



DIGITAL INNOVATION

in conversation with



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What are the current trends in the **beauty/cosmetics industry**?

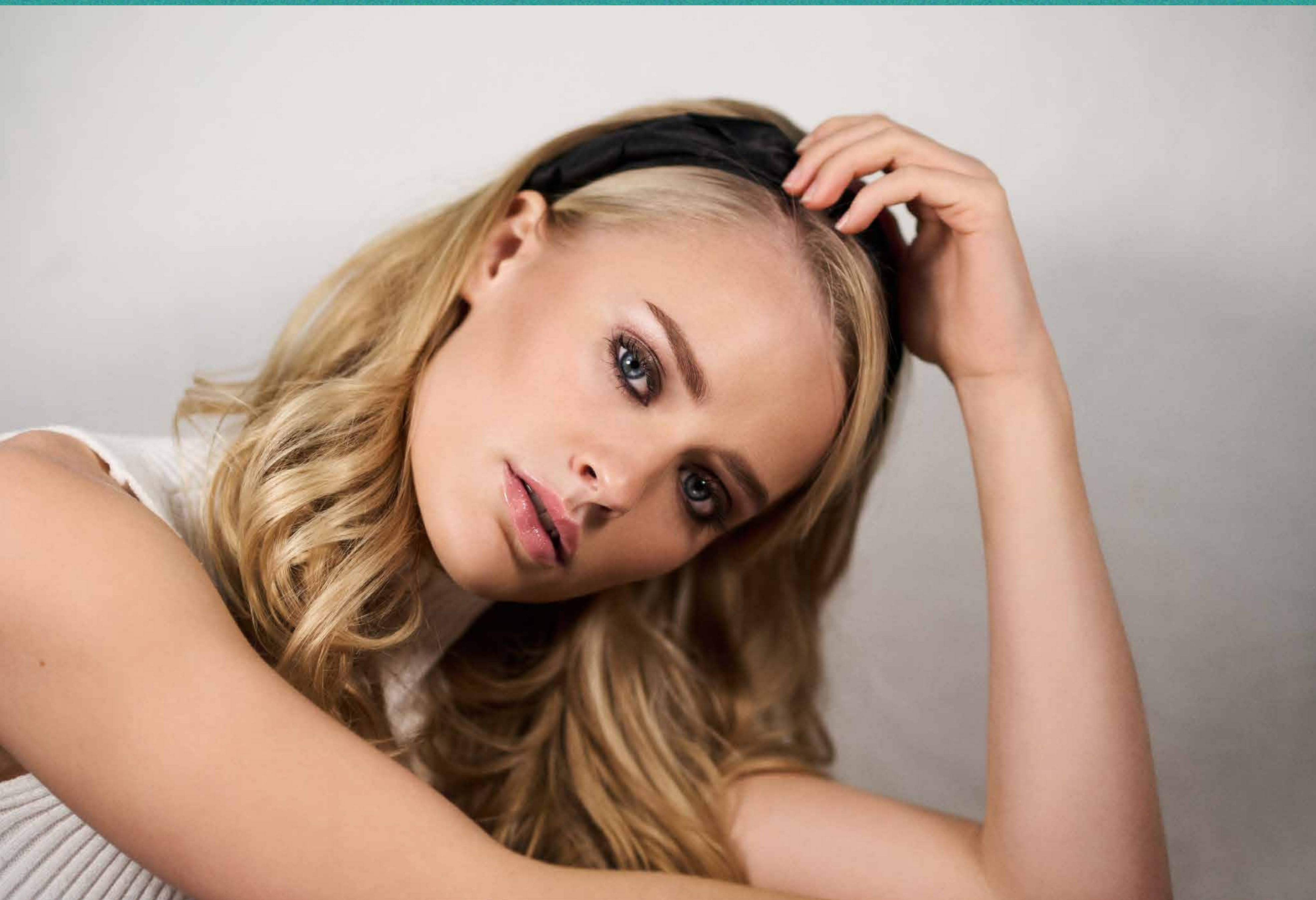
“There are a few trends that we have seen emerging over the past years and months. A key trend, although calling it a trend would do it injustice as it’s been around for while, is surely sustainability. Consumers are increasingly conscious of ingredients and also how their cosmetics products are manufactured. This has led to a rising amount of so-called black lists which can be brand specific or are applicable for certain regions. Another mega trend is surely digitalisation. Whether it’s colour matching, virtual make up sessions, social media with its ever increasing clientele of influencers, virtual mirrors or of course a significant shift from brick&mortar to e-commerce – digitalisation has arrived full force in what was once a very haptic industry. Another point is gender fluidity – cosmetics, and in this context particularly colour cosmetics, are no longer associated with one gender only. No matter what your choice might be the make up market caters towards all wishes and requirements.”

Faber-Castell Cosmetics received the
EcoVadis 2021 Gold award for your
sustainability efforts:

how significant is sustainability for your
company and the future strategy?

“Our company has a long history – initially as a stationary manufacturer and brand making art & graphics and writing instruments and later as a cosmetics supplier – in wood pencil production. We have our own forests in Brazil which features one of the largest reforestation programs world-wide. We are carbon neutral and have always focused, long before it became a major topic, on the impact of our business on the environment.

At Faber-Castell Cosmetics we have a clear motto - ‘it’s our nature’. In order to be able to bring sustainably manufactured products into the market that perform, we in cosmetics hold true to our pledge #beautywithoutcompromise.

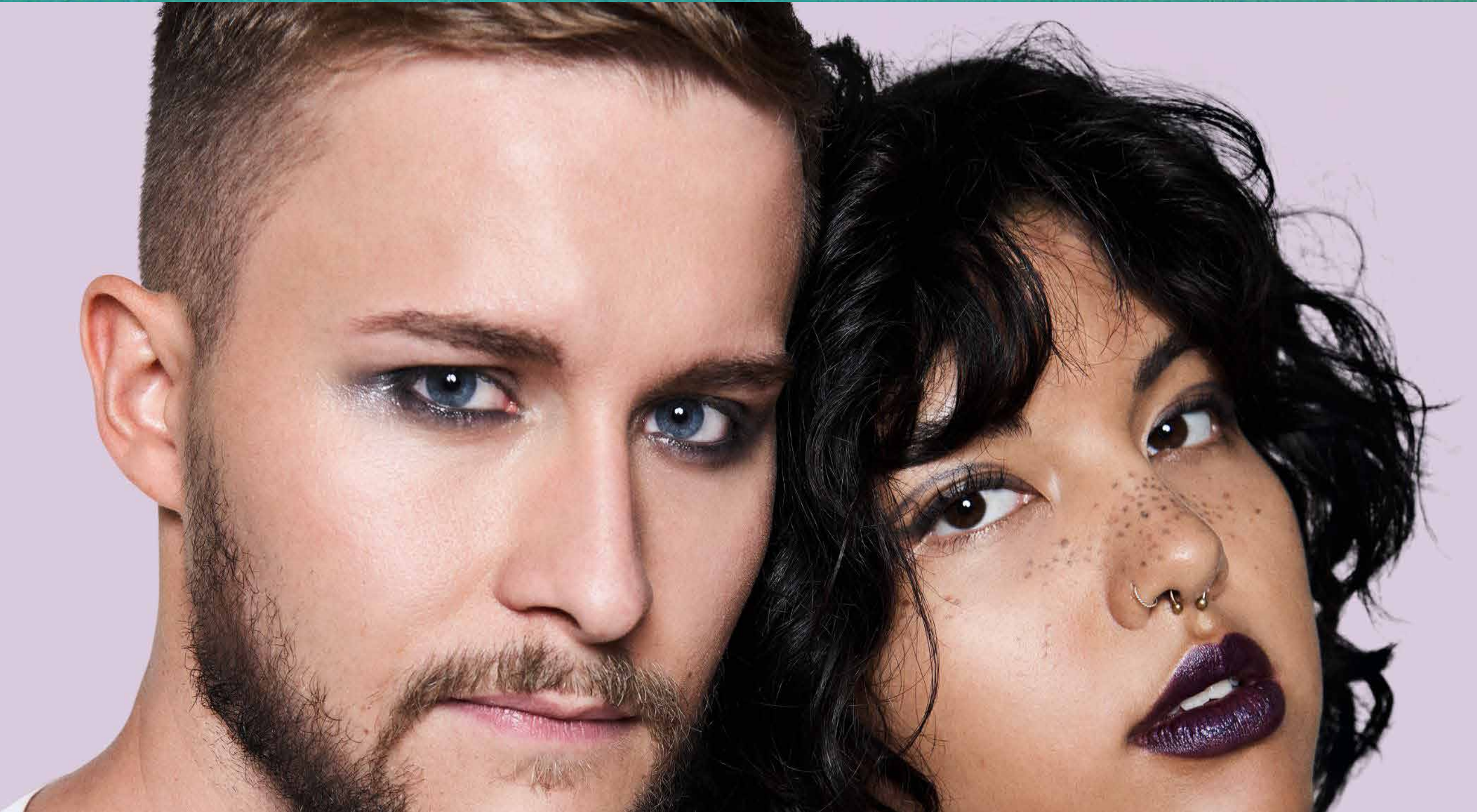


This means that our products are not only sustainable in terms of ingredients and how we manufacture them, but at the same time we can guarantee that our products hold up to the highest standards of performance. We have created a so-called sustainability index; this means that each new product that we are launching must be more sustainable than the previous generation. We are tracking these efforts and have made them a key part of our development process.”

What makes *Faber-Castell Cosmetics* products so **special** from your point of view?

“We are true specialists in our field. The company might have been created only in 1978 but Faber-Castell as such has been around since 1761 and with it a wealth of knowledge in pencil manufacturing. Over the years we have added mechanical, sharpenable plastics and capillary pencils to our portfolio of wood pencils. We make products for all application areas – eyes, lips, face, brows, body and even nails. Our sourcing network is truly global with sites in Germany, Brazil and the US. We have introduced a high degree of agility to our manufacturing process and are laser focused on innovation. Our products are the ideal combination of performance and sustainability. We invest a lot in researching new trends and merge those with our decade or even century long experience in pencil manufacturing to offer our customers the ideal portfolio.”

What **retail channels & communication tools** are best for *reaching customers in the beauty industry* now and is there any shift you see happening?



"As we are an OEM, we do not directly interact with consumers. Our customers are over 200 brands worldwide – from the largest corporation to an influencer who is considering to launch their cosmetics brand. Regardless, the cosmetics market is of course very much driven by social media where influencers and large brands alike connect directly to their followers and customers. Still brick and mortar remains a major part of the beauty experience. Given the increasing issues worldwide, I expect to foresee a trend towards more value buying, i.e. more private label business and larger cross-sellers to offer a more affordable cosmetics portfolio."

Can you give us *some insights* in the concept of a “**beautypreneur**” & the Faber-Castell Cosmetics “**My Studio**”?

“A beautypreneur is a person who wants to claim their space in the beauty market by launching their own brand of cosmetics products. Some extremely successful companies have come from this concept and some of them have later been sold to the larger corporations. With our ‘My Studio’ we want to lend a hand in helping future beautypreneurs to create their own brand. It’s a jungle out there with over 5,000 cosmetics brands worldwide. If you want to be a founder, there are many things that need to be considered. Quality, regulatory, assortment, market access – you name it. We have a longstanding experience as a key player in this market and we happily share it with beautypreneurs to support them in their success story.”