



SUPERGA BEAUTY

Supplying beauty



## An ecologically-designed and revolutionary « adhesive-free » and multi-use brush unveiled for the very first time by Superga Beauty at ADF&PCD and PLD Paris 2020.

For several months, Manifesto Factory and BPS, subsidiaries of Superga Invest Group have pooled together their skills, resources and professions under the SUPERGA BEAUTY entity. This strategic grouping is intended to work in synergy and offer clients expert solutions adapted to the beauty sector.

In order to respond to requests from brands wanting new ecologically responsible materiel, as well as new methods of application and use, Superga Beauty, a beauty provider, has designed and developed an innovative make-up brush.

**This patented brush has dual benefits:** The brush head can be changed to increase the number of possible uses (foundation, blusher, powder): **and there is a single handle for a whole range of different uses.** It also offers a more responsible function in its manufacture as **it can be recharged when the head is worn out.** This avoids discarding the entire brush, you can keep the handle for subsequent use.

*"This brush is a real technical challenge and was developed by our teams in respect of our ecological design strategy. It is manufactured **without adhesive** unlike traditional brushes. We are already busy working on a new version with a handle which will be «o Plastic»" explains **Emmanuelle RAUX**, Technical Development & Supply Chain Director at Superga Beauty.*



### ABOUT SUPERGA BEAUTY

For almost 20 years, Superga Invest\* has worked for some of the leading luxury and beauty brands. Originally specialising in two main areas of activity, logistics and cosmetics packaging for the luxury fashion industries, **the French family group Superga Invest\***, founded and directed by Alain Bréau since 2001, **decided to restructure its beauty division under the entity SUPERGA BEAUTY.** SUPERGA BEAUTY, a beauty provider, is organised around three distinct divisions:

- ➔ **SUB-CONTRACTING:** Manufacture of care & perfume products, filling, packaging, copacking
- ➔ **PROMOTION & RETAIL:** Design and manufacture of packaging, luggage, brushes and application tools
- ➔ **FULL SERVICE :** Manufacturer, own brands, Full-buy
- ➔ As owner of 5 industrial sites based in the Hauts de France region and with a team of some 350 employees spanning 3 continents, Superga Beauty acts and reacts as much as possible to meet needs and requirements of its client base.
- ➔ Flexibility and professionalism are at the core of our business and have allowed the group to take on a strategic position in the universe of cosmetics suppliers.

\*Superga Invest Group today records turnover of 100 million euros and has 1,000 employees

SUPERGA BEAUTY INDUSTRIE | SUPERGA BEAUTY PROMOTION & PACKAGING | SUPERGA BEAUTY FULL SERVICE

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