



schwan cosmetics

TOMORROW'S BEAUTY. NOW.



Der Markt und wir
R&D Innovation Hub



GESCHICHTE



BEISPIELE



KEY LEARNINGS



MARKET & PRODUCTS: INTERNAL R&D RECEPTION



1990

2005



2015





MARKET & PRODUCTS: REASONS

1990



**MORE
CONVENIENT**



2010



1962



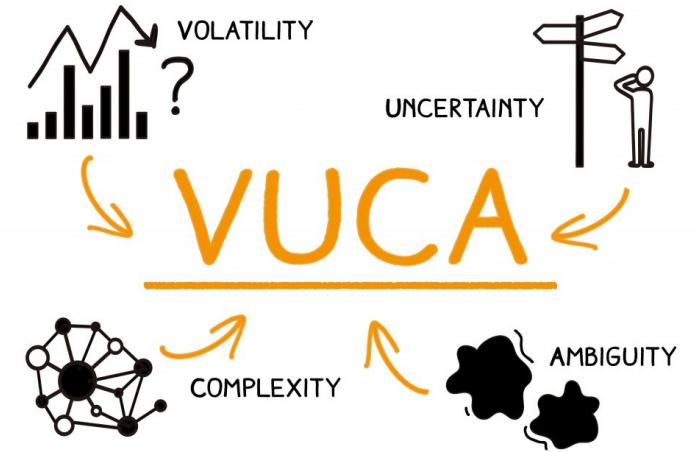
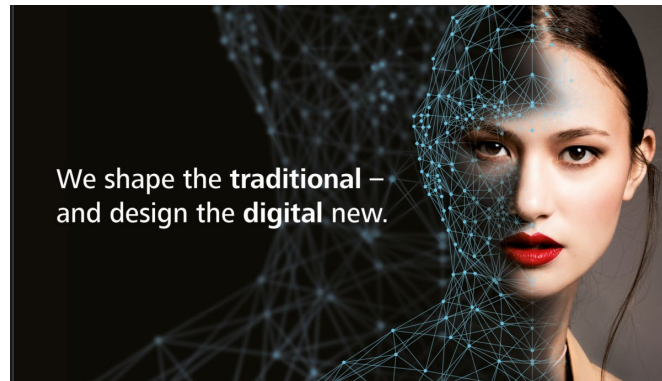
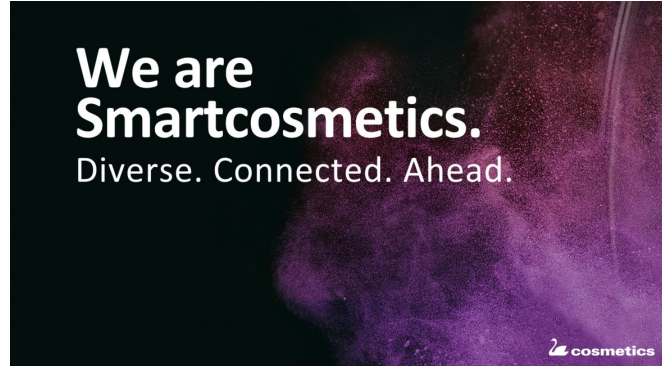
Now



Now



SCHWAN AROUND 2016





GESCHICHTE



BEISPIELE



KEY LEARNINGS



MOST WANTED PRODUCT

Status Quo: Many good products in many established categories. Small intrinsic improvements possible.



Healthy, good & well-being look and feel
Recyclable C2C
Less plastic
Re-use/fill/charge
Unproblematic materials and processes

Individual (choice) on a fair budget
LUXURY & INDIES with specialties
Fast Beauty

skin will stay analog,
systems, preview and choice making won't
new channels
Convenience: from tools to result

Master units / connectors

Material replacement

Material revolution

Rapid Prototyping

Industrial 3D printing

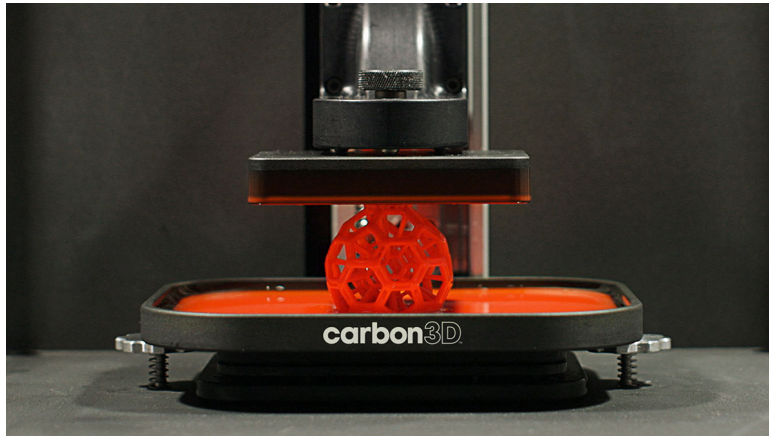
PoS Unit

AllRounder

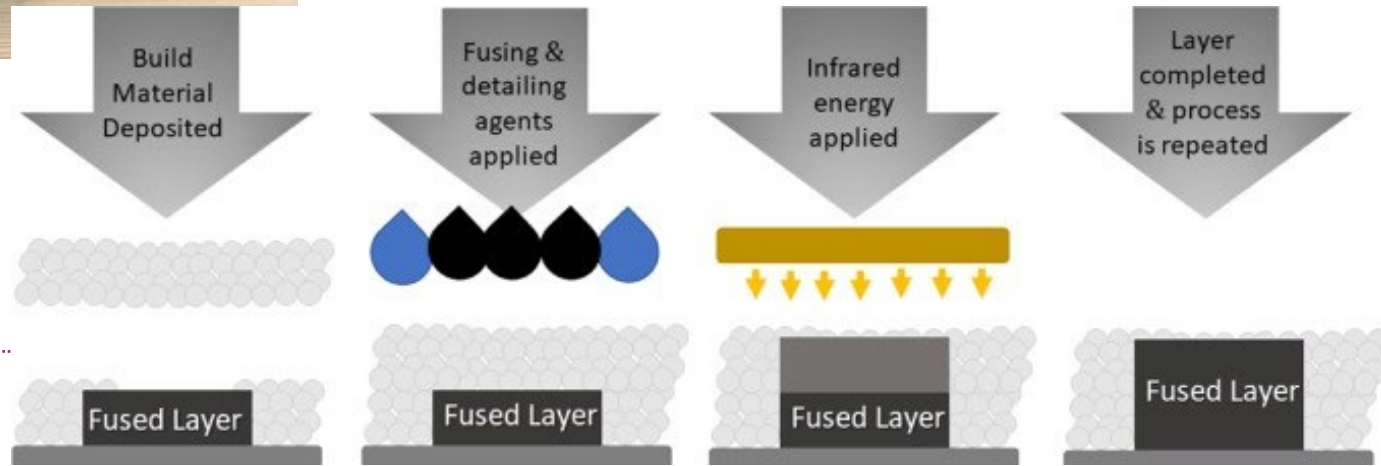
Nail- / Faceprinter



3D-WORLD VS SCHWAN3D



PA, TPU, PP



Introduction: Schwan 3D Vision

Become the leading expert for Individualization and partner for the cosmetic Industry

Provide 3D Resources, know-how and network to fulfill requests for specific package Designs for Brands and Suppliers in market quality and quantities

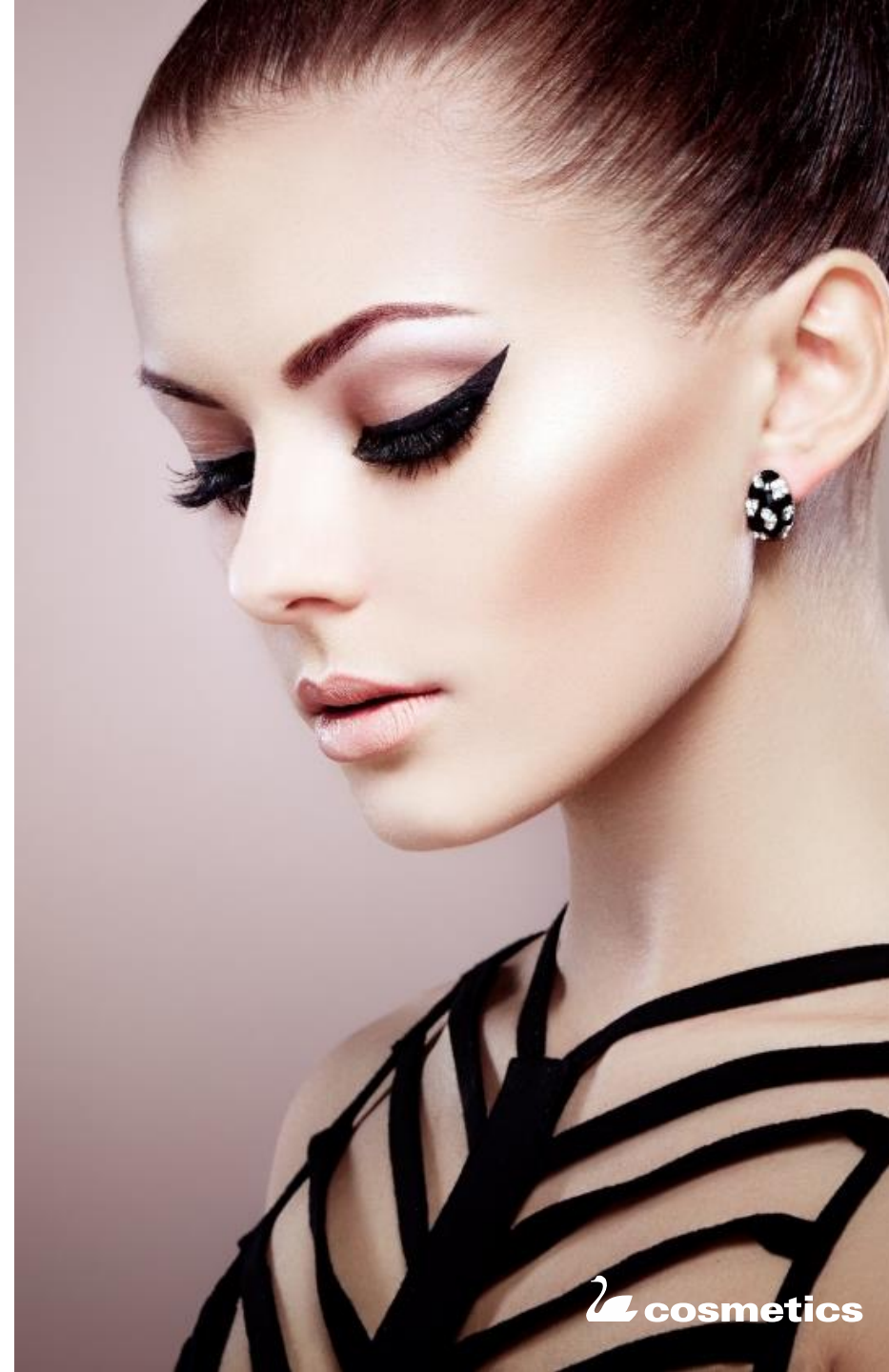
How:

Special Partnership with CI and HP is established, terms of contracts and conditions to be defined in Dec 2018

Conditions will set us in a very competitive and exclusive position. Print production can scale very rapidly.

Fail fast- Phase / pre-Industrialization:

- First customer projects to check market and production options
- First printer and smoothing Equipment will arrive at CI / GI&P in November 2018
- First Use of parts as secondary packaging. Options to use as primary need to be checked ASAP.
- Painting, dyeing, PDV and Galvatisation, Color Sampling, finishing and pricing need to be evaluated
- Bologna 2019: Finish a catalogue with examples and prices to ignite the topic.



Business Model

Unique Pencil Designs for all Brands => Boost current products

- Big quantities with new shapes for Design parts and or Applicators
- Small quantities for Start ups, Influencers and Indie Brands

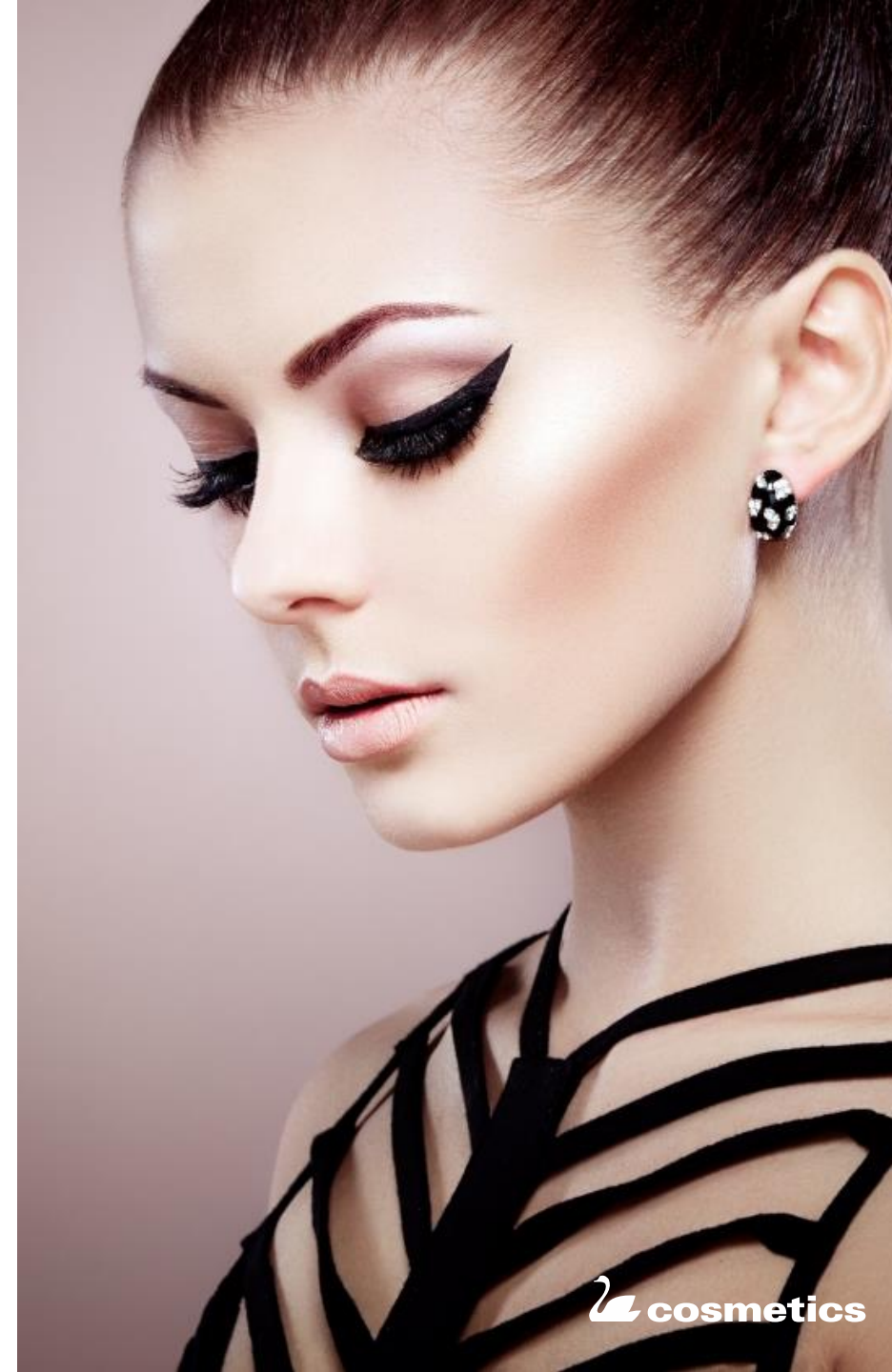
Go2-Partner and Supplier for ALL Design Parts in Cosmetic Industry

- Available Capacities for a reasonable Price
- *Unique Combination of 3D Printing Expertise and Cosmetic Packaging Know How e.g. (Regulations, Post Processing, Decoration, Secondary Pack)*

Internal Prototyping for Development and Customizing Models

Sell any unused capacity to non-competing prototypers

Enable quick & smart machine adaption for new products



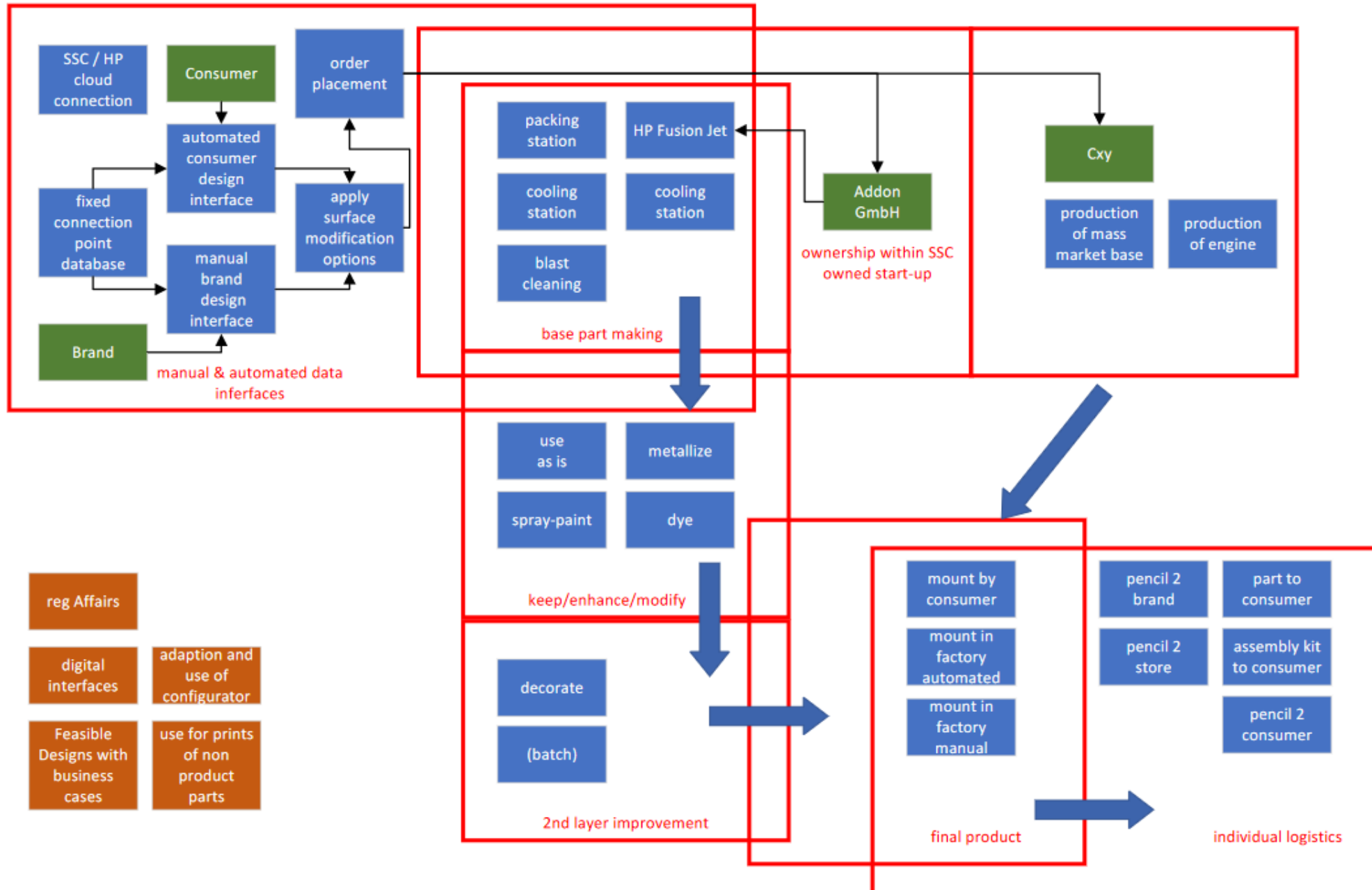
CORE VALUE PROPOSITIONS

- Enable Designs that are not feasible with Decoation/IJM
- Enable product ramping competing with IJM
- Enable occasion-based collections that fit any retail cycle
- Enable complete extraordinary Brand specific Design Lines across ALL brand products
- Enable extraordinary ways of lifecycle prolongment (pimp my classic)
- Enable fast beauty and influencer cycles
- Huge increase in prototyping and time2market speed

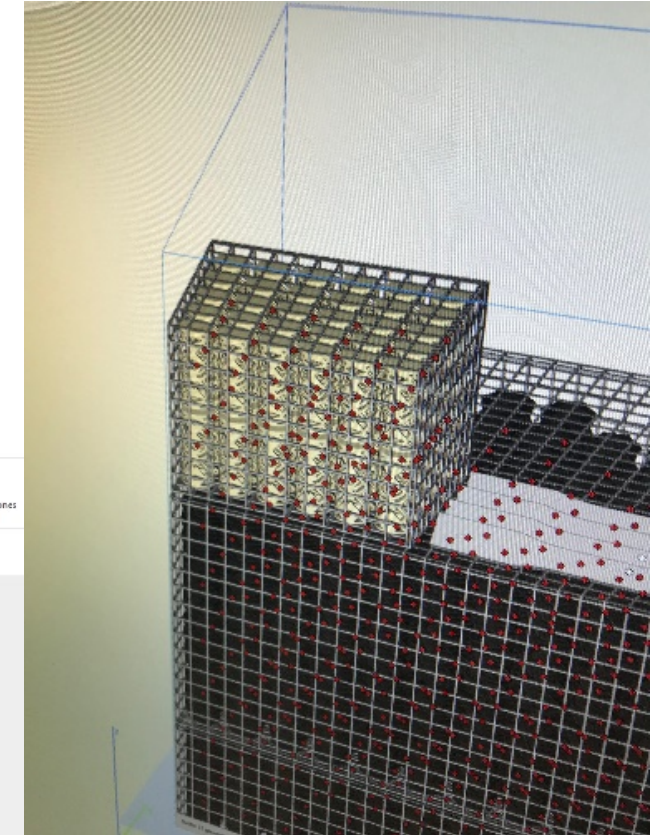
TARGET GROUP

- 11% of SCI Customers are in LUXURY
- 19% of SCI Customers are Indies

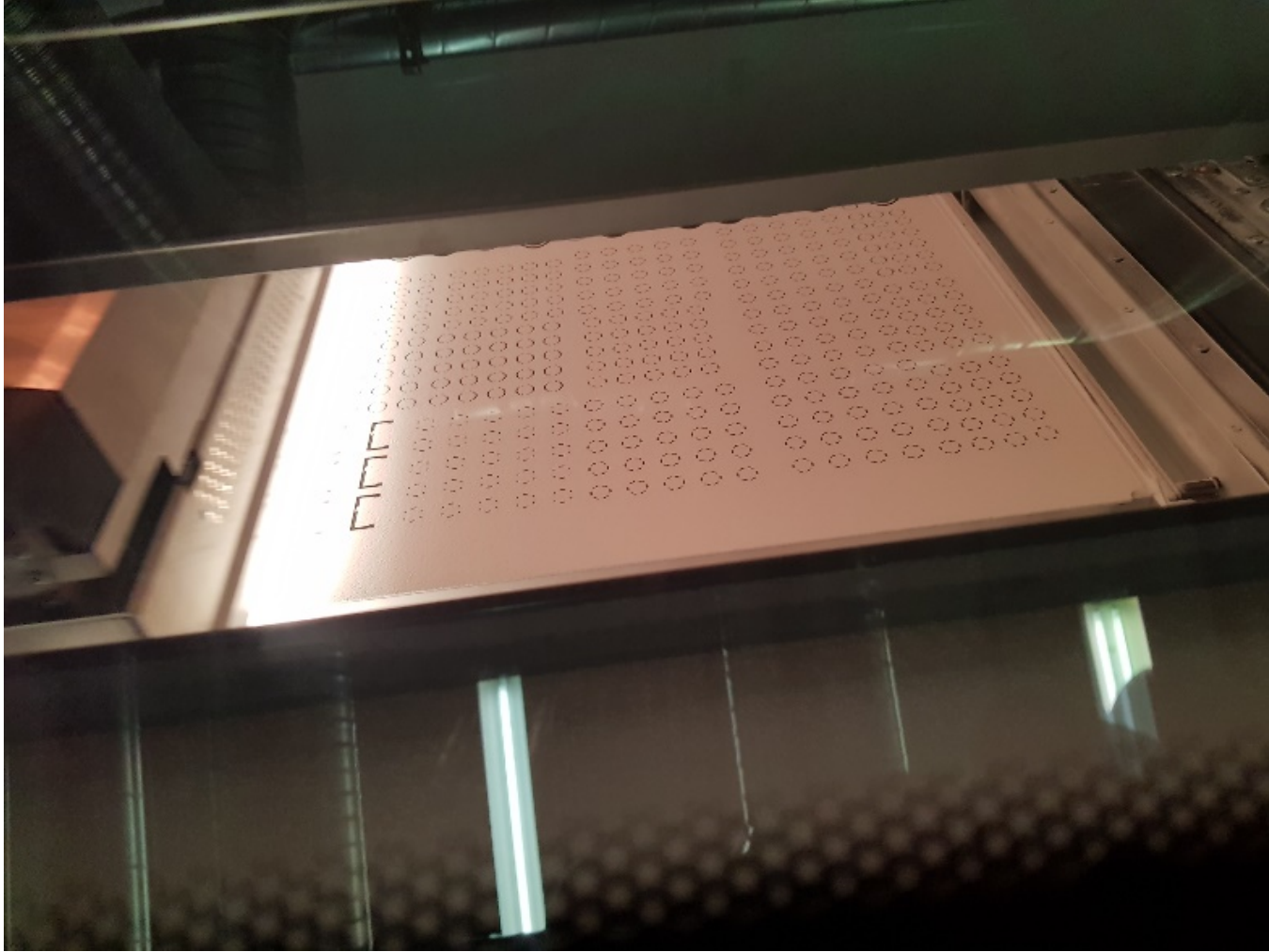
=> Any costumer that seeks very strong visual brand positioning and has a small margin multiplier or very high price point



**Design of printing parts
&
Feasibility check for print
and finishing methods
(GI&P Prototyping)**



PRINTING PROCESS



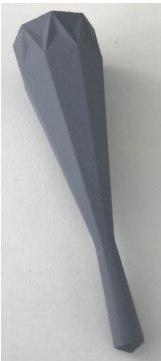
POST PROCESSING

▪ raw print



optional
apply filler

optional
slide grinding



dyeing
or
Staining

physical
vapour
Deposition
&
varnishing

drum coating

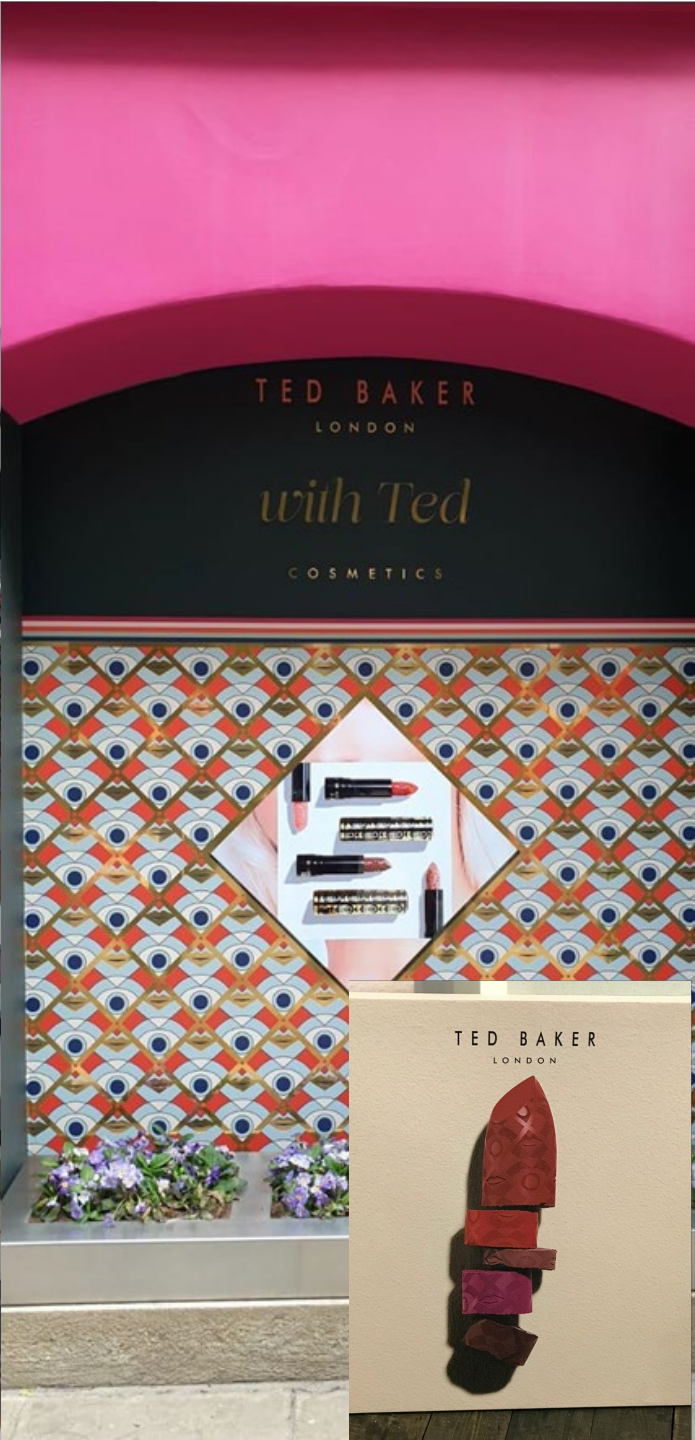
spin coating



Bologna Tradeshow 2019



Ted Baker launch





1ST FINDINGS

Customers did not believe they could already order what they designed

Customers and Sales could not deal with the new degree of freedom

No one can prepare if industrialization time is almost zero

Customers say they want it different but most accept only very similar solutions

Established brands struggle to decide on something different

Established brands have trouble to adapt their calculation structure

Effort per model to put to SAP was painstaking

Ext. finishing companies cannot deal with small lots

3D print post processing specialists are way too expensive and inexperienced

Regulatory is a problem with almost all post processing finishes

Regulatory for fusing and detailing agent sets limits



A 1 minute
glimpse to the
3DP Portfolios
„catalogue“

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MESSE BOLOGNA

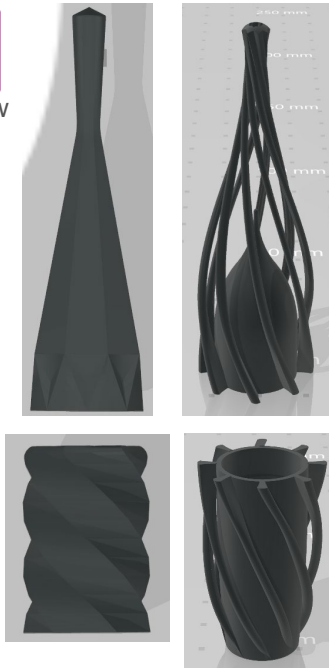
LL MU



Bottle 15



Inliner MU



Precision



ProMatic



ELF-Matic



Chopstick



JTW



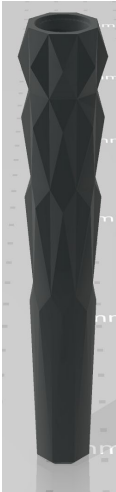
Purist





PROJEKTE

LL MU



Bottle 15



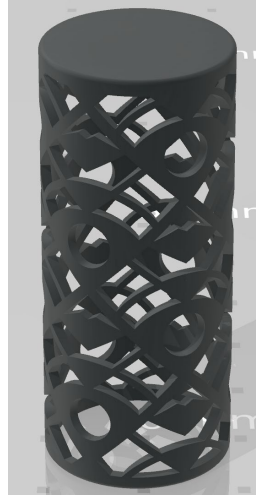
Precision



ProMatic



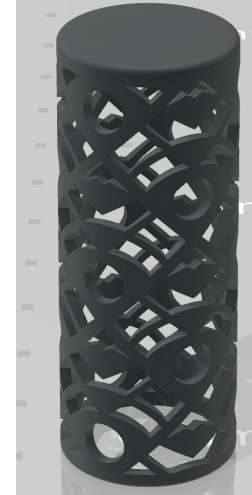
Mascara



Chopstick



JTW



Purist



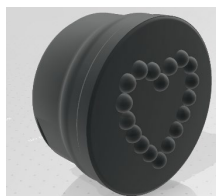


VALENTINS PROMO

JTW

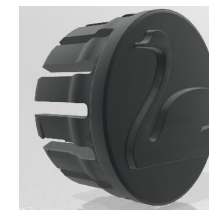
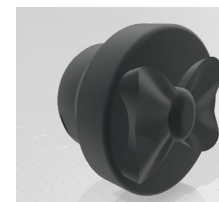


13



12

+hollow





DESIGN – “CAGE”



APPLIKATOR „L1“





APPLIKATOR „L2.2“



APPLIKATOR „L3“





DESIGN „KRISTALL – ARTISTIQUE“



DESIGN „VALENTIN SCHLEIFE“





DESIGN „SWAN FLORAL“



DESIGN „SWAN GEOMETRIC“





DESIGN „GEOMETRIC“



DESIGN „FEATHER“





FURTHER FINDINGS ALONG THE FIRST MILLION PCS

Product pricing: Full-cost calculation vs. „usual PGK“

Cost/Resource cuts:

- No internal designer

- Build of total approval platform along customer projects

As long as R&D is involved, Sales hesitates

3 printers printing ‚different‘ version of the same

Accuracies & connection methods need to be improved

PP and TPU require new printer model

Post processing and assembly need low wage or automated environment

Most big brand dinosaurs still discuss prices while others sell

SAP effort per model ineffective for smaller lots. => Dummies and adapted testing

Some brands offered the feeling of individualization instead of individualization

Joint development enabled fully cosmetic grade print materials!



1 PCS INDIVIDUALIZATION

Needs seamless integration

Noone can spend a single minute on design, coordination or any fixes

Here's the POC:

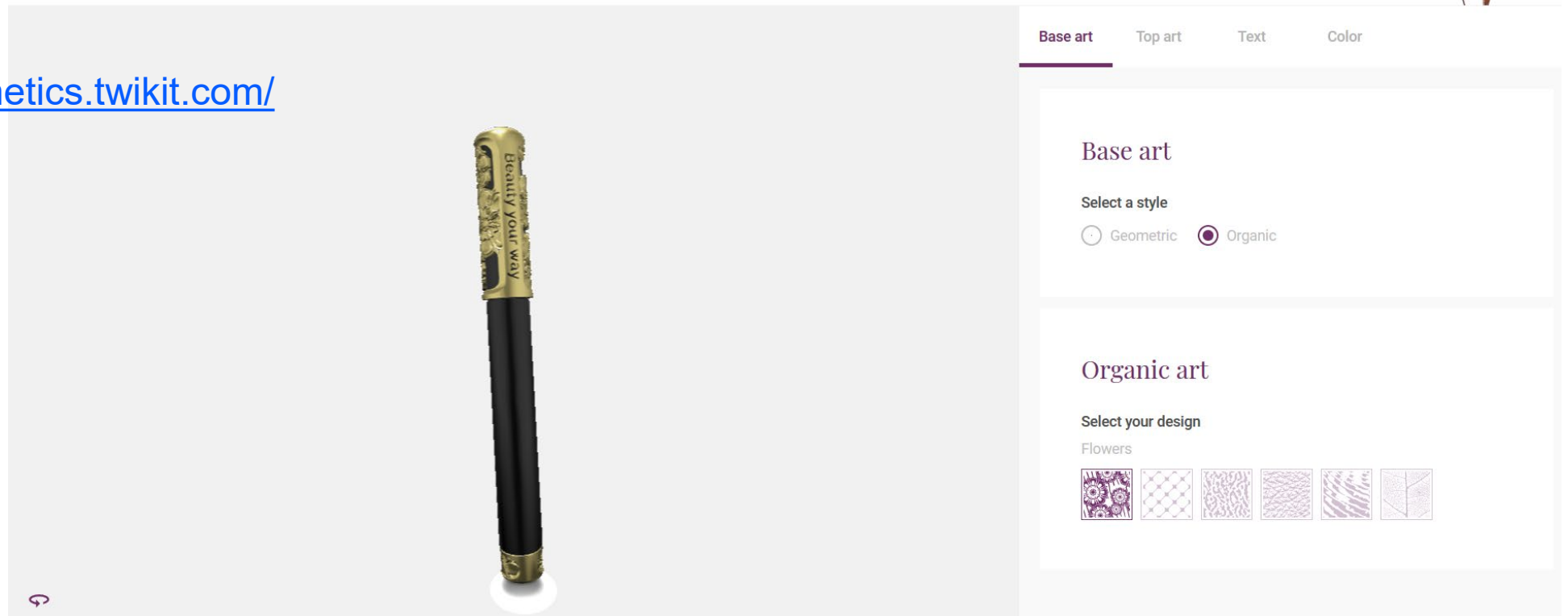


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Personalize your eyeliner

Save your creation

<https://schwancosmetics.twikit.com/>





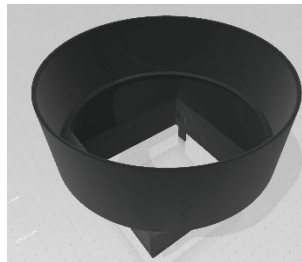
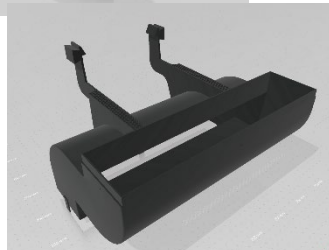
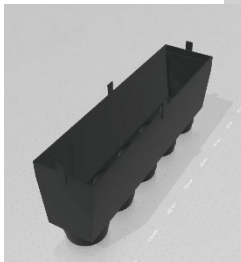
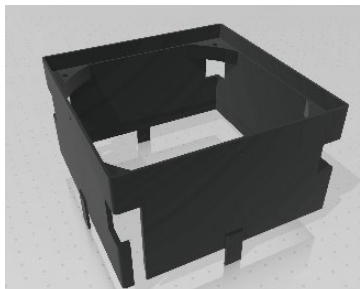
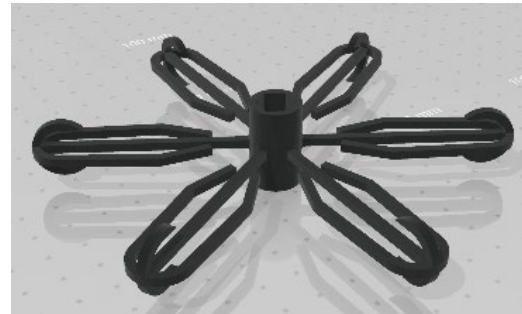
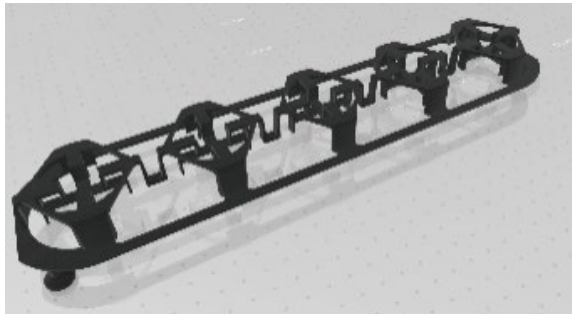
1 MACHINE PARTS AND ADAPTIONS & MVPs

Tremendous success in time and money saving

If set up right: from months to days

A classic design engineer needs to drop every thought he ever had changing to additive!

2020: Corona medical supplies





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