



Federal Ministry
for Economic Affairs
and Climate Action



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME



Israeli-German Business Dialogue - Cosmetics, Toiletry and Detergents

Tel Aviv & Jerusalem

3rd to 7th September 2023

Company Products and Services Catalogue

Project of



In collaboration with



Israeli-German

business dialogue

3rd-7th

September

2023



German Companies

cosmondial GmbH & Co. KG

KLAPP COSMETICS GmbH

Lysoform Dr. Hans Rosemann GmbH

MOOD Natural Products GmbH

OSCAR WEIL GmbH

REVIDERM AG

As part of a bilateral business trip to Israel financed by the *German Federal Ministry for Economic Affairs and Climate Action (BMWK)*, a delegation of six German producers of high-quality products in the cosmetics and detergent industry will travel to Tel Aviv and Jerusalem in September 2023.

The aim is to establish new collaborations and partnerships with interested Israeli counterparts, as well as to promote new business partnerships strengthening German-Israeli trade, as well as to provide for an exchange of information and showcase the innovative solutions of the German cosmetics and detergent industry.

Israeli companies, industry representatives and government officials are invited to attending **the presentation and networking conference** on Monday, September 4th 2023, in Tel Aviv. This event is an opportunity to gain insights into the German industry, get to know the delegation and assess potential areas of cooperation.

We also invite you to participate in **individual B2B meetings** with German companies in Tel Aviv and Jerusalem from Monday, the 4th to Thursday, the 7th of September; a great **chance to**

explore new business opportunities and discover potential synergies and partnerships with German participants.

The project is carried out by SBS systems for business solutions in cooperation with the *German-Israeli Chamber of Industry & Commerce (AHK Israel)* under the auspices of the *German Federal Ministry for Economic Affairs and Climate Action (BMWK)*.

Please find on the following pages a short company profile with further information on each of the German participating companies and their business interest with Israeli partners.

Federal Ministry for Economic Affairs and Climate Action (BMWK)



Mr. Christian Tippelt -
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and Invest*

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The *Foreign Market Entry Programme* supports **German Small and Medium-Sized companies** during all stages of their **export activities**. The main goal of the program is to initiate business relationships between German companies and their counterparts in international markets.

Participating businesses receive widespread support, beginning from the initial stages of market exploration up to the making of actual business contacts, e.g., by providing first-hand market information, organizing exploration trips and building networks. Key element of this support is the personal assistance during preparation, implementation and follow-up of these measures to ensure that the business arrangements are of high quality and sustainable.

This visit is part of the “business matchmaking” module of the *Foreign Market Entry Programme* and will facilitate business contacts as well as provide important impulses for the further intensification of the fruitful co-operation between Israel and Germany.

On behalf of the *German Federal Ministry for Economic Affairs and Climate Action (BMWK)* I would like to thank the participants from Germany, all multipliers and other involved parties in Israel for their contribution to create a successful project.

Mr. Christian Tippelt

Head of Foreign Market Entry Programme at Germany Trade and Invest

Industrieverband Körperpflege- und Waschmittel e. V.

Dear Participants,

the German business delegation looks forward to meeting you all in Israel, to experiencing the great country and to having successful business talks.

Beauty and home care products made in Germany fulfil the highest quality expectations which is very much appreciated on a worldwide scale.

The *German Cosmetic and Detergent Association (IKW)*, with office in Frankfurt am Main, was set-up in 1968 and is today one of the highest-profile industry associations in Europe. IKW supports, advises and represents the interests of more than 450 beauty and home care companies. The industry with approximately 500,000 associated jobs had a sales value of more than 19 billion EUR in the past year. The *IKW* member companies cover about 95 percent of the German market.

The products are used on an almost daily basis by every household. *IKW* satisfies the resulting need for information through its high readiness to engage in a dialogue with all stakeholders involved and hence strengthens the credibility of product-related communication concerning the use and safety of beauty and home care products.

Apart from a wide range of activities *IKW* initiates business delegations to the most interesting export markets. Our business delegation looks forward to meeting you all in Israel.

Kind regards,

Thomas Keiser

General Manager, IKW



Herr Dr. Thomas Keiser -
General Manager

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**Industrieverband
Körperpflege- und
Waschmittel e. V.**

*The German Cosmetic,
Toiletry, Perfumery and
Detergent Association*

Mainzer Landstraße 55
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Germany



Summary

Manufacture and brands for high-quality, certified natural and organic cosmetics from Germany.



made in Germany

benecos
NATURAL BEAUTY

GRON
[GRÜN]
shades of nature

Brands by



Company Profile

The foundation of cosmondial GmbH und Co. KG. in 2008 was a real affair of the heart for us. Our goal: to make the world a little bit better with high-quality, yet affordable natural and organic cosmetics.

benecos was presented for the first time at VIVANESS 2010. In the same year, this led to the first contractual relationships with foreign countries (France) and a steady growth within the dedicated distribution channel, the organic specialist trade, began. After only 6 years, benecos became the market leader in the segment for decorative natural cosmetics for the first time. Shortly thereafter, our brand also took over sales market leadership within this distribution channel in France.

In 2018, we decided to expand the natural and organic cosmetics range: in 2019, we launched a new second brand: GRN [GREEN], which offers organic cosmetics for various skin and hair needs.

Since spring 2023, we have started the production of our products at our site in Sulzbach a. M., Germany.

Products / Services

Cosmondial features a wide range of color as well as care natural and organic cosmetics. The products are spread over the two brands benecos and GRN [GREEN], which have been operating on the market for natural and organic cosmetics for 13 and 4 years respectively. In addition, cosmondial offers the possibility of private and white label and has already been able to successfully implement numerous projects in this area. The product range includes in the field of color cosmetics the product categories nails, lips, eyes, complexion and make up. The range includes various types of lipsticks, lip liners and lip glosses, eyeshadow palettes, mascara, BB cream eyeliner pencils, foundation, blush, bronzer, nail polishes and nail care products, as well as other accessories. The range of skin care products includes shampoo, conditioner, shower gel, body lotion, hand soap, hand cream, body oils, face oils, face creams and cleansing products.

All possible as Private Label as well.

References and export activities

Our main foreign markets are: France, Italy, Austria, Switzerland, Spain, Scandinavia, UK.

The brands are currently sold in a total of over 35 countries worldwide. The tendency is increasing. Among them are countries like Australia, New Zealand, Taiwan, USA, Brazil and Morocco. We are currently negotiating with players in Vietnam and Japan, for example.

Target group

The range of the two brands benecos and GRN [GREEN] is very diverse. Therefore, different target groups can be addressed. On the one hand, the focus is on people who have a high environmental awareness and therefore want to consume natural and organic cosmetics. Due to the price level, the benecos brand in particular appeals to customers who are happy to buy natural and organic cosmetics, but at a very fair price.

Competitive advantages

Cosmondial is the best contact when it comes to color as well as care cosmetics. With an assortment of over 500 products, cosmondial provides a comprehensive range that covers almost all needs in body care and make up. By combining a fully comprehensive range of high-quality, certified natural and organic cosmetics at a price that everyone can afford, cosmondial and its brands have a major advantage over competitors.

Ideal Business Partners

Our target are POS, where consumers want to cover their daily needs – combined with the idea to find this there also in organic quality. Abroad, we usually reach these retail partners through a central distribution partner who takes responsibility for all local issues, whether it is ensuring compliance with specific regulatory frameworks of a country or knowing and taking into account their cultural specifics.



cosmondial GmbH & Co. KG

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Languages: English, German

Project



Supported by:



Project of:



KLAPP

SKIN CARE SCIENCE



Summary

The Company offers high level performance facial care for healthy+glowing skin.



made in
Germany

www.klapp-skincare.com

Company Profile

Made in Germany!

Available in over 35,000 institutes and hotels in more than 60 countries. Most rigorous quality standards for highperformance active-ingredient cosmetics. Production according to GMP, certified according to ISO 9001.

The PRINCIPLE of KLAPP Skin Care Science. We recognise the individuality and the needs of the skin and support these towards optimal self-help through our skincare products. Beautiful, well-cared-for skin is our most effective formula for a positive feeling of self-worth.

The most stringent quality standards are placed on our cosmetics, which we continue to develop constantly to thus achieve optimal effectiveness.

Products / Services

Perfect beauty – for the skin's six most important needs.

KLAPP offers high-level performance facial skincare for healthy and radiant skin, orienting ourselves towards the skin's six most important needs.

Resist Aging - Reduces wrinkles and increases the skin's elasticity.

Recharge - Promotes the youthful radiance of the skin.

Balance - Maintain the skin's balance and promotes an even complexion.

Calm - Soothes and strengthens sensitive skin.

Protect - Protects the skin against harmful environmental influences.

Purify - Pre-care product for optimum cleansing and preparation for highly effective skin care.

References and export activities

We have a strong presence in Europe and Asia, especially in Germany, France, South Korea, Singapore and China.

Target group

CORE (35-55)

YOUTH (25-55)

ABSOLUT (Luxury/Premium)

Competitive advantages

Performance on three levels!

The formulas of our Multi Level Performance skincare ranges are triply innovative and care for your skin long-term by activating its own natural abilities.

For beautiful skin without compromises.

KLAPP Skin Care Science stands for an intelligent combination of science and an understanding of the principles of natural active ingredients that results in extremely effective yet at the same time clean & vegan formulas as well as "pure cosmetics", i.e. cosmetics that do not contain any controversial

ingredients.

The results are skincare products with highly potent and near-natural active ingredients that stimulate and strengthen the skin's own metabolic process. For a more beautiful, healthier and radiant skin.

Ideal Business Partners

Established Sole Distributor with a strong sales team for SPAS, Clinics and Perfumeries.

KLAPP

SKIN CARE SCIENCE

KLAPP Cosmetics GmbH

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Project

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Cosmetics,
Toiletry & Detergents

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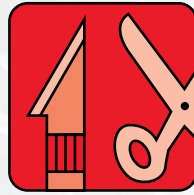


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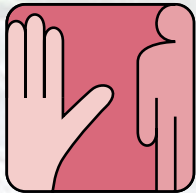




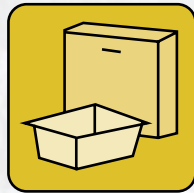
HÄNDE-/HAUT-
DESINFIZIATIONSMITTEL



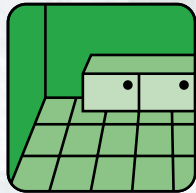
INSTRUMENTEN-
DESINFIZIATIONSMITTEL



HÄNDE-/HAUT-
SCHUTZ/PFLEGE



GERÄTE/ZUBEHÖR



FLÄCHEN-
DESINFIZIATIONSMITTEL



SPEZIALPRÄPARATE

LYSOFORM
Seit ▪ Since ▪ Depuis 1900

Lysoform-Programm

Präparate, Geräte und Service

Desinfektion und Hygiene seit 1900

Summary

Producer of disinfectant products for surface disinfection, instrument disinfection, skin protection, skin care, hand disinfection.



made in
Germany

www.lysoform.com

Company Profile

As family-owned enterprise we have been since 1900 operating successfully in the field of health protection for 120 years.

Our cosmetics, detergents, disinfectants and drugs convince due to their quality and are applied in medical facilities all over the world.

An own research & development laboratory as well as a microbiological lab ensure new product developments and product optimization.

Our preparations are manufactured at our facility in Berlin/ Germany. Within Germany the products are brought to market by our sales force on the one hand and by wholesalers on the other hand.

The global export business is primarily handled by partners locally in the particular country and secondarily by direct delivery from us to the customer. Some of our partners (let) manufacture our products according to our formulas.

We manufacture according to the European laws for drugs, medical devices and cosmetics.

Products / Services

The Company's product range can be divided into the following segments:

Cosmetics for hand and skin cleaning, care and regeneration:

- Lupphenil, Majola-H5-cream

Disinfectants for hands, skin, surfaces and instruments:

- AHD 2000, Almyrol, Fugaten, Lysoformin rapid + Lysoform rapid wipes

Detergents for surfaces, floors, baths and kitchens:

- Blanisol alcohol cleaner

References and export activities

Lysoform cooperates closely with companies in 49 countries located in Europe, North Africa, Asia and the Middle East.

Target group

The products are intended for hospitals and rehabilitation clinics, nursing homes, social services, day care and outpatient care, and medical practices.

Ideal Business Partners

The company ideally distributes the products through the local partner as follows: distribute to old age pensioners' homes, or supply the partners, such as associations and distributors, with the preparations.

LYSOFORM
Seit ▪ Since ▪ Depuis 1900

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Languages: English, German

Project

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 **Cosmetics,
Toiletry & Detergents**

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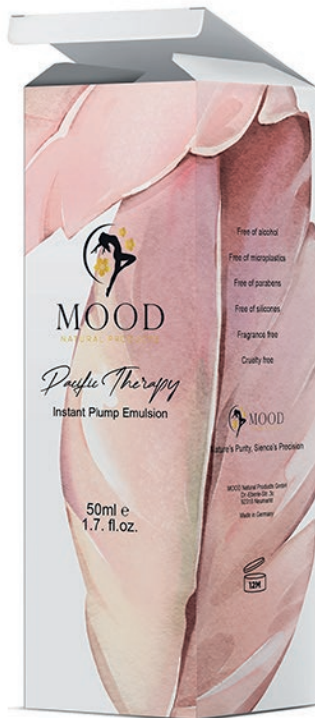




Summary

Developer and producer of innovative and effective skincare products through modern & natural cosmetic chemistry.

Made in Germany



www.mood-naturals.com

Company Profile

MOOD Natural Products GmbH is a research-driven company that focuses on harnessing bioactive components of plants and flowers, mainly from the Philippines, a paradise of biodiversity.

MOOD has collaborated with leading research facilities and raw material manufacturers to create a groundbreaking concept for restoring skin cell function with Neurocosmetics.

MOOD's goal is to revolutionize the anti-aging market by providing more effective AND natural cosmeceuticals „made in Germany“.

Through selected B2B partnerships, MOOD aims to bring a fresh approach to anti-aging, skincare, and health products in general.

Products / Services

MOOD Natural Products GmbH specializes in the field of neurocosmetics.

Neurocosmetics is a branch of cosmeceuticals that focuses on the intersection of neuroscience and skincare.

MOOD Natural Products utilizes neuroactive formulas in their products, which are designed to interact with the skin's neuroreceptors and stimulate specific cellular responses. These ingredients help improve skin barrier function, promote collagen production, reduce inflammation, and enhance overall skin vitality.

In addition, MOOD's neurocosmetics also incorporate biomimetic properties. Biomimetic refers to the imitation or replication of natural biological processes or structures. By mimicking the natural skin functioning, these products can better penetrate the skin's layers, delivering active ingredients more effectively and achieving optimal results. Products feature as well encapsulated flavonoid & cell membrane technology, a novel non-irritant acne solution and a polyphenol boosted sunscreen.

Target group

The target group for MOOD Natural Products' skincare and health products is individuals who are interested in innovative skincare solutions. They focus on providing effective and natural cosmeceuticals for various skin concerns. Their products are suitable for all skin types, including sensitive skin. MOOD's products prioritize sustainability and health by being fragrance-free, alcohol & micro plastic free.

Competitive advantages

MOOD products offer non-irritant gentle formulas but enhanced skin penetration, a novel acne treatment, improved skin barrier function, chlorophyll encapsulation technology. They feature neuroactive formulas, biomimetic properties, higher performance, next-gen natural UV protection, specialized flavonoids, natural preservation system, and are emulsified with real cell membranes.

Ideal Business Partners

It would be a company that aligns with MOOD's vision of providing innovative anti-aging, skin care, and health products and have a strong presence in relevant markets, allowing us to expand our reach and maximize sales. They should share our commitment to quality, sustainability, and customer satisfaction. This partnership will enable us to offer our unique products to a wider audience, driving mutual growth and success.



MOOD Natural Products GmbH

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Languages: English, German

Project

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Project of:





Summary

Production of steel wool, stainless steel wool, soap pads, sponge products, scourers and more.




made in
Germany

Company Profile

The company Oscar Weil was founded in 1901 by Oscar Weil for the production of steel fibres in Lahr/Germany and is managed today by the 5th generation. Finest steel wool is produced in the company for more than 120 years. Premium high-quality steel wool products of the brands RAKSO, abrazo, TROLLULL and Metalino are known far beyond the borders of Germany. Oscar Weil is characterised by a high vertical range and sustainable production.

Premium steel wool quality – Made in Germany since 1901.

Products / Services

Oscar Weil products are well known for their outstanding quality in the private households (cleaning cooking equipment, glass surfaces in kitchens, bathrooms and windows) and in industry (automotive, window construction, glass production, etc.). abrazo, the household range is the synonym for soaped steel wool cleaning pads in Germany.

The abrazo brand has thus been standing for powerful cleaning and brilliant cleanliness in the kitchen for nearly 100 years. Today abrazo is the market leading, most popular cleaning pad in German households and has already been rated as a top brand of the German food trade in 2013. Its unrivalled quality is owed to the unique full cleaning all around soap formula and the consistent use of natural vegetable-based soap.

Continuous product developments and innovations complement the Oscar Weil product range. International successes through product awards (i.e. Gold Award Winner at the DIY Show in Birmingham) confirm the correctness of the chosen way.

References and export activities

Oscar Weil exports steel wool products to all European countries, to Asia, Australia and South America. Customers from food retailers, drug stores industry, trade, experts in painting, window cleaning and restorers, as well as private users in DIY are among our clients.

Target group

The target group for our our abrazo products are private households, mainly for kitchen cleaning and also windows, stove glasses and aquarium glass cleaning.

The target group for RAKSO, TROLLULL and Metalino are industrial customers in the automotive industry, glass and window production, as well as craftsmen and furniture restoration.

Competitive advantages

- More than 120 years experience in producing steel wool
- Innovation power
- Production location in Germany
- Owner-managed
- Short decision-making process
- Reliable partner
- Highly motivated team

Ideal Business Partners

We are looking for a reliable partner/importer/distributor mainly for our abrazo range with existing access to food trade, drugstores and HoReCa wholesales as well as to industrial customers, wholesale and the DIY sectors (RAKSO).

OSCAR WEIL

GmbH

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Project

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**Cosmetics,
Toiletry & Detergents**

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Federal Ministry
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and Climate Action



Project of:



systems for business solutions



REVIDERM



Summary

Developer and producer of beauty solutions by combining apparative treatments and effective care products.



made in Germany

www.reviderm.com

Company Profile

REVIDERM AG is a German skincare producer, located in Sauerlach, near Munich for first-class skincare concepts & innovative technologies. Fascinated by the complexity of the skin, we at REVIDERM have been combining innovations in active ingredient research with the findings of modern dermatology since 1986. The phenomenon of wound healing and its similarity to the natural regeneration processes of the skin inspired us to find new ways - with success.

With our multi-award-winning and intelligently thought-out range of apparatus and preparative cosmetics, we focus on "quality made in Germany". The development and production of all of our products is always carried out in cooperation with scientists and researchers.

Products / Services

120 active skincare formulas.

Retail products: Besides our facial care products which are categorized in different skin conditions and skin types, we also offer body products, nutritional supplements and sun products.

Professional products: Products for treatments which can be combined with or without technologies.

Technologies: Devices for Microdermabrasion, Needling, Ultrasound, Radiofrequency and Laser (permanent hair removal) treatments

References and export activities

B2C customers

B2B customers (e.g. aesthetic clinics, dermatologists, doctors, beauty salons, beauty farms, Spa's, hotels)

Target group

B2C customers

B2B customers (e.g. aesthetic clinics, dermatologists, doctors, beauty salons, beauty farms, Spa's, hotels)

Competitive advantages

Every skin is unique. That is why REVIDERM focuses on a holistic care concept.

Technology, skincare and make-up in perfect harmony from a single source. Each application is precisely adapted to the condition and needs of skin. This is how you achieve the best possible results with our dermocosmetic products and care concepts.

Own research and development of the products.

Ideal Business Partners

Distributor with experience in the beauty industry.

REVIDERM

REVIDERM AG

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Languages: English, German

Project

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systems for business solutions



SBS systems for business solutions is a private consulting agency founded in 1999, with over two decades of experience in the planning, development and implementation of international projects. The company offers services such as workshops, events, individually organized B2B meetings, customized market entry strategies and support in the coordination of international teams for the Italian and German-speaking markets.

Since 2006, SBS has organized more than 200 internationalization projects, ranging from delegation trips abroad to large virtual conferences on behalf of several German ministries and other foreign

government institutions. In addition, SBS has been awarded the title of "Temporary Export Manager" by the Italian Ministry of Economic Development. A highly skilled team of project managers with multinational backgrounds at the Berlin and Rome offices is sensitized to the issue of cultural differences and therefore knows how to approach difficult cultural issues. SBS applies cross-cultural thinking and designs custom-made solutions that overcome intercultural borders to find the right partners for its clients. Thanks to a strong partner network and more than 1,000 German and international customers, SBS can facilitate a successful market entry in emerging and most attractive markets worldwide.



German-Israeli Chamber of Industry & Commerce

AHK Israel is officially registered as the 'German-Israeli Chamber of Industry & Commerce'. It was founded in 1967 and is a business-to-business organisation of numerous Israeli and German member firms. The Chamber's commercial services help an array of companies each year to start and expand their export activities by providing business contacts, information and advice.

The German-Israeli Chamber of Commerce stands for quality. Our employees are our most important asset. We offer subject-specific expert knowledge in combination with the Israeli-German language and cultural competence. We offer tailor-made support - from the first information to the daily support in your current business. We continue to evolve through critical internal discussions and continuous engagement with our members and customers. The aim of AHK Israel is to promote German-Israeli trade and to represent the interests of its members. We work hard for your success!

AHKs are closely connected to the Chambers of Industry and Commerce (IHKs) in Germany. Together, they support German companies with establishing and extending their business relations to foreign countries. The umbrella organisation of the IHKs is the German Association of Chambers of Industry and Commerce (DIHK), which also coordinates and supports the AHKs. Furthermore, cooperation with various German trade associations strengthens the link between AHKs, businesses and markets. The German-Israeli Chamber of Industry & Commerce is supported by the Federal Ministry of Economics and Technology in accordance with a Resolution of the German Parliament.

In 130 locations and 90 countries around the world, members of the German Chamber Network (AHKs) offer their experience, connections and services to German and foreign companies. AHKs are located in all countries which are of special interest for German companies.

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 LinkedIn



Business success through cross-culture thinking

In collaboration with

IIKW



www.gtai.de/mep

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