

# SCHWAN COSMETICS

COMPANY PRESENTATION



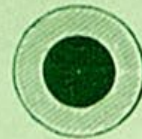




## UNSERE WURZELN



### „Schwan“-Dermatograph-Stifte



Für Ärzte, Medizinstudenten zum Schreiben auf die Haut, für kosmetische Zwecke usw.

**2**-Dermatographstifte, rund, kernfarbig poliert, Goldstempel, Dtz.-Packung. Auf Verlangen mit Spitzenschoner (2180 S usw.)

2180 = blau

2181 = rot

2182 = grün

2183 = gelb

2184 = schwarz

2185 = braun





## CUSTOMER FIRST

Produktinformation  
Product Information  
Informations sur les produits  
Informazioni sul Prodotto

Unternehmensinformation  
Company Information  
Information concernant notre société  
Informazioni sull'Impresa

...für die Augen  
...for eyes  
...pour les yeux  
...per occhi

...Spezialitäten  
...specialities  
...produits spéciaux  
...specialità

Schwan-STABILO  
PENCIL COSMETICS



## COSMETIC PENCIL HISTORY...



Dermatograph

1927



SET

1937



Lirola

1946



JET

1972



JMT

1977



SMT

1977



Stylo

1984



B-Matic

1987



Inkliner

1989



Dipliner

1994



R-Matic



Jumbo-Matic

1998



...AS BASIS OF DECADES OF SUCCESS







# GLOBAL SUBSIDIARIES





# PRODUCTION



more than  
12,000 colors



370 textures



continuous investment in  
cutting-edge technology



multi-level  
quality assurance



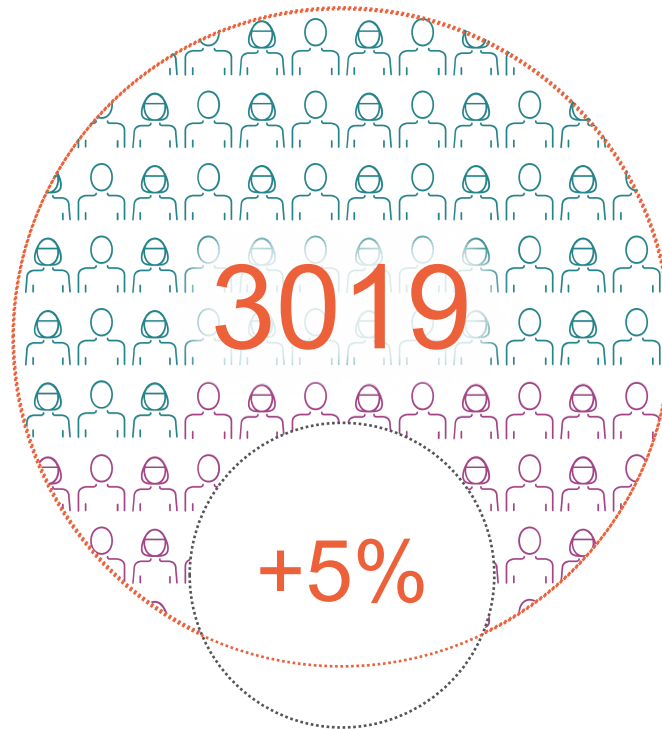




# NUMBER OF EMPLOYEES



Germany



in the last five years



international



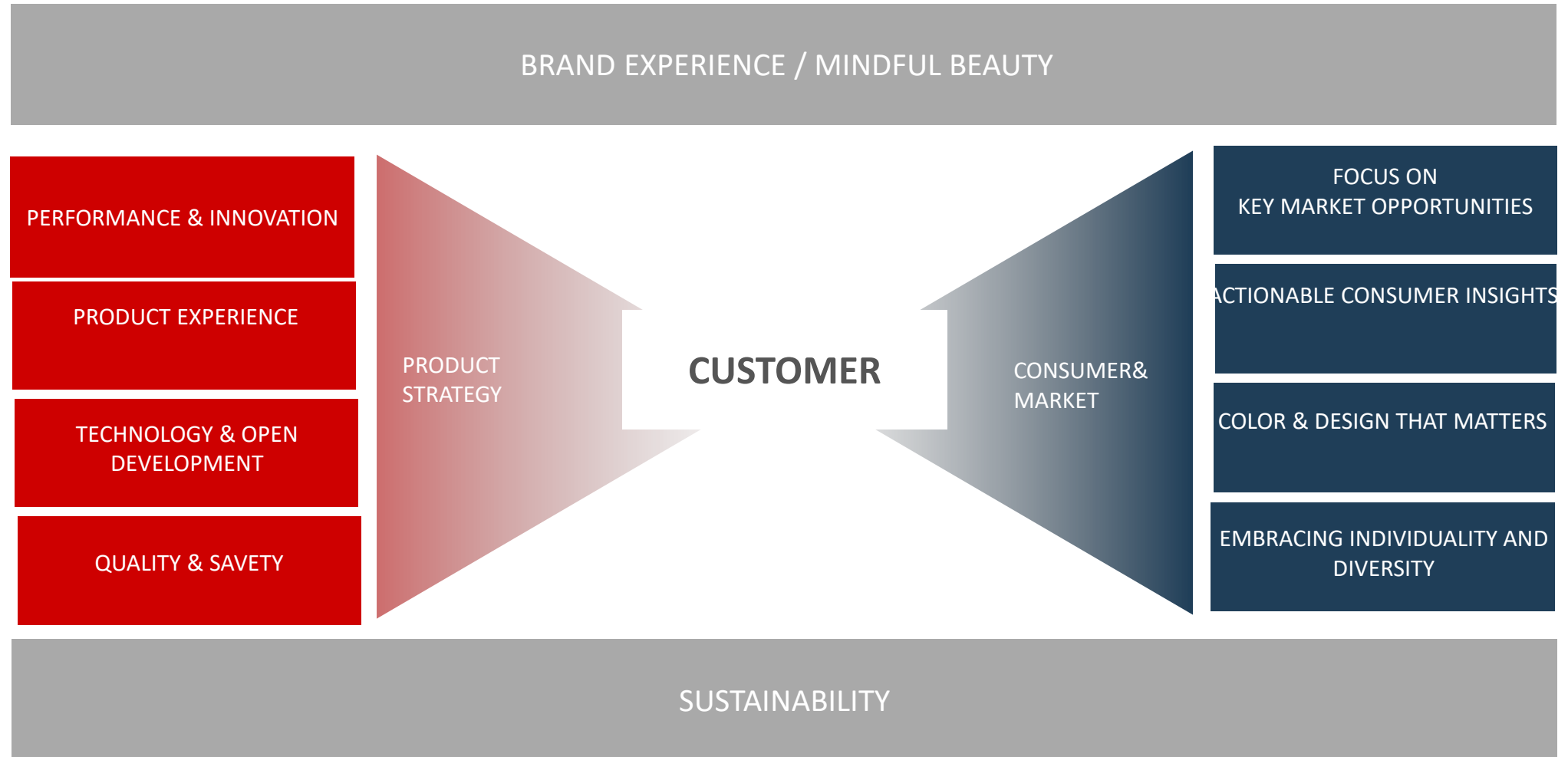


The only way to influence  
a consumers' behavior  
to buy a beauty product  
is to know **who** they  
really are and **what** their  
true motivation is.





## OUR INNOVATION STRATEGY







## OUR AMBITION

### SUSTAINABLE HIGH PERFORMANCE

HIGH PERFORMANCE IS AN IMPORTANT PART OF OUR STRATEGY.

BY TRANSFORMING OUR PORTFOLIO INTO A CLEAN AND TRANSPARENT ONE, WE ARE DEVELOPING THE SUSTAINABLE SOLUTIONS OF THE FUTURE, WITHOUT COMPROMISING ON PERFORMANCE.





## A MUST FOR A PERFECT MAKE-UP

Kajal, Eye-Shadow, Lipstick, Lipliner,  
Eyeliner, Concealer –

everything needed for a perfect make-up  
is smarter in a pencil:

easy to apply and multi-functional for  
unlimited looks.





## CUSTOMIZING

Our 360° customizing-approach that zeros in on your brand's individuality.

Offering one-of-a-kind products, formulas, and packaging that are expertly tailored to your needs.

For an exclusive look & feel that will turn heads – and inspire your customers.



# INNOVATION







# CORPORATE SOCIAL RESPONSIBILITY

## Market



- Sustainable product responsibility
- Supplier Code of Conduct
- Sustainable initiatives



## Workplace



- Social Charter
- Colorland Crèche & holiday childcare
- Sedex Members Ethical Trade Audit



## Environment



- Environmental Protection
- Carbon Footprint
- Wood certification



## Community



- Neighbourhood Partnerships
- Cooperation with DKMS
- Social engagement





schwan cosmetics

AWAKE  
cooling concealer

