKET

## Customer Launch Machine for New Products and Innovative Full-Service Provider

*We know what you want – and can develop and implement tailor-made products for you, even without detailed specifications. From idea and development up to delivery, from consulting to product design, marketing, production and filling. A full service that allows you to faster realize your ideas and bring them to the market even quicker: Speed-to-Market performance at its best. We can promise you: globally, we are the fastest – best in class.*

## PACKAGING PERFORMANCE

### BLOCK BUILDING SYSTEM (BBS) FOR THE SEGMENTS EYES AND LIPS

Our modular, flexible system offers countless possible combinations of bottles, caps and applicators for liquid color cosmetics. Thanks to a large selection of packaging designs and existing tools, you do not need to invest money in an own tool or time in development. This guarantees the shortest project runtimes with maximum reliability.

### FIBER AND BRUSH KIT

As a global specialist for applicators, we always have one goal in our sights: products that are perfect down to the smallest detail. That is why we develop and manufacture our very own patented fibers in-house for our twisted wire brushes, so that we can perfectly implement your ideas – for optimal mascara bulk pick-up and application. See for yourself with our two kits for fibers and brushes, which present all models – including molded brushes – from our standard range.

### 3D PRINTING OF MOLDED BRUSHES

GEKA has been using 3D printing with additive production technology to create brush prototypes for some years now. With the Selective Laser Sintering (SLS) method, the development process is considerably shortened: you can now receive your first testable applicator within just one week – instead of the previous 18. Adjustments can be made immediately, significantly reducing development times and costs, and your products can be brought to the market quicker – beyond state of the art.

### ONLINE CONFIGURATOR

In 2019, we will introduce a digital product configurator that will further reduce the time needed from the start of development until launch and, in doing so, surpass maximum agility. Create your own product by simply selecting a bottle, cap, and brush or lip-gloss applicator from our standard portfolio and finishing it with your own logo and design. You can then view the result as a true-to-life virtual model.

### CENTER OF EXPERTISE FOR DECORATION

Discover our newest technologies in the field of decoration. All it takes is one single production line to produce bottles, decorate them with hot-foil printing, and fit them with wipers. This internal in-line production and in-house embossing process reduces both logistical costs as well as the time and energy required for production.

We are also able to demonstrate our competence in the fields of silk-screen printing, digital printing and sleeve decoration. Further possibilities for high-quality decoration are also available at our facility for metallization and lacquering in Bamberg; with options for matte, glossy or pigmented finishes. What's more, the first designs for our new quality center are already in planning – in order to meet the demands for aesthetics and functionality.

### UPPER PART ASSEMBLY

From small manual workstations to flexible test stations and handling systems to highly complex high-speed lines, we develop and build around 30 new in-house high-tech systems – with a total value of around three to four million euros – for the assembly of upper parts every year. The wide range of components is brought together using both individual and complete in-line process inspection methods, some of them robot-controlled.

Measures to ensure continual improvement in our production as well as changes to customer products and process chains are part of the everyday life of our mechanical engineering. Short paths and our own developments are two things that speak for us – and the fact that we really do know every single screw within the system.

### INJECTION BLOW MOLDING

100% quality – that is our promise. Camera controls, leakage tests and wiper assembly are carried out using the latest generation of IBM machines, which were developed exclusively for GEKA. This modernization offers you several advantages:

- Shorter preparatory and changeover time for a significant increase in productivity
- Stable processing and control of machine data (Industry 4.0) for a continual increase in quality and productivity
- Reduced upkeep and wear of tool components through precise machine movements
- Homogenous plasticizing and perfect temperature control
- Increased production capacity due to 24-cavity tools (up to 48 cavities possible)
- High standard of quality and aesthetics thanks to an even surface quality, which provides a basis for fine decorations such as metallization and lacquering.



FIBER KIT

## MAKE-UP PERFORMANCE

### COMPETENCE CENTER OF APPLICATION & SERVICES (CCAS)

Our laboratory is the basis of our know-how: here, we carry out regular compatibility and microbiological tests as well as tests for the perfect combination of applicator, wiper and formulation. We compare make-up results using before and after pictures, and in 2019, we will introduce the make-up robot, "Helena" – a standardized test method that will compensate for human influence by deploying various make-up application techniques and angles. The results will be analyzed using special software and documented according to Volume, Curl, Lengthening and Separation (VCLS) assessment criteria.

### BRUSH EXPERTISE

Extensive trend research is the fundament of our many patents for brush designs, fiber filaments and bristle treatments: we submit more than 650 patents and registered designs for molded brushes per year, around 150 for twisted wire brushes, and 200 new industrial designs. Patented brush cuts and grindings include SIAM, SEPA, HYPNO & hybriTION and our innovative plastic technologies include, Moltrusion® and Sandwich.

### MASCARA WORKSHOP

Develop an innovative new brush that delivers precisely the performance you desire – in just one day! Visit us at our headquarters in Bechhofen for a mascara workshop and discover the ideal combination of packaging, brush and product formula. Samples are customized according to your desired make-up results. For example, the patented SEPA cut is used in order to ensure the better separation of eyelashes. For comparison, the application tests are captured as images. Our goal: to develop the perfect brush exclusively for you, for perfect make-up results.

### MAKE-UP ARTISTS AND SCHOOLS

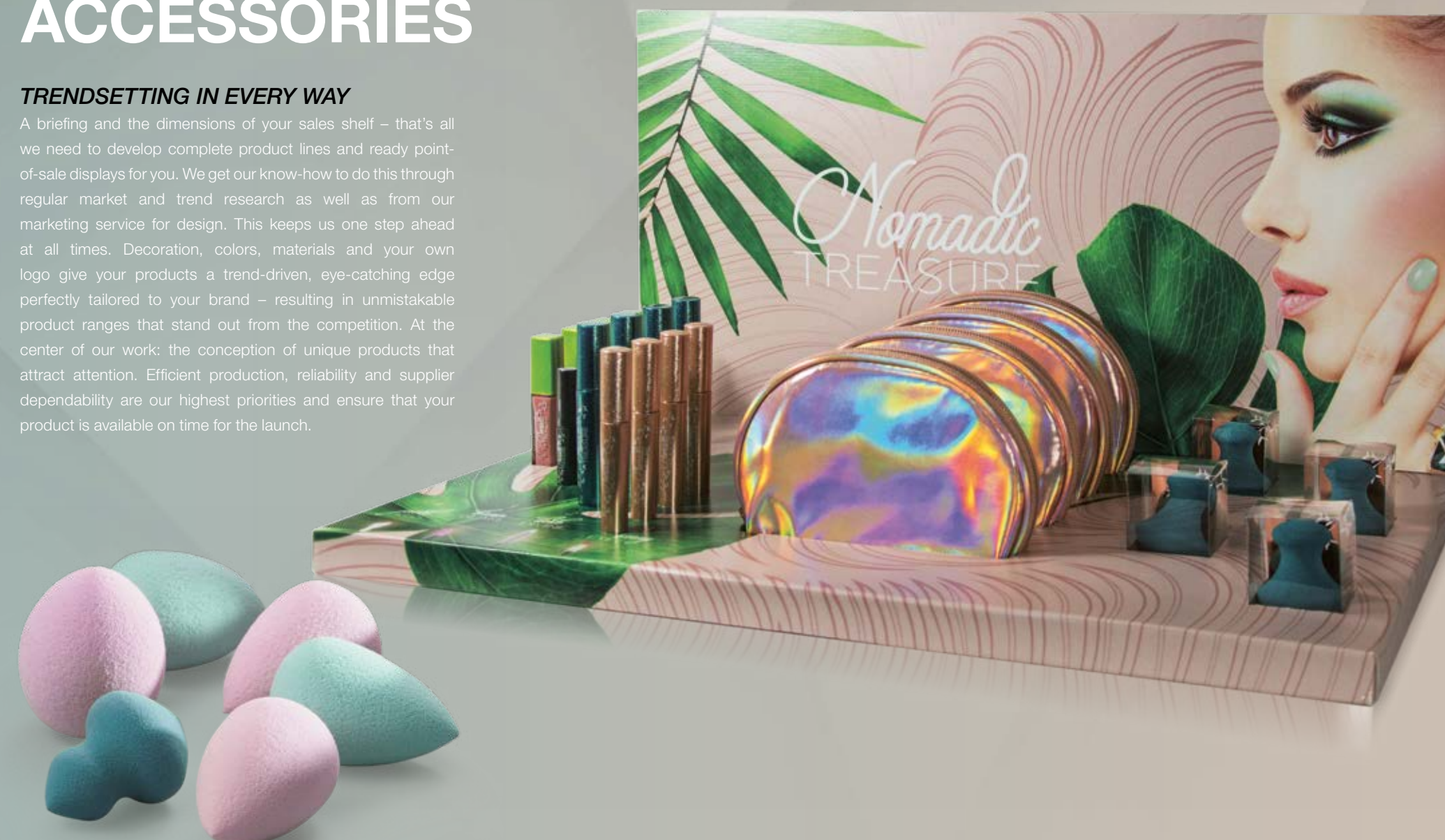
In collaboration with make-up artists, we develop innovative applicators such as our lipDEFINER, whose ergonomic shape was inspired by the agile finger of Hollywood make-up artist Michèle Burke. The new products are then tested in make-up schools for professional quality control.



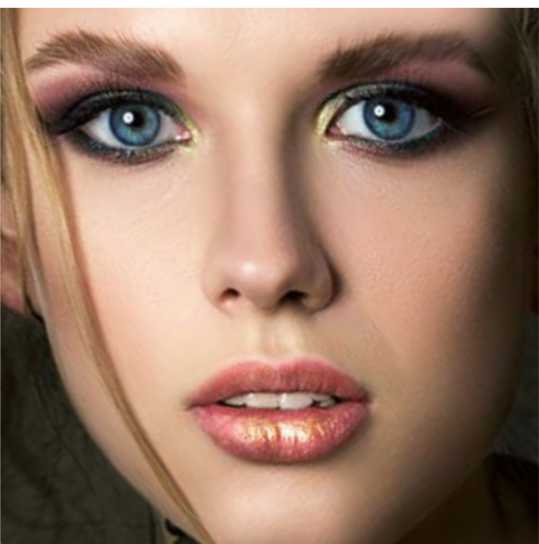
## ACCESSORIES

### TRENDSETTING IN EVERY WAY

A briefing and the dimensions of your sales shelf – that's all we need to develop complete product lines and ready point-of-sale displays for you. We get our know-how to do this through regular market and trend research as well as from our marketing service for design. This keeps us one step ahead at all times. Decoration, colors, materials and your own logo give your products a trend-driven, eye-catching edge perfectly tailored to your brand – resulting in unmistakable product ranges that stand out from the competition. At the center of our work: the conception of unique products that attract attention. Efficient production, reliability and supplier dependability are our highest priorities and ensure that your product is available on time for the launch.







*Splash!  
Happy! Nature!*

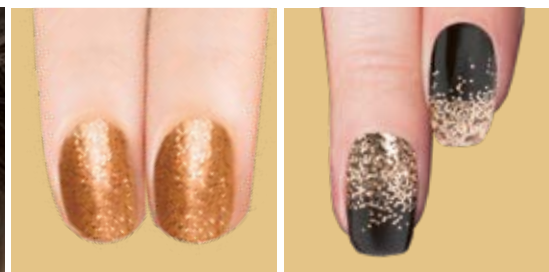
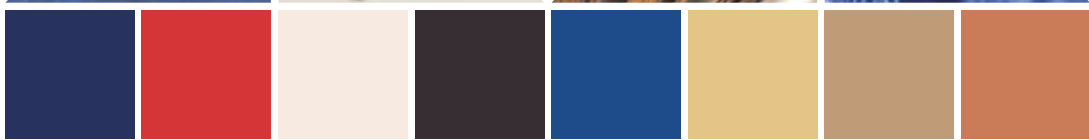
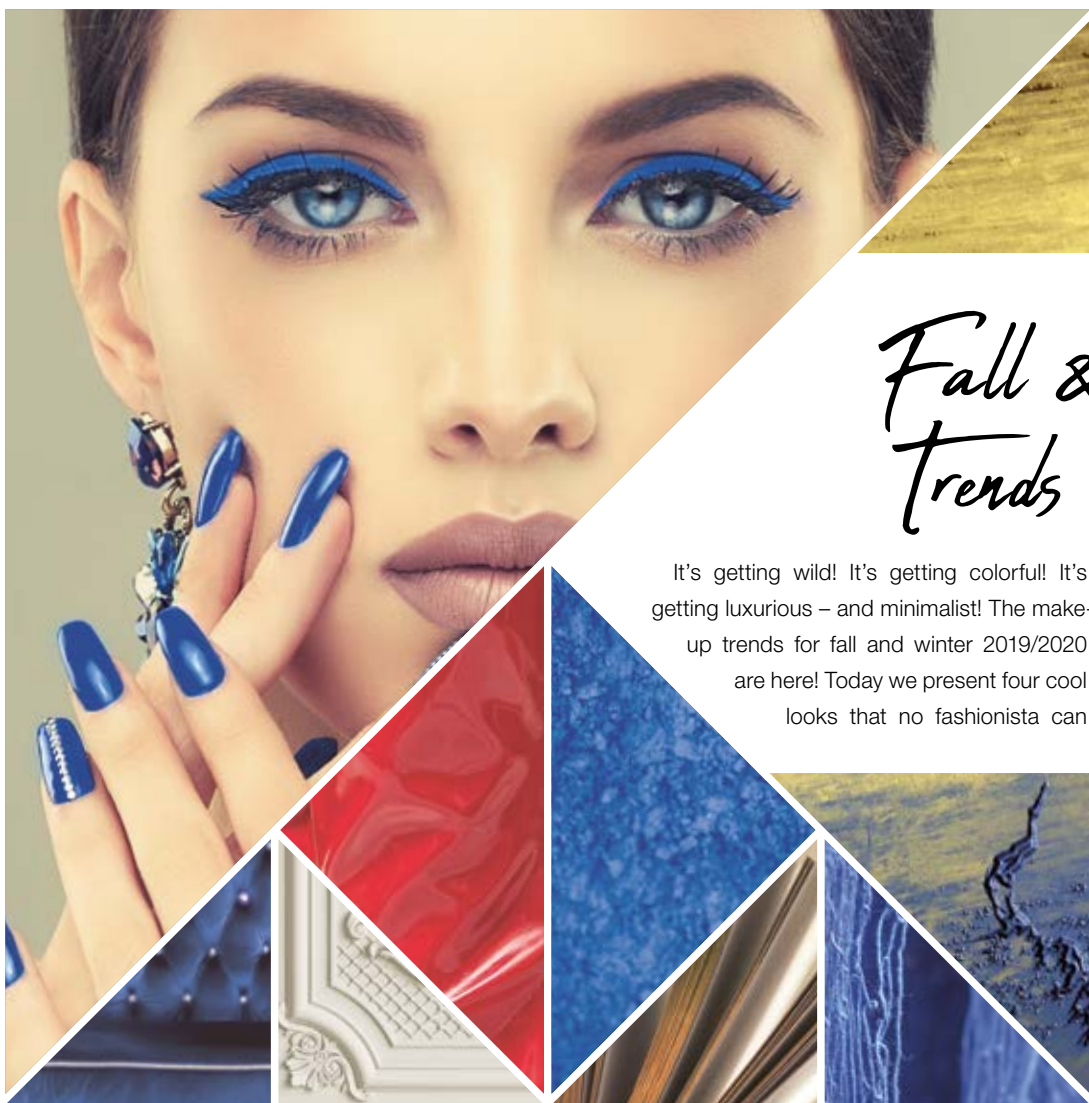
Eco is boring? No way! The new trend is inspired by nature: bright and colorful – enthusiastic and full of irrepressible energy. Delicate lavender hues, poppy pink and bright orange meet rich berry hues and vivid turquoise. Mixed with cool effects and elements from the 80s' aerobics culture. This quirky, never boring look is conjured up for all beauties. Full fun ahead!

#### LOOKS

Shimmering particles on an airy light finish, matte jelly textures for flushed cheeks and eyelashes. Multi-colored eyebrows or a classic look with matte finish and colorful eyelashes with thickened tips. The eyelids shine in orange or purple, matte or glistening with the dry/wet pigment formula. Juicy, glistening beetroot or matte shimmering pink lips.

#### PACKAGING & DECORATION

Playful, organic designs: With pure textures and colorful effects inspired by fruit and vegetable shapes. And hybrid shapes like rubbery banana peel or berry. Resplendent in juicy structures, terry cloth exteriors and stripy stretch. The typography: with scribble look or embroidery-style patchwork graphics.



*Luxury Rebels*

Rebel chic for rebel chicks. Good-bye established shapes, bonjour new freedom! Classic luxury, redefined for the new generation in a revolutionary mix. With sumptuous materials, hyper segmented textures and innovative formats. Protest blue lips and power-red eyelids underline the rebellious spirit. As shimmering effortlessness, with feminine sensitivity.

#### LOOKS

Confident look, cool statement: bright eyes with glossy eye shadow and mascara for a luxurious high shine, combined with satin blue lips or graphic signal red on the eyelids and natural-looking, highlighted eyebrows; the eyelashes in classic black with filigree extensions. Matte nude or rosé perform the perfect pout. The cheeks: intriguingly innocent with a natural light pink blush.

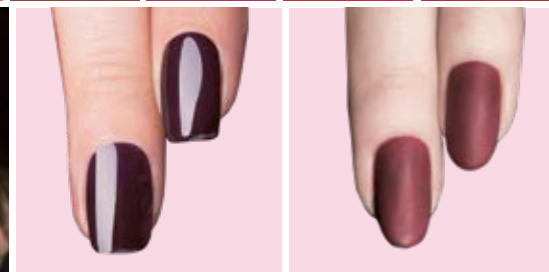
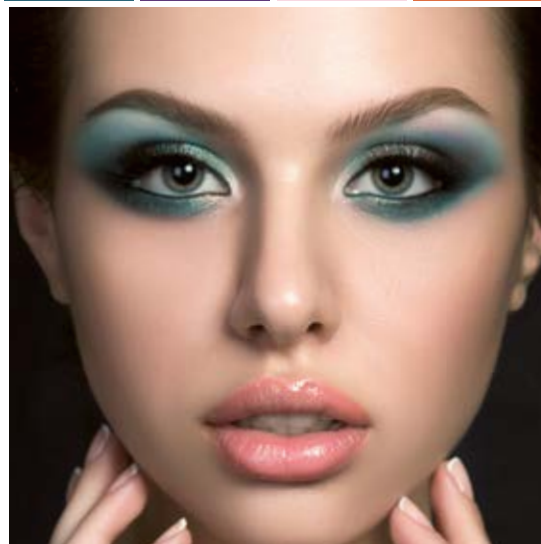
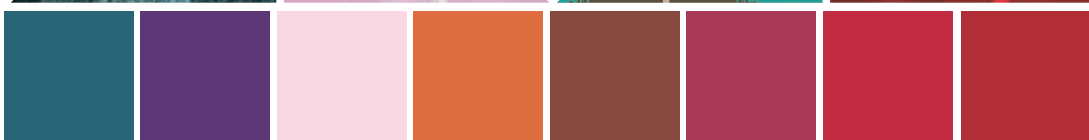
#### PACKAGING & DECORATION

Tradition is reinvented with manipulated materials: Pearl shine metallic cream powder and satin mixtures, transparent overlays, fluted glass designs or matte white powder coating. Decorative reliefs are digitally altered, while quirky adornments distort classic patterns. Collage-type lettering with ornate swirls and single-color graphics underline the modern twist. The effect: a super smart design.



## Fall & Trends Winter 2019/2020

It's getting wild! It's getting colorful! It's getting luxurious – and minimalist! The make-up trends for fall and winter 2019/2020 are here! Today we present four cool looks that no fashionista can



*Euphoria*

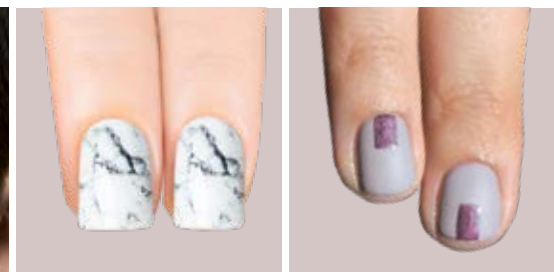
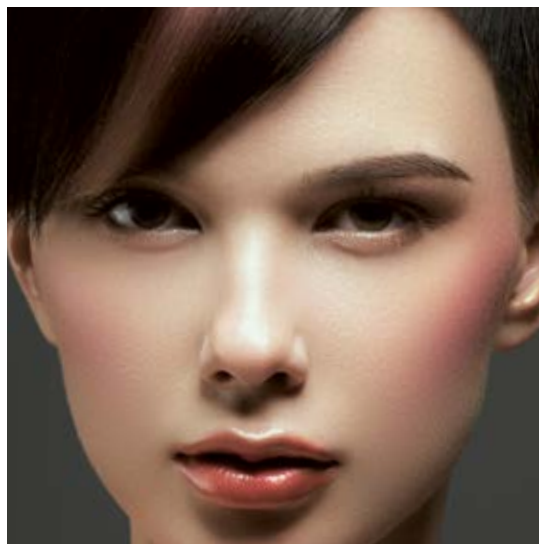
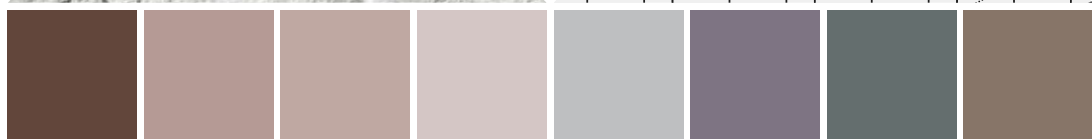
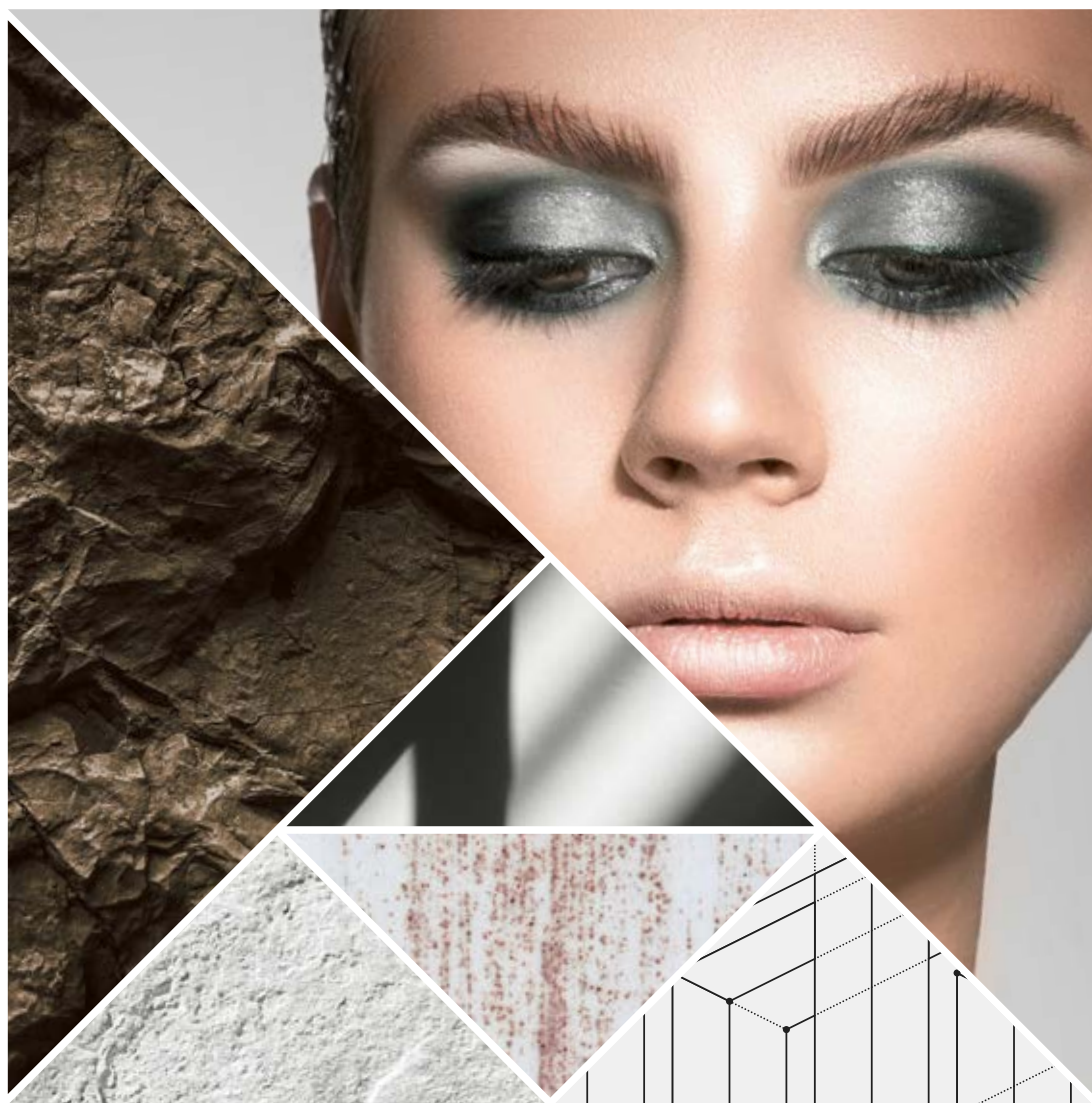
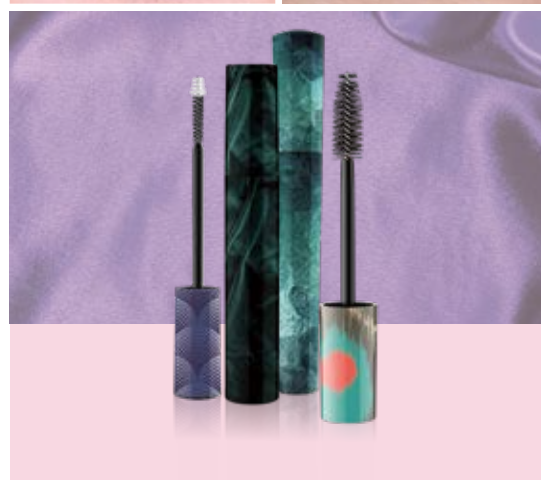
Glamorous futurism meets luxury paradise, virtual reality meets lush sensuousness. Submerged in dimmed light and opulent extravagance. From red and purple to petroleum and muted orange. The colors and textures are inspired by the 70s and feel wonderfully familiar despite the new high-fashion materials. A look that is so elegant that it is truly mesmerizing.

#### LOOKS

Two contrasting extremes: Smoky, velvety cream eye shadow. Two-tone in dark purple and rich brown – and with powdery orange color gradations. The eyelashes: matte violet tips or deep black, plenty of mascara and extended. The eyebrows either completely wild or super accurately brushed up. The lips in orange with black outline or fully plumped in a dark velvety red. The only must-know for this look: there's never too much color.

#### PACKAGING & DECORATION

New technologies blend exquisite color and texture effects into ethereal designs. Plastics combine with comfort to create liquid gloss effects, ultra-lightweight velvet and opaque coatings. In futuristic glow flowers and stepped 3D effects. Geometric patterns are embossed in relief onto living retro shapes. Elegant, stylized fonts and lettering entice in gentle pink and red hues.



*Peace of Mind*

What is the true self of a beauty? Unique! Free from limitations and gender. This timeless style mirrors sophisticated neutrality in all aspects. Soft, muted purple or mauve hues. Daring and refined. Wild, yet ultra-feminine. Neutral colors become the modern message; dark gray lips and khaki gray hair show confidence and the courage to stand out. A tribute to the ego.

#### LOOKS

Metallic en masse for another dimension! Matte, grayish eye shadow and purple cream texture combine with a bronze brown under the eyelashes. A precise line shimmers in an arc above the eye crease. The eyebrows appear in a wax-like hue, while matte mascara subtly defines the lashes. Natural pink or dark brown lips and a hint of metallic on the subtle finish.

#### PACKAGING & DECORATION

Minimalist design meets high-end. Granular surfaces are combined with silver accents and transparent textures. Light and graphic shadow create new, surreal shapes, high-contrast patterns and cubist motifs. Silky matte metallic effects reflect individual details. Abstract creations transform into unique objects.





# SHISEIDO

## ImperialLash MascaraInk

Extra luxurious and extra glamorous: ImperialLash MascaraInk presents a minimalistic, Japanese aesthetic. Simply majestic, the fanned out lash volume confers an absolutely breathtaking look.

High-quality design without pompous extravagance thanks to a sleek shape and undecorated austerity: the anodized matte-black square bottle features a two-color silk screen print in red and white. A stylized, embossed camellia crowns the cap with understated elegance for a luxurious highlight.

The precious jewel within: a two-component molded brush, featuring GEKA's innovative Sandwich Technology. The harder core of the brush lifts and separates every lash with precision and perfection, while the transparent and extremely flexible bristles intensify even the tiniest hair and create a comfortable feeling when the mascara is applied. The innovative brush design with two separate application zones ensures incredibly defined volume: one side of the brush features a football shape to comb and lengthen the lashes. The slightly hourglass-shaped other side ensures a voluminous and fan-like effect. The highlight: more mascara formula collects on the curved part of the brush – and gives eyelashes a stunning curl. Extremely ingenious, the tip of the brush with additional bristles creates an additional push-up effect without clumping or smudging. Featuring virtually endless design variations when it comes to shape and color for a fantastic final look!



# Glossier.

## lash slick

Perfection now has a name: Glossier's Lash Slick Mascara conjures a stunning lifting effect with extra volume for fabulous lashes and a trendy, all-natural "I just woke up like this!" look. Ideal for every day!

The design of the bottle is simply ultra-cool: unpretentious and pretty in pale pink with black hot-foil printing. A style that will not only please millennials but also all other beauty lovers. The real mood booster comes straight out of the bottle: the intensively pigmented formula, containing fine fibers, adheres to every lash. A specially developed brush grips every individual lash from root to tip and visually thickens lashes with extra bulk. Applied best with a zigzag movement for beautifully elongated, well-defined lashes with maximum volume and a fanned-out effect. The result: an almost revolutionary, completely natural look makes every woman look that little bit more beautiful and radiant. And in no time at all – thanks to the special brush shape for quick and easy application. The super-smart brush tip reaches even the finest lashes on the lower eyelid and in the corners of the eyes. A real lucky charm that fits in every handbag!





# ◆ MIRRA INDIAN SUMMER ◆

Blue skies, colorful fall leaves and beautifully diffused

light – Indian Summer inspires fresh, new looks!

Along these lines, Mirra Mascara conjures up a wonderfully full fan of lashes for a radiant look.



Inspired by GEKA's "Idea of the Month", the Aztec design on the bottle shines with eye-popping colors and is, with its 4-color silk screen print, a real eye-catcher. Delightful from the top: the chic lettering on the cap features a golden hot-foil stamping.

The bi-injected brush is also a small sensation with GEKA's innovative Sandwich Technology: with a hard core and soft bristles for incredibly defined volume. The brush core lifts and curves the lashes and separates them precisely. The extremely soft bristles apply the formula gently, not missing even the finest hairs.

The lash curl is perfected by the special brush design with two application functions: one football-shaped side, ideal for combing, and another subtle hourglass-shaped side to deliver even more formula to the lashes. The effect: extreme volume and even more wow! Extra special: the tiny bristles at the tip of the brush create an additional push-up effect that enhances even the tiniest of lashes.

## Müller Display City Styles



**Heads up, all discerning cosmopolitan ladies! The trendy all-rounders from the extravagant "City Styles" line create perfect urban make-up looks with ease. Exclusively developed by GEKA Accessories for the Body & Soul brand by Müller as a full-service display including all graphics. A true eye-catcher and totally en vogue!**

The drop-shaped Make-up Egg is so much more than just a sponge! This beauty blender guarantees effortless application and even blending on both small and large facial areas. The Make-up & Concealer Egg duo is also an absolute beauty must-have: the mini eggs make precise application around the eyes, nose and lips a breeze.

The Effect Brush is what every beauty lover needs for that final flourish: the particularly dense, super fine hairs of this brush are excellent for blending or creating specific effects. Whether bronzer in summer or blusher in winter: it conjures a beautiful, fresh complexion in seconds. The Base Brush is ideal for applying make-up to large areas, such as foundation or powder, while the Contouring Brush perfectly highlights the contours of your face.

The secret of all three brushes: an ergonomically-shaped grip, which lies comfortably in your hand, and high-end synthetic hair for optimum color pick-up and a satiny feel on the skin. The result: seamless. And flawless.





GEKA GmbH  
Waizendorf 3, 91572 Bechhofen  
Germany  
Tel. +49 9822 87 01  
Fax +49 9822 87 119  
geka-world.com

