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NATURAL COSMETICS



BEAUTY, TO ME,
IS ABOUT BEING COMFORTABLE IN
YOUR OWN SKIN.

GWYNETH PALTROW

NATURAL COSMETICS

For over 20 years the production facility has been making advances in the private label natural cosmetics sector. In 2009, the R&D and Production departments became part of the Weckerle companies, a family-owned enterprise with its headquarters in Bavaria, Germany.

Our expertise in current global market conditions enables us to offer tailored solutions based on client needs. We provide consultation on a wide range of services, including

- market analysis and future trends
- international regulations
- packaging and design
- formula development
- filling techniques
- logistics

To maintain a high level of competence in constantly evolving markets, technologies and regulations, ongoing research and training are central to our strategy. We are able to provide our customers with current certifications such as NATRUE, BDIH, Ecocert, Swanlabel, Cosmos, etc. in the natural cosmetics industry. ISO 9001 and IFS certifications further attest to our high standards of excellence.



FACE

With the wide variety of textures and formulas we offer for all skin types, we can target the specific needs of each individual's skin and bring out their natural radiance.

We recognize that every customer is unique, making this individual customization a key factor in long-term customer satisfaction. With products available as liquids, mousses, creams and powders, we offer a complete range of customizable products for complexion: The high quality of the natural ingredients we use in our products is evident the instant they touch the skin. They blend in easily for a flawless and even skin tone that lasts. We recognize that every customer is unique, making individual customization a key factor in customer satisfaction.

LIQUID FOUNDATION

A highly customizable product, liquid foundation can be developed for any skin type, texture and coverage using active ingredients for additional benefits, as desired.

With our current product portfolio, we offer an array of products that have already been fully developed, tested and certified. Customization ranging from slight alterations in existing products to completely new developments based on customer specifications is also available.





FOUNDATION STICK

A convenience product for a natural look at home and on-the-go, the silky-smooth formula of the foundation stick creates a velvety, matte finish, while simultaneously treating the skin with precious natural minerals. An optional core contains a moisturizing combination of active ingredients which nourish the skin and protect it from damaging environmental influences.

The light, medium or high coverage formulas can be applied quickly with the stick, blending easily for a smooth, natural appearance.

BB CREAM / CC CREAM

Beauty Blemish Balm lends the skin a soft, creamy feeling for an especially even skin tone. The Beauty Blemish face cream, with its delicate coverage, minimizes fine lines, evens colouring and reduces redness for a natural look with no caking. The formula contains ingredients of the highest quality to deliver moisture for a truly radiant complexion.

Colour Correcting Cream is a lightly tinted colour-correcting moisturizer with active ingredients that immediately perfect, nurture and protect the skin for a beautiful, even complexion. Minor flaws, fine lines and imperfections are evened out and targeted anti-redness ingredients spirit away redness.

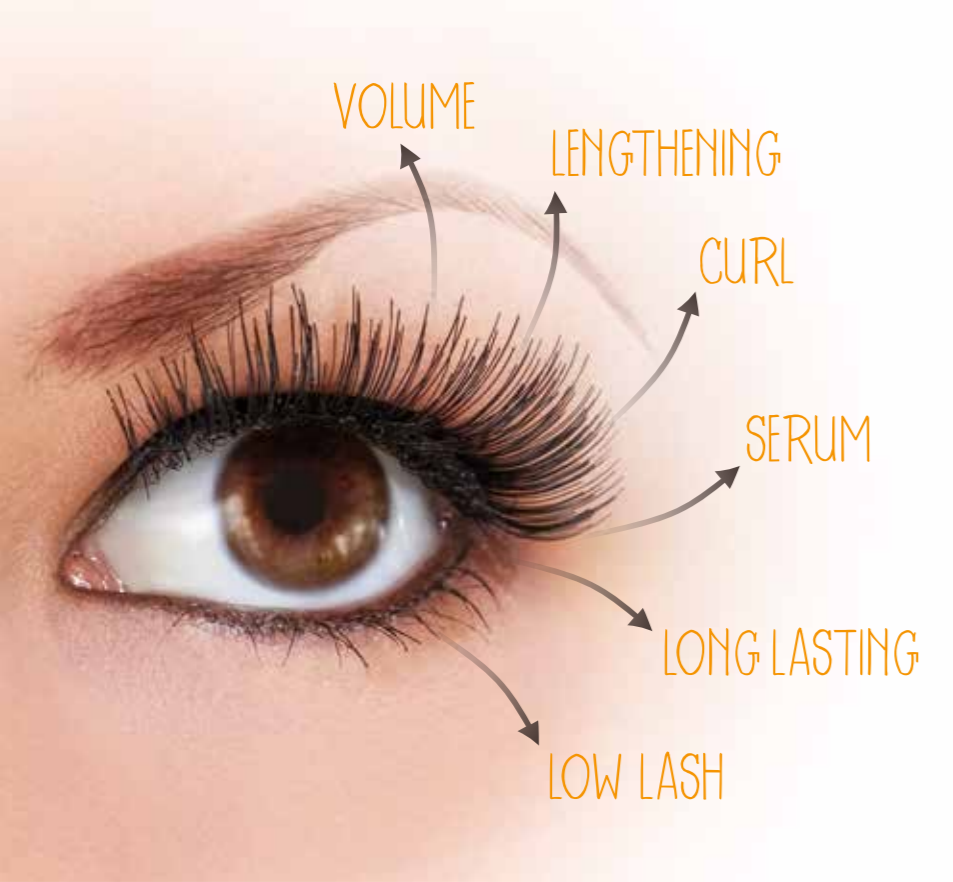
MAKE-UP MOUSSE

The creamy-light mouse texture melts into the skin for a complexion with a natural glow. Mousse make-up leaves a silky, powdery, matte finish without mask-like caking. The active ingredient, schisandra extract, works to improve skin elasticity and firmness.

BLUSHER

For centuries, blushers have been used to provide a more youthful, healthy appearance by emphasising skin's natural radiance and highlighting the cheekbones. Using our technologies, a wide range of blushers are available in liquid, mousse, cream or powder for added flexibility in application.





EYES

A magnificent, memorable appearance at first glance – our exclusive formulas can be used to create breath-taking looks.

The increasing popularity of natural cosmetics has increased expectations: Our developers have met the challenge with natural products that are as good or better than chemical alternatives.

LONG LASTING VOLUME MASCARA

The creamy, supple formulas coat the lashes to enhance length, volume and separation according to customer specifications. Innovative natural formulas and brushes ensure that these effects are long-lasting and super smudge-proof for mascara that defines the eyelashes without clumping.

BAKED EYESHADOW

Production methods such as hot pour and baked as well as various other liquid processes provide opportunities for the use of innovative natural formulas. The refined textures of our liquid, cream, mousse and powder eyeshadows are easy to blend for looks ranging from natural-nude to dramatic. The products are available in diverse colours with finishes from matte to pearlescent.

LIQUID EYELINER

The liquid eyeliner with a precision brush applicator for natural accents with high-quality minerals. The liquid texture ensures fine, defined lid lines while conical point of the applicator allows the eyeliner to glide on effortlessly for precise application.



LIPS

The purity of a natural look is perhaps most reflected by our lips, one of the most sensitive and emotive parts of our body. Healthy lips enhance the allure of the entire face. Artfully adding colour intensifies any look, from nude to glamorous, for a range of effects that complement all styles and moods.

Peter Weckerle invented the lipstick filling machine, making lipsticks historically one of our company's core products. We offer the whole variety of Weckerle filling technology, the most advanced in the world. Each lip product in our range is available in amazing varieties of colours and formulas.

LIPSTICK AND CORE LIPSTICK

Our developments in lipstick over the last years have enabled all colours and textures to be made using natural formulas. Bringing our patented Core Technology to this product gives us the flexibility to visually embed lip care and treatment into lipstick and has quickly become an industry standard.

As an example, our special care core lipstick is loaded with the high-quality active ingredient complex „Acticire“, which nourishes the lips with an extra dose of moisture. The coloured outer ring contains highly beneficial and moisturizing coconut oil as well as high-quality natural waxes for extra soft and supple lips.

EXTREMELY GLOSSY LIP-GLOSS

Our lip-gloss is available in formulas from standard to long-lasting. The colour pigments and lip care ingredients provide brilliant, saturated colour for soft and silky lips with a smooth finish. The natural formulas we have developed for extremely glossy lip-gloss leave lips looking fuller and shinier with stunning colour.

LIP OIL

Pressed from seeds and nuts, natural oils mirror the oils in our own skin to deliver high-quality nourishment. The natural moisture in the lips combines with our light-weight lip oil in an emulsion that is absorbed instantly for long-lasting, natural results. Oils can be tinted for added visual impact.





SPECIALS

PORE MINIMIZER

Pore minimizer evens the complexion and provides a matte finish, reducing the appearance of pores, in particular in the t-zone.

The concealing formula is very light and can be worn over or under make-up, supporting the skin with moisturizing ingredients for a comfortable, long-lasting finish.

MAKE-UP REMOVER PEN

Make-up remover pens allow the fast, easy removal of make-up mistakes such as smears, smudges and uneven applications of make-up, including waterproof products.

A fine tip enables accurate correction exactly where it is needed for touch-ups. Natural oils mean gentle removal without damage to the skin or the environment.





SKIN CARE

Our body's largest organ is our skin, at 20% of our total body weight. Maintaining the 70% water content level for healthy, youthfully smooth skin needs our daily attention and treatment. This need only increases as we age.

We offer the complete range of natural skin care products, each providing customised care with active ingredients for every skin type. Liquids, creams, oils, gels and face tonic waters with customised formulas and packaging are available for almost every product category.

FACE

Face care supports the daily needs of delicate facial skin, helping to balance out each individual's unique skin type for healthy, radiant skin. Our face is exposed most to the damaging effects of the environment. With our expertise in customisation, we can combat these effects while addressing both different needs for day and night as well as balancing effects for the skin in different zones of the face.

BODY

The body's skin needs to be actively protected and nurtured, as even everyday impacts such as showering, bathing and aging can have damaging effects. A complete regime of care products from cleansing to moisturising to protection from environmental effects provides an ideal foundation for long-term skin health and regeneration.

HANDS AND FEET

Hands and feet need special protection. The hardest-working parts of our body are among those with the thinnest, most sensitive, most delicate skin. Hands are constantly exposed to sun, dirt and pollutants while feet dry more and more with age. Rough hands and feet need to be smoothed and loss of moisture replaced with treatments that absorb quickly without leaving behind a greasy finish. Beautiful hands and feet do not come by chance, but through the daily care and protection of their thin, sun-exposed skin.



E.G. SKIN CARE SERIES:

ARGAN OIL SERIES

Argan oil is created by extracting the natural oils from argan tree nuts. It is a unique combination of antioxidant and moisturizing ingredients which help to maintain skin elasticity while preventing moisture loss that can accelerate the aging process.

SERUM:

Argan oil keeps the skin firm and supple while hyaluronic acid moisturizes, protecting the skin from drying out. The anti-ageing ingredient liftonin helps to reduce fine lines and wrinkles and smooths the skin.



A TOUCH OF PARADISE

Skin care product series for a wide range of skin types – combination of Aloe Vera and natural ingredients.

CLEANSING GEL & MILK (APPLE & POMEGRANATE)

Moisturizing cleansing milk and cleansing gel with pomegranate extract and apple fluid cleanse the skin and remove all make up, dirt and sebum. The products are gentle and smoothing without drying out the skin.

HAND CREAM (GRAPE & APRICOT)

The combination of natural grape fluid, which improves the moisture balance of the skin, and apricot stone oil, which helps to store moisture, works to protect and care for the hands for noticeably smoother and softer skin.

ALOE VERA SERIES

These skin care series has been developed specially for dry skin. Contained Aloe Vera moistures the skin.

OVERNIGHT SLEEPING MASK

The overnight sleeping mask contains Aloe Vera juice as a basic ingredient. Sheabutter and soybean oil provide a velvety skin feeling and give the skin a protective film. The overnight sleeping mask regenerates the skin with detoxing active ingredients such as Detox Powder Tealine, which is made from a complex of different tea.





NATURAL TOOTHPASTE

Natural toothpaste offers just as effective protection against cavities as conventional toothpastes. Natural formulas gently remove plaque and prevent periodontitis while nourishing gums.

The especially gentle abrasives loosen and remove impurities without damaging delicate enamel. Toothpastes with natural ingredients are enjoying ever-increasing popularity.



MOUTHWASH

The natural mouthwash offers optimal caries protection – even where the toothbrush cannot reach the teeth. Valuable chamomile and marigold extract keep the gums healthy. The mouthwash leaves a pleasant fresh mouthfeel.

