



more than 10 years of product excellence!



the latest in dermatological science and biochemical research resulting in the most modern medical grade skincare





the swiss heritage



The beauty of the landscape

The fresh air

The reputation of the pharma industry

The high-class hospitals and medical care

The precision of tools and watches













hi-tech pharmaceutical development & production methods





skincode switzerland ESSENTIALS





100% fragrance free

100% preservative free

100% color free

100% animal derivative free

contains everything you need and nothing you don't







CM-Glucan

- stimulates the immune system
- accelerates skin recovery
- protects against Free Radicals
- improves elasticity and firmness
- calms irritaded or allergic skin

medical grade ingredients







- modern textures for all skintypes
- minimizes signs of aging
- protects against UVA & UVB radiation
- provides long-lasting moisture
- promotes the vital skin functions



we don't promise miracles, but we guarantee results





agelab

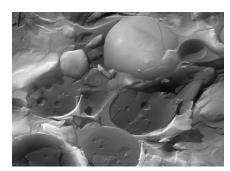
Layer Technology

- based on 100% medical research
- only products of its kind world-wide
- extremely high skin tolerance
- highest % of CM-Glucan of any product

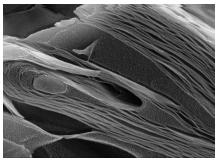


- 1401. Age Lab Time Rewinding Night Cream
- 1402. Age Lab Time Rewinding Eye Cream
- 1403. Age Lab Time Rewinding Serum





normal cream



age lab cream

skincode switzerland EXCLUSIVE





ACR-Complex = true anti-aging

- proven increase in cell renewall
- reduces lines and wrinkles
- protects against UV-radiation and free radicals
- supply skin long-lasting moisture
- stimulates vital skin functions



advanced cellular therapy- for younger looking skin





Clinical in Vivo Study on three products

Examples of results after 28 days with single product use show

+ 21%

Moisture increase

- Skin elasticity + 18%

- SESm (smoothness) + 19.5%

- SEw (no of wrinkles) - 13%

- Wrinkle Volume - 22%



Cellular Eye Contour Cream



Day 0



Day 0



Day 28



Day 28



Cellular Anti-Aging Cream





Cellular Wrinkle Prohibiting Serum - Face





Day 0 Day 28



geographical & type of distribution

Switzerland Pharmacy France Pharmacy

ItalyPharmacy, PerfumerySpainPharmacy, Drugstore

Germany Internet UK TV

Belgium Perfumery, Pharmacy Holland Perfumery, Drugstore Ireland Pharmacy, Drugstore

Poland Pharmacy

Lithuania Perfumery, Pharmacy

Latvia Perfumery
Romania Pharmacy
Bulgaria Pharmacy
Moldavia Pharmacy
Croatia Pharmacy

Serbia Pharmacy, Perfumery

Slovenia Pharmacy

Montenegro Pharmacy, Perfumery
Albania Perfumery, Beauty Salon

Russia Pharmacy, Perfumery Ukraine Perfumery, Pharmacy

Turkey Pharmacy, Dermatologist Lebanon Pharmacy, Drugstore Syria Pharmacy, Dermatologist Kuwait Pharmacy, Drugstore Dubai Pharmacy, Beauty Salon

Qatar Pharmacy

Iran Pharmacy, Dermatologist

Moroco Pharmacy Egypt Pharmacy

Bangladesh Direct Marketing, Mono stores

Pakistan Drugstore

Hong Kong Pefumery

China Department store, Perfumery, SPA

Taiwan Department store Korea Direct Marketing

Malaysia Dermatologist, MD Clinics

Singapore MD Clinics

Australia Perfumery, Pharmacy New Zealand Perfumery, Pharmacy











France Turkey USA





Ukraine Bulgaria Romania





China

Singapore

Hong Kong

skincode pos material & promotions













skincode in the press - advertising





Put time on hold!

skincode

in anti-aging skin treatment with the

Complex - ACR is a powerful cocktail of active

stimulating effect on the skin's vital cell renewal process with visible results:

After 7 days: Cell renewal rate; +26%



Să punem punctul pe rid i problegent in pleas coother les readherhorant Debrushe Lair débant à les celtules montes et les impuns sovieuse et in hydratiante qui apporte 1-de demandaise et debraces et controllée de la controllée de marchet d'utilité de la controllée de marchet d'utilité de la controllée du violation de la controllée du violation de la controllée du violation à 30 mil 46 € 9. Critique de la controllée de la controllée du controllée de la controllée du violation à 30 mil 46 € 9. Critique de la controllée de la controllée du controllée de la controllée de la controllée du violation de la controllée de la

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STRATEGY Swiss brand reviews its codes

usiness

Skincode is reviewing its distribution model around d in 1998, the brand is available in different chanthe country, with a total of about 10,000 points-ofnot all of these offer its full product range. "When you r distribution at any cost," company president Niclas ws. That is the mentality I had with Skincode the first few e are starting to reevaluate our distributors, and in four or five " he explains.

ntly signed with new distributors in Ukraine, Russia g for new partners in France. In China, too, the brand onth, with the same distributor, Spring Asia Holding, anagement team. "Skincode and sister brand Swissline were uation," Massalsky claims, "The [previous team] unforimportant product presentations and files to make use of when

s skincare range produced locally." y is still waiting for the results of its launch in drugo determine whether it will continue with what experiment"; Skincode, along with six other European ial departments in Walgreen's stores last year (see green's wanted to be at the forefront of making [US] retail s is a big machine in a very big country. To make it an instant e] consumers that a \$20-50 skincare product is worth it, is dif-, but it is starting to work out, because Walgreen's is helping

in retail sales last year. Excluding Walgreen's (massive imparative drop for 2007), Massalsky expects that the by 50% this year, he says. Some 70% of business comes US, thanks to the Walgreen's deal, and 10% from Asia. also added South America to its distribution atlas. A ervice covers six countries in the region. "South America e as high as | 300%," Massalsky explains. "We sell directly ells directly to the consumer, so [high] duties can be countered

by the removal of different stages in the distribution chain." AW

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Germany, Au (Prestigio Pa

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EUROPE

Argentine cons

Argentine mar

Apivita inv Greek natura Apivita SA is build a new CosmeticNews founded in I had its own I duction unit new plant) w its home count the growing ne Apivita spok CosmeticNews. will be able to honey." The i time when, r the company national exp €26.6m in 20 ties of Reme pany diveste Apivita alone

turnover of from exports Greece's Turkish di

Origins courts the male consumer

giving the men's market a full product range. Origins for Men is an ight-sku line including four existing products that will be repackaged and four new products. "We intend to substantially increase our ien's business," Origins global marketing vp Susan Akkad tells ICN. We are projecting \$7m in retail sales in our first 12 months.

New products include two shaving items, Easy Slider Pre-shave oil and and Fire Fighter Plus Beard Taming after-shave soother, plus two care products Skin Diver Active Charcoal body scrub and

""s include Origins' first men's product, Blade aunched 13 years ago. th extensive point of-sale materials,

is adding a new mattifying component to its Juvenance lin

up. Deliner mat anti-wrinkle for

mula also combines anti-shine

The deliner complex aims to fi Launch: May 2006 (worldw

micronized powder.

JUVENA

Brazilian beauty brand Natura is launching its fi Pariparoba plant found in the Amazon Other ingredients include green coffee, cupuaçu and Amazonii white clay. Products include a sap face balm, purifying Launch: June 2008 Price: €13 - €25



skincode in the press - PR



Notebook Essen

Euro Stars

European niche brands are bringing innovation and quirky ideas back to beauty counters on both sides of the Atlantic

By Grant Rosenberg/Paris, Illustration for TIME by Sean McCabe

LET'S NOT BE GREEP? may not be familiar words from the mouths of most crox, but that's your Alma jubbs, head of the Piench matural-connectic company. Non, may about taking her words from the U.S. market. The pure yorder into the U.S. market. T

Haussman-ern building off the Changes Eyede, Riches, 40, explains how the teasury for mental to some three translations are period of major change, with trans and norm riche brunch and order the state of the state traditions. More recently, big beauty conglomer-ates such as L'Oréal and Estée Lauder have been

ates such as L'Oréal and Eate Lander lawe been stopping for new, numarture branchs in oit, fa-templogy, the "stopyfuling" or the quirty branching of smaller beauty companies what the complex of the companies of

TIME STYLE & DESKIN FALL 2006

and CROS who say the innovative

would expect to come out of a Proc or L'Oréal, no matter how man dollars such conglomerates inves But for smaller brands—many of targets—the more offheat the ide Mathilde Thomas, co-founder c vinotherapy brand Caudalie, feel brands can take risks, ultimately, a

Wine as beauty regi Aeronautically refrigerated face cn These are not ideas you would expect fr Procter & Gamble or L'Oréal

Notebook Resurv

the sales floor," says Lauren Freedman, who, afthe state most, says Laurent recentaint, who, are ter two decades at a connection major, started her own company, called Clé Specialty Cosmetic Services, which focuses on bringing emerging European brands to the upscale U.S. market. They all say they like things that are European, and they still believe that France is the leader in this trans. It's best to at Godge. The Person, and skin care. It's just sort of a given. The French ge

While most niche brands, such as Caudalie While most niche brands, such as Caudalle and Icy Beauty, are distributed in prestige vernous like department and specialty stores, mass-market retailers are quickly catching on to the popular European niche trend. This October select Walgerens pharmacies will begin offering more than 130 skin-care products from seven European branch, sinchaing Red Water from Gereca, Spain's Oil, Art Deco from Germany, the Swiss brand Skin-cale and, from Farner, Institut

Swass branch Sancoce and, from Prance, instructured Armaud, La Fleur Organic and Spa Aquatique.
Paul-Noël Ortlieb, export manager for Institut Arnaud's parent company, Groupe Panthers, says the deal wild Welgavene is a pautical one. "We wouldn't dream of being able to neat ene. "We wouldn't dream or being acon to enter the American market on our own because it would be beyond our financial means," he says, noting that the participating brands col-lectively share the marketing costs. Indeed, selling their skin-care products in an Ameri-can drugstore chain is a bit different from selling them in French pharmacies, which, unselling them in French pharmacien, which, un-like their U.S. counterparts with their grozeries, magazines, candy and toys, retain an austere, medicinal environment. Ortlete bolleves it will be a good fit. "The displays will be strategically conceived, well placed with attractive lighting and marked as a European Beauty Collection on the floor of the asile. It will give a French-style ground magazis universe in an American diagnose chain." "feel is, a bit of a see charges

drugstore chain."
This "masstige" deal is a bit of a sea change for a chain like Walgreens, which has until now stocked its shelves with tho major beauty products from the global leaders. "[American] women are searching for alternatives," says Kathy Steirly, divisional vice president and general merchan-dise manager for Walgreen Co., "to have the department-store experience without the hassle and at a better price."

One person who has been instrumental in

oringing many of these niche brands to the U.S. market is Nick Hudson, co-founder of U.S. market is Nick Hudson, co-founder of Excelsior Bessety, the firm that spess lexaded the Walgreens deal. Excelsior works with re-tailers and brands to bring masstige products to North America, and Hudson, formerly of Boots in Britain, is trying to develop the middle market. "In drugstores you have a big runge of the multinational brands, while in department stores you've got a wonderful array of premium products. But you don't have what

CE SOUR

"People don't want to feel they have what other people have in a one-size-fits-all kind of way."

what other people have in a one-size-fits-all kind of way," says Hudson. "It's about finding something a little different."

And finding it they/are. After And finding it they are. After all, 36% of Nune's sales in the U.S. are from the Internet, meaning that even before Nuxo permentes the American market, the American market is finding Nuxoe-without advertising in national media. With greater awareness of niche brands through the Internet and elsewhere, the consumer is the divider force, open-

— Nick Hurlson, Excelsion Beauty
you have in Europe, Asia and elsewhere, a le
ending ground that gives the mass ensummer
some choice, a better refection.

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Facts & Figures

- Company Created in 1998
- Distribution in 43 markets 2011
- Retail turn-over of USD ~75.000.000













