

dermalook®
optical cosmetics

COMPANY PROFILE

2011



Company Profile

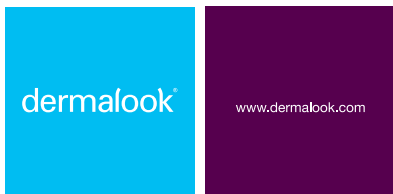
DERMALOOK OPTICAL COSMETICS S.L. was founded in Barcelona in 2006 by cosmetologist Juan Manzano Melitón, the company's technical director and CEO. He is dedicated to the research and development of new cosmetic formulas exclusively containing ingredients that offer the user ocular health benefits.

The founder's extensive experience is the result of more than ten years as technical director in Spanish cosmetics manufacturers. During this period he acquired vast knowledge of master formulas, active ingredients and cosmetic ingredients that eventually led to the creation of this innovative and necessary idea.

DERMALOOK is the first cosmetics line created exclusively for ophthalmological health care, also referred to as opto-cosmetics. The company's philosophy is to avoid the use of any preservatives, emulsions, artificial colorings, perfumes, etc, while favouring active ingredients from prime sources in our formulas.

In 2007, DERMALOOK presented its first product at the trade fair Expo Optica in Madrid. DERMALOOK Eyeliner is 100% hypoallergenic and sold exclusively in ophthalmic clinics and opticians practices. The launch was backed by the world renowned Barraquer Ophthalmological Institute and the institute's Director, Dr. Elena Barraquer Compte, who months earlier had approved and certified the product. DERMALOOK Eyeliner was also tested on patients who visited the clinic with complaints of allergic reactions to certain brands of cosmetics, and was fully approved.

The first step in developing the brand was establishing collaboration, agreements and production of all the ingredients in DERMALOOK products with several important laboratories.



Our project

DERMALOOK is not only a brand; it is a project that aims to offer solutions to a series of needs not yet attended to, or partially attended to, in the field of cosmetics.

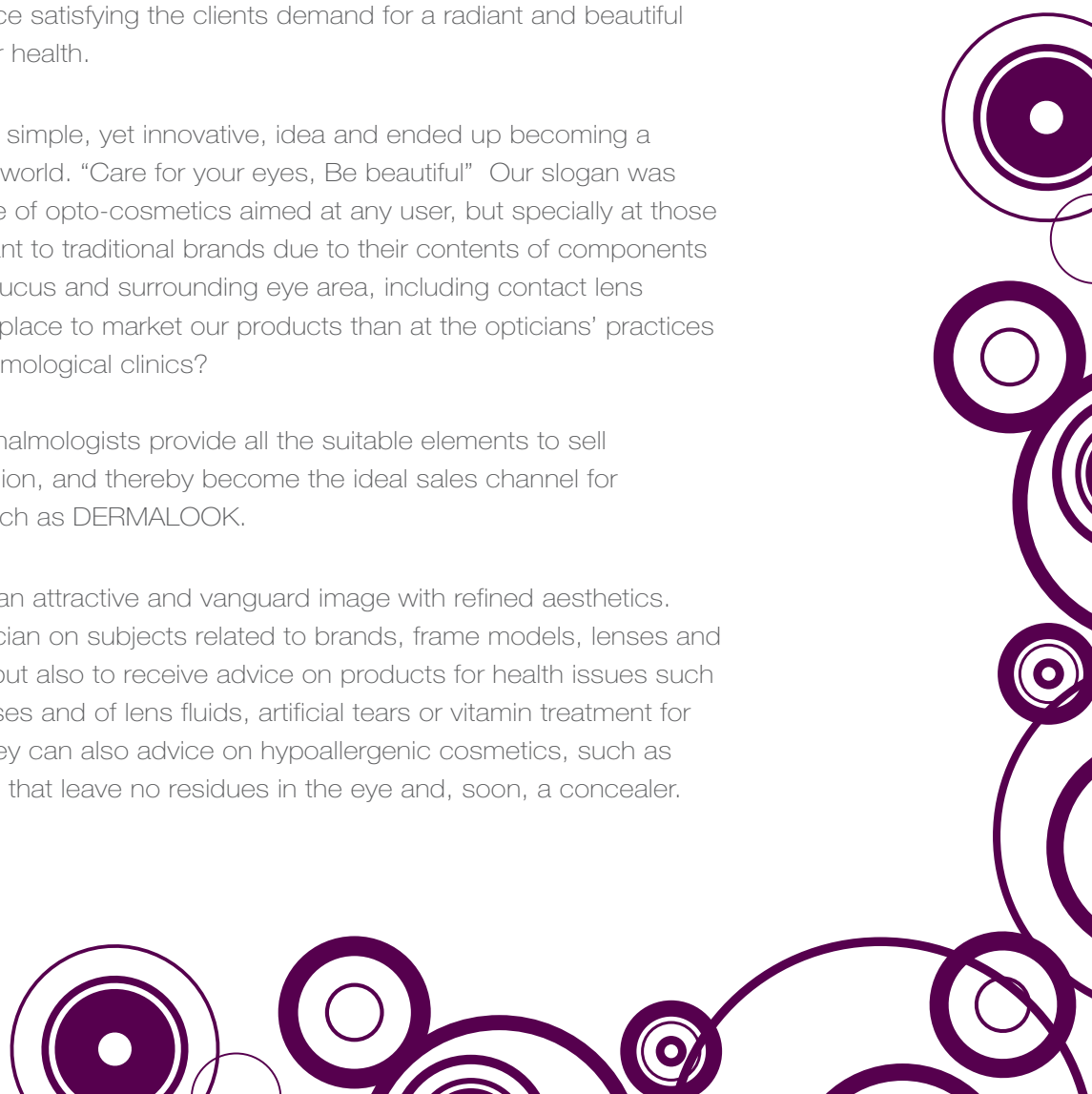
Today, cosmetics have evolved into a technique, or an art form as some will say, consisting in creating products to decorate our body, face and hair, but often tending to forget that we must also care for them. We offer solutions in an area that needs much attention. In this fast-paced business, major cosmetics brands battle for their market share offering products of the maximum aesthetic expression, but either ignoring health issues or putting image before health care.


Mainly, DERMALOOK wants to concentrate in offering its clients beauty products with the added value of health benefits. Combining these values is possible and we know how to do it, hence satisfying the clients demand for a radiant and beautiful look without risking their health.

It all started with a quite simple, yet innovative, idea and ended up becoming a revolution in the optical world. "Care for your eyes, Be beautiful" Our slogan was chosen to present a line of opto-cosmetics aimed at any user, but specially at those whose eyes are intolerant to traditional brands due to their contents of components that irritate the ocular mucus and surrounding eye area, including contact lens users. And what better place to market our products than at the opticians' practices and specialized ophthalmological clinics?

The opticians and ophthalmologists provide all the suitable elements to sell cosmetics related to vision, and thereby become the ideal sales channel for distributing products such as DERMALOOK.

Today's opticians have an attractive and vanguard image with refined aesthetics. Clients consult the optician on subjects related to brands, frame models, lenses and various complements, but also to receive advice on products for health issues such as types of contact lenses and of lens fluids, artificial tears or vitamin treatment for the eyes. From now, they can also advice on hypoallergenic cosmetics, such as eyeliners and mascaras that leave no residues in the eye and, soon, a concealer.



The logo for dermalook, featuring the brand name in white lowercase letters on a bright blue square background.The website address www.dermalook.com in white lowercase letters on a dark purple square background.

Our products

DERMALOOK OPTICAL COSMETICS is certified by and has registered with the health authorities for all of its products. In the interest of guaranteeing high quality levels, we work in close collaboration with scientist at renowned laboratories who are responsible for the production following our instructions and for all the necessary tests and trials related to compatibility and acceptance by the human body.

The final approval of the product and each of the test results is made by Juan Manzano himself, prior to production.

DERMALOOK has 17 references divided into two lines, Color Line (make-up) and White Line (creams, gels and skin vitamins) for eye contour, in this case for men as well as women.

Not all the products are on the market at present, as some of the products have not yet completed their testing cycles, but they will be successively presented so as to complete the full product range when exhaustive testing has been completed.

The Color Line will be introduced first, as there is a greater demand and rotation for these products.