



JANSSEN COSMETICS -  
TAILOR-MADE SPECIAL SKIN CARE WITH CONVINCING EFFECTS

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# OUR COMPANY

# OUR COMPANY



## TAILOR-MADE SPECIAL SKIN CARE WITH CONVINCING EFFECTS

JANSSEN COSMETICS is considered as a pioneer of cosmeceuticals on the cosmetics market.

### ALWAYS IN FOCUS - THE ESTHETICIAN

JANSSEN COSMETICS has been developing deep-acting care systems for professional beauty institutes for almost 25 years.

Depending on the skin condition and skin type, targeted and individually applicable premium formulations combine the highest quality active substances from modern pharmaceutical and cosmetic research.

### THE RESULT

Visible and perceptible deep effects and permanently convincing long-term results! The systems care are rounded off by effective luxury and wellness products.



# OUR COMPANY



## MADE IN GERMANY

At home in Germany - successful worldwide

The family business JANSSEN COSMETICS was founded by Walther Janssen in Aachen in 1997 and is now managed in the second generation by Ulrich and Reinhard Janssen.

Today the deep-acting special preparations of the cosmeceutical pioneer are available worldwide in more than

**85** countries

and in

**12.000** tested beauty salons,

selected spas and exclusive wellness hotels.



# OUR COMPANY



## AWARDED

JANSSEN COSMETICS stands for passionate, innovative high quality active ingredient combinations which have been honored with the highest awards in the international beauty industry.

The Aachen-based company was awarded as  
**COMPANY OF THE YEAR 2011 | USA**

and won among others five times the  
**PRIX DE L'INNOVATION between 2011-2015 | FRANCE**

for new products, the coveted  
**SPA DIAMOND AWARD 2017 | GERMANY**

the  
**GERMAN BRAND AWARD 2018 & 2020 | GERMANY**

the  
**PURE BEAUTY AWARD 2018 | UK**

the  
**LNE INNOVATIONSPREIS 2020 | POLAND**

the  
**BEST OF BEAUTY GLAMOUR 2020 | RUSSIA**

and the  
**LUX AWARDS 2017 & 2018 & 2019 & 2020 | UK**

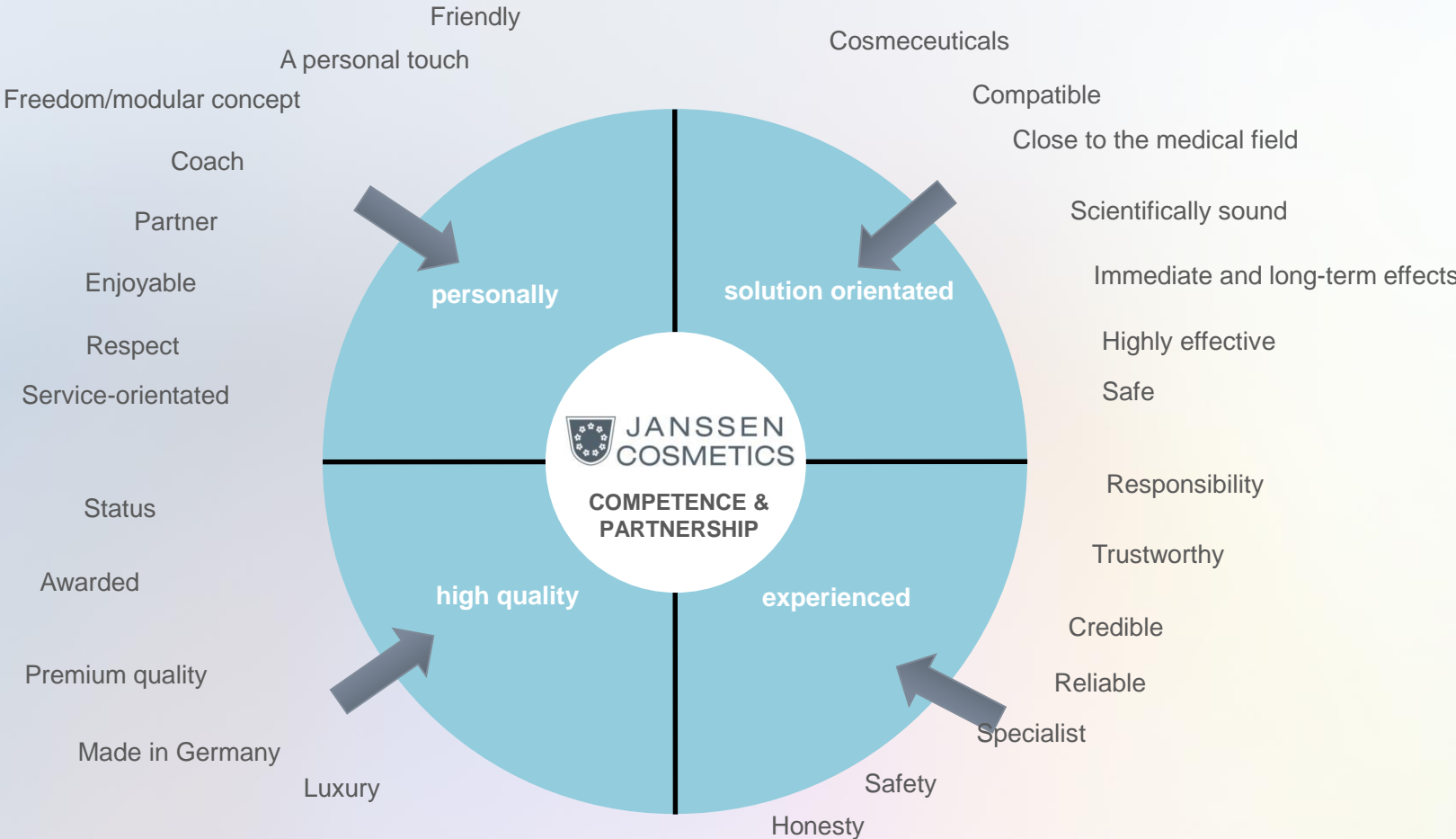


# OUR BRAND PROMISE

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## BRAND CORE & BRAND VALUES





# OUR BRAND PROMISE



## BRAND CORE & BRAND VALUES

### BRAND CORE

Competence & Partnership

### BRAND VALUES

A PERSONAL TOUCH

Experience partnership just the way you imaging.

SOLUTION-ORIENTATED

Have a trustworthy, reliable partner who knows what is important.

HIGH QUALITY

To have high standards which can even be surpassed.

EXPERIENCE

Being able to sit back and relax because you are in the best of hands.

## OUR BRAND PROMISE

### OUR VISION

We conceive, produce and sell worldwide with motivated and qualified employees, distributors, and estheticians high-quality skin care products, which are internationally successfully represented by commercial agencies and beauty salons/SPA's. We are the reliable and honest partner and live trustworthy business relationships.

### OUR MISSION

We create beauty and success through our solution-oriented actions and highly effective products. We increase people's self-confidence and zest for life. Thus we contribute to their well-being and satisfaction.

### OUR CORE PROMISE

We offer professional concepts and product ranges for beauty salons, which positively influence beauty, well-being and success. The product ranges are developed according to the latest scientific research and are produced in the highest quality.



# OUR MISSION STATEMENT

# OUR MISSION STATEMENT

## OUR PHILOSOPHY | OUR GUIDING PRINCIPLE

Since 1997, we have been living a corporate culture that is constantly searching for new paths, facing up to corporate responsibility with strength and commitment while preserving the traditional and ethical values of a family business. Our family philosophy has given rise to a globally active company whose values our partners trust and successfully pass on.

We are the strong brand in beauty care with innovative treatment concepts and premium formulations that combine the highest quality active ingredients from modern pharmaceutical and cosmetic research.

We inspire our customers anew every day by being a professional advisor and reliable partner, and by providing them with new inspiration time permanently.

Our employees are responsible for our success. Performance-oriented goals as well as highly motivated and competent employees are the basis of our success. Professionalism and a high level of social competence are the basis for our work. Only together can we achieve our targets.

We are a fair and reliable partner and deal responsibly with social and ecological topics.

Together we are stronger.



# OUR MISSION STATEMENT



## INTERNAL VALUES

Which values do we live in the cooperation with our partners?

Quality - honesty - partnership - service orientation - communication - respect – innovation

- We focus on highest quality, which combines the highest active ingredients from modern pharmaceutical and cosmetic research and prove this by scientific investigations, controls and tests
- Service orientation is our competence
- A fair, respectful and open-minded partnership is the basis for our cooperation
- We support our partners through honest communication and professional training, without pressure or dominance
- We are sincere, credible and trustful. We speak openly and honestly about ourselves and with our partners.
- We live on the pulse of time and are constantly looking for innovative ideas

# OUR MISSION STATEMENT



## EXTERNAL VALUES

What values do we live in the cooperation with our partners?

Quality - honesty - partnership - service orientation - communication - respect – innovation

- We attach great importance to the highest quality, which combines the highest active ingredients from modern pharmacy and cosmetic research and prove this by scientific investigations, controls and tests
- Service orientation is our competence
- A fair, respectful and open-minded partnership is the basis for our cooperation
- We support our partners through honest communication and professional training, without pressure or dominance
- We are sincere, credible and trusting. We speak openly and honestly about ourselves and with our partners.
- We live at the pulse of time and are constantly looking for innovative ideas

# OUR BRAND ARCHITECTURE

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## THE ASSORTMENT OVERVIEW





# THE PRODUCT RANGE

## OUR LUXURY SERIES

PLATINUM CARE- Pure luxury for the skin

A pampering experience in a class of its own for demanding customers

- Premium Line - rounds up the top end of the series
- Innovative anti-aging care concept
- Luxury care - highest scientific level
- Highly effective ingredients
- First-class, velvety textures



# THE PRODUCT RANGE

## OUR COSMECEUTICALS

Each cosmeceutical series is based on an active ingredient concept that is optimally adapted to the most diverse skin types and skin conditions.

With visible and noticeable immediate solutions for skin problems rounded off by an effective effect treatment or an intensive luxury treatment.

- Our retail assortment
  - Face
  - Body
  - Sun
  - Men
  - Make up
- Our cabine assortment
  - Face
  - Body
  - Professional



# THE PRODUCT RANGE

## BASICS

### DRY SKIN – our blue product line

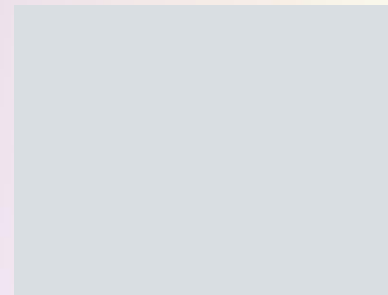
- For dry moisture and lipid deficient skin

### SENSITIVE SKIN – our pink product line

- For sensitive skin in general but also for atopic, couperose and recommended in case of oncology

### OILY SKIN – our violet product line

- Deep action for impure skin



# THE PRODUCT RANGE

## BASICS

### COMBINATION SKIN – our green product line

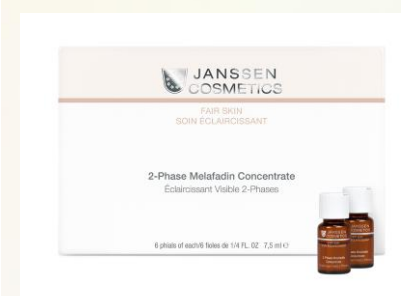
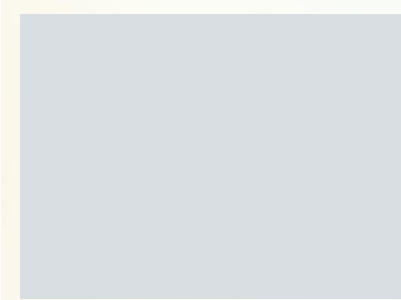
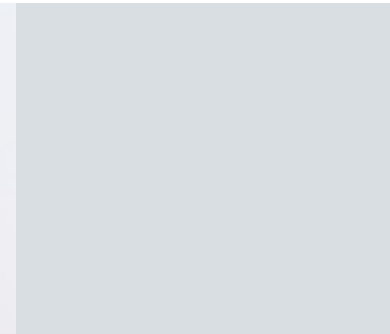
- Balancing and normalization of combination skin

### FAIR SKIN – our beige product line

- Balancing hyperpigmented skin

### ALL SKIN NEEDS – our grey product line

- Special care for every skin type



# THE PRODUCT RANGE



## DELUXE

### DEMANDING SKIN – our silver product line

- Youthful freshness and vitalization for demanding skin

### MATURE SKIN – our golden product line

- The anti-aging highlight for mature skin

## MAKE UP

- Radiant, caring, elegant - for a fantastic complexion

## MEN

- Prestige care for him



# THE PRODUCT RANGE

## SUN | BODY

### SUN

- Highly effective UV protective products. Deep-acting care.

### BODY

- Effective problem solvers for the body



# THE PRODUCT RANGE

## PROFESSIONALS

- Collagen Fleece Masks
- Peel Off Masks
- Facial Cream Masks
- Peeling Masks
- Ampoules
- Exfoliation System
- Essentials



## WELLNESS & SPA

- 6 Pampering rituals for complete relaxation
  - Ocean Treasure
  - Pure Harmony
  - Nature Experience
  - Vino Enjoyment
  - Youth Perfection
  - Sweet Temptation
  - Prime Essentials



WELCOME TO OUR WORLD



# WELCOME TO OUR WORLD

## YOUR SUCCESS IS OUR TARGET

- The focus is on you!
- Our approach and our activities turn around your personal success
- We develop with passion customized special skin care products for you
- Our products - an optimal basis, supplement and completion for professional and revenue-generating treatment methods for your cabin - tailored for your institute
- Take the chance to distinguish from the competition

## YOU HAVE THE CHOICE

- You can put together your individual assortment according to your needs from our modular concept
- No depot pressure - without sales pressure and compulsion
- You have
  - Free choice of product contingent
  - Free choice of series and treatment concepts
  - Free combination within the assortment
  - Freedom in turnover and sales

# WELCOME TO OUR WORLD

## WE SUPPORT YOU

- We help you to plan your needs
- We will analyze all opportunities and potentials in detail together with you according to your request
- We support you with
  - Foundation of the company
  - Take over of an institute
  - Corporate planning - economic & strategic and
  - In marketing
    - Through coordinated marketing support
    - Extensive sample contingents
    - Comprehensive advertising material
    - Actions for customer acquisition and customer retention
    - Attractive sales promotions
    - Social media actions
    - Support with decoration materials for your institute
    - Etc.

# WELCOME TO OUR WORLD

## WE MAKE YOU FIT

- We train you in the latest trends, product innovations, treatment procedures and successful sales techniques
  - In our own training center in Aachen
  - Through workshops, seminars and coaching
  - In your company

## TEST US

- We define our partnership as something special
- Our mission a trusting cooperation at eye level
- With ideas, concepts and solutions for your institute
- We accompany you on the way to your success. That is our promise!
- Growing together with passion: That is the secret of our success.



# WELCOME TO OUR WORLD



## TOGETHER WE ARE STRONG

- With ideas, concepts and solutions for your company
- We accompany you on the way to your success. That is our promise!
- Growing together with passion: That is the secret of our success.
- Build on a real, lasting partnership in which fairness and loyalty still counts!



THANK YOU FOR YOUR ATTENTION!

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