

e  
essence

MAKE  
BEAUTY  
FUN

CELEBRATING  
20 YEARS

## The make-up brand celebrates 20 years of success with consumers

From the dining room at home to worldwide success – the cosmetics company cosnova and its beauty brand essence have been rocking the German and international beauty market for two decades. Now they are about to celebrate their 20<sup>th</sup> birthday.

Sulzbach, xx. March 2022: "Now it's real" – that's what went through my mind when I saw the essence products on a drugstore shelf for the very first time." An overwhelming moment in February 2002, which cosnova founder Christina Oster-Daum always likes to look back on: "I can still remember exactly when I went into the shop and saw the shelf display for the first time. Of course, I was familiar with all of the individual components and products, but to actually see them standing there and the consumers looking at them and picking them up was a very special moment," Oster-Daum recalls. What started as an idea that she came up with together with co-founder and husband Javier González in the dining room at home in Frankfurt quickly became an international success story. For many years now, essence has been the volume market leader\* in the decorative cosmetics sector – not only in Germany, but also in Europe – and is available in over 80 countries around the world as well as online. Now the beauty brand is heading into its jubilee year – as always with lots of fun, colour and a few surprises!

### "MAKE EVERYONE FEEL MORE BEAUTIFUL" – A VISION BECOMES REALITY

"Make everyone feel more beautiful": Since the very beginning, the basic idea behind cosnova has been to offer high-quality and innovative products at a fair price-performance ratio. Founder Christina Oster-Daum recognised this gap in the market and that's exactly where she started with her first beauty brand essence. "I was convinced that this need exists and that many women want a make-up brand they can afford without having to compromise on quality, innovation or design. Products they can be proud of carrying in their handbag," says the founder. To bring this vision to life every single day, 650 employees work for the German cosmetics company worldwide, around 450 of them at the German headquarters in Sulzbach near Frankfurt. The beauty innovations by cosnova are not only available in Europe, but also in North and South America, the Middle East, Asia and Africa. 90 percent of the production takes place in Europe – primarily in Germany, France, Poland and Italy.

### 20 FACES OF ESSENCE

20 years – 20 faces: The faces of the jubilee campaign are as international as the brand itself. In 2022, essence is celebrating its success story with a large-scale digital campaign in cooperation with 20 national and international influencers: The "20 faces of essence" represent very different thematic worlds and each tell their own individual stories that have turned them into the powerful personalities that they are today. As brand ambassadors, they bring the jubilee credo "make beauty fun" to life. To celebrate the anniversary in a befitting manner, the brand is planning a very special "essence Anniversary Trend Edition" as well as events and activities with the influencers over the course of the year. Stay tuned – it is going to be an exciting jubilee year!

"Now it's real" – that's what went through my mind when I saw the essence products on a drugstore shelf for the very first time."

cosnova founder Christina Oster-Daum

"essence stands for more than bright and colourful make-up products."

essence director Kristin Jaskolka

 essence



100%  
VEGAN  
INGREDIENTS\*\*

### essence – MAKE BEAUTY FUN

Curiosity, trend-oriented work and always keeping the consumer in mind – this has been the secret of the brand's success for the past 20 years. Developing new make-up and skincare products as well as trend editions with the hottest colours and textures has always been an integral part of the product range. At the same time, essence is constantly working on expanding its own portfolio with innovative products and offering consumers a trend-oriented product experience. In February 2002, essence started with just 49 products in stationary retail stores – nowadays, an essence counter contains more than 500 products! The brand's bestsellers have become an integral part of every beauty bag; the essence Lash Princess Mascara is sold around the world every 4 seconds.

In addition to high-quality and innovative products, essence also stands for values such as respect and tolerance: everyone should be proud of who they are and how they express their individuality. "essence stands for more than bright and colourful make-up products. Above all, we want to stand up for the issues and values that play an important role in the lives of our Gen Z target group. We want to help them feel comfortable in their own skin, to embrace themselves and to be proud of their individuality," says essence director Kristin Jaskolka.

### HEADING INTO THE JUBILEE YEAR COMPLETELY VEGAN

Since its foundation, cosnova has placed great value on a responsible and sustainable approach to nature and the environment. From the very beginning, all products have been manufactured 100 percent without any testing on animals. With the essence Fall/Winter 2021 update, the beauty brand reached another important milestone for better animal welfare: since then, the entire range consists of 100 percent vegan ingredients\*\*.



In addition, essence makes sure – on the basis of strict, especially imposed Clean Beauty Standards – to use ingredients of natural origin whenever possible: for example in the HELLO, GOOD STUFF! range, which joined the brand portfolio in 2018.

As a new member of the "Science-Based Targets initiative (SBTi)", cosnova is currently working on a comprehensive and scientifically-based climate strategy to continuously drive the development towards more sustainability and is, among other things, pressing ahead with the conversion of the product range to climate-neutral product lines.



[www.essence.eu](http://www.essence.eu)

### CONTACT

\*Nielsen LEH/DM/KWH, Oct. 2021

\*\*All essence products have been re-formulated with vegan ingredients. While we are carrying out this conversion on the beauty counters, the icon on the back of the product can be used to check whether the product is vegan.