



PRESS RELEASE

Isabelle Tambue joins cosnova's Executive Board as Chief Brand Officer for essence

cosnova is strengthening its Marketing Management Team

The appointment of Isabelle Tambue to the Executive Board marks a new phase of growth for cosnova. The experienced brand strategist took on the newly created role of Chief Brand Officer at essence on 1 September 2025, becoming responsible for one of the world's most successful brands in the entry-level decorative cosmetics market.

Isabelle Tambue, who joined cosnova in 2016, brings over two decades of experience in international marketing and management positions to the table. *"Isabelle Tambue has played a key role in shaping essence's extraordinary success story over many years as a director – with a deep understanding of target groups, trends, and a clear strategic vision. She consistently puts the consumer's perspective at the center of all decisions – a major factor in the success of our brands. Her appointment to the Executive Board is therefore a logical step toward achieving our ambitious goal: to become the global number one in decorative cosmetics in terms of volume,"* says Christina Oster-Daum, co-founder and president of cosnova.

As Chief Brand Officer essence, Tambue will be responsible for the strategic development of the brand. *"With essence, beauty is simply fun – and that is our clear goal: with every product, every limited edition, and every campaign, we want to achieve one thing – make beauty fun. The world is serious enough. If we can put a smile on our consumers' faces, we have achieved our goal. I am honoured to accompany essence, Europe's number one, on its journey to becoming the global number one in terms of volume in my new role. I am very much looking forward to this challenge! With our consumers at the heart of everything we do, and with the energy and spirit of the great cosnova team, our potential is unlimited,"* says Isabelle Tambue.

At the same time, Catrice and the cosnova corporate brand will also play an even greater role within the Executive Board: Yvonne Wutzler will oversee the overall brand strategy as Chief Brand Officer for Catrice & cosnova. Meanwhile Thorsten Mühl will continue to serve as Chief Digital Marketing Officer, working closely with Yvonne Wutzler and Isabelle Tambue to continue the success story of the cosnova brands on digital channels.

With this realignment, cosnova is strengthening its brands with the clear goal of getting even closer to consumers, picking up on trends more quickly, and consistently enhancing the brand identities with a great deal of passion.



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About cosnova Beauty

cosnova Beauty has its headquarters in Germany and distributes its decorative cosmetics brands essence and Catrice in around 90 countries worldwide. In 2024, the family-owned business achieved net sales of 954 million euros. cosnova is the 6th largest company for "Decorative Cosmetics" in the world and the 2nd largest by unit sales. Besides its beauty business, the cosnova Group also invests in a variety of companies and assets, some to utilize synergies in the beauty segment and others as stand-alone investments. cosnova has grown substantially since it was founded more than 20 years ago. Around 900 employees at various locations around the world are committed to the company's success story.