



MS BEAUTiLAB

—innovative beauty since 1964—

STRAND COSMETICS EUROPE and MARVINPAC cosmetics activities are merging to form MS BEAUTiLAB with the aim of becoming one of the European leaders in the beauty and well-being sector. The only player to offer full-service made-in-France and made-in-Switzerland beauty solutions wants to conquer the hearts of French, Swiss and international brands with its innovative product, concept and technology strategy implemented within the framework of an eco-responsible approach. Effective as of 1 January 2020, the merger is targeting a consolidated turnover of €100 million by 2024. The group employs more than 250 people in Europe (France, Switzerland, Czech Republic), the USA and China.

An organisational structure devoted to innovation and performance

Two specialised Business Units have been created, *MS Advanced Skincare Solutions* and *STRAND High Tech Color Cosmetics*. MS BEAUTiLAB's management and its support functions provide synergies and fluidity between the 3 industrial sites, the global supply chain and the group's financial and administrative consolidation.

Teams working within the *MS Advanced Skincare Solutions* and *STRAND High Tech Color Cosmetics* Business Units will specialise to deliver greater focus, creativity, innovation and reactivity with a view to addressing the time-to-market, rigour, and performance demands of the group's clients.

Each Business Unit is structured around 4 departments - Project, Product Marketing, Sales, R&D - facilitating the detailed analysis of the target market and its trends, a collaborative internal and external agile work mode and relevant and personalised recommendations.

Production, packaging and logistics operations are carried out at the Group's industrial sites in France, Switzerland and the Czech Republic, all in line with international regulations. The Chinese sourcing entity may also support primary and secondary packaging projects for Full Service offers.

Increased natural approach, sensory appeal and effectiveness

Anchored within the group's DNA and in line with clear market expectations, MS BEAUTiLAB provides effective and technically advanced formulas designed to meet various market needs: vegan, clean, natural, cosmos, performance.

The R&D process is based on a continuous and advanced innovation approach, such as the MAESTRA TECH'® project, developing technologies that improve the properties of raw materials and active ingredients with a view to offering more effective cosmetic solutions.



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Social and Environmental Responsibility

The product range adopts the codes and values of responsible consumption underpinning a long-term relationship of trust with brands. Product life-cycle analyses are conducted within the framework of an environmentally responsible approach. The validated SEDEX/SMETA certifications and ECOVADIS CSR reports attest to the authenticity of the group's approach.

On a daily basis, good practices are implemented within and outside MS BEAUTiLAB group's entities: selection and accreditation of suppliers of eco-friendly raw materials, adaptation of internal working conditions and external vigilance (suppliers), management and reduction in energy consumption and its impact on the environment, green energy, water efficiency, reduced carbon footprint, waste management and controlled recycling, reduced noise pollution, partnership with local companies employing disabled people (e.g., packaging), support for local initiatives.

Key dates

1964

- Creation of STRAND COSMETICS EUROPE

1999

- Creation of MARVINPAC

2015

- The French STRAND COSMETICS EUROPE and the Swiss MARVINPAC create the Swiss Joint-Venture MS SWISS COSMETICS

2017

- Opening of new facilities and extension of the STRAND COSMETICS EUROPE site at Lentilly, near Lyon

2018

- Launch of the first cosmetics activities at the Czech site
- MARVINPAC acquires a stake in STRAND COSMETICS EUROPE

2020

- STRAND COSMETICS EUROPE and MARVINPAC join forces to establish MS BEAUTiLAB, and its two Business Units: *MS Advanced Skincare solutions* et *Strand High Tech Color Cosmetics*

Key figures

- 2019 consolidated turnover: >€40 million
- Group workforce: >250 people
- 3 industrial sites
- 2 R&D laboratories
- 1 *Performance Lab* to test formula efficacy
- 1 laboratory dedicated to advanced research and new concept creations “blue sky”



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“We are writing a new chapter in our history, stemming from our first meeting back in 2015, when we felt we could go on a journey together. 5 years later, the complementary nature of our strengths and expertise and our attachment to common values have been confirmed, encouraging us to pursue and accelerate our plans for a long-term partnership between us and with our clients, whose challenges and objectives we understand and share.”



Éric BOUVIER - Co-Director

Éric BOUVIER has been at the helm of STRAND COSMETICS EUROPE since 2014, when his wife Dominique Bouvier took over the chair of the company. Member of the Board of Directors and a STRAND COSMETICS EUROPE shareholder since 1989, Éric Bouvier has supported the company through its strategic decisions, drawing on his knowledge of international markets.

He has focused his energy on promoting STRAND COSMETICS EUROPE’s expertise and accelerating its international development.



Ludovic HERICHER - Co-Director

In 2005, Ludovic HERICHER, who is Franco-Swiss, took the reins at MARVINPAC SA (100 employees), an industrial company specialising in full-service primary and secondary packaging. In 2014, MARVINPAC SA’s spirit of innovation and unique character secured the company the SWISS Venture Club award.

In 2010, he co-founded MARVINPAC SRO (90 employees) - a subsidiary of MARVINPAC SA - in Prague (Czech Republic), specialising in the manufacture of rigid, high-end cardboard boxes and the full-service packaging and contract packing of these boxes.

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