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Press Release

## **Catrice launches first reality series "Own your Magic Studio": Karo Kauer and HoneyPuu face exciting challenges**

**Sulzbach, 18 December 2023 - For almost 20 years, the beauty brand Catrice by cosnova has been inspiring consumers with innovative, high-quality cosmetics products. True to the brand's credo "Own Your Magic.", Catrice is now presenting a reality series to inspire beauty fans in Germany. In each of the eight episodes of "Own your Magic Studio", creator Karo Kauer and streamer HoneyPuu will face various challenges centred on their first joint pop-up concept store. The new format will air on YouTube and partly on MTV every Wednesday at 6 pm from 17 January 2024.**

With this unique format, the beauty brand Catrice is sending the two protagonists on an exciting mission: HoneyPuu and Karo Kauer face the challenge of planning, building and opening a pop-up concept store in Cologne. The authentic hosts turn "Own your Magic Studio" into a fascinating series about the search for trends, the beauty business and their first own pop-up concept store.

*"With 'Own your Magic Studio', we are taking a unique approach in the beauty industry and taking branded entertainment to the next level with two of Germany's most successful creators," states Yu-Ting Liu, Director Digital Brand & Consumer Experience at cosnova. "Not only do we want to entertain a wide audience with our format on YouTube and MTV, we also plan to bring the show and the brand to life in 360 degrees with merchandise, signature shades, a pop-up concept store, events and much more.*

### **YouTube and MTV: Channels for maximum entertainment**

The first episode of the series will go online on 17 January 2024 at 6 pm on the specially created "Own your Magic Studio" YouTube channel. After that, a new episode will be released every Wednesday. The first four episodes will be broadcast on MTV every Wednesday at 8 pm from 17 January.

### **Eight episodes to a successful pop-up concept store**

Each episode, which lasts a maximum of 30 minutes, is dedicated to one big task. Karo Kauer and HoneyPuu explore each other's worlds and visit the Catrice headquarters in Frankfurt. There they choose their favourite shades of Shine Bomb Lip Lacquers and design unique cap stickers. Together

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with friends and inspiring special guests, the two creators also design the pop-up concept store and plan the grand opening day, including a party.

The pop-up concept store will open its doors to all beauty fans on 15 February 2024 on Ehrenstraße in Cologne. Catrice is looking forward to welcoming visitors with a varied programme, a make-up station, a nail art area and a coffee bar. The two hosts will also be inviting interesting experts such as presenters, singers and creators to share their knowledge of beauty and fashion. Together, visitors can discover the magic of Catrice, be inspired and, of course, shop: Catrice products and merchandising items designed as part of the series will be available in the store. Guests will also be able to try out the Catrice Shine Bomb Lip Lacquers, which will be given away on site.

### **Creators face exciting challenges**

Together, these two social media stars make a perfect team for the entertainment format: Karo Kauer is a real power woman who, in addition to her successful social media presence, runs her own fashion label with a store, a consulting company and a café. This makes the 32-year-old a role model for many women, not least because she successfully combines her career and family in her everyday life. Isabell Schneider, better known as HoneyPuu, is one of Germany's most successful streaming stars with almost 900,000 followers on her Twitch channel and has become a role model for many young women in the gaming industry. The 23-year-old is known for her funny, honest and down-to-earth personality.

### **ABOUT COSNOVA BEAUTY**

*cosnova Beauty has its headquarters in Sulzbach/Germany and is managed by the Managing Directors Mathias Delor, Javier González, Gesine Hild, Dennis Martin, Thorsten Mühl, Christina Oster-Daum, Hilko Prah, Stefan Weinmiller and Yvonne Wutzler. cosnova employs around 870 people around the world. The cosmetics brands essence and CATRICE are now sold in over 90 countries in Europe, North and South America, the Middle East, Asia, Oceania and Africa. The company's customers include drugstores, food retailers, department stores, perfumeries, fashion chains as well as various online trade partners. In addition, essence and CATRICE are also represented with their own online shops.*

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