

GEKA UPDATE

NEW SUPPLIER
PORTAL
Looking to the future

NEW DECORATION
CAPABILITIES
Bechhofen

SUSTAINABILITY
More than cosmetic

TRENDS
Spring/Summer 2022



2021



EDITION 2021

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GEKA CEO FOREWORD

As we move through the 2nd quarter of 2021, I would like to take this opportunity to thank you all for your commitment, your discipline and your active support.

After a year like no other, I am proud to see that the GEKA Team continues to be strong, reliable and resilient. We can look back on the first six months of 2021 with incredibly positive news:



- Our order intake was higher than predicted, which shows that our market is rebounding
- Our responsiveness to custom project demands has increased in capacity with the implementation of the Stage-gate model and a recruitment drive
- We have strengthened our upfront innovation pipeline and gained positive feedback, plus encouraging co-development projects with our major customers
- MERCURE progress is in line with our expectations
- We have welcomed new colleagues to our project management and sales teams in both Bechhofen and Paris

Our ongoing certification process is moving quickly, and we have added the following credentials to our list:

ISO 50001:

This certification is for systematic energy management. It is based on a survey of the energy flows in a company (energy sources, energy use, energy consumers) and an assessment of the state of energy efficiency. In particular the equipment/facilities and processes/activities that are significant for overall energy consumption.

ISCC (International Sustainability and Carbon Certification):

This global certification system tracks the origin of raw materials and allows us to be fully transparent on the recycling streams used.

SA8000:

An international standard based on International Labor Organization (ILO) conventions. The aim is to improve the working conditions of employees overall.

EcoVadis Platinum:

The EcoVadis award demonstrates that our environment, people, ethics and procurement processes are considered a leading example for the industry.

CDP Assessment from D to B- :

The Carbon Disclosure Program (CDP) award demonstrates that we are taking action and fighting against climate change as well as water scarcity.

ISO 9001:

Our operation in Brazil has received this standard, which certifies its organization and quality management systems.

Audit workandfamily:

This has been awarded to us in Germany, proving our continuous commitment to developing family and life-style conscious personnel policies.

Looking more closely at sustainability, we are honored to be supported by our main customers in our drive to create a greener future. As you know this has also been acknowledged by the main certification agencies including EcoVadis and CDP.

I'd also like to thank our suppliers who are helping us build a stronger supply chain by providing solutions to support our environmental goals. This is only the beginning of our sustainability journey and our goal is to be recognized as a leader in our industry.



GEKA LAUNCHES NEW SUPPLIER PORTAL

LOOKING TO *THE FUTURE* WITH OUR *SUPPLIERS*

To strengthen the collaboration between GEKA and our partners, we have launched a new supplier portal. As part of our Procurement Excellence strategy, the system will help us to operate a transparent supply chain that is environmentally and socially responsible at all levels.

Accessible by both GEKA and our suppliers, the new system will be implemented in stages starting 2021 to manage the full supplier Life Cycle, with each module introduced separately. These modules will include supplier onboarding, contract and certificate database as well as supplier evaluation. From material used in the production of our applicators and packaging solutions to the specific machines and production equipment, the quality of our products is tied the quality of our suppliers. The new supplier portal will help us in our aim to continuously improve our products, partnerships, sustainability and responsibility long into the future.

DEVELOPING INNOVATION

In the brand-new R&D section of our magazine, we take a deep dive into the product development process at GEKA. See how our culture of innovation helps to deliver liquid cosmetics packaging solutions to support current and future market needs.

Culture of innovation

We at GEKA take a forward-thinking approach to create future solutions for the global cosmetics industry. The majority of our innovations are developed in-house by our experienced R&D team, located at the headquarters in Bechhofen, Germany. Our committed and highly passionate employees work on an interdisciplinary basis, so that we can reply to market needs and customer requests with innovative solutions.

Whether its unique designs, innovative applicators or special manufacturing processes – our innovations speak for themselves. One of our big achievements is our completely modular range of cosmetic packaging, which allows for 1,200 different configurations. Furthermore, we hold over 600 registered trademarks, patents, property rights and registered designs, with a strong focus on continuous expansion.

This spirit of innovation has continued for almost 100 years.

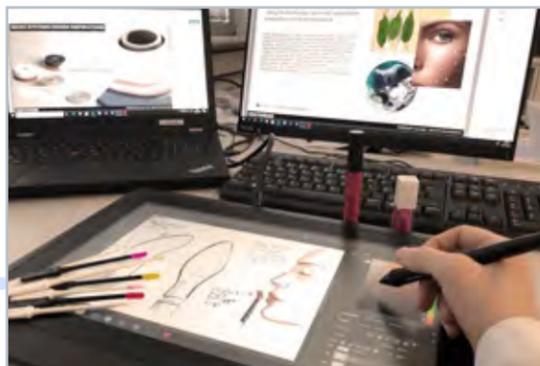
Step by step

Our in-house product development process is designed to promote innovation and creativity, helping us to deliver the new and extraordinary.

1

Ideas

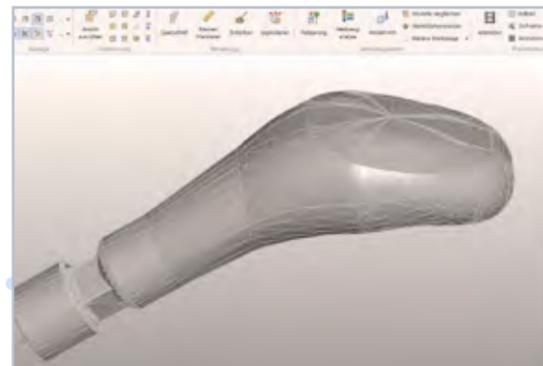
Each of our innovations starts with a need. We assess the market frequently to identify the latest trends and market needs, then generate tailor-made solutions around them. Workshops, mood boards, drawings and computer aided design (CAD) are combined to bring new innovations to life.



2

Prototyping

In the next step of the process, our innovation and engineering teams will translate the most promising ideas into CAD models allowing for physical prototypes to be produced. We operate an in-house Additive Manufacturing Lab, which enables fast 3D printing of prototypes. As a result, we can produce design iterations and adjustments quickly, expediting the product optimization process.



3

The perfect formula

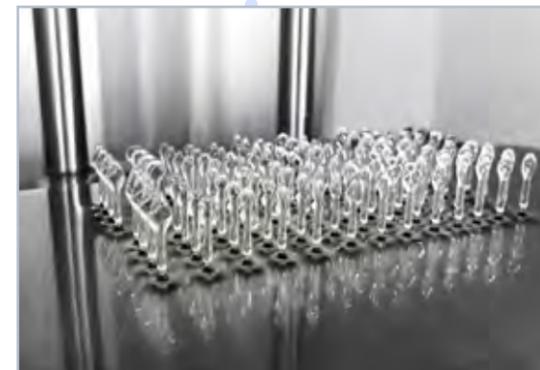
When the prototype is ready, we match the new product with our existing range of liquid cosmetic formulas. The GEKA Application Lab selects the final combination from its vast library and prepares the product for an internal user test.



4

Meet our customers

Our first user tests are conducted exclusively in-house. Comments and results are meticulously noted and implemented into the product development cycle, informing new design iterations. Once a design has passed these rigorous internal user tests, we then introduce our new innovations to wider panel of users so they can contribute further feedback.



Innovating sustainably

Our product development not only takes the global market into account, but also the needs of the planet. Our Eco Design principles mean we innovate sustainably. Life Cycle Assessment software backed by a dedicated sustainability team offers our customers new and sustainable solutions for projects where possible - with an emphasis on 'reduce, replace and reuse'. This means we can combine customer convenience with consciousness, ensuring that our users can enjoy a market-leading, sustainable product.

Future innovation

At GEKA, every product in our range has a unique story. However, all stories begin with a research and development process that is driven by the specific needs and feedback of our customers and users. We are building a dedicated Customer Experience Center at our headquarters to ensure they are even closer to that process. This will help to continue to drive the innovation that defines our products.

NEW DECORATION CAPABILITIES

With the expansion of our headquarters in Bechhofen, Germany, GEKA is creating a center of excellence for liquid cosmetics packaging development and production. The facility will almost double in size to 22'000 m² and feature advanced manufacturing technologies that will help us to deliver the applicators of the future.

CREATING A FUTUREPROOF, CUSTOMER-CENTRIC FACTORY
GEKA'S EXPANDED HEADQUARTERS WILL HELP TO DELIVER THE APPLICATORS OF THE FUTURE



The new facility will combine GEKA's near to 100 years of experience in cosmetics packaging with innovative production systems designed to strengthen our manufacturing and decoration capabilities. An example of this is an in-house developed assembly line that will leverage ultrasonic welding to plug the bodies of cosmetics product containers with their upper parts, such as caps, thread parts and brushes. This will help us to effectively support our customers' high-end packaging requirements with a flexible and agile solution.

Boosting decoration capabilities at Bechhofen

A key development is that silk screen printing has been brought in-house with two state-of-the-art machines each equipped with a fully automatic, integrated camera system and energy-saving UV-LED drying unit.

These enable us to apply single-color text and patterns directly onto the surface of up to 36 million packaging products with cylindrical or conical designs annually. Thanks to investments in new equipment, our metallization and lacquering capabilities will both increase by 50%, growing from 40 to 60 million processed pieces per year. In particular, the existing in-line metallization section will double the number of its paint booths. These will complement a vacuum chamber and an automatic loading and unloading system for shiny, matte and gradual finishes. When looking at off-line facilities, the plant will feature six vacuum chambers for metallization and eight ovens suitable for drying solvent-based UV, 100 based UV lacquers and water-based lacquers for shiny as well as matte finishes. Our hot foil printing capabilities will also be enhanced. 50 machines for roll-on and stro-

ke printing bottles as well as caps will provide GEKA with a maximum annual capacity of 17 billion decorated parts. The machines can accommodate over 25 standard foil colors and it will be possible to decorate the products using a combination of two colors with matte or shiny effects.

Sustainable injection molding

More sustainable manufacturing practices are also front and center at the new facility. Injection blow molding (IBM) activities, for example, are being improved using a state-of-the-art, energy-efficient drying system for granulates that will ensure ideal material properties. Also, the polymeric raw materials, available as granulates, will be supplied and stored in double-chamber silos, rather than pallets, to simplify operations and reduce waste, energy consumption and storage costs.

More specifically, one silo of 14 meters height and net volume of 37 cubic meters per chamber will be used for polyethylene terephthalate (PET), while three 18-meter high units with net volume of 61 cubic meters per chamber will be used for polypropylene (PP). The silos will also play a key part in supporting the automatization of drying and conveying activities as well as optimizing their performance and energy efficiency.

People-oriented workspaces to set up the office of the future

Accommodating two floors of office space, the new building creates a pleasant environment for business activity. An open-office design lends a fresh feel to the space, with an open, flexible and activity-based area, as well as aesthetically pleasing glass partitions and inviting color schemes. GEKA is proud to put our employees first,

creating for them an environment where relationships are nurtured, and morale runs high. The new building will see enhanced collaboration, increased transparency and even better communication amongst colleagues. Ultimately, GEKA aims to create the best possible workplace for its staff – a place that fosters creativity where innovative ideas can thrive.

Creating the cosmetic applicators of the future

The expanded Bechhofen facility is being developed with the future in mind. Fully automated Industry 4.0 applications are being implemented to support assembly, packaging, quality control and intralogistics tasks. A number of interconnected robots, conveyor belts, machine vision systems and automatic guided vehicles (AGV) will help streamline and speed up key processes.

They will also enhance the overall flexibility and efficiency of the plant enabling GEKA to adapt quickly to customer needs. Finally, modern open-plan office spaces will create a unique sense of community among employees, key to set up a positive and engaging workplace that will enhance our competitiveness in the market. Bernd Wagner, Chief Operations Officer at GEKA, comments: "Our new center of excellence in Bechhofen will be an efficient and sustainable one-stop-shop for liquid cosmetic applicators and packaging. By upgrading our main facility and implementing advanced manufacturing technologies, we will be able to support our customers' current and future needs."

Natura Una Batom Acentinado em Óleo



The Natura brand has launched an absolute innovation on the Brazilian market with its first oil lipstick, Una Batom Acentinado em Óleo: A unique product that supplies your lips with moisture and vitamins for up to 24 hours.

When it came to the decoration, the puristic elegance of the Brazilian brand Natura was transferred to the product: An aluminium cap in rose gold and a transparent bottle with hot foil embossing provide the appropriate look.

The applicator is the lipMAGNIFIER developed by GEKA. This is slightly flattened on both sides which allows precise application. The tip also makes it easy to create contours.

The size of the lipMAGNIFIER is perfectly adapted to intuitively apply the right dosage.



AVON

distillery



Lash'd Up Mascara & Lip Rush Lipgloss

The AVON Distillery series stands for sustainable skincare and makeup products. For the makeup collection, GEKA produced the Lash'd Up Mascara and the Lip Rush Lip Gloss. To underline the noble look of the series, both products were decorated with coppercoloured hot foil.

The Lash'd Up Mascara was equipped with the lashPRINCESS brush developed by

GEKA: A twisted wire brush with special technology: The EOS fiber has an irregular surface and ensures optimal application of the mascara, while the patented HYPNO cut with six brush grooves creates impressive volume. The lashes are lengthened by the long bristles, while the short bristles give the lashes additional volume. With the help of SEPA technology, the bristle fibers are

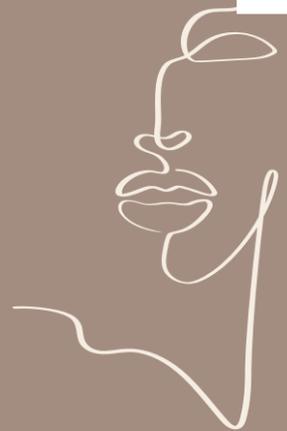
ground to a wedge shape, which optimally separates the lashes.

Lip Rush uses the flexiKISS applicator patented by GEKA: The stable core ensures precise application, while the softer outside gently strokes the lips.

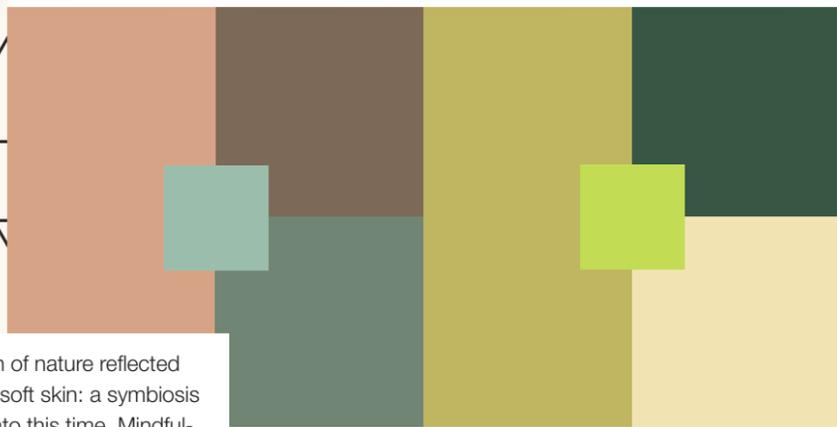
MINDFUL GRANDING



Inspired by the perfection of nature reflected in every beautiful fiber of soft skin: a symbiosis that could not fit better into this time. Mindfulness meets strength, longing meets vitality. Mindful Granding is magic and mind in one – the product of desire for perfection in every way: soft earth tones find their perfection in delicate and strong green tones like in an



enchanted forest, rich in contrast and soft at the same time, just like nature itself. Organic elegance, tender spirituality and sensual power are the result of Mindful Granding: soft skin tones, the epitome of nature, with the contrast of a bright green eye. Lips with earthy dark contours, nails in divergent shades of green or fragrant mint. Natural flawlessness, restrained yet powerful at the same time.



fluid textures like a dew-covered petal on a delicate spring morning: moisturising freshness, graceful floral pink tones and a wet, textured finish create a unique look that no one will be able to forget.

A mix of water and oil gives the lips a unique aesthetic that glistens like dew in the sun. Soft rosé, delicate berry tones, light violet and warm earth tones let pure vivacity blossom.

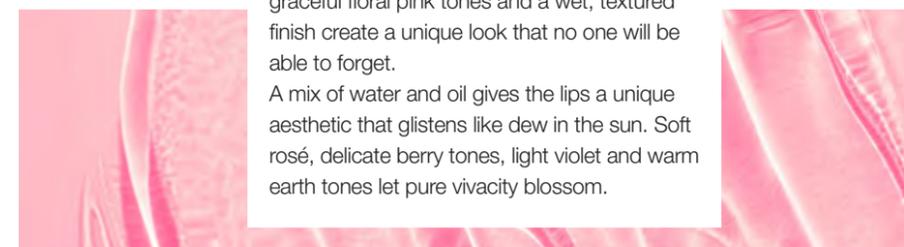


Water is one of the most important sources of our eco-system – and moisture is the most valuable thing for our skin.

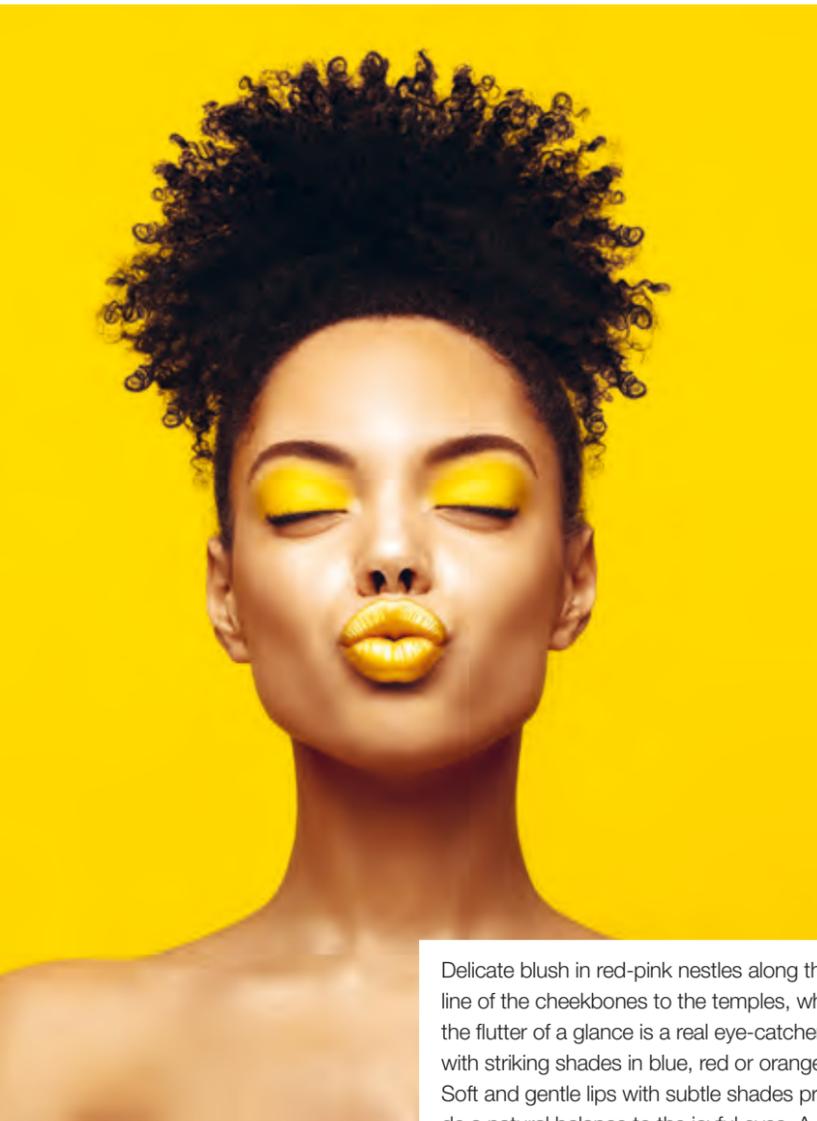
Living Evolution combines nature, technology and science in beautiful unity: nature as a muse – recreated for the perfect wet look with depth and functionality. Floral components meet



LIVING EVOLUTION



OPTIMISM



Delicate blush in red-pink nestles along the line of the cheekbones to the temples, while the flutter of a glance is a real eye-catcher with striking shades in blue, red or orange. Soft and gentle lips with subtle shades provide a natural balance to the joyful eyes. A look full of energy and expression.

Invigorating energy and inspiring endorphins: An emotional melange that we need today more than ever before. Optimism gives us explosive self-assurance and the inventive euphoria that makes us feel truly alive: glowing appeal and sensory perception combined with positive colour play at maximum saturation. Soft satin contrasts deliberately with shiny textures to create an artistic aesthetic that is second to none.



RECONNECTION



Back to the roots and welcome to the colourful retro paradise! Back to gaudy pixels, loud techno and the colourful 80s and 90s. Playful neon lights and sensory creativity – in one word: Reconnection. Sharp edges, bright colours, self-confident contours - Reconnection literally catches the eye. Vivid red kisses bright magenta and



meets sombre violet. Bold and dramatic – the opposite of pastel and the epitome of pure joie de vivre. Colourful fingernails, hair colours with soft gradients, glossy lips with sharp contouring, oversized disco eyeshadows with polygonal shapes and unusual colours like black, silver and white round off Reconnection.



SO STRETCH MASCARA

Luxury and the best quality: the prestigious French brand Sisley has been a must-have since the 1970s. For Sisley, GEKA has produced the So Stretch Mascara, which strengthens the lashes from root to tip, is gentle on the eyes and creates an intense panoramic effect.

The simple and elegant packaging was produced entirely in aluminium and decorated with white screen printing on the cap.

The endlessSPHERE brush, which is made of the EOSdelta fiber, is used as the applicator here. The secret of this fiber is its irregular surface: it makes it possible to pick up plenty of mascara and apply it just as quickly. The triangular shaped fiber edges perfectly separate the lashes from each other and also reach the roots of each individual lash.

The patented HYPNO cut creates a great volume effect, as the long bristles reliably separate the lashes, while the short bristles supply even the smallest lashes with volume. A quick and remarkable result thanks to GEKA's patented technology.



sisley

PARIS

benefit

SAN FRANCISCO

We proudly present an absolute highlight: With the They're Real! Magnet Extreme Lengthening Mascara the name says it all – and is just as long as the impressive lash result: Developed exclusively for Benefit Cosmetics, this mascara is an innovation on the market: The brush contains a magnetically charged core that provides up to 40 % longer lashes. Magnetic minerals pull the lashes far beyond the tips so that extreme length is built up in several layers. The zigzag bristles above the magnetic core are made of thermoplastic elastomers (TPE). These fan the lashes out optimally, separate them and define them for a perfect curl.

For the market launch, GEKA produced the mascara in three different sizes for Benefit Cosmetics:

The full-size, the deluxe-size and the mini-size version.



The elaborate packaging presents with an entirely silver metallised surface. The cap has been finished with a red pad printing and the bottle perfected with red and black screen printing.



Sustainability

that's more than cosmetic

At GEKA, we are committed to creating a sustainable future. We want to help people achieve the perfect beauty routine while also having the confidence that the applicators they use have a lower environmental footprint.

To make this a reality, we appointed a Sustainability Manager, who is leading our sustainability strategy. This has helped us integrate sustainability into our operations, supply chain, innovation and our customer relations - making it a fundamental pillar of our market-leading high-precision beauty application solutions.

PRODUCTS WITH LOWER IMPACT

One of our key aims is to maximize the use of recycled materials in the production of our products. A sustainability share calculation system helps us to achieve this by assessing material usage. At the same time, our research and development teams set in place the ecodesign approach principles through the 'reduce, replace and reuse' mindset. This has led to the creation of green product lines, such as the Reborn collection. Comprising mascara, lip gloss, eyebrow brushes, cleaning pads and accessories - the range contains 93% materials made up of a mix of bio-based and recycled material. Brushes also feature EOSgreen fiber, a bio-based solution that is made of 100% renewable raw materials derived from castor oil plants. This new, sustainable range was recognized at the Makeup IT Product Awards in 2020.

ENHANCED OPERATIONS

Improving our sustainability extends beyond our products and into our general operations. In July 2020, we were certified ISO 50001 certification for systematic energy management. Furthermore, we have committed to the Science Based Targets Initiative (SBTi), outlined by the Paris Agreement to reduce greenhouse gas emissions. To enhance our awareness at all levels of our sales and marketing, we also introduced in-house sustainability training.

INFRASTRUCTURE UPGRADES

Next, we set about reducing our energy consumption by upgrading our production infrastructure. We began an expansion of our headquarters in Bechhofen, Germany, incorporating energy monitoring software, a closed cooling system for air conditioning and drying, rainwater harvesting, photovoltaic energy generation systems. At our Elgin facility in the USA, we purchased since April 2021 certified renewable energy (REC). We've even overhauled our storage and drying processes to make our polymer supply more energy efficient.

INDEPENDENT ASSESSMENTS

To benchmark and further improve our operations, we collaborated with third parties to independently assess our sustainability improvements. In August 2020, we were awarded an EcoVadis PLATINUM certification, which placed us in the top 1% of assessed organizations for corporate social responsibility – the first in our industry. Our progress was further shown by an improvement in our Carbon Disclosure Program (CDP) score from D in 2019 to B- in 2020. This was above the Global average of C, and well ahead of the product manufacturing sector average of D. These achievements recognized our coordinated action to reduce our impact in relation to climate change.

ROBUST SUPPLY CHAINS

To strengthen our supply chains, we have introduced a new highly automated supply system that improves efficiency. A new supplier management system is being implemented to increase the visibility of our supplier's sustainability credentials. To support this, we are also collaborating with them to ensure a coordinated plan for expanding supply chain sustainability. These efforts are shown by our increased procurement of post-consumer resin (PCR) recycled plastic, which has risen from 0.93% in 2019 to 5.91% in Q1 2021. To reinforce this progress, we were awarded a B- in our CDP score for Supplier Engagement.

OUR SUSTAINABLE FUTURE

We know that our journey to build a truly sustainable organization is in its early stages. To further our cause, we are setting ourselves ambitious future targets at all levels of our business. We want to reduce our global CO2 footprint compared to 2019 by 30% and send zero waste to landfill, both by 2025. By this time, we expect all of our facilities to run on low carbon electricity. 100% of our products will also contain at least 75% PCR or bio-based materials. Past this point, we will strive to use more recycled and bio-based materials in our packaging. By continually reducing our environmental impact across all areas of our business, we will build an organization where sustainability is much more than skin deep.

WHAT HAS BEEN DONE IN 2020

JUNE 2020

We have introduced numerous recycled materials and bio-based alternatives to our product portfolio, with the **Reborn collection** a prime example.

Makeup IT products Award for sustainable "Reborn" mascara.



JULY 2020

GEKA GmbH receives **ISO 50001** - a certification for a systematic energy management.

We committed to the **Science Based Targets initiative** (SBTi), designed to reduce greenhouse gas emissions in line with the targets set by the Paris Agreement. Target to be agreed by July 2022.

OCTOBER 2020

Started to collaborate with **"Recyclass"**.

DECEMBER 2020

LCA process started (SIMAPRO)

ISCC Plus certification (International Sustainability and Carbon Certification)

CDP (Carbon Disclose program) **B- ranking** to take actions against climate change & water security.



SEPTEMBER 2020

In-house sustainability trainings on Greenwashing to Sales and Marketing.

GHG reporting on scope 1, 2 and 3 based on 2019 data to build actions plan.

FEBRUARY 2021

Procurement: **Incorporation of sustainability criteria** into our processes, supplier audits and supplier questionnaires.

JANUARY 2021

CDP Supplier Engagement B-ranking

JUNE 2021

GEKA presents **crystal clear PCR bottles** for lip and facial products.

MARCH 2021

GEKA CEO, Florent Lafond, spoke at the **Sustain 21 webinar** "From Vision to Value: The CEO Roadmap to Sustainability".

flormar

COLOR YOUR LIFE
MASCARA & FANCY EYELASH
MASCARA



The spherical brush head and triangular geometry ensure that the mascara is applied in fine doses and delivers massive volume to the lashes. The result: powerful and impressive lashes that couldn't be more natural.



Perfectly defined lashes with a soft and clump-free texture: This is the promise of the Turkish brand Flormar, for which GEKA has produced the four-part product series Color Your Life Mascara as well as the product Fancy Eyelash Mascara. The bottles were finished using hot foil stamping – due to the reduced design, each product was given a different colour: Turquoise, copper, pink, blue and silver. The 1-component molded boombasticBRUSH is used as the applicator in the Flormar mascaras: it stores plenty of mascara in its three giant reservoirs and curls each single lash gently and generously.



LUXUSLASH
FIBERLASH & BIGLASH
MASCARA



Brazilian beauty influencer Bruna Tavares' trademark is undoubtedly her eyes. To give her 3 million fans the same stunning look, she has developed three different mascaras with GEKA. All three products were decorated with a gold metallised cap and a bottle embossed with gold hot foil.

Fiberlash includes the patented, curve shaped plastic brush lashGLORY. It adapts perfectly to the lash line and applies the mascara absolutely evenly. The bristles at the tip also create a push-up effect to enhance even the smallest lash: Long and voluminous lashes in no time at all.

Biglash uses the impressive boombasticBRUSH, which can store an extremely large amount of mascara. This creates huge lash volume that is nevertheless applied evenly.

Luxlash with the magicDEFINER brush creates dramatically long and separated lashes with an extremely wide fan-like effect. Due to the brush shape, the application is very easy and the result sensational. GEKA is absolutely in love with Bruna's products.

LIP COMFORT OIL SHIMMER

GEKA has developed a series of eight lip care oils for the French cosmetics brand Clarins. Lip Comfort Oil Shimmer consists of eight bold colours in shades of silver, red and violet that conjure up a multidimensional shimmer on the lips with the help of intense pigments and highly concentrated pearlescent particles. The oils offer protection and elegance for the lips at the same time. The caps have been metallised and harmonise perfectly with the colour of the lip oil. The bottle itself was decorated with a golden hot foil stamping technique.

CLARINS
PARIS



To enable Clarins customers to apply the lip care oils perfectly, the lipDEFINER applicator is used in this range: The ergonomic, patented shape is inspired by the little finger of Hollywood make-up artist Michèle Burke: it ensures even and easy distribution of the oil with perfect dosage. The soft feeling on the lips is as unique as the result.

A perfect complexion with a clear conscience without compromise and 100 % sustainable: This is the motto of the German cosmetics brand SANTE, whose natural products are, cruelty free, organic and predominantly vegan.

WAKE-UP CONCEALER

The Mineral Wake-up Concealer meets all these requirements – even the bottle is made from 100 % recycled PET material. The cap as well as the bottle were discreetly lacquered in a soft finish, the inscription was implemented with a three-colour pad printing.

The flexiKISS applicator developed by GEKA is used here so that you can perfectly cover dark circles and small skin blemishes with the concealer: The stable core ensures precise application while the softer outside gently strokes the eyelids. This allows the natural hyaluron to be applied evenly and streak-free to the skin. Since flexiKISS is not too soft, the Mineral Wake-Up Concealer can also be used for highlighting and contouring.

SANTE
NATURKOSMETIK





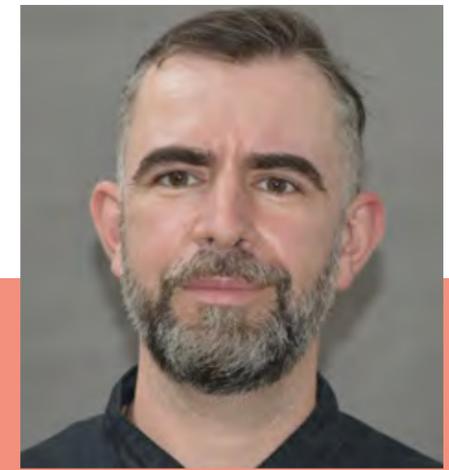
TEAM LEADER
PROJECT BUYER
BECHHOFEN, GERMANY

#TEAM TALK

WITH
DIANA
MEYER



#TEAM TALK



HEAD OF CANTEEN
BECHHOFEN, GERMANY

WITH
BJÖRN
BORRMANN

How long have you been working at GEKA?

Since 2009. I started here with an apprenticeship as an industrial clerk.

Which department do you work in?

In Strategic Purchasing as team leader of the Project Purchasing department.

What exactly is your job at GEKA?

I look for suppliers who can help us implement new products and work with them and the relevant departments at GEKA to implement customer requirements.

What do you particularly like about GEKA?

Firstly, that there is a lot of cross-departmental collaboration, and secondly, that I can make many decisions relatively independently.

What distinguishes GEKA from other companies?

That's a very good question and not very easy for me to answer, since GEKA is the only company I have ever worked for. GEKA offers me the opportunity to develop myself and because of the fast pace and creativity in the beauty industry, every day brings new and exciting challenges.

Your job in three words.

Varied, responsible, creative.

What has been your biggest challenge so far? What are you most proud of?

Shaping and developing the Project Purchasing sub-department. When I took up the position, we were only at the very beginning here.

Describe yourself in three words.

Accurate, responsible, determined.

What do you recommend to other employees?

Always be open to change.

What do you consider to be the secret of a good working atmosphere?

Communication – only when you talk to each other you can create understanding for each other.

Do you see a trend that is underestimated?

Social sustainability, which can be seen as part of the current trend of sustainability, but will become even more important in the future. This means that consumers will pay even more attention to where a product was made and under what conditions.

What do you enjoy most about your job?

Every day is different and usually I don't know what to expect in the morning.

How do you balance your work (sports, etc.)?

I spend a lot of time outdoors walking or biking, and I do fitness kickboxing (which is unfortunately not possible at the moment due to the Covid situation).

How long have you been working at GEKA?

Since March 2021.

Which department do you work in?

I work in GEKA's canteen.

What exactly is your job at GEKA?

I am responsible for the preparation and sale of food offerings, from the first snack to the lunch menu, as well as related tasks such as purchasing, menu planning and the like.

What did you do before you joined GEKA and what was your career like?

After my apprenticeship in the Black Forest, I first worked on Sylt and then in Wuppertal. After that, I was drawn to faraway places – first to Ireland, then to New Zealand, Austria and Canada. For the last five years I worked as deputy kitchen manager in a senior citizens' residence.

What do you particularly like about GEKA?

I was surprised by the friendly welcome even before I started work and the good reception and support of my new team. This and the open-minded colleagues have made my start here very easy. I am also happy to have daylight at work every day.

What distinguishes GEKA from other companies?

In my view, GEKA is much more staff-friendly than many companies in the food service industry and takes the needs of its employees into account.

Describe your job in three words.

Challenging, exciting, varied.

What has been your biggest challenge so far? What are you particularly proud of?

There are a few things. Firstly, the step of registering for the master craftsman's examination and seeing it through to the end. The same goes for traveling and living in exciting places, such as Mongolia, Samoa, Hawaii and Alaska. Skydiving over Lake Taupo in New Zealand was also a big challenge (especially considering that I don't like flying). I am especially proud of the fact that I have always managed to start from scratch in foreign places and to build up something professionally as well as privately. Of course, I am also proud of my family. Raising my two daughters is a very special challenge.

Describe yourself in three words.

Hard-working, eager to experiment, determined.

What do you recommend to other employees?

Before passing judgment, you should always put yourself in the other person's shoes, even if this is not always easy. Problems in the work environment should always be addressed and clarified directly.

What do you consider to be the secret of a good working atmosphere?

Open and honest communication.

Do you see a trend that is underestimated?

Conscious nutrition – breaking away from ready-made products and preferring to cook fresh, seasonal and regional food yourself. The extra step for a healthy and balanced diet is always worth it.

What do you enjoy most about your job?

That I can not only fill people up with my food, but also make them happy and satisfied, and I can even inspire them to try something new every now and then.

How do you balance your work (sports, etc.)?

I find my balance in my family and my garden. The best way to clear my head is stand-up paddling and being by the water.

TEAM GEKA

WORK VERSUS PRIVATE LIFE – AN UNAVOIDABLE CONTRADICTION ?

Whether you call it work-life balance, compatibility of career and family or life-phase-conscious personnel planning – for us at GEKA, the development of a family-friendly personnel policy is an important part of our corporate management. We have therefore been working on this aspect since before COVID-19 and have already decided at the end of 2019 to seek certification of the "workandfamily audit" by the German Federal Ministry for Family Affairs.

This certification will shape a binding and sustainable cultural change within GEKA. To kick off the process, a strategy workshop was held in February 2020 with the management, the works council and the HR department. Due to COVID-19, we were not able to proceed with the auditing workshop until September. 12 participants from the workforce, representing a cross-section of the company, developed goals and measures along the eight fields of action (working hours, work organization, place of work, information and communication, leadership, personnel development, remuneration components and non-cash benefits, service for families), which should lead to a better compatibility of work and family.

We received certification in December 2020 and since then we have already been working on a wide variety of projects involving colleagues from a broad range of specialist areas and departments. We can promise one thing: we will continue to work continuously on finding good and practicable solutions for all life phases of our colleagues – life phase-conscious HR policy and leadership should become and remain a permanent pillar of our everyday life. Behind the certification is a target agreement with measures that we have already publicly demonstrated in the company at the end of 2020 and will implement together over the next three years.

Due to the diversity of topics, the HR team is looking forward to constructive group work or projects on the various topics! A wide variety of volunteers from all departments have already signed up and we look forward to making progress together!



TAKEOVER OF TRAINEES FROM BAMBERG

Promoting young talent is an integral part of human resources at GEKA, so training our future specialists and managers is essential. This is why we were particularly proud that, despite the relocation of the plant from Bamberg to Bechhofen in September 2020, some of the trainees decided to continue their training at the company headquarters which is 130 km away. Our trainers are highly committed to ensuring that integration at the Bechhofen (Germany) site is optimal and that the transfer of technical and application knowledge does not suffer as a result of the relocation. And this pays off – we have already been able to implement two successful takeovers after training for trainees from Bamberg location.

Jakob Griebel successfully completed his training as a tool mechanic on January 30, 2021 and is now continuing his career as a tool mechanic in our tool maintenance department.

Wladimir Nickel is still in training as an industrial mechanic probably until February 2022 and will start as an adjuster in our turned brush production following the successful final examination.

We wish Jakob and Wladimir a lot of fun in their jobs - we are looking forward to further cooperation!

ALMAY



LENGTH & LIFT MASCARA

Lengthened lashes from the root to each individual tip with an optimal curl. The Almay Length & Lift Mascara gives every lash a voluminous elegance.

The cylindrical-conical shaped brush georgeousSTYLIST by GEKA is made from the castor oil plant (*Ricinus Communis*, known in German as the miracle tree plant) and is thus 100% made from renewable and plant-based raw materials. The volume fibers of the GEKA greenLINE do not spread out when applied to the lashes, so that the brush noticeably grips each individual lash and creates an impressive lengthening effect.

With the help of GEKA's patented SEPA technology, the bristle fibers are ground into a wedge shape. This innovation ensures perfect combability and optimized separation of the individual lashes. The result is obvious: A natural look with perfectly defined lashes.

The packaging is made of post-consumer recycled material and has been finished with silver hot foil stamping.

For me

Care collection

Step 1

SKIN RESCUE

Apply the Vitamin C Serum, that is best known for its antioxidant properties, which counters skin imperfections and evens out the complexion.

Step 2

CONCEALER

Cover your dark circles and dull skin and apply some glow by correcting your spots with a liquid concealer.

Step 3

LASH CRUSH MASCARA

Conjure-up infinite volume, curl and length with this creamy vegan mascara that applies easily, thickening and separating the lashes in a dramatic and highly defined effect.

Step 4

EYEBROW GEL

Tame your brows with this unique fixing gel for an invisible but long-wearing finish.

Step 5

LIP STAIN AND LIP OIL

Complete your skin routine with the lip pampering oil, a cushioning texture for sensual natural lips. Or, go for a color highlight and apply the kiss-proof Lip Stain. The lightweight gel glides effortlessly and dries quickly leaving behind long-lasting, moisturizing, transfer-free, bold & even lip color.

Step 6

LASH & GROWTH

Before going to bed, apply the lash & brow serum, which keeps lashes healthy while stimulating their growth.



MASCARA

PACKAGING SOLUTIONS

BY **GEKA**



What we offer to the beauty industry:



Ready-to-go solutions or **customized mascara packaging**

60 years of **in-house fiber brush production**

Exclusive fiber filaments combinable with five patented technologies for brush grinding

Three different injection molding processes via intelligent high-tech tools to achieve outstanding precision, consistent quality and impressive results

Patents for manufacturing bi-injecting brushes (Sandwich & Moltrusion™ technology)

Cosmetic packaging using **sustainable materials**

Develop your own product: in our Mascara Workshops in Bechhofen – the world's center of excellence for mascara

MICRO BRISTLES

Product requirements have changed post covid

We expanded our product portfolio to hygienic, precise applicators by introducing ready-to-go solutions to our micro bristle technology.

28873 precisionLINER



This micro bristle applicator is made of 19 delicate micro bristles which avoid any spreading | Longer bristles in the middle and shorter ones on the outside for maximum precision | Carefully measured application possible | Easy handling and smooth application feeling during the application | Simple and precise application on the lash line

14471 pureIDENTITY



Innovative micro bristle applicator (MBA) in flat design | Patented design with 25 micro bristles reminds a "painting" applicator | Micro bristle technology allows the loading and release of a defined and accurate dose in precise, consistent and user-independent manner (dosage precision) | Ultra-exact and hygienic application, ideal as spot corrector

28885 fusionAPPLICATOR



Innovative applicator with very delicate micro bristles for the precise, pure, hygienic and smooth application of formulation | 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. vitamin c application to ensure pointed and dosage application with maximum precision

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, **Reduce product waste**

YVES ROCHER

INTENSE METAMORPHOSE

If that's not an eye-catcher – in the truest sense of the word! The Intense Metamorphose Mascara by Yves Rocher cuts a fine figure in every respect: The metallic effects and transparencies give the mascara a unique look: The image foil creates a play of glossy and soft effects in a multi-colour design.



The fiber brush was developed exclusively for this product together with Yves Rocher using GEKA's patented SEPA technology. This wedge shape fiber brush is particularly easy to use and coats every single lash from the inner to the outer corner of the eye. Perfect lash volume and a majestic look in deepest black.



A medmix Brand

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