



the
INDULGENCE BOOK

gfl
SKIN CARE

OUR VISION

Supporting everybody's
freedom of self-expression
in a respectful environment.

OUR MISSION



We create premium cosmetics

Gfl has a strong commitment to personal care focused on consumer experience.

Our distinctive strength and creative mind provide innovative solutions that have a positive impact on sustainability.

OUR VALUES

To promote a culture of environmental respect, respecting green guidelines to contribute to circular sustainability through design and innovation. Unique ingredients and formulas are pillars of our product philosophy. A safe and sustainable personal care journey.



TECHNOLOGY AND INNOVATION

Headquartered in Lugano Switzerland, Gfl has branch offices in **Europe, North America** and **the Middle East** with a distribution network across Asia Pacific and Latin America regions.

Our 43,000m² production plant is situated south of Milan, it is **completely powered by energy from sustainable sources**. Here we manufacture vegetable soap, and many shapes and sizes of injection moulded plastic bottles, these are filled on site using highly efficient production lines.

We invest in technology and innovation, **the true essence of Made in Italy.**



OUR NUMBERS

GFL was born

1995

Number of employees

188 people

Certifications



Manufacturing capacity

per year

Solid soaps

240 million

Bottles - mini size

160 million

Dispensers

75 million

Empty bottles (various sizes)

170 million

Doypacks

30 million

Towels and sachets

170 million





QUALITY STANDARD

The IFS HPC is a recognised standard for certifying the safety and quality of household and personal care products in its production and processes. The aim of this Standard is to ensure that producers are able to provide safe, compliant and quality goods to the market. The programme also helps to improve the understanding of quality and safety processes across the organisation and throughout the entire supply chain, providing standards that deliver uniformity and transparency.



A green conscious approach is the most responsible solution.

Our commitment on recycling	today	Target 2025
Bottle packaging	95%	98%
Soap packaging	90%	95%
Bottle closures	30%	50%
% of recycled plastic	30%	70%
% neutralized CO2 products*/revenue	5%	25%
% certified products/ revenue	22.5%	45%

OUR GREEN COMMITMENT

We think green at every possible stage of product development, production, and supply to maximize consideration for the environment. We select our partners to promote collective consciousness with tangible cross culture consumer values.

We use **Post-Consumer recycled plastic** and **PET**, to reduce CO2 impact and emissions.



Where do we get r-PET from?

A virtuous cycle centered around the concept of Re-use:

- 1. COLLECT PLASTIC BOTTLES**
- 2. CLEAN AND SHRED THEM**
- 3. EXTRUSION**
- 3. PROCESS THEM INTO SMALL GRANULES**
- 4. CREATE NEW RAW MATERIALS**



OUR LAB

Guided by the principles of safety and sustainability, in our laboratory we create innovative formulas that are clinically tested to satisfy high standards of efficacy, as well as being enjoyable to use.

Our formulation principals are:

- ✓ Safe and effective ingredients
- 🌿 Ingredients of natural origin
- 🌱 Organic certified ingredients
- ♻️ Eco sustainable principles
- 🌿 Delightful fragrances
- 💧 Delicate preservatives and with low concentrations
- ✓ Efficacy test and Clinical test



LIFESTYLE PORTFOLIO

We love our brands. They reflect our times, they live, they communicate, they exist.

Whether you are a beauty addict or a fervent activist you find in us **transparency, trustworthiness and integrity.**

Itinera
A TASTE OF ITALY



PRIJA

osmè
organic

THE
RERUM NATURA

dadaumpa
organic baby care

:ANYAH



GENEVA GREEN

gEL for LIFE



gfl
SKIN CARE

MARKET SEGMENTATION

BRANDS	CATEGORY	HAIR				CLEANSER						HYDRATION		HANDS&FOOT				FACE CARE				FRAGRANCES			GIFTS	HYGIENE		
		SHAMPOO	CONDITIONER	SHAMPOO & CONDITIONER	HAIR MASK	SHOWER GEL	LIQUID SOAP	VEGETABLE SOAP	BODY SCRUB	HAIR & BODY	BATH FOAM	BODY CREAM/MILK	MASSAGE LOTION	HAND CREAM	TREATMENTS	FOOT & LEGS	TOWEL	EYE CREAM	FACE CREAM	AFTER SUN	LIP BALM	EAU DE TOILETTE	DIFFUSERS	CANDLE				
	95% Natural	•	•			•	•	•				•														•		
THE RERUM NATURA	Organic	•	•			•	•	•		•				•					•								•	
osmè organic		•	•			•	•	•				•				•											•	
dadaumpa organic baby care								•	•		•		•														•	
:ANYAH	Ecological	•	•	•	•	•	•	•	•	•				•	•					•							•	
GENEVA GREEN		•	•			•	•	•				•															•	
 PRIJA	Synthetic / Performance	•	•			•	•	•		•	•	•	•			•					•	•	•	•		•		
gEET LIFE <i>pride/young</i>		•	•			•	•	•				•																•
gEET LIFE + <i>plus</i>																												•
gEET LIFE																												•

DISTRIBUTION CHANNELS

BRANDS	DISTRIBUTION CHANNEL				
	MASS MARKET WHOLESALE DRUGSTORE	SELECTED STORE & PERFUMERY	PHARMACY - DRUGSTORE	NATURESHOP	E-COMMERCE
Itinera A TASTE OF ITALY	•			•	•
THE RERUM NATURA		•	•	•	•
osmè organic	•			•	
dadaumpa organic baby care			•	•	•
:ANYAH		•			•
GENEVA GREEN	•				
 PRIJA		•			•
gEET liFE <i>pari-faryng</i>	•		•		•
gEET liFE+ <i>plus</i>			•		•
gEET liFE	•		•		•



Itinera

A TASTE OF ITALY

A natural tribute
to Italy's bounty

NATURAL ORIGIN 95%
ORIGINE NATURELE



SLES
FREE



100%
RECYCLED
PLASTIC



A TASTE OF ITALY

Itinera is an integral part of the Gfl retail personal care collection that was born **from the Italian passion for nature**. A nomadic journey through a unique country with its very special fruits and flavours.

- Made with no less than 95% natural origin ingredients, each with their own beneficial properties, to guarantee natural hair and body care. Itinera includes specific products for different types of hair and body cleansers. Liquid and solid soaps for hands and body, plus creams **for all skin types, even the most sensitive**.
- Itinera's plastic bottles are made **from 100% recycled PET**. The entire packaging is **100% recyclable**.
- Itinera is made in a factory **powered exclusively by renewable source energy** and which is committed to continually improving its impact on the environment.



Itinera cosmetics are natural according to the classification parameters of "Cosmetics with natural and sustainable connotations / Green". Itinera complies with the international standard ISO16

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SKIN CARE



PRIJA



Feel the magic
of remote
destinations



MENTAL VITALITY AND HOLISTIC WELLNESS

The **Prija collection** is inspired by nature with a unique look and feel. Bright amber colors and golden texture enriched by an enveloping scent stimulates and indulges your senses with energy and strength. Our formulas gently cleanse, leaving the skin soft and hydrated for an immediate sensation of vitality and well-being.

- Exotic high quality ingredients
- Storytelling fragrances

An extensive range of ingredients, such as **Shea Butter, Sweet Almond, Rice Bran, Sunflower and Avocado oil, Eruca Sativa, Ginseng, Macadamia oil and Centella Asiatica extract.**





osmè
organic

ECO
CERT
COSMOS
ORGANIC

To protect
is in our
nature

**NATURAL, ORGANIC,
DELICATE COSMETICS**

Osmè formulations are based on **Aloe Vera**, enriched with **organic extracts** and **perfumed with botanical essential oils**. Aloe Vera extract is the real star in the Osmè formulation: it is an outstanding moisturising and calming gel with a strong impact on skin aging, by eliminating dead cells and accelerating their renewal. **The cosmetics are very delicate; creams and cleansers are tested for sensitive skin.**

Cosmos Organic Certified.



Shea butter, Sunflower oil, and a natural emulsifier derived from **wheat protein** are the main ingredients of Osmè formulas. **Antioxidant actives** are derived from **Rosemary** and natural **organic extracts of Aloe Barbadensis**.



gfi
SKINCARE

THE RERUM NATURA

The secret formula of nature



MASTERFUL HERBAL TRADITIONAL EXPERTISE

The Rerum Natura offers a collection of cosmetics formulated and developed to be **effective** and **respectful** of the skin and the environment, **certified by Cosmos Organic**.

Extracted from aromatic plants, its intense perfume aims to create a feeling of pure well-being that embraces mother nature. A unique fragrance blended in every formula to gently restore and nourish the natural balance and beauty of the skin.

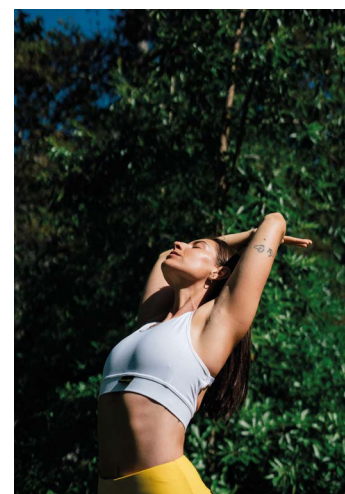
No synthetic fragrances are used.



: ANYAH

Green therapy. For you, for the planet

EU ECOLABEL CERTIFIED COSMETICS



SUSTAINABILITY AND EFFECTIVENESS

Designed to minimize the impact on the environment and water ecosystems. Dedicated to those who believe in simple daily gestures and contributing to a healthier planet.

All Anyah rinse-off cosmetic products:

- have a reduced impact on the environment and water ecosystems
- fulfil strict biodegradability requirements
- have minimal packaging to reduce waste
- their effectiveness and appeal have been demonstrated through consumer testing.

* Anyah Moisturiser is Ecocert certified.

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GENEVA GREEN

Zero waste ECO conscious green circular design

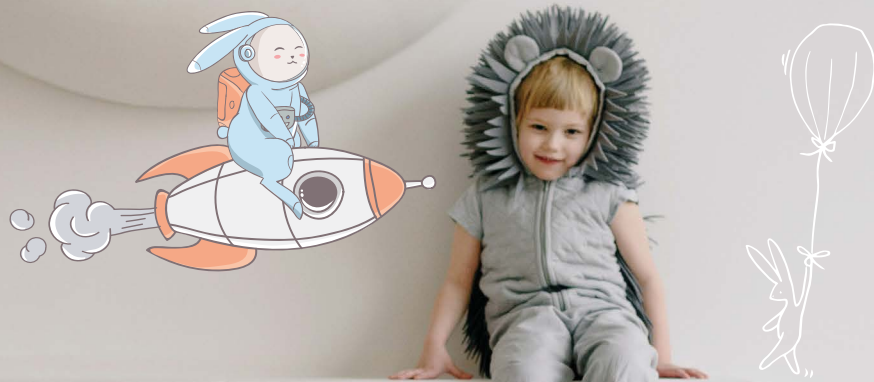


Imagine that products have a life-cycle without a beginning, a middle, or an end. After use, materials are recycled; this is the circular economy. Can you imagine what would happen if everything around us was designed to be restored and regenerated? Geneva Green aligns itself with this promise. By choosing this range you help to close the loop!

Geneva Green are **high quality cosmetics, formulated with plant extracts** such as Aloe Vera and Black Tea, with **selected active** ingredients such as Shea Butter and Keratin for everyday wellbeing to rejuvenate and refresh. Cleansers and creams are characterized by floral citrus, fresh fragrances inspired by nature. The products are all clinically tested with no alcohol, petrolatum or EDTA.



dadaumpa
organic baby care



A caress on
their skin



A SKY INHABITED BY FLYING CHARACTERS...

Dadaumpa Organic baby care guarantees total safety through the **Cosmos Organic Certification**.

- Physiological pH
- Nickel tested <0,00001%
- Vegan Friendly

The precious ingredients restore, strengthen the natural protection and regulate the skin's moisture balance leaving the skin smoother and softer to touch. Active organic ingredients such as **Shea Butter, sweet cold-pressed Almond oil, Mallow, Calendula, and Aloe Vera gel** are dispersed and absorbed by the skin with long lasting effects.



NO TEAR FORMULA

CLINICALLY AND OPHTHALMOLOGICALLY TESTED





gEL for LIFE
purifying

The **GelForLife Purifying** body care collection was born for ensuring a new level of **hygiene** and **protecting** people from **pollution** and **urban lifestyle**. **Healthy and natural formulas, enriched with an effective antibacterial component**, together with **eco-friendly packaging** are the strengths of this cosmetic collection for deep cleansing and sanitizing hair and body.

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gEL^{for} liFE + *plus*

We introduce a new line of registered **Biocidal** products, clinically and efficacy tested against viruses, yeasts and bacteria. Our specific formulation guarantees a deep sanitizing and hydration of your hands.



PRIVATE LABEL

Thanks to manufacturing capacity, excellent quality in products and processes, and ecological packaging solutions, Gfl is recognized worldwide and has been chosen by several partners in the cosmetics industry to develop exclusive private label collections. In our Research & Development department we design customised packaging addressing the entire creative process that leads to the birth of new brands.





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