

COSMETICS MARKET SPA & WELLNESS







Power up Your Business in Małopolska 2

Małopolska Regional Development Agency, Małopolska Region and Krakow Technology Park jointly implement the project entitled „**Power up Your Business in Małopolska 2**”, co-financed by the European Union under the Regional Operational Program of the Małopolska Region for the years 2014-2020.

The project is a reference to the experience of projects from 2008 - 2017 implemented under the slogan „Business in Małopolska”. The project „Power up Your Business in Małopolska 2” provides for activities in the area of promoting the Małopolska business offer, supporting the exports of Małopolska enterprises and improving the investment process in the region. It is addressed to entrepreneurs from the SME sector and potential external investors.

The project assumes, among others, organization of information meetings and forums for entrepreneurs from Małopolska, training for representatives of local government units, as well as economic missions of foreign entrepreneurs to Małopolska and participation in foreign fairs.

The project is co-created by the institutions

Małopolska Regional Development Agency

The largest regional business environment institution. MARR focuses on tasks important for positive change in the regional environment: restructuring of the economy, land development, servicing European programs, cooperation with local government, servicing investments, supporting entrepreneurship, as well as international cooperation and building the image of Małopolska in Europe and the world.

www.marr.pl

Małopolska Region

The Małopolska Region as a local government unit creates directions of economic policy by acting for the region's economic development. The Department of Ownership Supervision and Economy plays a special role within this area of region competence. The Małopolska Region actively supports the service of domestic and foreign investors interested in starting a business in the region, coordinates activities in the field of internationalization of the regional economy, with particular



Photo archive of the Marshal's Office of the Małopolska Region

emphasis on the development of exports, it also conducts activities in the field of economic promotion of Małopolska.

www.malopolska.pl/en

Krakow Technology Park

Technological development of Małopolska Region, development of entrepreneurship, promotion of innovation and new technologies, creation of a positive business climate, and finally support for academic projects - these are just some of the main activities of the Krakow Technology Park, which significantly contributes to strengthening the socio-economic potential of the entire region.

www.kpt.krakow.pl/en

Project implementation period:
March 2019 - February 2022





I. MAŁOPOLSKA REGION

between tradition and modernity



Małopolska Region is one of the most attractive tourist regions in Poland and also the most frequently visited - both by domestic and foreign tourists. This is confirmed by tourist traffic surveys conducted periodically by the region self-government, which invariably, from year to year, show an upward trend.

What attracts tourists to Małopolska Region is undoubtedly the unique cultural and natural heritage of the region, but also a rich, diverse tourist offer, a multitude of cultural events, still living tradition, as well as delicious cuisine.

The extraordinary tourist attractiveness of the Region is inseparably connected with its geographical location. Małopolska Region is one of the few provinces in Poland with varied natural conditions and terrain from the lowlands to the high mountains. The landscape and natural conditions make the Małopolska Region one of the most important tourist regions in Poland.

Małopolska Region has also been implementing many projects for several years aimed at constantly increasing the tourist offer of the region. Cultural events, series of thematic events, marking of new tourist routes, as well as support for historic buildings are just a few tasks carried out with a view to ensuring that Małopolska Region can be successfully considered the most attractive tourist region in Poland.

We invite you to read and contact the Business in Małopolska Centre.

I.1 The potential of Małopolska Region and Krakow

Current statistics on

- the state of the population,
- unemployment rates,
- average monthly gross salary in the enterprise sector,

- average employment in the enterprise sector,
- the number of apartments completed,
- entities of the national economy,
- GDP per capita.



can be found at

krakow.stat.gov.pl/en

I.2. Trends and growth of export in Małopolska Region



Export is a very important element of the Małopolska Region economy, and its volume and significance is increasing year on year. This is evidenced by a significant increase in the value of exports in 2017 as compared to 2016 by 8.2%, which constitutes 4.7% of the value of exports of the whole country. According to data for 2017, the value of goods and services exported from the region amounted to EUR 9.56 billion (6th place in the country). The total number of enterprises actively engaged in exporting from Małopolska in 2017 exceeded 3.8 thousand (an increase by 6.8% compared to 2016 and the 4th place in Poland). The most important areas of economic activity in the region according to PKD, in terms of export value in 2017, are: industrial processing - EUR 7.68 billion; wholesale and retail trade, repair of motor vehicles, including motorcycles - EUR 1.46 billion; information and communication - EUR 131.50 million. In terms of the structure of the value of export products according to the Combined Nomenclature (CN - Combined Nomenclature), the most important sections are: machinery and equipment, electrical and electronic equipment - EUR 2.52 billion (26.4%), base metals and products - EUR 1.44 billion (15%), transport equipment - EUR 1.35 billion (14.2%), and plastics and products - EUR 1.09 billion (11.4%).



Photo archive of the Marshal's Office of the Malopolska Region

II. MAŁOPOLSKA REGION

Cosmetics market, spa and wellness

II.1. Characteristics of the Spa & Wellness market

There are tens of thousands of beauty salons and Spa & Wellness centres in Poland. Because the market is continuously developing, service quality improvement has a core and constant priority for all service providers. New technologies and updating of know-how play an important role here as an essential element of competitive struggle. Many of them are located in our region. These are modern cosmetic institutes offering a wide range of biological regeneration services. Poland is one of the largest markets of Spa & Wellness services in Central and Eastern Europe - 600 Spa facilities, medical Spa and sanatoriums offers huge potential for tourists.

Małopolska Region is one of the leading Polish regions in the field of spa services. The southern part of the province is the richest region in the country in terms of size, quality and use of water deposits of therapeutic value. There are 9 registered health resorts in Małopolska: Swoszowice, Rabka Zdrój, Szczawnica, Piwniczna, Żegiestów Zdrój, Muszyna, Krynica Zdrój, Wysowa, Wapienne. This list is closed by Wieliczka, which is not classified as a spa town, but has a sanatorium facility on its territory.

Germans, Russians, Ukrainians and English are the most common foreign spa visitors to Małopolska Region. Polish tourists who benefit from spa services are most often local community members. An important competitive advantage of Małopolska is the wide range of diseases that are treated in health resorts. Most spas deal with rheumatic diseases and upper respiratory system conditions. In the spa centres, patients can also take advantage of beauty and cosmetic treatments and enjoy sightseeing or hiking tours.



II.2. Spa resorts

Podhale is the real heartland of water related recreation, where precious geothermal waters which come from great depths in the Earth are used. They bring not only relaxation, relaxation or great fun. Remember that when you immerse yourself in the thermal spa, thanks to mineral composition of water, you also benefit from its healing properties.

The thermal waters of Podhale are rich in diverse mineral elements. Baths in thermal pools support the treatment of many diseases depending on which mineral elements are dominant. No matter which thermal bath you choose, bathing in each of them helps reduce stress levels, relaxes, restores psychophysical balance or helps to fight insomnia.

Bania Thermal Baths is a complex of indoor and outdoor recreational pools filled with thermal water with a temperature of 34-38°C. The water used in the Bania Thermal Baths is obtained from a depth of 2,500 metres and its initial temperature is 72°C. It enters the swimming pools after releasing part of the heat energy, while retaining all valuable microelements.

www.termabania.pl/en

Bukovina Thermal Baths is one of the most modern thermal swimming pool complexes in Europe. It is powered by thermal water which comes to the surface from a depth of 2400 m. Highly mineralized water containing 28 microelements is an excellent therapeutic and rehabilitation agent. Bukovina Thermal Baths consists of 20 thermal pools with water temperature 30-38°C, allowing you to relax all year round, regardless of the weather.

www.hotelbukovina.pl/en

Gorący Potok Thermal Baths in Szaflary is the latest facility of this type in the Podhale region launched in 2015. The facility consists of several swimming pools with sulfuric thermal water with the temperature of 32°C-39°C, which has extraordinary therapeutic properties. After relaxing at one of the calming thermal baths, you may consider benefiting from a wide range of massages in the spa.

www.goracypotok.pl/en

Chochołowskie Thermal Baths consist of 30 pools and barrels filled with thermal water with therapeutic and healing properties. Waters in the pools come even from a depth of almost 3600m and are rich in microelements, e.g. calcium, magnesium, sulfur and even sodium. The offer includes hydromassages in saline water or active relaxation in a swimming pool.

www.chocholowskietermy.pl



Krynica-Żegiestów Health Resort

With a rich tradition of spa treatment, qualified medical staff and excellent treatment facilities, this health resort offers about 50 types of therapeutic procedures which use natural healing materials. Mineral baths, dry gas baths, peat wraps, saline inhalations are unique therapeutic opportunities offered. The health resort also offers a number of hotels located in four sanatorium facilities in the very heart of the spa. These are: Nowy Dom Zdrojowy, Stary Dom Zdrojowy, Patria oraz Nowe Łazienki Mineralne.

www.uzdrowisko-krynica-zegiestow.pl

Szczawnica Health Resort is famous for its rare healing waters. The climatic values and mineral resources of the underground salt deposits have been used for healing purposes for centuries. At present, there are 12 springs of acidic waters within the Spa, the values of which were first mentioned in the 15th century.

Their healing properties are enjoyed, and benefited from by patients from almost all over the world. In the Mineral Waters Pump House, the visitors can appreciate the unique values of bicarbonate, sodium, iodine and bromide sorrels (carbon-dioxide saturated waters) rich in numerous microelements. Spa sanatoriums and rehabilitation and treatment centres offer 42 types of hydrotherapy, inhalation, physiotherapy, kinetic therapeutic procedures.

www.uzdrowiskoszczawnica.pl/en

„Wieliczka” Salt Mine Health Resort provides medical services in healing salt chambers on the third level of the mine (135 meters below the ground). The secret of the spa's success is unique therapeutic microclimate of the historical underground of the Mine, which is beneficial to health. In the salt chambers, active pulmonary rehabilitation is provided in the conditions of subterranean therapy in form of either outpatient services, or 21-day in-patient spa treatment. Patients who cannot stay in the salt cellars for longer, are offered a „Day for Health” package, or can enjoy a Healthy Sleep in a healing microclimate.

www.health-resort.wieliczka-saltmine.com

Wysowa Zdrój is a charming village situated in a beautiful, sunny valley, surrounded by hills in the south-western part of the Beskid Niski Mountains, right next to the border with Slovakia. The primary goal of this spa is provision of spa treatment and rehabilitation services, and the production of mineral, therapeutic and flavoured waters. Mineral waters in Wysowa are highly diversified, which is connected with varied geological structure of the ground, water circulates between alternating layers of sandstones and shale, and is saturated with minerals.

www.uzdrowisko-wysowa.pl



Photo archive of the Marshal's Office of the Małopolska Region

innovative products. In Poland there are about 100 large and medium, and over 300 small and very small companies producing cosmetics.

Strong points of the Polish cosmetics industry:

- tradition and long-term experience in the production of cosmetics.
- quality of products at the highest world level.
- an extensive network of manufacturing facilities and highly qualified staff.
- well-developed scientific infrastructure and growing investments in research and development.
- many years of experience of Polish producers on international markets.
- experience in contract manufacturing.
- flexibility and adaptability.
- location in the centre of Europe and membership of the European Union.
- highly developed industrial sectors supporting the production of cosmetics.

II.4. Sector of production of cosmetics in Małopolska Region

Modern cosmetology is an extensive, interdisciplinary area of science involving the combination of general medical, chemical and biological studies. It concerns issues from the field

II.3. Cosmetic industry in Poland

The strength and potential of the Polish cosmetics industry lies in its history. During one century, this branch of industry has experienced a real boom, and the „Made in Poland” products have been enjoyed and appreciated by both Polish customers, and also in the most remote places of the world. Small, local production plants were established in Poland as early as the mid-19th century, but the production of cosmetics on an industrial scale began only in the 1920s. The cosmetics industry in Poland is a unique mixture of global cosmetic corporations, large and medium-sized Polish companies and several hundred small and micro enterprises manufacturing cosmetics. As a result, despite strong competition from global brands, the position of local producers in Poland is very strong, which is a unique phenomenon on a European scale. It may be evidenced by the fact that 50% of the Polish market of body and face care cosmetics are owned by Polish brands.

Flexibility of the cosmetics market in Poland is affected by its fragmentation. Small and medium-sized manufacturers can easily adapt to the requirements of the changing market, as they release short series or lots of products, and can quickly modify the production process. In order to compete effectively with cosmetic corporations, Polish manufacturers invest in modern production lines and research programmes, which result in launching



of dermatology and aesthetic medicine, and is a discipline closely related to them. It includes studies of both basic and clinical medical sciences (anatomy, cell histology and physiology, physiology, biochemistry, general and cosmetic chemistry, dermatology, allergology, plastic surgery, geriatrics, oncology, health promotion, endocrinology). A cosmetologist's knowledge includes also psychology, sensory



studies and hygiene. Cosmetology uses the same physiotherapeutic and phytotherapeutic therapeutic methods as dermatology and physiotherapy. A cosmetologist is therefore a profession very close to strict medical practitioners. Pharmacy deals with synthetic and biological drugs, medications of natural origin and ingredients of cosmetics and food. Thus, pharmaceutical companies from Małopolska, whose products are very closely connected with health and beauty care sector, are presented below.

Małopolska has a strong position on the cosmetics market in Poland in terms of the number of manufacturers of cosmetic and toilet products. There are over 100 cosmetic companies in the whole Małopolska Region, most of which are medium-sized and small companies.

Krakow, with multiple research facilities and highly qualified staff, offers favourable environment for cosmetic business, and cosmetic companies willingly set up their plants in the

city or the surrounding towns, which is even more reasonable as this area of activity often requires advanced research and long-term laboratory work. Life Science Klaster, whose network of over 70 entities ensures effective connection and use of the existing potential of human resources, enterprises, universities, research and development units, business environment institutions and local authorities, is an exceptional advantage. The Klaster supports innovativeness of companies in the area of life science and creation of conditions for effective commercialization of research and development results.

- value of the Polish cosmetics market: approx. 4 billion EUR
- the export of Polish cosmetics in 2018 amounted to 3.3 billion EUR
- Poland is the 13th largest exporter of cosmetics in the world, with 2.6% market share
- import
- in 2018, import of cosmetics to Poland amounted to 2.4 billion EUR
- Poland is the 17th largest importer of cosmetics in the world, with a market share of 1.9%.

II.5. Cosmetics market in Małopolska

• COLOUR COSMETICS

Dela Cosmetics (since 1994) - manufacturer of colour powder cosmetics. It supplies cosmetics to large cosmetic brands in Poland and Europe, and also to retail customers. The company may be proud of offering specialty products to the international market and having optimized processes of production, purchase and delivery of products for many years.

www.dela.pl

Hean - is a Polish manufacturer of colour cosmetics and care products. The company was established in 1981. It delivers make-up and care cosmetics to more than 2000 cosmetic stores in Poland, and for several years has been one of the biggest shareholders in the Polish

market of colored cosmetic. Flexible production and sales policy, and a wide range of products allow the company to smoothly adjust to changing market trends, and to prepare an attractive offer for both individual customers and business partners. The company has long-term experience in providing services for the B2B sector related to Private Labels projects on the domestic and foreign markets.

www.hean.pl

Slowianka Nails Trends – a company offering a selection of unique products designed to speed up and facilitate the work nail stylists today and in future. The offer includes products that will delight everyone. Their innovativeness and the highest quality guarantee best results in nail work. The company also provides trainings for experienced nail stylists and for the beginners who want to start nail tech business.

www.slowianka-nails.pl/en

Margo cosmetics - was established in 1988 as a family business. Since 2000 it has specialized in providing services for PRIVATE LABEL external companies. Long-term experience and highly qualified staff enables the company to handle the most demanding tasks in the field of professional cosmetics.

It creates cosmetics with great attention to detail. The company is distinguished by the high quality of its products, which is the effect of combination of experience, know-how, professionalism and passion. The company cooperates only with the world's top and most esteemed producers of cosmetic raw materials.

www.margocosmetics.com.pl

Dor cosmetics (since 1989) - manufacturer of cosmetics dedicated to nail decoration.

It has been present on the cosmetic market for over 30 years. The company specializes in particular in the manufacture of nail polish. It offers a wide range of nail art products: traditional nail polish, „gel like” polish, vinyl polish, perfumed polish, hybrid UV polish and safe nail polish for children. The offer also includes nail conditioners and nail polish removers deserving attention. Dor cosmetics releases products under its own brand, but also for the „private label” sector.

www.dor-cosmetics.pl/en



MB Wytwórnia Kosmetyków – was established at the beginning of the 1980s. This company is one of the first family colour cosmetics factories in Poland that has always strived to deliver highest quality products. The company's business priority is top quality combined with effectiveness and safety of the manufactured cosmetics.

www.mbcosmetic.com

Pease – polish brand of colour cosmetics. The company follows the philosophy of slow makeup and tries to make products which enhance natural beauty and bring out those features that make each woman unique. Pease provides its customers with a full range of products and strives to keep up with the latest trends. Pease creates ideas, selects the best of them and transforms them into real products in their laboratories. The company is dedicated to continuously improve the formulas, enriching them with natural, active care ingredients to make them as skin-friendly as possible.

www.paese.com/en

- **MEDICAL DEVICES, R+D**

Kej - has been operating since 2001, dealing with the production of natural cosmetics and medical devices. The products are 100% natural and come from organic farming certified by ECOCERT. Ideal for face, body and hair care. Beautiful fragrances and wonderful properties. The power of nature enclosed in small bottles. Over the years of its business operation, the company has created value, built trust of its



customers and gained a strong position on the Polish and European market of medical devices and natural cosmetics. Since it became established, Kej has been a member of the Krakow Chamber of Commerce and Industry.

www.kej.pl/en

Gofarm - is a leading Polish company established in 2009, dealing with the design, development, registration and production of medical devices within the „private label” business model. In addition to advanced special-purpose medical devices, Gofarm also offers dietary supplements and cosmetics. The company’s mission is to create products that improve patient’s quality of life, and in particular reduce the undesirable effects of treatment. Over the last 10 years, the company has developed and marketed over 50 medical devices for over 150 brands (private label), as well as dietary supplements and cosmetics. Gofarm products are sold successfully in almost 30 countries, including Australia, Vietnam, Saudi Arabia, UAE, Iraq, Germany, Spain, Romania, Ukraine, Mexico. The company’s business has always been operated in compliance with the applicable EU regulations concerning medical devices, dietary supplements and cosmetics.

www.gofarm.pl/en

Laboratoire L’IDEAL Parisien - has extensive experience in contract manufacturing of cosmetics for external customers, including global brands. It carries out projects from the phase of concept development to the delivery of the final product. Many years of experience, flexibility and openness to the constantly changing market, it can adapt its capabilities to the needs of its customers. The offer includes, among others, hair, body, face care and bath products.

www.lideal.pl/en

Salco Au Naturel - the Salco Au Naturel brand was created with a view to combine traditional and contemporary cosmetic and therapeutic formulas. The company’s offer includes the highest quality cosmetics inspired by nature. In the field of wellness, biological regeneration and daily body care, they respond to the needs of the most demanding customers.

The natural profile of the brand is determined by the use of therapeutic raw materials. The salt and iodine-bromine brine of Bochnia have been the cores of Salco Au Naturel cosmetics since the very beginning of its existence.

www.salcoaunaturel.com/en

Salvena - was established in 2009 in Krakow. In order to meet the expectations of the cosmetic and food production market, as a company wishing to design innovative products, Salvena created a technological laboratory, in which it began to develop formulas using advanced technological know-how in the area of cosmetology and production of dietary supplements. After it gained the trust of customers, Salvena soon became a contract manufacturer supplying various forms of final products, based on its own experience and know-how.

www.salvena.pl



Skin Lab International - is a dynamically developing research centre offering comprehensive services in the field of research and launching cosmetic products, medical devices and household chemistry to the markets in Poland and all EU member states. The Laboratory specializes in dermatological, application-related, and apparatus testing. The Centre evaluates the quality and safety of cosmetic products, medical devices, household chemistry, dietary supplements, textiles and food products.

www.skinlab.pl/en

- **PERFUME**

Reve de Chantelle - adheres to the principle that sophisticated compositions are like a long story. Designing and creating a fragrance is like movie-making: first a script is written, actors selected, the image is directed, and finally popularised. The first perfume collection consisted of eight compositions, five for women and three for men. The brand's portfolio has been expanded by four new compositions for women and men.

www.sklep.revedechantelle.pl

WPJ International - is a perfume manufacturer, and a specialist in creating private brands and product lines, which has been operating on the market since 1997. The company offers a possibility to compose unique perfume with a desired composition, fragrance, and in original packaging. The so-called „private label” solution is increasingly popular among companies which outsource manufacturing of products on the basis of the composition specification delivered to the private label manufacturer. WPJ International offers professional help and support in creating unique cosmetics.

www.wpj-international.eu/en

JFENZI - the flagship product of the company are perfumed waters, and the offer is complete with refreshing fragrance mists. The company is constantly expanding its offer, identifying customer needs and the latest market trends through research and analysis of the perfume industry. The company uses only top quality components from the approved suppliers, and its continuous development and the use of advanced technologies and innovative solutions make JFENZI one of the leading manufacturers of the best perfumes.

www.jfenzi.com

- **NATURAL COSMETICS**

ASOA - is a small family factory where nice handmade cosmetics are created with passion from the best natural, unrefined raw materials. The offered products are manufactured from selected top quality materials (India, Africa) purchased directly from the farmers, not through



intermediaries, which guarantees their highest quality. All cosmetics undergo microbiological and dermatological tests carried out with thorough scrutiny, and when approved, are registered with the European CPNP (Cosmetic Products Notification Portal) database.

www.asoa.pl

Chic Chiq - is a lifestyle brand of natural cosmetics inspired by Ayurveda (Indian meditation system). CHIC CHIQ natural cosmetics are created on the basis of three main principles of Ayurveda: purification, nourishment and hydration. The offered products provide everything the skin needs: inner radiance, hydration, nourishment and purification.

www.chicchiq.com

Dolina Czeremchy – the company offers hand-made natural cosmetics in zero-waste packaging, such as: traditional soda soaps (universal and for face), body butter, shampoos in bars, oil serums for face, bath salts, etc. The company promotes the idea of a green approach to consumption (zero waste) and reducing the amount of plastic used and discarded.

www.kanwa.edu.pl/dolinaczeremchy

Hola Care - a brand whose products are inspired by Polish flowers. The offer includes cosmetics with extracts from raspberries, Polish poppy seeds or cornflower. Hola Care cosmetics are hypoallergenic and are paraben-free, silicon-free and allergen-free.

www.holacare.pl



IOSSI - is a brand of natural, ecological, handmade cosmetics. The company's offer includes lines for women (also pregnant), men and children, designed for comprehensive facial, body and hair care. IOSSI cosmetics consist of natural oils, organic butter, handmade plant extracts or organic essential oils.

www.en.iossi.eu

Laboratorium Kosmetyków

Naturalnych Farmona - was established in 1997 in Krakow. The company combines the latest achievements in cosmetology and the nutritional power of natural plant ingredients. Farmona products quickly gained appreciation of consumers who value novelty, high quality and effects of natural cosmetics. The current offer of Farmona Natural Cosmetics Laboratory includes over 450 cosmetics for body, face and hair care. In recent years, the Company has expanded its market by adding professional cosmetics intended for beauty centres, offering a complementary treatment programmes for each type of skin, based on unique proprietary massages.

www.farmona.pl/en/company

Majru Natural Cosmetics - is a dynamically developing manufacturer of natural cosmetics from Nowy Sącz. It produces small, hand-made batches of premium quality cosmetics made from natural ingredients that are friendly to health. The offer includes products for skin cleansing and care, aromatherapy products, cosmetics addressed to people with various skin problems and products containing hemp oil.

www.majru.com

Manufarma - manufacturer of natural cosmetics.

www.manufarma.com

Naturolgia - is a small family cosmetic manufactory which supplies handmade natural cosmetics. The products offered by the company are made of natural ingredients that are suitable for all types of skin, even the most demanding and sensitive ones. Natural soaps do not contain artificial hardeners and synthetic preservatives. Cosmetics are manufactured from the highest quality natural products. Unrefined, cold-pressed oils and butter are the basis of all cosmetics manufactured by Naturolgia.

www.naturolgia.pl

Ecoloré - is a brand of mineral make-up cosmetics manufactured by Nobilus. Ecoloré cosmetics are characterized by high quality ingredients of natural and mineral origin, which makes them completely healthy and safe for the skin. The offer includes: mineral foundations, matting and finishing powders, blushes, bronzers, correctors and eye shadows.

www.ecolore.eu

Sape - cosmetics inspired by the wild beauty of Norwegian nature and its harsh landscapes. Sape cosmetics are made exclusively in accordance with nature, using traditional methods and plants to obtain the most valuable products for washing and body care.

www.sape.com.pl

• **PERSONAL CARE**

Allvernum - is a Polish-owned business using knowledge and experience. All products are manufactured by Polish manufacturers from carefully selected components with documented effectiveness. Allvernum selects functional packaging that can be reused after the products have been used up.

www.allvernum.pl/en

Barwa - is a modern cosmetic company with a rich tradition. As it has always been consistent in the pursuit of goals and continuously improved the quality of its products, it has gained a wide group of satisfied customers in Poland and abroad. In 2014 the company started its

expansion into foreign markets. Barwa owns the most advanced, state-of-the-art machinery and a fully automated soap production line.

www.barwa.com.pl/en

Bielenda Kosmetyki Naturalne - was established in 1990. For over 20 years it has been producing the highest quality natural cosmetics for face and body care. It is a modern company which from the beginning of its existence believed that only cosmetics based on natural active ingredients guaranteed the most comprehensive, yet safe and skin-friendly care. Today, the company's offer includes over 400 top quality products addressed both to individual customers and professionals. BIELEND A Professional products have gained appreciation in the cosmetic market and have been honored with many industry awards.

www.bielendaprofessional.pl/en

Elfa Pharm Polska - a manufacturer of beauty and personal care products. The primary goal of the company founders was to provide women with the best solutions in cosmetology combined with herbal medicine. Elfa-Pharm Polska products are certified by renowned European laboratories, and, what's more important, they enjoy a good reputation among millions of women who value Elfa Pharm Polska products for their excellent quality, balanced price and rich offer. The company's portfolio includes over 500 products combining the latest achievements in cosmetology with the tradition of herbal medicine.

www.elfa-pharm.pl

BIO-LIFE COSMETICS - the company was founded with a passion for creating cosmetics for body and face care. The offer includes cosmetic products with rich recipes. The BIO-LIFE brands were inspired by the most excellent raw materials such as: peat, natural mineral water, natural brine, shea butter, argan oil and amber.

www.krynickska.pl

HM Cosmetics - a multi-brand company that has operated on the market since 2003. Its primary aim from the very beginning was to provide services at the highest level and offer products of the highest quality in the field of beauty. One of the brands marketed by HM

Commetics is Callux Professional, which offers a wide range of products for professional foot care.

www.hmcosmetics.pl

Mariza - a cosmetic brand founded in 1988. Today Mariza's offer includes about 400 items. These are both cosmetics for face, body and hair care, but also a wide range of make-up products. The offer is complete with the lines of toilet and perfumed waters. Mariza products



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are designed on the basis of long-term experience and the latest cosmetic trends.

www.mariza.com.pl

Natural Aromas - manufacturer of natural cosmetics. It specializes in the production of care cosmetics. The offer of products includes bath salts, peelings, body butters, washing gels, massage oils and body mists.

www.naturalaromas.pl

Noble Group Wojciechowski - one of the most recognized brands of artificial eyelashes in Europe. The offer includes, among others, silk eyelashes made of silk proteins of natural origin, as well as eyelashes with addition of synthetic fibre. Noble Lashes are the most delicate and lightweight eyelashes available on the market.

www.noblelashes.pl

Mirarosa cosmetics - the company was established in 2009 in Krynica Zdrój, a place called „A Pearl of Polish spas“. The company offers unique ingredients and technologies intended for the cosmetics, pharmaceutical and household industries. It cooperates with reputable, reliable and stable companies from the USA, which are recognized and appreciated all over the world. It offers only products of plant origin. Mirarosa cosmetics products are characterized by high quality, purity, good effects and safety proven by appropriate tests. There are no products of animal or petrochemical origin in the company's offer.

www.mirarosa.com/en

Natural Aromas - the company was founded with the passion for creating high quality natural cosmetics. In 2012, the business commenced its operation from the production of bath salts, and then expanded its offer with peels and body butter, washing gels, massage oils and body mists.

www.naturalaromas.pl



PharmaCF - was established in 1993. It has achieved its strong market position thanks to a conscious strategy and constant strive for high quality and safety of the offered products. Its cosmetics marketed under the brands: Bond, Cztery Pory Roku, Venus, No36 and Venus

Nature are highly valued on the market. The company cooperates with the largest retail chains as a leading manufacturer of private labels. It designs and manufactures tailored cosmetics that meet individual expectations of trade partners in compliance with the „Full Service“ terms.

www.pharmacf.com.pl

Qiuskin - is an innovative brand of cosmetic products, in particular make-up removers. The brand is dedicated to women who have little time to do makeup every day, but still want to enjoy clean and healthy skin. Qiuskin makeup remover products have been enriched with a special type of fibers, which, because of its properties, guarantees perfect cleansing of the skin.

www.quiskin.com/en

Scandia Cosmetics – is a Polish company which has been present on the market of organic cosmetics for over thirty years. The products offered by this manufacturer are made from the highest quality raw materials using reputed, well-tested recipes. The company's offer includes a wide selection of environmentally friendly natural cosmetics - hand creams with shea butter, almond oils for hair, organic face scrubs and herbal shampoos. The offer is complete with vegan and safe cosmetics for pregnant women.

www.scandiacosmetics.pl/en

Yase Cosmetics - is a modern Polish company specializing in the production of high quality natural cosmetics. It was established in 2015 in Krakow. Yase Cosmetics is an internationally operating and renowned . Yase brand products meet the highest quality standards of natural cosmetics and are addressed to conscious customers who expect the quality above the average, and the effectiveness.

www.yasecosmetics.com

- **OTHERS**

Herbapol Krakow (1946) - the top quality ingredients and good recipes based on many years of experience enabled the company to establish strong brand recognition and good

market position in the field of herbal medicine in Poland. At present, thanks to its rich offer and well-known brand, Herbapol is the largest herbal enterprise in the region, which helps to popularise herbal medicine and enhances continuous development and growth. Currently Herbapol is a proud owner of fully equipped production plants, the same number of quality assurance laboratories, and of many international certificates.

www.herbapol.krakow.pl/en

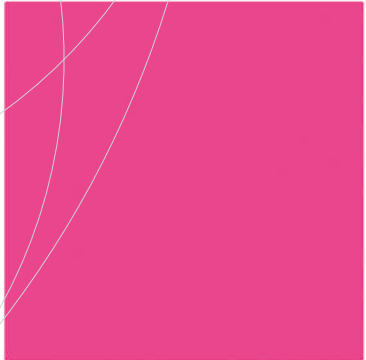
MisterM Plus - is an experienced Polish trade company offering cosmetics, household chemicals and personal care products. It operates a bi-directional business (import and export of goods), and is a domestic supplier. It provides services to chains, wholesalers and retail customers. It trades in global brands such as Coty, P&G, Reckitt Benckiser and Nivea.

www.mistermplus.pl/en

Piokal - is a manufacturer of biothermal products. It is a reliable and stable company, well known both in Poland and in foreign markets. Over the several years of its operation, the company has established business relations with representatives of many countries. Since the beginning of its activity on the market, the company has been dedicated to protect health. Piokal manufactures and supplies, among other products, biothermal inserts and masks designed to help maintain and protect health, retain physical condition and beauty, which can be used for therapeutic or preventive purposes.

www.piokal.pl/en





The examples described in this study do not exhaust the full range of the industry. The information contained herein is an invitation to contact the employees of the Business in Małopolska Centre, who have a full database of companies from Małopolska Region and provide assistance in establishing business relations.

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Free publication.

Main sources of information:

- *„Health Tourism in the Małopolska Region” - Małopolska Regional Development Observatory, Regional Policy Department of the Municipality of Małopolska*
- *website www.malopolska.pl*
- *Report „The Market of Cosmetic Services in Poland”*
- *Manufacturers’ websites*
- *Data from the Central Statistical Office*
- *proprietary information of the Business in Małopolska Centre*
- *the photographs used in this publication are taken from the Marshal’s Office of the Małopolska Region (UMWM) photo database and a free photo stock*

Kraków / 2020

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www.businessinmalopolska.com

