

## German Business Delegation to India: Cosmetics and Detergent/Household Sector

**10<sup>th</sup>-14<sup>th</sup> March, 2019**

### Overview of Participants

Nr.	Company Name	Website	Sector
1	Industrieverband Körperpflege- und Waschmittel e.v. (IKW)	<a href="http://www.ikw.org">www.ikw.org</a>	Association for cosmetics and cleaning products
2	Beauty Hills Cosmetics GmbH	<a href="https://www.beautyhills.de/">https://www.beautyhills.de/</a>	Cosmetics (skin care)
3	Babel Cosmetics GmbH	<a href="http://www.shazay.com">www.shazay.com</a>	Professional hair cosmetics
4	Medskin Solutions Dr Suwelack AG	<a href="http://www.medskin-suwelack.com">http://www.medskin-suwelack.com</a>	Skin care and Medical devices
5	Klapp Group GmbH	<a href="http://www.klapp-group.com/">http://www.klapp-group.com/</a>	Cosmetics, development
6	Crevil Cosmetics & Pharmaceuticals GmbH	<a href="https://www.crevil.de/">https://www.crevil.de/</a>	Cosmetic and pharmaceuticals
7	Thurn Germany GmbH	<a href="http://www.thurn-produkte.com/">http://www.thurn-produkte.com/</a>	Washing and cleaning detergents

**Industrieverband Körperpflege- und Waschmittel e.v. (IKW) ([www.ikw.org](http://www.ikw.org))**



**Mr Thomas Keiser, General Manager, Industrieverband Körperpflege- und Waschmittel e.v. (IKW)**

The German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW), with office in Frankfurt am Main, was set-up in 1968 and is today one of the highest-profile industry associations in Europe.

IKW supports, advises and represents the interests of more than 420 small, mid-sized and large companies from the fields of beauty and home care. The industry with approximately 500,000 associated jobs had a sales value of more than 18 billion EUR in the past year. The member companies cover about 95 percent of the market.

The products of the companies represented by IKW are used on an almost daily basis by every household. IKW satisfies the resulting need for information through its high readiness to engage in a dialogue with all stakeholders involved and hence strengthens the credibility of product-related communication concerning the use and safety of beauty and home care products.

The Association supports its members, through a comprehensive service at the implementation of regulations, for foreign trade shows and the processing of market data. It advises with diverse trainings, seminars, events and workshops as well as through written position papers and represents the member companies through an extensive package of PR and a far-reaching network.

**Babiel Cosmetics GmbH** ([www.shazay.com](http://www.shazay.com))



**Ms Sabine Babiel, Managing Director, Babiel Cosmetics GmbH**

**SHAZAY**

SHAZAY (spoken language: [sa:ʒei]) is an innovative and luxurious styling and care line for beautiful hair.

We only use Diamond-Filtered Water for our products to ensure an unique purity and incomparable richness in active ingredients which is especially pure and precious. Unlike conventionally used water it contains important minerals and trace elements. Also, it contains more active ingredients that clean and groom your hair perfectly. Every single treatment with SHAZAY should feel like retreating to your favorite spot to relax and spoil yourself. The products have been designed and produced exclusively in Germany to preserve the highest standards of quality, performance and care.

This luxurious hair care line is solely sold through a network of exclusive distribution partners to high-end professional hair artists, beauty institutes or spas and through them to their final customers.

By becoming an exclusive distribution partner in your geographic region, you get to benefit from several advantages: SHAZAY provides the best-in-class education for your team, savvy marketing and sales support, numerous on-point merchandising products and above all, the most innovative and luxurious care line for beautiful hair: SHAZAY!

**Products/Services they wish to offer to Indian companies:**

- professional hair care and styling products: High-quality Shampoos, Conditioners, Leave-in Conditioners, Hair-Oils, Hair Masques, Hairsprays, Hair Waxes/ Fibres, Hair Gels etc. all based on Diamond Water and made in Germany.
- They wish to export the products to India

**Wish to meet:**

- Potential distribution partners

**BeautyHills Cosmetics GmbH ([www.beauty-hills.com](http://www.beauty-hills.com))**

**BEAUTY HILLS**

**Mr John Bardenheier, CEO, BeautyHills GmbH**

**Ms Meike Wunderlich, Product Development Manager, BeautyHills GmbH**

Beauty Hills was found in 2007 by John Bardenheier who is the owner and CEO of the company. The headquarter is settled in Hattersheim which is 10 km close to the Frankfurt airport.

Beauty Hills produces high class cosmetics and cosmetic treatments for women and men in the upper middle class price segment. The products are “made in Germany”.

Product USP’s:

- 5-step skin care system. Each step fulfills a specific function and the combined steps provide a superior skin care. There are several products available on each step.
- Combinability of products: Depending on the skin need / skin desire of the customer the products in each step can be chosen. So for every customer an individualized 5-product package is compiled.
- Fine molecular cosmetic: With using biotechnological ingredients in our cosmetics we are able to deeper penetrate the skin.

In our home market in Germany the main distribution channel are beauticians even though Beauty Hills also sells directly to the end consumer via an online shop.

Currently we distribute our products to approximately 15 countries. With each independent distribution partner we maintain close relationships and develop a distribution strategy which is suited best for the respective country.

**Products/Services they wish to offer to Indian companies:**

- Contact to potential distributors, who successfully operate distribution channels for skin care products in India

**Wish to meet:**

- Potential distribution partners

**MedSkin Solutions Dr Suwelack AG ( [www.medskin-suwelack.com](http://www.medskin-suwelack.com) )**



**Ms Diana Ferro, CEO, MedSkin Solutions Dr Suwelack AG, and Ms Nicole Weber, GM APAC, MedSkin Solutions Dr Suwelack AG**

MedSkin Solutions Dr. Suwelack is the expert for biotech solutions for tissue regeneration and skin health. Our technological core competence is the proprietary Advanced CryoSafe™ Method to maintain and refine natural properties of bioactive materials. For our Customers, we develop effective, targeted and cost-efficient solutions in Regenerative Medicine, Advanced Wound Care and Professional Skin Care.

**Med Care:** More than 15.000 burn victims have been treated with our dermal template MatriDerm® and hundred thousands of hard-to-heal wounds have been dressed with our biological dressing ProHeal®.

Unmet clinical needs are the basis of our product development. We commercialize our proprietary technologies in cooperation with health care companies in the areas of tissue engineering, advanced wound care and hemostasis.

**Skin Care:** Our brand reveal by MedSkin Solutions offers a range of performance specialists based on scientific expertise. Skin's responsiveness is triggered and natural skin functions are re-activated and accelerated. Reveal by MedSkin Solutions has been developed for those who want to look her personal best. Always.

In cooperation with skin care companies, we create solutions for Regeneration & Repair, Lifting & Contouring, Detox & Skin Refining and Skin Rejuvenation. These solutions are unique combinations of high efficacy and optimum skin tolerance.

**Products/Services they wish to offer to Indian companies:**

- Skin Care and Med Care products: Reveal by MedSkin Solutions: 3304 9900, MatriDerm: 3006 1090 and ProHeal: 3006 1090
- They wish to export the products to India
- The aim is to establish the market understanding and identify and meet with the potential distribution partners for Skin Care products and Medical devices.

**Wish to meet:**

- Potential distribution partners for the products and services mentioned above.

**Klapp Cosmetics GmbH ( [www.klapp-group.com](http://www.klapp-group.com) )**



**Mr Dirk Laue, Klapp Group GmbH**

Klapp Group is a pioneer in the world of beauty and stands for innovative cosmetic treatments ahead of their time. For them, “Made in Germany” is a promise of quality. Over 40 years of experience and continuous research and development of new high-tech active ingredients and methods, they have always resulted in the highest treatment success. They develop a wide range of cosmetic products for their clients and use only the latest technology.

The key features of their products/services include the usage of innovative technology and high-tech ingredients.

**Products/Services they wish to offer to Indian companies:**

- cosmetics, devices, skin care
- they wish to export their products to India

**Wish to meet:**

- Potential business partners

**Crevil Cosmetics & Pharmaceuticals GmbH (<https://www.crevil.de/>)**

**Crevil**  
GERMANY

**Farhad Sarwari, Business Development Manager, Crevil Cosmetics and Pharmaceuticals, GmbH**

Crevil Cosmetics & Pharmaceuticals Germany, one of Germany's fastest growing cosmetic and pharmaceutical company. Crevil Cosmetics & Pharmaceuticals Germany develops, produces and distributes a wide range of innovative beauty and pharma products, which are all produced in response to customer demand and which meet German and European industry standards.

We confirm, that all our products are manufactured in compliance with the guidelines for Good Manufacturing Practices, ISO and are accordance with the decree on German Standards.

Our quality management system ensures that its principles are followed in actual practice all employees, whether management or shop-floor workers, play an active part in ensuring that our quality management system is applied. Our QM system is constantly improved. So that we obtain the highest possible levels of customer satisfaction. It is our responsibility to fulfil all our partners' business demands at any time.

**Products/Services they wish to offer to Indian companies:**

- our product assortment of cosmetics and pharmaceuticals
- our product assortment as OM, formulated new products adapted to customer demands
- they wish to export their products to India

**Wish to meet:**

- Potential business partners

**Thurn Germany GmbH ( [www.thurn-group.com](http://www.thurn-group.com) )**



**Mr Peter Heinrich Schoof, Managing Partner, Thurn Germany GmbH**

Thurn Germany is a leading German manufacturer of household cleaners and detergents, catering to international private labels. Based on a renowned and highly qualified R&D department, Thurn has regularly scored top results in consumer tests in various European countries. All products are manufactured at Thurn Production facilities in Germany and the Netherlands and utilize premium quality materials supplied by leading international suppliers.

The key feature of their products/services is the high quality and the technology used in manufacturing the same.

**Products/Services they wish to offer to Indian companies:**

- Washing and cleaning detergents
- They wish to export the products to India and want to set up a Representation in India.

**Wish to meet:**

- Sales and distribution partners