



JANSSEN
COSMETICS



JANSSEN COSMETICS
VISIBLE EFFECTS

20 Jahre
Begegnungen und Ereignisse
1997 - 2017

20 years
Encounters and events
1997 - 2017

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20 Jahre JANSSEN COSMETICS – 20 Jahre VISIBLE EFFECTS

„Grenzen gibt es nur in den Köpfen“ – Kaum ein Zitat des Firmengründers Walther Janssen beschreibt den Unternehmenserfolg von JANSSEN COSMETICS so perfekt, wie dieses. Für Walther Janssen liegt der Schlüssel im bewussten Umgang mit der Globalisierung. Ein Trend, den der weltoffene Kosmetikfachmann sehr früh erkannt und genutzt hat. Denn nicht nur die Premium-Qualität und innovative Entwicklungsarbeit zeichnen die professionellen Formulierungen seiner Institutskosmetik aus. Es sind auch die Verbundenheit und die persönlichen Bindungen zu Vertriebspartnern, Zulieferern und Mitarbeitern, die das Unternehmen so besonders machen. Sie alle haben mit großer Leidenschaft und Hingabe JANSSEN COSMETICS zu dem gemacht, was es heute ist: Eine Kosmetikmarke, die für höchste Qualität und ganz besondere, innovative Wirkstoffkombinationen steht, welche in insgesamt 85 Ländern erhältlich sind!

Mit dieser Chronik beschreibt Walther Janssen die Erfolgsgeschichte seiner einzigartigen Systempflege, die seit nunmehr 20 Jahren auch international mit „Visible Effects“ überzeugt!

20 years JANSSEN COSMETICS – 20 years VISIBLE EFFECTS

„There are limits only in the minds“ - Hardly a quotation from the company founder Walther Janssen describes the company success of JANSSEN COSMETICS as perfectly as this. For Walther Janssen, the key is the conscious use of globalization. This was the trend that the cosmopolitan cosmetics specialist recognized and used since he started the development of his new brand. Not only the premium quality and innovative active principals system characterize the formulations of its professional cosmetics assortment. It is also the affinity and personal ties to sales partners, suppliers and employees who make the company so special. With passion and dedication for JANSSEN COSMETICS they all have contributed to what it is today: a cosmetic brand that stands for the highest quality and very special, innovative ingredients combinations, available in a total of 85 countries!

With this chronicle, Walther Janssen describes the success story of his unique beauty system, which has been convincing internationally with „visible effects“ for 20 years now!

Von Janssen cosmeceutical care zu JANSSEN COSMETICS

Am 9. Januar 1997 wurde die **Janssen cosmeceutical care** GmbH in Aachen gegründet. Die Firma feiert also in diesem Jahr ihr 20-jähriges Firmenjubiläum. Die vorliegende Chronik zeichnet diese 20 Jahre Geschichte nach, geht aber auch auf die Jahre vor der Firmengründung ein. Bereits 1992 startete Walther Janssen mit dem Biologen Dr. Roland Sacher die Entwicklung hochwirksamer Hautpflegepräparate, die er die „Cosmeceuticals“ nannte. Cosmeceutical war ein Begriff, der wenige Jahre zuvor in den USA kreiert wurde, dort wo der Kaufmann ihn in der Ausübung seiner beruflichen Tätigkeit kennengelernt hatte. Er wurde vor allen Dingen von einigen Dermatologen verwendet, die ihn unter anderem mit Fruchtsäuren in Verbindung brachten, die tief in die Haut eindringen sollten, also sich an der Grenze zwischen Kosmetik und Pharmazie bewegten. Daher auch der Name.

Hochkonzentrierte Wirkstoffampullen, ein Sortiment zweier Fruchtsäure-Präparate und hautbleichende Spezialprodukte waren denn auch die ersten Produkte, die aus dieser Zusammenarbeit hervorgingen. 1995 begann Walther Janssen mit seiner Frau Elka Janssen über ihre Holdinggesellschaft in Belgien, der **Euro Beauty Service** PGmbH, die Produktentwicklung der Cosmeceuticals fortzusetzen und verkaufte diese in den ersten Jahren unter dem angemeldeten Gewerbe von Elka Janssen, der Elka Cosmetics. Ende 1996 war es soweit, ein ansehnliches Sortiment professioneller Pflegekosmetik war von dem Labor Dr. Sacher Kosmetik entwickelt worden und so ging die Gewerbetätigkeit über in eine neue Firmengründung, der Janssen cosmeceutical

We
beautify the
World!

care GmbH. Die Firma hatte ihren Sitz in Aachen, Hirzenrott 2-4. Gesellschafter war die belgische Holding Euro Beauty Service PGmbH, die Elka und Walther Janssen gehörte.

In wenigen Jahren schaffte es das kleine Unternehmen, ein Netzwerk von Auslandsvertretungen aufzubauen und es konnte somit bereits zur Jahrtausendwende eine ansehnliche Position im internationalen Markt der professionellen Kosmetik, der sogenannten Dienstleistungskosmetik einnehmen. In den Jahren 2000, 2002 und 2004 stiegen die drei Söhne von Elka und Walther in das Familienunternehmen ein und sie wurden Zeuge und aktive Mitgestalter einer Entwicklung, die bereits bis zum Jahre 2007 dem Unternehmen einen Umsatz von 8 Millionen Euro zu Großhandelspreisen bescherte. Weitere drei Jahre später übernahmen die drei Söhne auch die Anteile des Unternehmens und Ulrich und Reinhard Janssen kurze Zeit danach die Geschäftsführung.

Heute, zehn Jahre weitere Jahre später, sind Elka und Walther Janssen beide im Ruhestand. Anlass genug, die Chronik des Unternehmens nach zu zeichnen, einem Unternehmen, das stark von der Person des Gründers Walther Janssen und seiner Frau Elka Janssen geprägt wurde, zumindest für nahezu fünfzehn Jahre. Heute finden Sie Janssen Cosmetics, so heißt die weltweit geschützte Marke, in über achtzig Ländern der Erde und in über 13.000 Schönheitsinstituten, getreu dem Motto: ***We beautify the world.***



From Janssen cosmeceutical care to JANSSEN COSMETICS

On 9th January 1997, the company **Janssen cosmeceutical care** GmbH was founded in Aachen, Germany. This year we are proudly celebrating our 20th anniversary. This chronicle records our 20 years of history and revisits the years prior to the company's founding.

As early as 1992, Walther Janssen and biologist Dr. Roland Sacher started the development of highly effective skincare preparations called "Cosmeceuticals." The name and story of the Cosmeceutical prior to this was mainly used by a few dermatologists in the USA who linked the concept, among other things to fruit acids, especially glycolic acid, which obviously penetrates deep into the skin, therefore moving somehow along the border between cosmetics and pharmacy. That's how this new word was created. Walther Janssen learned about the origin of these ideas while pursuing his own professional development.

Highly concentrated active ingredient ampoules, an assortment of two fruit acid preparations and skin-bleaching products were the first products that emerged from the new collaboration between Walther Janssen and Dr. Roland Sacher. In 1995, Walther Janssen and his wife Elka started to push further the Cosmeceuticals product development through their Belgian company **Euro Beauty Service** PGmbH. The preparations were sold through this organization for the first few months. Toward the end of 1996 an important assortment of professional cosmetic products had been developed by the Dr. Sacher Cosmetic Laboratory and the Euro Beauty business was merged into a new company, the Janssen cosmeceutical care GmbH. This new company was based in Aachen, Hirzenrott 2-4. It was still owned by the Belgian holding company Euro Beauty Service PGmbH, of which Elka and Walther Janssen were both shareholders.



Within a few years this small company managed to build up a strong network of foreign representatives. By the end of the millennium it had quickly and successfully acquired an admired position in the international professional cosmetics market, the so-called service cosmetics sector. In the years 2000, 2002 and 2004 respectively, Elka and Walther's three sons joined the family business. The sons became not only witnesses but active co-designers of the development, which already provided the company with a sales volume of 8 million euros at wholesale prices by the end of 2007. Three years later, the three sons also took over the shares of the company and Ulrich and Reinhard Janssen, shortly thereafter, the function of managing directors.

Today in 2017, Elka and Walther Janssen are both retired. They are celebrating 20 successful years and have good reason to write and compose the company chronicles, a company strongly influenced by the personality of the founder Walther Janssen and that of his wife Elka. Today you will find Janssen Cosmetics, a worldwide well renowned brand, in more than eighty countries around the globe and in more than 13,000 beauty institutes, true to the motto: **We beautify the world.**

Der Firmengründer: Ein Leben für die Schönheit

1947 - 2017

Mitten im Dreiländereck, im kleinen belgischen Dorf Hause, erblickte Walther Janssen am 5. Oktober 1947 das Licht der Welt. Er war das dritte Kind der Eheleute Maria Richard Janssen und Martha Karolina Klein. Seine älteren Geschwister Monique und Siegfried wurden 1939 und 1941 in Eupen geboren. Das Gebiet Eupen-Malmedy gehörte seit dem Wiener Kongress im Jahr 1815 zu Preußen. Mit dem Vertrag von Versailles 1921 stand die Region dann unter belgischer Verwaltung und fiel nach der Eingliederung zu Kriegsbeginn im Jahr 1940 wieder zurück ans Deutsche Reich.

Walther Janssen besuchte von 1953 bis 1959 die Volksschule in seinem Heimatdorf Hause. Dieses liegt heute im autonomen deutschsprachigen Teil Belgiens, das Deutschostbelgien. Den Mittelschulabschluss strebte er dann am bischöflichen Gymnasium „Collège Patronné“ in der „Kantonsstadt“ Eupen an. Sein Abitur absolvierte Walther 1966 allerdings am staatlichen „Königlichen Athenäum“ zu Eupen.

Nach dem Abitur entschied sich Walther Janssen, zunächst seinen Militärdienst zu leisten und wählte hierfür eine französischsprachige Einheit des belgischen Heers. Aus dem zu dieser Zeit einjährigen Wehrdienst wurde er im Oktober 1967 in Ehren entlassen.

Nach dem Militärdienst folgte das Studium an der französischsprachigen Universität Lüttich, der Université de Liège. Walther schrieb sich hier zum betriebswirtschaftlichen Studium ein. Er belegte den Studiengang „Administration des Affaires“. Dieser ist heute unter der Bezeichnung „Business Management“ geläufiger. Sein Studium schloss er im Juni 1971 mit Auszeichnung ab.

In the middle of the Dreiländereck (the three countries border point), in the small village of Hause, Walther Janssen saw the light of the world on 5th of October 1947. He was the third child of his parents Maria Richard Janssen and Martha Klein. His older siblings Monique and Siegfried were born in 1939 and 1941 in Eupen (Belgium). Since 1815, the Eupen-Malmedy region belonged to Prussia. With the Treaty of Versailles in 1921 the region was then under Belgian administration and fell back to the German Reich after the beginning of the war in 1940. From 1953 to 1959 Walther Janssen attended the primary school in his home village Hause.

This is today in the Autonomous German-speaking part of Belgium, the German Community. He then went to the episcopal secondary school „Collège Patronné“ in the canton town of Eupen.

Walther completed his high school graduation in 1966 also in Eupen, at the state owned college „Royal Atheneum“.

After the high school graduation, Walther Janssen decided to carry out his mandatory military service and he chose a French-speaking unit of the Belgian army. He was dismissed in honor after one-year.



Walther's parents
Martha Klein and Richard Janssen



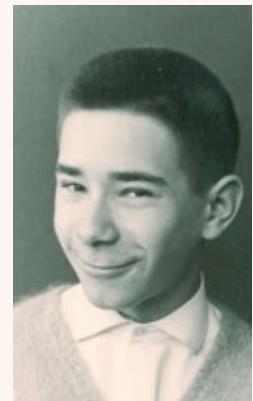
Walther and his mum,
spring 1948



At the age of four in Hausest



Primary School
in Hausest in 1954



Middle School



Military service
Belgium 1966



Left: Elka & Walther 1974
Above: party at University 1971



Nixdorf Computer in
Köln 1973

Wiege, Heimat und Kultur Die Euregio im Herzen Europas

Wegen seiner großen Liebe Elka gründete er hier eine Familie und zog – wie auch schon seine Eltern – drei Kinder mitten im Herzen des Dreiländerecks groß. Es ist also kein Zufall, dass Walther Janssen gerade in Aachen die meiste Zeit seiner beruflichen Karriere verbrachte und sich mit seinem Unternehmen hier niederließ. Bis heute werden viele Gäste des Unternehmens an die zahlreichen, geschichtsträchtigen Orte im Dreiländereck geführt.

Walther Janssens Geburtsort Hausest war bis 1977 eine eigenständige Gemeinde in Belgien. Heute gehört das belgische Dorf zur Gemeinde Raeren, eine der neun Gemeinden Deutschostbelgiens. Mitten durch den Ort fließt der kleine Fluss Göhl, der an der deutsch-belgischen Grenze bei Lichtenbusch entspringt. Er fließt durch die Euregio im Dreiländereck Belgien-Deutschland-Holland und mündet in den Niederlanden bei Meerssen in den Fluß Maas.

Geografisch betrachtet, liegt die Heimat des Firmengründers Walther Janssen im äußersten nordöstlichen Zipfel des Königreichs, unmittelbar an der deutsch-belgischen Grenze zur alten Kaiserstadt Aachen. Im Mittelalter gehörte die Gegend zum Herzogtum Limburg, welches 1795 infolge der französischen Besetzung des Rheinlands durch Napoleon aufgelöst wurde. Die Grenze zwischen dem Herzogtum Limburg und dem Aachener Reich war über Jahrhunderte der sogenannte Landgraben, der auch heute noch in Hausest die Landesgrenze zwischen Belgien und Deutschland bildet.

Aachen war in der Vergangenheit nicht nur eine civita des Römischen Reiches. Die heißen Quellen zogen die römischen Garnisonen förmlich an. An der Grenze des Römischen Reiches, in etwa 60 Kilometer Ent-

fernung, lag die Stadt Köln am Rhein. Der fränkische Kaiser Karl der Große führte Aachen zu neuer Größe und so wurden in der Pfalz zu Aachen insgesamt 36 deutsche Kaiser des Heiligen Römischen Reiches deutscher Nation gekrönt. Nach 1635 verblassste dieser Ruf, nicht aber die Anziehungskraft als Bäderstadt. Diese erreichte im 18. Jahrhundert ihren Höhepunkt. Am Elisenbrunnen in Aachen kann man heute noch die Namen der Kaiser, Könige und Fürsten Europas erkennen, die im Laufe der Jahrhunderte die heißen Quellen der Stadt aufsuchten.

Heute hat sich Aachen auch als „Stadt der Wissenschaft“ etabliert. Denn die Rheinisch-Westfälische Technische Hochschule (RWTH), an der nahezu 50.000 Studenten eingeschrieben sind, zählt zu den besten deutschen Universitäten.

The Region of our Heart Euregio - in the heart of Europe

Walther Janssen not only spent his complete childhood and youth in his little native community, he remained faithful to this small little Belgian village for 65 years. With his great love Elka, he founded a family here and, like his parents, grew up three children right in the heart of what is called the Dreiländereck, the “three countries corner” in the heart of Western Europe. It is therefore no coincidence that Walther Janssen spent most of his professional career in the ancient city of Aachen and settled here with his company. To this day, many guests and visitors of the company are guided to the many historical places around the city of Aachen and the Dreiländereck.

Walther Janssen birthplace Hause was until 1977 an independent municipality in Belgium. Today, the Belgian village belongs to the municipality of Raeren, one of the nine German-speaking villages of Belgium, at the most eastern part of that country. In the middle of the small village flows the even smaller river, the Göhl, which originates on the German-Belgian border near Lichtenbusch, close to where the company is located. It flows through the so called 'Euregio' a landscape around the tripoint of Belgium-Germany-Holland and joins the river Maas in the Netherlands at Meerssen.

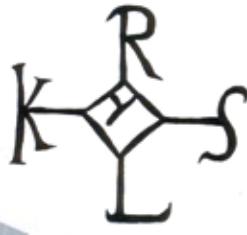
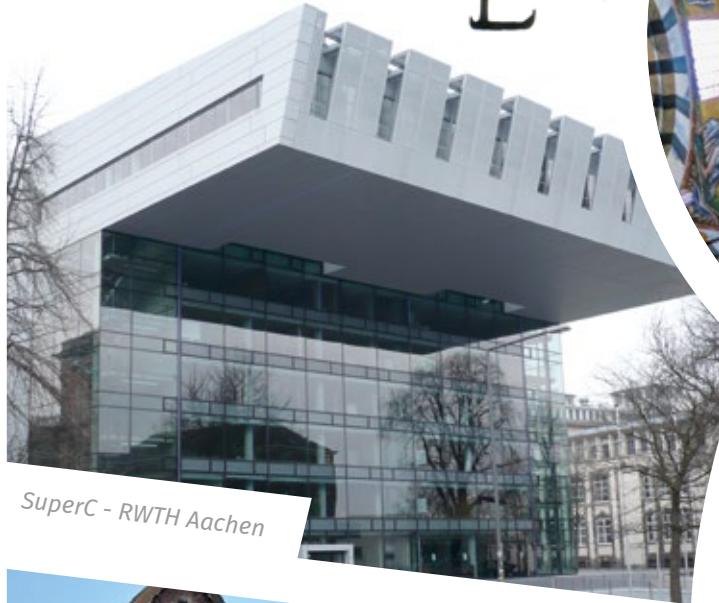
Geographically, the home of the company founder Walther Janssen lies in the extreme north-east corner of the kingdom of Belgium, directly on the German-Belgian border, opposite and nearly included to the old imperial city of Aachen. In the Middle Age, the area belonged to the duchy of Limburg, which was dissolved by Napoleon in 1795 as a result of the French occupation of the Rhineland. The border between the duchy of Limburg and the Aachener Reich was for centuries the so-called Landgraben, a double ditch used as natural border, which still forms today the border between Belgium and Germany.

Aachen was in the past not only a civita of the Roman Empire. The hot springs attracted the Roman garrisons. On the border of the Roman Empire, only 60 kilometers away, lay the city of Cologne on the Rhine river. The Franconian Emperor Charles the Great led Aachen to a new hight, and a total of 36 German emperors of the Holy Roman Empire were crowned in the Palatinate of Aachen. After 1635 this reputation faded, but not the attraction as a spa town. This reached its climax in the 18th century. At the Elisenbrunnen in Aachen you can still see the names of the emperors, kings and princes of Europe, who have visited the hot springs of the city over the centuries.

Today Aachen has also established itself as a „city of science“. The Rheinisch-Westfälische Technische Hochschule (RWTH), also called Aachen University, which has nearly 50,000 students enrolled, is one of the best German universities.



Parents Home in Hause
(Belgium)





Lüttich



Dreiländereck



Maastricht



Hohes Venn

Die berufliche Karriere des Firmengründers 1971-1991

Erste berufliche Schritte (1971 - 1975)

Nach seinem Studium an der Université de Liège blieb Walther Janssen seiner Heimat verbunden. Er begann seine berufliche Laufbahn noch fernab der Kosmetik bei Lindt & Sprüngli in Aachen, einem der weltweit führenden Hersteller von Luxus-Schokolade und Pralinés.

Ein Jahr lang war er hier in der betriebswirtschaftlichen Abteilung tätig, bis er 1972 eine neue Herausforderung annahm und zur damals aufstrebenden Firma des Paderborner Unternehmers Heinz Nixdorf, der Nixdorf Computer AG, wechselte. In den nun folgenden vier Jahren gewann Walther Janssen an Erfahrung, die er zeitlebens nicht missen wollte: Er lernte zahlreiche Bereiche innerbetrieblicher Prozesse in unterschiedlichsten Branchen und Unternehmen kennen und arbeitete für verschiedene Geschäftsstellen in Städten wie Köln, Brüssel, Issy-les Moulineux und Aachen.

Bereits seit seiner frühen Jugend ging Walther Janssen neben dem

Sport und der Schreiberei einer weiteren, großen Leidenschaft nach – dem Reisen. Diese Passion begann, als ihn seine Schwester Monique 1964 mit auf eine Reise nach England und Schottland nahm. Es folgte 1966 eine Reise nach New York und Washington mit „seiner“ Aachener Bank, bei der er bereits damals ein Depot für Investmentzertifikate unterhielt. Auch während des Studiums reiste Walther Janssen Jahr für Jahr: 1969 war es ein Aufenthalt in Israel, 1971 zog es ihn in den Libanon und nach Syrien, im Jahr danach führte der Weg über Ostberlin nach Moskau und Georgien (Abkhasien). Von zahlreichen kleinen Abstechern innerhalb Europas einmal ganz abgesehen.

Das Reisen wurde zu einer Passion, die Walther Janssen während seines ganzen Berufslebens begleiten und für ihn von großem Nutzen sein sollte. Denn die internationale Ausrichtung in der Kosmetik wurde für ihn, für seine Karriere und für seine Firma zu einem Markenzeichen!



The first job was with Lindt & Sprüngli, the chocolate manufacturer, in Aachen. In the early 70ties, life was still easygoing, here at the carnival party. Walther than moved to Nixdorf Computer in Paderborn, a young dynamic company and pioneer for small office computer.



After nearly five years Walther moved to Mäurer & Wirtz, a German cosmetic giant, in the perfume department, in charge for „Parfums Loris Azzaro“, a new designerbrand from France. Above we see Walther with Elka at a reception in the Düsseldorf Hilton. and with his fellow colleagues at the office.

First professional steps (1971 - 1975)

After finishing his degree in business management at the Université de Liège, Walther Janssen remained connected to his home country. He started his professional career quite away from cosmetics, at Lindt & Sprüngli in Aachen, one of the world's leading manufacturers of luxury chocolate and pralines.

For a year he worked in the business management department, until he took up a new challenge in 1972, and switched to the then start-up company Nixdorf Computer, owned by Heinz Nixdorf from Paderborn. In the following four years Walther Janssen gained experiences, which he did not want to miss in the long term: he got to know many areas of internal business processes in different sectors and companies and worked for various offices in cities like Cologne, Brussels, Issy-les Moulineux and Aachen.

Already since his early youth, Walther Janssen has been following beside sports and writing another great passion - traveling. This passion began when his sister Monique took him on a trip to England and Scotland in 1964. In 1966, he traveled to New York and Washington with „his“ financial institute, the Aachener Bank, where he was already managing a deposit for investment certificates. During his studies Walther traveled year after year. In 1969, he visited Israel. In 1971, he moved to Lebanon and Syria. In the following year, he traveled via Ostberlin to Moscow and Georgia (Abkhazia) and this beside numerous small side trips within Europe taken apart.

Traveling became a passion that would accompany Walther Janssen during his entire professional life and should be of great help to him. The international focus in cosmetics has become a trademark for him, for his career, his brand and for his company!

LINDT & SPRÜNGLI
FEINE PRALINES UND CHOCOLADEN

**NIXDORF
COMPUTER**



Über die Anfänge in der Kosmetik (1975 - 1989)

1975 und 1976 sollten für Walther Janssen ganz besondere Jahre werden. Er wechselte nicht nur dank eines Zufalls in die Kosmetikindustrie, sondern heiratete auch seine große Liebe Elka.

Vier Jahre lang arbeitete Walther Janssen nach seinem kurzen Intermezzo bei **Lindt & Sprüngli** in Aachen für das Paderborner Unternehmen **Nixdorf Computer AG**. Im Jahr 1975 war es dann an der Zeit für neue Herausforderungen: Walther Janssen bewarb sich auf eine vakante Stelle in der EDV-Abteilung der **Dalli Werke Mäurer & Wirtz** in Stolberg (Rhld.), dem neben Henkel führenden Unternehmen für Körperpflegemittel in Deutschland. Es kam jedoch anders als erwartet, denn die Gesellschafter der Firmengruppe hatten kurz zuvor die französische Designerparfum-Marke Loris Azzaro übernommen. Da Walther über hervorragende Französisch-Kenntnisse verfügte, bot man ihm eine Stelle im Marketing und Vertrieb dieses neuen Firmenzweiges an. Seine neue Position war dem Exportleiter zugeordnet worden, so dass Walther Janssen das Handwerk des Vertriebs und des Produktmanagements in der Kosmetikindustrie kennlernte und in den folgenden vier Jahren erfolgreich am Aufbau der Parfummarke mitwirkte. Obwohl er seither der Kosmetikindustrie treu blieb und die ehemals vakante Stelle in der EDV-Abteilung anders besetzt wurde, verlor Walther nie das Interesse

an der Datenverarbeitung – wie es zu jener Zeit hieß.

Nach dem ereignisreichen Jahr 1975 folgte ein weiteres, sehr besonderes Jahr: 1976 heiratete Walther seine Frau fürs Leben, Elka Ledwon. Elkas Familie kam aus dem schlesischen Görlitz. 1956 entschied sich die Familie jedoch, der DDR den Rücken zu kehren und wurde von Freunden im belgischen Genk (Limburg) aufgenommen. Mit Elka teilte Walther seine Begeisterung für das Reisen. Gemeinsam besuchten sie zunächst Griechenland und nach der Hochzeit dann die Türkei. Im Jahr 1978 wurde ihr ältester Sohn geboren, Ulrich Janssen.

1979 vollzog sich für Walther Janssen der Wechsel zur professionellen Kosmetik. Er nahm eine neue Herausforderung an und wurde Exportleiter beim mittelständischen Aachener Unternehmen **Dr. Babor GmbH & Co. KG**. In den achtziger Jahren erlebte die Institutskosmetik weltweit einen gewaltigen Aufschwung. Sehr schnell konnte Walther den Auslandsumsatz des Unternehmens bedeutend steigern, so dass ihn der Aufsichtsrat nach zwei Jahren zu einem der drei Geschäftsführer des Unternehmens ernannte. Walther war bis 1989 erfolgreich für das Aachener Kosmetikunternehmen tätig.

From left to right: We see Walther as export manager with the Babor Kosmetik management team in Aachen 1981, at Babor's open day party with Elka in 1983, as managing director in 1984 and as conferencier at Babor's 25th anniversary in 1987, with Malu Wilz.



About the beginnings in cosmetics (1975 - 1989)

1975 and 1976 were to be very special for Walther Janssen. Not only did he change into the cosmetics industry, but he also married his great love Elka.

Walther worked for a little more than a year at **Lindt & Sprüngli** in Aachen before joining the Paderborn based company **Nixdorf Computer AG** for a four years period. In 1975 it was time for new challenges: Walther Janssen applied for a vacant position in the IT department of Dalliwerke **Mäurer & Wirtz** in Stolberg (Rhld.), beside Henkel one of the leading German companies for personal care products. It came however differently than expected, because the shareholders of the group had just taken over the French designer perfume brand Loris Azzaro. As Walther had excellent French skills, he was offered a position in the marketing and sales department of the new branch of the company. His new position had been assigned to the export manager, so that Walther Janssen got to know the techniques of sales and product management in the cosmetic industry and in the following four years he successfully contributed to the development of that perfume brand. Although he had remained faithful to the cosmetic industry ever since, Walther never lost the interest in data processing - as it was then called.

After the eventful year 1975 followed another very special year: In 1976 Walther married his wife for life, Elka Ledwon. Elka's family came from the Eastern German town of Görlitz, on the Neisse river separating East Germany from Poland. In 1956, however, the family decided to turn their backs on the GDR and was accepted by friends in the Belgian town of Genk (Limburg). Elka & Walther set up their home in Hauseit in Belgium, where he had been living since. Elka shared with him the enthusiasm for traveling. Together they first visited Greece, a year later Turkey and after the wedding, they spent their honeymoon in Tunisia. In 1978, the eldest son was born, Ulrich Janssen.

In 1979 Walther Janssen changed from personal care products and perfumes to professional cosmetics. He took on a new challenge and became export manager at a medium-sized company in Aachen, **Dr. Babor GmbH**. In the 1980s, professional cosmetic experienced worldwide a tremendous upswing. Walther was able to significantly increase the company's export turnover and he established a worldwide network of distributorship. After two years the Board of Directors appointed him as one of the three managing directors of the company. Till the end of 1989, Walther worked successfully for this cosmetic brand in Aachen.



Der Beginn der Eigenständigkeit 1990 - 1994

Nach sehr erfolgreichen Jahren in der professionellen Kosmetik und einem erfüllten Privatleben suchte Walther Janssen Anfang der 1990er Jahre nach einer neuen beruflichen Herausforderung. Der Gedanke, eine eigene Kosmetikfirma zu gründen, ließ ihn dabei nicht los.

Auf der Suche nach einer geeigneten Marke, die ebenfalls in der professionellen Kosmetik angesiedelt sein sollte, stieß er zunächst auf die französische Marke OLEON. Diese war von Dr. Oleon gegründet worden und damals von dessen beiden Töchtern und Nachfolgerinnen weitergeführt. Sie waren aber letztendlich nicht an einer Partnerschaft interessiert. Walther Janssen schloss deshalb eine Vertriebsvereinbarung mit dem Kosmetikversand „Le Club des Professionnels“ in Nanterre ab und war jetzt für den Vertrieb dieser französischen Kosmetikprodukte in Belgien verantwortlich.

Der Wunsch nach einer eigenen Marke beschäftigte ihn jedoch weiterhin. Walther Janssen entschied sich daher bereits 1991, einen Lizenzvertrag mit der schon damals bekannten Aachener Visagistin **Malu Wilz** abzuschließen. In nur wenigen Monaten wurde gemeinsam die **Marke Malu Wilz beauty design** aufgebaut und sowohl in Deutschland als auch in den Niederlanden, in England und in den USA vermarktet. Während sich die Geschäfte primär um die dekorative Kosmetik drehten, blieb Walthers Domäne die pflegende Kosmetik. Diese konnte mit der Marke Malu Wilz jedoch nicht so erfolgreich vermarktet werden. Walther Janssen veräußerte daher das inzwischen geschützte Warenzeichen an den Münchener „Dekorativ-Kosmetikpapst“ Helmut Baurecht, der MALU WILZ BEAUTY bis heute erfolgreich entwickelt und vertreibt.

1992 folgte dann der erste Entwicklungsauftrag für die eigene Kosmetikfirma: Die Wirkstoffkonzentrate in Ampullen! Denn wie es der Zufall so

wollte, hatte in diesem Jahr auch der Biologe und Pharmakologe **Dr. Roland Sacher** den Schritt in die Selbstständigkeit gewagt. Er leitete zuvor zehn Jahre lang erfolgreich die Entwicklungsabteilung des Kosmetikherstellers Babor. Die vom Labor Dr. Sacher entwickelten Wirkstoff-Ampullen wurden von Walther Janssen unter dem Seriennamen „Skin Excel“ vermarktet. Dieses Sortiment kam vor allem in Anwendungen mit den von der Firma Henkel entwickelten Collagenmasken zum Einsatz, denn es erhöhte deren Wirkung. Bei den Masken handelte es sich um gefriergetrocknetes Collagen, das von der Henkel-Tochter Freudenberg hergestellt wurde. Die neuen Masken galten weltweit als ultimative Produktinnovation. Zusammen mit den Ampullen-Konzentraten fanden sie vor allem in Asien, in den USA, aber auch in Deutschland und den Nachbarländern der Europäischen Wirtschaftsgemeinschaft (EWG) reißenden Absatz.

Die nächsten Entwicklungen des Labors Dr. Sacher, die Walther in Auftrag gab, waren Pflegeprodukte auf der Grundlage von Fruchtsäuren, auch AHA's, oder „alpha-hydroxy acids“ genannt. Dieser Trend zu chemischen Peelings kam aus den USA. In einem anderen Teil der Welt, in Asien, waren hingegen hautbleichende und hautaufhellende Produkte gefragt, die „skin whitening products“. Walther Janssen nannte diese beiden Innovationen **Glycea-Derm** und **Contramelin**, und er begann unverzüglich mit dem Vertrieb dieser Präparate in den USA und in Hong Kong sowie in Taiwan und in Singapur.

Walther Janssen gilt sicherlich als Pionier, denn mit seinen Produktneuheiten begann eine neue Ära in der Kosmetik. Für ihn war es die **Geburtsstunde der „Cosmeceuticals“**. Ein Trend, den er auf seinen zahlreichen Reisen in die USA kennengelernt hatte und der nun für ihn mit seinen eigenen kosmetischen Entwicklungen Wirklichkeit wurde. Nach den ersten Produktinnovationen folgten zunächst die Gesichtspflege **Sericea** und die Körperpflege **Revigora**. Anschließend bekam das Labor Dr. Sacher den Auftrag, ein komplettes, professionelles Cosmeceutical Sortiment zu entwickeln.

The Beginning of Entrepreneurship 1990-1994

After very successful years in professional cosmetics and a fulfilling private life, Walther Janssen was looking for a new professional challenge in the early 1990s. The idea of founding his own cosmetic brand seemed to be fascinating.

In the search for a suitable brand, which should also be located in professional cosmetics, he first came across the French brand OLEON. This company had been founded by Dr. Oleon, and was actually managed by his two daughters. But they were finally not interested in a partnership. Walther Janssen therefore concluded a sales agreement with the „Le Club des Professionnels“ in Nanterre and was now responsible for the distribution of these French cosmetic products in Belgium.

However, the desire for a brand of his own continued to concern him. In 1991, Walther Janssen decided to sign a licensing agreement with the already well-known Aachen make-up artist **Malu Wilz**. In just a few months, the **Malu Wilz beauty design** brand was set up jointly and marketed in Germany, the Netherlands, England and the USA. While the business was primarily about decorative cosmetics, Walther's domain remained skin care however. Such products could not easily be marketed under the Malu Wilz brand. After two years, Walther sold the registered trademark to the Munich based decorative cosmetic "Pope" Helmut Baurecht. He has successfully established and distributed MALU WILZ BEAUTY till today.

In 1992, the first development contract for the company's own cosmetic brand followed: The active substance concentrates in ampoules! As the chance was, the biologist and pharmacologist **Dr. Roland Sacher** had also taken the step in independence that year. He previously led the development department of cosmetics producer Babor for ten years.



The active substance ampoules developed by the Dr. Sacher laboratory were marketed by Walther Janssen under the brand name „Skin Excel“. This range was mainly applied with the facial collagen masks developed by Henkel, and they dramatically increased their effect. The masks were made from 100% dry-frozen collagen. The new masks were considered the ultimate product innovation worldwide. Together with the ampoule concentrates, they brought large sales particularly in Asia, the USA, Germany and the neighboring countries of the European Economic Community (EEC).

At the same time Walther asked Dr. Sacher to develop for him further exceptional and effective products: skin care products based on fruit acids, also called AHA's or „alpha-hydroxy acids“. This trend to chemical peels came from the US. In another part of the world, in Asia, skin-whitening and skin lightener were in high demand and the laboratory developed two serums containing such skin lighteners. Walther called these two innovations **Glycea-Derm** and **Contramelin**, and he immediately began distributing these preparations in the USA and Hong Kong as well as in Taiwan and Singapore.

Walther Janssen is certainly a pioneer, as a new era in cosmetics began with his new products. For him it was the birthday of „Cosmeceuticals“. A trend he had come across on his numerous journeys to the USA and now became a reality for him with his own cosmetic developments. In this regard Walther might be considered a Pioneer of Cosmeceuticals, certainly for Germany and Europe. After the first product innovations followed by a facial skin care line **Sericea** and the body care **Revigora**, the laboratory Dr. Sacher was commissioned to develop a complete, professional Cosmeceutical Skincare assortment.



Dr. Oleon in Paris with his daughters Maitou and Anne, with whom Walther negotiated for a take over of the brand OLEON in 1989



From 1990 - 1992 Walther first developed the brand MALU WILZ beauty design with Malu Wilz, the make up artist from Aachen



Right picture: Malu Wilz and Edith Laschet, Walther's staff at the brand's inauguration

Josef Müllejans and his wife Anneliese helped with production and finances, both in a rather traditional way. On opposite page the make up and skincare assortment and Walther with sons Reinhard and Erik packing ampoules





MALU WILZ beauty design, the make up line designed in black and white packaging



The skincare assortment, also in Malu Wilz' favourite colors



The super line in black and silver



Reinhard helping his dad packing ampoules in boxes on the terrace of their home



Erik helping his dad as well



Both Reinhard and Erik together in an active mood



From 1990 to 1992 Walther marketed the color cosmetics line MALU WILZ beauty design. Black and White are still today the preferred colours for the German Make Up Artist Malu Wilz who also owns a famous make up school in Aachen (Germany).



Walther purchased most of the packaging in Spain, the skin care formulations were from Laboratoire Oleon in Paris. Here Malu Wilz and Walther Janssen presenting the new product line to the local press.



The initial presentation of the new brand was made at the Quellenhof Hotel in Aachen, where also his fellow director from the years at Babor Cosmetics, Rold Ludl, showed up for a visit.

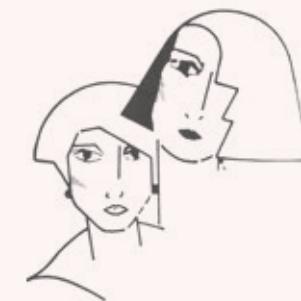
After that, Walther and Malu toured through eight German cities, such as Düsseldorf, Frankfurt, Stuttgart, Munich, Hamburg, and for the first time also in East Germany, in Leipzig and of course Berlin. It was a memorable experience which they both still share today.



Helmut Baurecht, owner and Director of ARTDECO, visited the presentation at the Munich Hotel as Malu had been working for him as an artist for several years. In April 1991 Walther exhibited the brand at the Beauty International fair in Düsseldorf, where it attracted a lot of attention.



A few weeks later Walther and Malu travelled to Long Beach, where the brand was launched by a first distributor. Soon after sales agents were found in England and in the Netherlands.



MALU WILZ beauty design

The Pioneer of Cosmeceuticals

Back in 1992 Walther started together with Dr. Sacher, the development of what they called cosmeceuticals. Glycea-Derm was the first fruit acid line (AHA) in Germany and Europe, Contra-Melin was a skin whitening concept for the Asian market and the highly concentrated ampoules Skin Excel have been applied with dry frozen 100% collagen sheets. For Mr. Gehlen from Body & Beauty, the filling company since 1992, Dr. Sacher also developed the SERICEA line and REVIGORA concentrates based on fern extract. Walther sold the two brands later to Arnold Van de Stuyft from Brian Negro in Ghent (Belgium)



The fruit acid line Glycea-Derm for salon use as well as retail sale. Some products are still offered today in updated formulations (see right picture, today Ref. 4407)



Below Skin Excel ampoules, the first cosmeceuticals developed by Dr. Sacher





Janssen cosmeceutical care

1995 - 1997

Die Erfolgsgeschichte seiner Cosmeceuticals begann für Walther Janssen mit der Gründung eines eigenen Gewerbes im Jahr 1995. Er hatte nun die Möglichkeit, seine Hautpflegepräparate weltweit zu vermarkten. Der Firmengründer blieb mit seinem neuen Gewerbe in den Räumen am Hirzenrott in Aachen-Oberforstbach, dort, wo auch seine Firma Beauty Design ihren Sitz gehabt hatte. Jean-Pierre Gehlen von Body & Beauty betrieb weiterhin Abfüllung und Lager im belgischen Eupen. Von dort aus wurde auch die Logistik der Parfummarke Ulrich de Varens, die Walther nebenbei im Groß- und Einzelhandel in Deutschland vertrieb, gesteuert.

Die ersten drei eigenen Produktgruppen waren besonders in Asien und in den USA sehr gefragt. Walther Janssen nahm daher bereits im Jahr 1996 an den Kosmetikmessen in Long Beach, Hong Kong und Guang Zhou teil. Umgesetzt wurden diese Teilnahmen durch Lina Altuwayyan, Walther Janssens Vertriebspartnerin in Irvine (Kalifornien), und einem Vertriebspartner in Hong Kong, James Chan. Walther lernte beide über das Internet kennen, hatte er doch schon in 1995 eine eigene Webseite selbst programmiert.

Währenddessen lief die Entwicklung eines vollständigen, ganzheitlichen Pflegesortiments auf Hochtouren. Das vom Labor Dr. Sacher Kosmetik entwickelte Sortiment wurde „The Secrets of Beauty“ genannt. Das Portfolio umfasste zunächst die Serien Ultime Secrets für trockene Haut, Pure Secrets für unreine Haut, Supreme Secrets für reife Haut, White Secrets zur Hauthellung und Body Secrets zur Schlankheitsbehandlung des Körpers.

The Pioneer of Cosmeceuticals

Mit den „Secrets of Beauty“ war eine neue Marke geboren. Um die Cosmeceuticals weltweit zu vermarkten, gründete Elka Janssen am 9. Januar 1997 – vor 20 Jahren – als Geschäftsführerin eine neue Firma: Die Janssen cosmeceutical care GmbH. Gesellschafter des neuen Unternehmens waren Elka und Walther Janssen über ihre belgische Holding, die Euro Beauty Service PGmbH in Hauset. Walther brachte sein Gewerbe in die neue Gesellschaft ein, so dass der Umsatz bereits im ersten Geschäftsjahr 1,4 Mio. DM betrug. Die Anschrift des Firmensitzes blieb Hirzenrott 2-4 in Aachen.

Die **Janssen cosmeceutical care GmbH** entwickelte sich rasant. Im Jahr 1997 und den beiden folgenden Jahren besuchte Walther Janssen die sogenannten Beauty Shows oder Kosmetikmessen in Hong Kong, Guang Zhou, Miami und Las Vegas sowie die Beauty International in Düsseldorf. Auch auf Veranstaltungen in verschiedenen europäischen Städten wie Budapest, Linz, Istanbul, Prag, Warschau, Brüssel, Barcelona oder schließlich Tokyo präsentierte er seine Cosmeceuticals. Auf den Messen und in nachfolgenden Verhandlungen konnte Walther dann die ersten Distributoren für sich gewinnen: James Chan für Hong Kong und China, Stanislaw Calka in Rzeszow (Polen) und insbesondere Emil & Bohumila Christoph aus Znojmo in der Tschechischen Republik.

Zu den ersten Kunden im Jahr 1997 zählten folgende Länder: Deutschland, Belgien, Griechenland, Kambodscha, Hong Kong, China, Taiwan, Korea, Singapur und Malaysia, die Vereinigten Staaten, Kanada.

Janssen cosmeceutical care

1995 - 1997

The success story of his Cosmeceuticals began for Walther Janssen with the foundation of his new own business in 1995. He now had the opportunity to market his skincare products worldwide. The company founder and his business remained in the same rooms at Hirzenrott in Aachen-Oberforstbach, where already his company Beauty Design had the company address. In the meantime his shares in Beauty Design Co. had been sold. Jean-Pierre Gehlen from Body & Beauty Cosmetic Service continued to operate as a warehouse and filling operation in Eupen (Belgium). The logistics of the perfume brand Ulrich de Varens, which Walther also distributed in wholesale and retail channels in Germany, were also distributed from there.

The first three own product formulations, which had already been developed back in 1992, were particularly in demand in Asia and the USA. Collagen Masks were in high demand as well. Walther Janssen took part in the cosmetics trade fairs in Long Beach, Hong Kong and Guang Zhou in 1996 already. The setup of those beauty shows was implemented by his sales partner's abroad, *Lina Altuwayyan* from Irvine (California) and James Chan from Hong Kong. Walther met both of them in the internet.

The development of a complete, holistic range of skincare ran on high tours. This assortment, developed by Dr. Sacher Kosmetik laboratory, was called „The Secrets of Beauty“. The portfolio included *Ultime Secrets* for dry skin, *Pure Secrets* for impure skin, *Supreme Secrets* for mature skin, *White Secrets* for skin lightening and *Body Secrets* for body slimming.

A Pioneer of Cosmeceuticals

With the „Secrets of Beauty“ a new brand was born. To market the Cosmeceuticals world-wide, Elka and Walther founded a new company on 9th of January 1997, **Janssen cosmeceutical care GmbH**. Shareholders of the new company were Elka and Walther Janssen through their Belgian holding, the *Euro Beauty Service PGmbH*. Walther brought his business activities into the new company, so the turnover in the first business year amounted to 1.4 million DM already. The address of the company headquarters remained Hirzenrott 2-4 in Aachen.

Janssen cosmeceutical care GmbH developed rapidly. In 1997 and 1998, Walther Janssen attended the so-called beauty shows or cosmetic trade fairs in Hong Kong, Guang Zhou, Miami and Las Vegas as well as Beauty International in Düsseldorf. He also presented his cosmeceuticals at events in various European cities such as Budapest, Linz, Istanbul, Prague, Warsaw, Brussels, Barcelona or overseas in Tokyo. At the trade fairs and in subsequent negotiations, Walther was able to attract the first distributors: James Chan for Hong Kong and China, Stanislaw Calka in Rzeszow for Poland and Emil & Bohumila Christoph from Znojmo for the Czech Republic.

Among the first customers in 1997 were the following countries: Germany, Belgium, Greece, Cambodia, Hong Kong, China, Taiwan, Korea, Singapore and Malaysia, the United States, Canada.



As soon as 1995 Walther started the development of his new cosmeceutical skincare line „Secrets of Beauty“, he also forged a network of contacts and customer in Hong Kong, China, Korea, Taiwan and the USA. He visited Hong Kong already in 1996 and used his new contacts in China and Taiwan. Above with a customer in Hong Kong, the brand name was still BEAUTY DESIGN, on the left side above with James Chan from New Era Enterprise at the Cosmoprof Asia exhibition in 1996 and here above at his office in Guang Zhou. Walther posed in front of a skyscraper in Shenzhen, the rising special development zone just opposite the New Territories and in front of the Guang Zhou Exhibition Center where he exhibited his brand for the very first time, even though it was not completely finished yet.

Things were different in 1997 already. Walther Janssen visited Hong Kong at Cosmoprof Asia where he exhibited at the German Pavilion. He visited Taipei together with his technical trainer Margot Stolzenberg to hold seminars for his customer Lougton. In the USA, the private owned company Janssen cosmeceutical care, LLC was founded in 1997. While Lina Altuwaiyan and her sister exhibited in Long Beach and in Las Vegas, Walther himself went to the Nouvelles Esthetiques Congress in Miami.



At Hong Kong Cosmoprof with James Chan in 1997



With trainer Margot Stolzenberg in Taipei



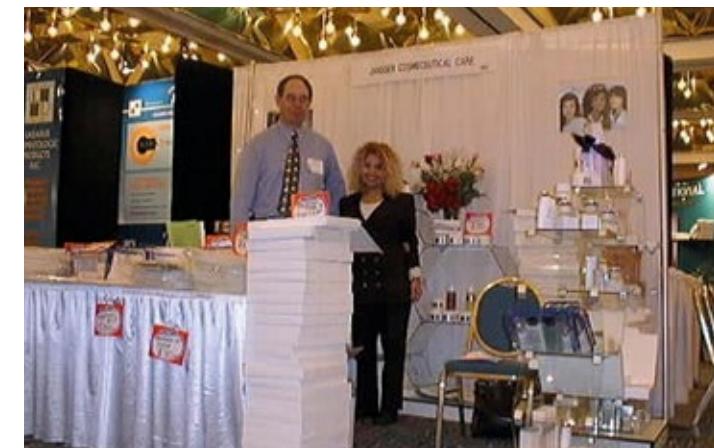
Lina Altuwayyan (left) and her sister at the Long Beach Beauty Show in 1997



Margot giving seminar classes in Taipei



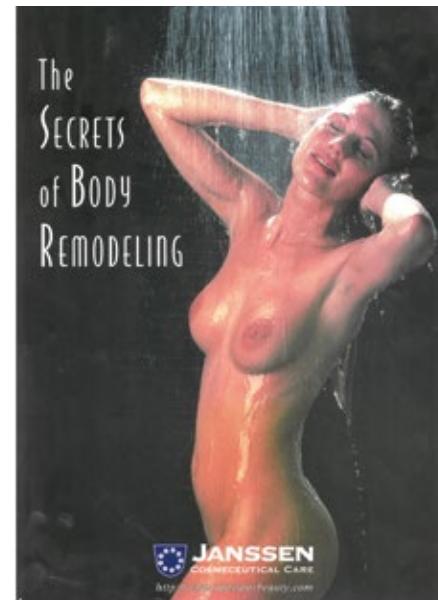
Exhibiting at the Aesthetics Congress in Las Vegas in 1997



Above: Exhibiting at the Miami Congress of Nouvelles Esthetiques in 1997. This was organized thanks to the help of Lina Altuwayyan



Left: Searching for representatives in Taipei, among which also Lougton Enterprise 1997. Sitting together at their headquarter with Walther and Margot



In 1996 and 1997, thanks to Dr. Sacher's input, Walther finished what was going to be Cosmeceuticals 1.0, the first generation of cosmeceuticals that he initially started in 1992 with ampoules and Glycea-Derm fruit acids (see opposite page). Posters were designed with some catalogue pictures for facial and body treatment as well as reflecting ethnic communities in the USA and Asia.



The products were designed in lacked stripe design and colour coded by product lines, like MIXED SECRETS, PURE SECRETS and SENSITIVE SECRETS, or the Glycea-Derm fruit acid preparations, initially launched in 1992, and of course the SKIN EXCEL ampoules. Above left the first poster selection, the models were purchased out of a catalogue. Above we see Walther sitting in front of the selection of his cosmeceuticals.

On opposite page we have the selection of the product lines that had been introduced from 1995 till 1998, from Ultime Secrets, Body Secrets and White Secrets to Sensitive Secrets and Pure Secrets.







The Cosmeceuticals 1.0 photographed by the artist Mock from Cologne, and opposite the result of the first professional shooting that Walther made with Roger Photography in Los Angeles.

The three girls slogan was „We beautify the world“. They have been used as the key visual and for Janssen Cosmeceutical Care on a worldwide scale and many years.



Gründungsphase in den USA (1996 - 1999)

Mit dem Kennenlernen von Lina Altuwayyan und Walther Janssen über das Internet im Jahr 1995 begann die Erfolgsgeschichte der Cosmeceuticals in den USA. Zunächst erwarb Lina die Produkte für sich selbst. Als Walthers Kontaktperson für den US-Markt bemühte sie sich jedoch schnell, den Vertrieb der Cosmeceuticals zu übernehmen. Dank Lina Altuwayyan waren sowohl die Whitening Produkte Contramelin und Melanex, die Fruchtsäuren Glycea Derm, die Ampullen Skin Excel und die Collagenmasken Dermafleece, die auch in den Behandlungskits SKIN APPLETS angeboten wurden, in den USA schnell in aller Munde. Lina erzielte einen respektablen Umsatz und wurde zur Operations-Managerin einer neuen Firma bestimmt. Gegründet wurde diese im Jahr 1997 von den Gesellschaftern Walther, Elka, Ulrich und Reinhard Janssen als Limited Liability Company (LLC) in Irvine (Orange County).

Mit Janssen Cosmeceutical Care, LLC, die von Lina Altuwayyan geleitet wurde, war der amerikanische Ableger des deutschen Mutterhauses geboren. Bereits 1999 folgten dann die Vertriebsfilialen Janssen Midwest, LLC in Chicago und Janssen Northeast, LLC in Philadelphia. Für die Leitung der Betriebsstätte in Chicago zeichnete Elizabeth Coglianese verantwortlich. Rose Accuazzo übernahm die Leitung der Filiale in Philadelphia. Der Nordosten in New York wurde von Sina von Eisenstein

vertreten. Als Distributoren für den Süden der USA konnte der Firmengründer Jutta und Ed Beck aus San Antonio in Texas gewinnen. Ebenso wie Rose Accuazzos Mutter Kay kannte Walther die beiden bereits aus früheren Zeiten.

Lina erzielte bereits im zweiten Jahr einen Umsatz von nahezu 500.000 \$ und steigerte diesen in 1999 auf 650.000 \$. Der größte Umsatzanteil war in Southwest, Linas Heimat, sowie South, der Heimat von Ed Beck, zu verzeichnen. Auf Lina Altuwayyan folgte kurze Zeit später Renato Irribarren als Operations-Manager der Firma. Vertreter wurden eingestellt und der Umsatz stieg in 2000 auf 740.000 \$.

Nicht nur die erfolgreich aufgebaute Vertriebsstruktur in den USA ebnete für das Unternehmen Janssen Cosmeceutical den Weg in ein neues Jahrtausend. Auch visuell entwickelte sich die Kosmetikmarke weiter: Ein Höhepunkt der Gründungsphase in den USA war das erste Fotoshooting der Firmengeschichte im Jahr 1998. Die in Los Angeles fotografierten Motive des Models Lisa Marie und der drei Ethno-Modelle repräsentierten das Unternehmen Janssen Cosmeceutical über viele Jahre. Vor allem in Asien stießen sie auf große Begeisterung.



Founding phase in the USA (1996 - 1999)

With the learning of Lina Altuwayyan and Walther Janssen over the Internet in 1995, the success story of the Cosmeceuticals began in the USA. Initially, Lina purchased the products for herself. However, as a contact for the US market, she quickly took over the distribution of Cosmeceuticals. Thanks to Lina Altuwayyan, both the whitening products Contramelin and Melanex, the fruit acids exfoliants Glycea Derm, the Skin Excel ampoules and the collagen masks Dermafleece, also offered in professional treatment kits called SKIN APPLETS, were quickly pushed forward in the USA. Lina achieved a respectable turnover and was appointed Operations Manager of a newly founded company. Walther, Elka, Ulrich and Reinhard Janssen were partners of the Limited Liability Company (LLC) Janssen cosmeceutical care in Irvine (Orange County).

With Janssen Cosmeceutical Care, LLC, headed by Lina Altuwayyan, the American offshoot of the German headquarter was born. In 1999, the distribution branches Janssen Midwest, LLC in Chicago and Janssen Northeast, LLC in Philadelphia followed. Elizabeth Coglianese was responsible for managing the Chicago operations. Rose Accuazzo took over the management of the distribution center in Philadelphia. The

Northeast territory in New York was later represented by Sina von Eisenstein. As distributors for the South of the USA, Walther managed to bring Jutta and Ed Beck from San Antonio in Texas on board. Just like Rose Accuazzos mother Kay, Walther knew the two experienced professionals from earlier times.

Lina already generated sales of nearly \$ 500,000 in the second year and increased it to \$ 650,000 in 1999. The largest share of sales was recorded in Southwest, Lina's own area, and in the South, the home territory of Ed Beck. Renato Irribarren followed shortly after as Operations Manager of the company in Irvine.

The successfully established sales structure in the USA paved for the company Janssen Cosmeceutical the way into a new millennium. The cosmetics brand also continued to develop on a marketing level. One highlight of the founding phase in the USA was the first photo shooting of the company's history in 1998. The key visuals of the model Lisa Marie and the three ethno models, photographed in Los Angeles, represented the company Janssen Cosmeceutical for many years. Especially in Asia, those visuals were received very enthusiastically.

Turnover in the USA from the Irvine (CA) sales office:

1997 240.000 \$

1998 480.000 \$

1999 652.800 \$

2000 740.000 \$



*Opposite page:
Exhibiting in Las Vegas,
Miami and Long Beach
in 1997 and Renato
Irribarren with Walther
at company's office in
Irvine, Orange County
(CA). Here next the
Irvine team one year
later, when Elka and
Walther visited the
office together.*



In the year from 1996 to 1999 Janssen cosmeceutical care had an intensive activity with beauty shows all over the USA.



It started in Long Beach and Las Vegas in 1996, in 1997 the Nouvelle Esthetic Congress in Miami, in 1998 the Midwest Beauty Show in Chicago and the IBS in New York.



It also became a tradition to exhibit at the Aesthetics Congress in Las Vegas, a nation-wide event till today. (see below Kay Acuazzo performing and Elizabeth Coglianese at our Chicago Meeting (1999).





Above Rose and her mother Kay Acuazzo with Jennifer; on the left the whole team in front of the laptop, Rose Acuazzo and Sina von Eisenstein, listening to Bob's explanation; standing behind are Liz, Klara Doert, Yvonne Portilla, Renato Irribarren.

First National Meeting Chicago 2000; above left: Bob Serveron, Elizabeth and Renato; Walther, Dawn (LA) and Rose Acuazzo (Philly); Above Ulrich in 2000 at the Orlando Show, below Yvonne at the Miami Show in 2000.





In 2000 we opened in Duluth Georgia, near Atlanta, the Janssen Southwest, LLC logistics center, in charge for the East Coast. Jennifer Swinton moved from Minneapolis to Georgia and acted as Operations Manager. Ulrich had just joined the German headquarter company and visited with Walther the warehouse and office there. On the West Coast, a new distributor developed: Aesthetics Plus with Metaxia and Francine Dalikas as owner, below at the San Jose Face & Body Show and below right, the Orlando Beauty Show in 2000.





In 2000, beside Aesthetics Plus in the San Francisco bay area, (picture left), there was also a couple from Tijuana (Mexico), who emerged at the Las Vegas Show. This were Irma and Marisa. (see below left) They first purchased products at the Irvine office to bring them via San Diego accross the border, but as soon as 2001 they became a distributor for Mexico and purchased directly in Aachen. That year beside the show in Miami, where we see here Yvonne, (upper right), Janssen Cosmeceutical also took part at the first beauty show in Philadelphia, this in support for Sina von Eisenstein, who was in charge of the North East Territory (New York) and again in Miami.





The Secrets of Beauty

1998 - 2000

Die Geschichte der ersten Jahre

Die Cosmeceuticals „The Secrets of Beauty“ aus Aachen waren schnell in aller Munde. In nur wenigen Jahren entstand ein durchaus respektables Netzwerk an Kosmetikvertretungen, dessen Umsätze die Grundlage für eine erfolgreiche Geschäftsentwicklung bildeten. Einige der Distributoren organisierten ihre Messebeteiligung zu diesem frühen Zeitpunkt bereits selbst. Dazu zählten die Firma CIBA (Cindy & Bas) im niederländischen Heiloo und BRIAN NEGRO (Arnold Van de Stuyft) im belgischen Antwerpen. Zum Ende des Jahres 1999 betrug der Umsatz bereits 1,9 Mio. DM.

Mit dem Erfolg der Secrets of Beauty stieg auch die Mitarbeiterzahl: Das Team mit Elka als Geschäftsführerin, Walther, Stephanie Niessen und Marlies Dreuw wurde ab 1998 von der Auszubildenden Manuela Thieffry unterstützt, die später als eines der Fotomodelle für die Cosmeceuticals fungierte. Besondere Unterstützung bekam das Unternehmen von Familie Gehlen (Lagerung und Versand), von dem langjährigen Partner Josef Müllejans (Einkauf und Logistik) und von der Schulungskosmetikerin Margot Stolzenberg.

Was sind einzigartige Rezepturen ohne ein aufmerksamkeitsstarkes Produktdesign? Was ist eine aufstrebende Firma ohne überzeugendes Markenlogo? Für beides zeichnete die Aachener Agentur Wolfgang Walbert verantwortlich. Sie entwickelte das farbige, serienkonforme, lackierte Streifenmuster, das den „Secrets of Beauty“ ein einheitliches und ansprechendes Auftreten verlieh.

Während der Markenauftritt perfektioniert wurde, war es Dr. Roland Sacher, der weiterhin fleißig am Ausbau der „Secrets of Beauty“ Rezepte-

Products: **1997:** Ultime Secrets, Pure Secrets, White secrets, Supreme Secrets, Sensitive Secrets, Body Secrets
1998: Mixed Secrets
1999: Various extensions Secrets lines, Skin Restore and Sun Secrets

turen arbeitete. Der Entwicklungserfolg ließ nicht lange auf sich warten, denn schon bald wurde das Produktsortiment um mehrere innovative und wirkungsvolle Serien erweitert: Mixed Secrets für die Pflege der Mischhaut, Sensitive Secrets für die Pflege der empfindlichen Haut, Sun Secrets zum Sonnenschutz und Skin Restore zur Regeneration. Das ganze Sortiment war bereits seit 1996 im Internet unter janssen-beauty.com zu finden. Um den Bereich Export und Vertrieb kümmerte sich zu diesem Zeitpunkt Tosca Schneider.

Der heutige Unternehmenssitz Pontsheide 32-36 befindet sich in unmittelbarer Nähe der damaligen Firmenadresse Hirzenrott. Die Gelegenheit, dieses Grundstück zu erwerben, bot sich den Gesellschaftern Walther und Elka Janssen im Jahr 1999. Ausschlaggebend für den Erwerb war die deutlich zu kleine Lagerfläche in Eupen und die Suche nach neuen Lagermöglichkeiten in der Nähe des Unternehmens. Um das Grundstück Pontsheide 32-36 zu kaufen, gründeten Elka und Walther Janssen die Janssen Immobilien GbR als Trägergesellschaft. Dieser Familiengesellschaft traten bereits im Jahr 2000 Ulrich und Reinhard Janssen bei. Wenig später folgte dann auch Erik Janssen.

Blickt man auf diese ersten Unternehmensjahre 1997 bis 1999 zurück, ist es fantastisch zu sehen, dass auch heute noch einige Partner der ersten Stunde die treuesten und wichtigsten überhaupt sind. Dazu zählen Josephine Tan (KTK Beauty) aus Singapur (1998), Emil & Bohumila Christoph aus Tschechien (1999), Cindy Van der Peet & Bas van Duivenboden aus den Niederlanden (1999), Yozo Nitta aus Tokyo (1999) und Napasorn Pranich aus Thailand (1999).

The Secrets of Beauty 1998 - 2000

The history of the first years

The Cosmeceuticals „The Secrets of Beauty“ from Aachen were quickly on everyone's lips. In just a few years, a very respectable network of cosmetic representations emerged, whose sales formed the basis for a successful business development. CIBA (Cindy & Bas) in Heiloo and BRIAN NEGRO (Arnold Van de Stuyft) in Antwerp, Belgium, shared a partnership with the new brand already in an early stage. At the end of 1999, sales amounted to DM 1.9 million.

With the success of the Secrets of Beauty, the number of employees also increased: the team with Elka as Managing Director, Walther, Stephanie Niessen and Marlies Dreuw was supported by the trainee Manuela Thieffry from 1998 on. Manuela later became one of the models for our treatment sessions for Cosmeceuticals. Special support was given to the Janssen company by J.P. Gehlen (storage and shipping) and by the long-term partner Josef Müllejans (purchasing and logistics). Margot Stolzenberg occasionally acted as international trainer.

What are unique recipes without an attention-grabbing product design? What is a startup company without a strong brand logo? The Aachen agency Wolfgang Walbert was responsible for both. He developed the colored, serial-conform, lacquered stripe design, which gave the „Secrets of Beauty“ a uniform and appealing appearance.

While the brand appearance was perfected, it was Dr. Roland Sacher who continued to work diligently on the expansion of the „Secrets of Beauty“ recipes. The success did not wait for long, as the product range was soon extended by several innovative and effective series: Mixed Secrets for the care of combination skin, Sensitive Secrets for sensitive

1997: Germany, Belgium, Greece, Cambodia, Hong Kong, China, Taiwan, Korea, Singapore, Malaysia, USA, Canada

1998: Italy, Hungary, Switzerland, Pakistan, India, Australia, England, Japan, Thailand, Singapore (KTK Beauty)

1999: Czech Republik (Christoph-Moby), The Netherlands (CiBa), England, Austria, Poland, Japan (Morio Japan)

skin, Sun Secrets for sun protection and Skin Restore for regeneration. Since 1996 already the brand was presented in the internet already, under Janssen-beauty.com. Walther developed this site by himself, thanks to Frontpage and Netscape, working numerous hours at night. At the same time, Tosca Schneider took care of the export and distribution business in the office.

Today's company headquarters address Pontsheide 32-36 is located in the immediate neighborhood of the former company address at Hirzenrott. The opportunity to acquire this property was offered to the shareholders Walther and Elka Janssen in 1999. Office facilities in Aachen and the warehouse in Eupen were quickly too small. In order to purchase the property Pontsheide 32-36, Elka and Walther Janssen founded Janssen Immobilien GbR as a real estate & property management company. This family company was joined by Ulrich and Reinhard Janssen in 2000. A little later Erik Janssen followed.

Looking back on these first years of business from 1997 to 1999, it is fantastic to see that even today some partners of the first hour are the most faithful and most important ever. These include Josephine Tan (KTK Beauty) from Singapore (1998), Emil & Bohumila Christoph from the Czech Republic (1999), Cindy Van der Peet and Bas van Duivenbooden from the Netherlands (1999), Yozo Nitta from Tokyo (1999) and Napasorn Pranich from Thailand (1999).

Sales (at wholesale price):

1997 1.4 mio DM

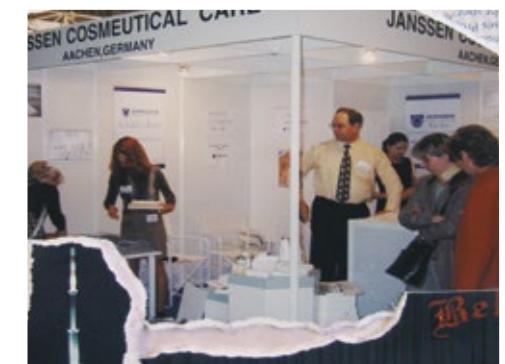
1998 2.1 mio DM

1999 1.9 mio DM



In 1998 Walther exhibited at a dozen of beauty shows all over Europe: from above left it started in Düsseldorf at Beauty International, there was Beauty Austria in Linz, Beauty Prague in that city, together with Klara Doert, who was just hired a few weeks before, Beauty Hungary in Budapest, Estetika in Brussels and Beauty Türkiye in Istanbul. (below right)

In 1998 Janssen Cosmeceutical participated again in the Cosmoprof Hong Kong Beauty venue and hired a booth at the German Pavilion.



James Chan and his wife Rita (opposite page) organised everything around the show and we had also guests from all over Asia, so an old friend from previous times, Jimmy Chen from Partenaire Co. in Taiwan (foto right).



Turkish hostess at Beauty Türkiye in 1998.



Mr. Choi and his team from Korea on visit in Aachen and Cologne



Exhibition and beauty show in New York and Chicago in 1998

The right first exhibition in Zürich (Switzerland) in 1998

Our customer Ella Master in Hong Kong

far right: first visit at Belinda beautyschool Guang Zhou





That same year Margot Stolzenberg also travelled with Walther to Hong Kong and Taiwan, where a basic seminar was given to the team of Partenaire Enterprises in Taipei.

Walther had visited Mr. Choi in Seoul in 1998, and he also came with his team to visit Walther at the Tokyo Beauty-world Exhibition, the first appearance in Japan.

At right corner, James and Walther in Guang Zhou 1998.





Above we see Klara Doert and James Chan performing at the Guangzhou International Beauty Show in 1998

Above far right we are at the dinner party in Guangzhou where Walther met Belinda

Chan from Belinda Beauty School

Here below exhibiting at the South Africa Beauty event in Johannesburg and right corner Swiss Beauty Zürich 1999

On big picture Walther and Jutta at Poland Beauty in Warsaw in Spring 1999



Below we see James Chan and Klara Doert performing at the Gunag Zhou Beauty Expo and the friends and partner at the evening dinner party





In 1999 we started also a cooperation with the Belinda International Beauty School in Guang Zhou. James Chan and Walther Janssen spend a lot of energy and money to develop this relationship.



Touring the whole world also in 1999 became an obsession for Walther Janssen as it was a must to present the cosmeceuticals all over the continents. He had found Jutta Janzen, a fellow from previous times back in the eighties, who helped him with those exhibitions and seminars.

Already in summer 1999 she was at the exhibition in Zürich and she also trained the staff from "Agmat bis", the new distributor for Poland, below we see Stanislaw Calka and his trainer and staff.

Already in 1999 we repeated our participation at the Tokyo Beauty World, this time with Klara. That is where we first met Yozo Nitta.

Below the first big event at Belinda's Beauty School in GuangZhou in November 1999. The school had more than 600 students and James Chan managed to bring our products into that school, while Belinda Chan was looking for connexions to Germany.



Walther had met Belinda for the first time in 1998, but in 1999 already James and him were VIP guests and one year later, Jutta Janzen performed at the Belinda Beauty School (GZ).

Klara Doert, the international trainer, toured Korea in five different cities to help develop the business of Yoo Hyang Co., here she is at a performance in Busan and other cities.





Cosmeceuticals 1.0

Top left, a composing of the products as poster. Further PURE SECRETS for oily skin, MIXED SECRETS for combination skin, BODY SECRETS for body tightening and slimming.

The model Lisa Marie was the key visual that we created in Los Angeles in 1998 and we used it on our brochures, poster and advertisement for several years.

Some SECRETS
are meant
to be shared

JANSSEN
COSMECEUTICAL CARE

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Lacqued stripe design of Cosmeceuticals 1.0

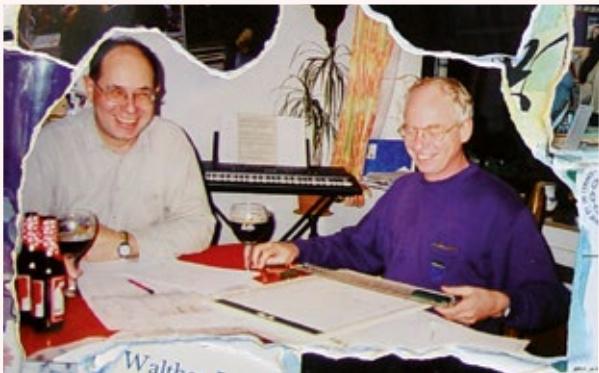


Cosmeceuticals 1.0
Packshots of the first generation of our Cosmeceuticals (1996 - 2001), the design in laked color stripes designed by Wolfgang Walbert (Aachen), Sensitive Secrets, White Secrets, Supreme Secrets.



Cosmeceuticals 1.0
The SKIN EXCEL ampoules, and DERMAFLEECE Collagen Sheets.

ULTIME SECRETS for the treatment of dry skin or WHITE SECRETS for skin lightening.





In early 1999 Walther and Elka decided to purchase a land not very far from the company headquarter in Aachen. The land was located at Pontsheide 36 and the investor was the family owned Janssen Immobilien GbR, a real estate management company which originally belonged to Elka, Walther and Ulrich. Reinhard was going to join the company in 2002 and Erik three years later. The plans were drafted by Walther with the help of Josef Müllejans, a friend who had already been involved in Walther's beauty business in the early nineties (see opposite page, with some pictures from the construction side. Below are shown a few pictures of the construction time till the official opening in January 2001.



The photo above shows the party at the Shanghai exhibition in 2000 with Jacky Choi, a friend of James Chan and the Dr. Grandel representative for Hong Kong, and Walther.

Activities and action was not only going on in Asia, but also in Europe. It became a tradition to be at the Düsseldorf Beauty event each year (here with Manuela and Aurore as well as klara), and left another guest, our partner for filling and shipping, Jean Pierre Gehlen and his wife Trudi from Kelmis (Belgium). They worked for Walther since 1992 already and are still the companies main filling partner today. On the right of the photo is Manuela, our apprentice in the team and later a model for a few poster packshots. Also that same year in 2000, Bas van Duivenbooden and Cindy van der Peet from CIBA Cosmetics in Holland had their first show appearance at the Utrecht Beurs.



In ein neues Jahrtausend...

2000 - 2003

Mit dem Jahrtausendwechsel nahm die Vision von Elka und Walther Janssen, eine einzigartige Systempflege zu kreieren, die weltweit für Premium-Qualität und „Visible Effects“ steht, mehr und mehr Gestalt an. Nach den ersten erfolgreichen Jahren von Janssen Cosmeceutical im In- und Ausland ging es mit großen Schritten weiter:

Walther und Elkas Sohn Ulrich Janssen trat zum 1. Januar 2000 in das Unternehmen ein. Er zeichnete ab sofort für den Einkauf und die Betreuung einiger Exportmärkte verantwortlich. Jutta Janzen übernahm das Seminarenwesen und die Kundenbetreuung in Deutschland. Und auch mit der Realisierung des geplanten neuen Firmensitzes mit Verwaltung, Marketing & Vertrieb sowie Lager und Versand auf dem 1999 erworbenen Grundstück in Aachen Pontsheide wurde unverzüglich begonnen.

Der Neubau konnte bereits im Januar 2001 bezogen werden. Bauherr war die Janssen Immobilien GbR, die ausführende Baugesellschaft die Geerkens BV aus Meeuwen in Belgisch-Limburg. Die Bauaufsicht übernahm Freund und Geschäftspartner Josef Müllejans. Mit dem Bezug des neuen Gebäudes wurde auch das eigene Schulungszentrum eingeweiht. Denn bereits im Frühjahr 2001 starteten hier die ersten Seminare: Janssen Cosmeceutical begrüßte Gäste aus Russland.

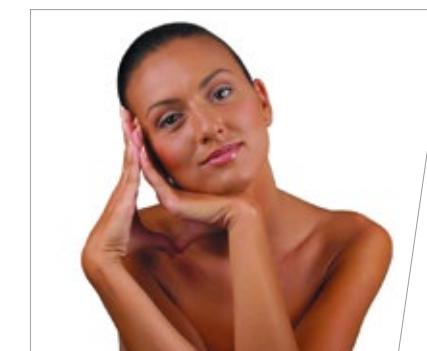
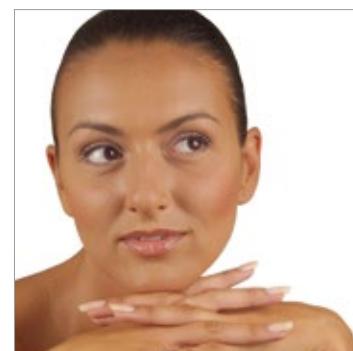
Products: **2000:** Sensitive Secrets and various line extensions (Botanical Infusion)
2001: Phylogen Powder Masks
2002: Extension of Phylogen Powder Masks
2003: Skin Add Ins (Softgel Capsules), Face Manager

Sales (at wholesale price):

2000 1.6 mio €	2001 1.9 mio €	2002 2.8 mio €	2003 3.4 mio €
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Das Unternehmen steuerte mit Elan ins neue Jahrtausend. Auch aus vertrieblicher Sicht: Schon im Jahr 2000 übernahm Jürgen A. Korte, ein ehemaliger Geschäftsführer mehrerer westdeutscher Kosmetikfirmen, die Generalvertretung für den Vertrieb des Cosmeceutical-Sortiments in Deutschland.

Auch heute – im Jubiläumsjahr 2017 – sind viele Partner, die Walther Janssen und sein Team mit der Erschließung neuer Märkte gewonnen haben, nach wie vor eng mit dem Unternehmen verbunden. Dazu zählen: LN Marketing aus Südafrika (2000), Noel Turner (NASA) aus Neuseeland (2000), Irma Betanzos aus Mexico (2001) sowie Balance Cosmetic aus Russland (2001) und Rudolf Geller aus der Ukraine (2001). Naser al-Harbi (Al-Badrani) aus Saudi-Arabien stieg 2001 in die Partnerschaft ein. 2002 konnte Emil Christoph sein Vertretungsgebiet in die Slowakei ausweiten und Danka Kosakova (Pro Beauty) für die Marke gewinnen. Der Umsatz stieg von 3,0 Mio. DM (1,55 Mio. Euro) im Jahr 2000 auf 2,6 Mio. Euro in 2002.



In a new millennium...

2000 - 2003

With the change of the millennium, the vision of Elka and Walther Janssen, creating a unique skin care system, which stands for premium quality and „Visible Effects“ worldwide, took more and more shape. After the first successful years of Janssen Cosmeceutical care at home and abroad, it went on with great steps:

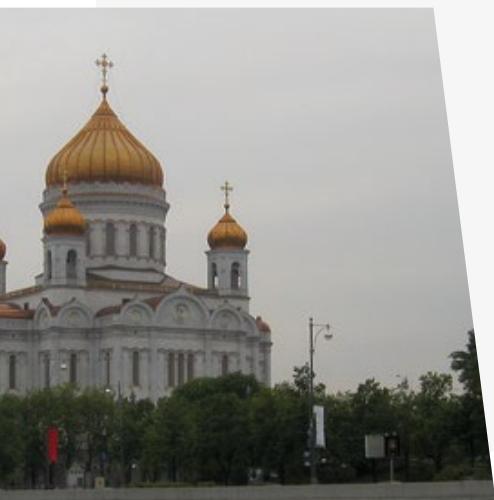
Walther's and Elka's son Ulrich Janssen joined the company on January 1st, 2000. He was responsible for purchases and managed some export markets. Jutta Janzen took over the training and seminars and the customer care in Germany. Soon in 2000, the company started the construction of a new headquarter as well as the badly required logistics center. The construction was made on a piece of land that the family owned real estate company Janssen Immobilien GbR had acquired in 1999 at Aachen Pontscheide.

The new building was already finished by January 2001. The construction company was Geerkens BV from Meeuwen in Limburg (Belgium). Josef Müllejans, friend and business partner, supervised the construction

activities. With the inauguration of the new building, the company's own training center was also operational. The first seminars started here already in autumn of 2001: Janssen Cosmeceutical welcomed professional guests from our Russia's partner Balance Cosmetics for the first time.

The company headed for the new millennium with enthusiasm. From a sales perspective, Jürgen A. Korte, a former managing director of several West German cosmetics companies, took over the general representation for the distribution of the cosmeceutical assortment in Germany.

Even today - in the Jubilee year 2017 - many partners who started at that time together with Walther Janssen and his team the opening up of new markets are still closely linked to the company. These include: LN Marketing from South Africa (2000), Noel Turner (NASA) from New Zealand (2000), Irma Betanzos from Mexico (2001), Balance Cosmetic from Russia (2001) and Rudolf Geller from Ukraine (2001). Naser al-Harbi (Al-Badrani) from Saudi Arabia joined also the partnership in 2001. In 2002, Emil Christoph was able to expand his sales territory to Slovakia and to win Danka Kosakova (Pro Beauty) for the brand. Sales increased from DM 3.0 million (€ 1.55 million) in 2000 to € 2.6 million in 2002.



1999: Czech Republic (Christoph-Moby), The Netherlands (CiBa), England, Austria (Karle), Poland (Agmat Bis), Japan (Morio Japan)

2000: Germany, Belgium (Brian negro), Greece (Vampel), Cambodia (Thai Van), Hong Kong (New Enterprise), China, Taiwan (Partenaire), Korea (Yoo hyang), Singapore & Malaysia (Yin Fong), USA (Janssen LLC), Canada

2001: Italy (Lady Dany), Hungary (Elite Kft), Switzerland (Leonessa), Pakistan (Business Links), India (Sterling), Australia (Maria Salat), England (Gulsan), Japan (Yozo Nita), Thailand (Dermaline), Singapore (KTK Beauty)



Above from left: In the year 2000 we had the first exhibition of Mr. Korte in Düsseldorf, with Manuela, Elka & Walther, Aurore, our „body“ model, and Jean Pierre from our warehouse; Next our KI Expo in Wiesbaden in 2000, where we first met Lena and Tatyana from Moscow; and Jimmy Chan visiting Walther and Klara at Hong Kong Cosmoprof
Above, Emil and Bohumila Christoph at a special camouflage seminar with Malu Wilz

On the left Walther and Klara with Miss Hong Kong at Cosmoprof Hong Kong 2000

Here left the sales team from Yin Fong, agent for Malaysia and Singapore at the Singapore Beauty Asia; in 2000. We see klara and Kalen (?), still active today in Malaysia



Below a sales meeting with Thai Van in Phnom Penh (Cambodia)



With Siam Universe (Thailand) in Phuket (2000)



James & Rita Chan with Miss Hong Kong



Belinda School Guang Zhou with Traute de Lorenzi



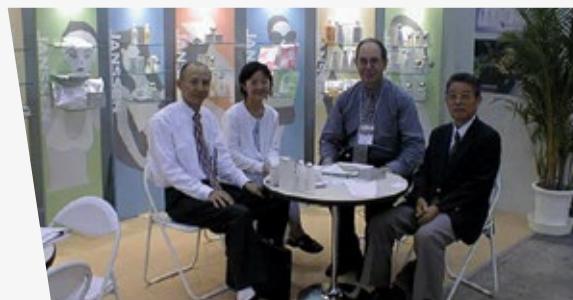
Roger Walters from Body & Soul in Manila



Klara on Gulf Tour with Naser al-Harbi and Kuwait partner



With James and Partner at Shanghai Beauty Expo (2000)



Tokyo Beautyworld 2000 with Weizen Co and Union Chemical



James & staff with Walther in Shanghai in 2000



Shanghai Dinner party with Jacky Choi and James Chan



At ISPA Asia with organizer Mr. Lee and Thai Minister of Tourism and Economy



Klara Doert visiting the NASA, the National School of Aesthetics from Noel Turner in Christchurch (NZ)



At Tokyo Beautyworld in 2000 with customer



Visiting Thai Van Co. in Phnom Penh (Cambodia), first and only visit to that country



Die Janssen Family, visiting Sina von Eisenstein in New York



And in front of Hong Kong skyline, posing with Belinda Chan and Klara Doert



Our new headquarter and logistics center was inaugurated in January 2001

Below one of the first US seminars held in the training center

Below from left: Lena and Tatjana with Oleg and sales aids at Moscow exhibition in 2001; Nita Bown from Australia, an old fellow from Walther, with Klara at the Las Vegas Show; and Klara visiting the Malik family in Karachi (Business Links)

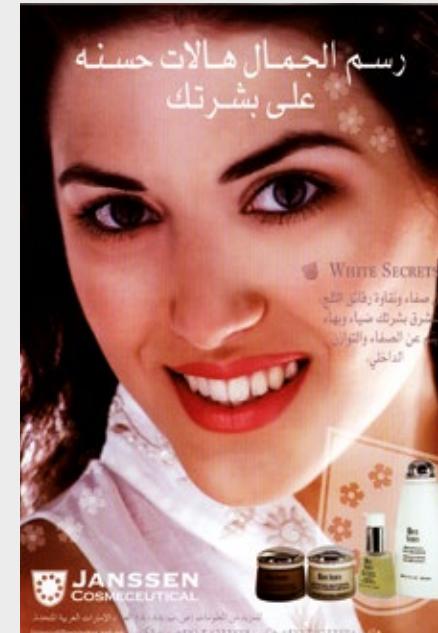




First Russian seminar held in Aachen in autumn 2001, with Tatjana and Lena, their sales staff members and Dr. Sacher (right) Klara and James with Tatyana and Eija Rosenberg (Finland) at Hong Kong Cosmoprof 2001

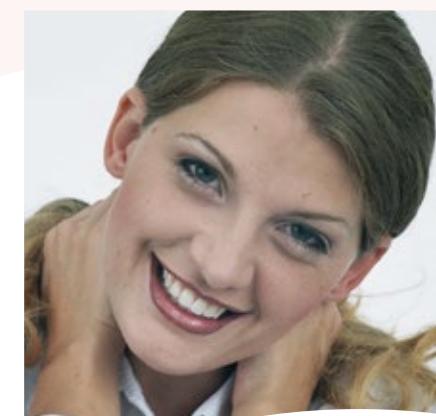


Above Klara Doert with Prue at Taj Mahal Hotel and Miss India – Right Train the trainer seminar for German team with Jürgen Korte and Cornelia Heinicke





Left the first brochures and posters in Arabic language from Hospitech (UAE) Poster with model Michaela from Czech Republic, made by Emil Christoph and designed (up right) in the USA



Below Walther at Shanghai Cosmoprof Expo ,competing with Hong Kong and himself in a quite corner of the striving city Shanghai





James Chan
in Monschau
(Germany) in 2002



Lena and Tatyana
in Moscow



At Düsseldorf Beauty with Jürgen Korte in 2002



Klara exhibiting in Dubai in 2002 with Naser
al-Harbi (left)



And Walther again with friends
in Moscow



Klara visiting also Kuwait on her Gulf tour

2000: South Africa (Les & Natalie - LN Marketing), New Zealand (Noel Turner - NASA), France, Canada (EEC), Lebanon, United Arab Emirates, the Phillipines, Thailand (Dermaline), Liechtenstein (Baumann)

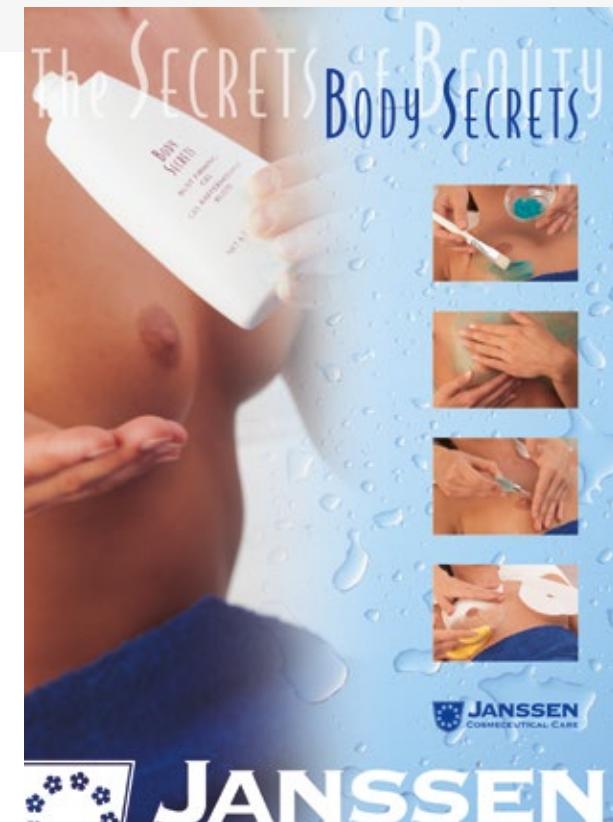


2001: Mexico (Irma Betanzos), Russia (Tatjana & Lena - Balance Cosmetic), Ukraina (Rudolf Geller), Saudi Arabia, (Naser al-Harbi - Al-Badrani), Kuwait, Indonesia, Jordan, Danmark, Switzerland (Leonessa)

2002: Slovakia (Danka Kosakova - Pro Beauty), Albania (Edda Tocini-Elba SHK), Vietnam (Vietcan), Macedonia, Iran (Dr. Jabbabarian - Arya Nikko Chehr), Bulgaria, Indonesia (Efendi - Efja Marketing)

2003: Sweden, Latvia (Rihards Akmentins - Beauty Baltikum), Romania (DV Productions), Serbia (Mrs. Mikovic), Syria (Zinovia), Spain (JM Conde), Jordan (Arabi Corner - Luba Cheshvara)

After Intercharm
party in Moscow in
2002



Poster created with Manuela (face) and Aurore (body) our models from 2000 - 2004. They have also been used as key visuals. Jutta Janzen acting as cosmetician, layout made by our graphic designer Simone Bogenrieder

Shanghai skyline to Pudong from Bund in 2002
middle: Walther at Bund in Shanghai at night



Die zweite Entwicklungsphase im neuen Design: Cosmeceuticals 2.0

In den ersten Jahren der Firmengeschichte arbeitete das Labor Dr. Sacher stetig an neuen Wirkstoffkombinationen, die das Sortiment von Janssen Cosmeceutical perfekt ergänzten. Als neue Produktkategorien kamen die Peel Off Puder Masken und die Wellness-Präparate hinzu. Zudem wurden bereits bestehende Produktlinien durch einzelne Spezialprodukte ergänzt. Ein Highlight, das nicht im Labor Sacher entwickelt wurde, waren die Softgel-Kapseln. Von diesen sogenannten SKIN ADD-INS bot Janssen Cosmeceutical ein kleines Sortiment an. Im Jahr 2003 lancierte das Unternehmen dann die Face Manager als Einmal-Anwendungen für die Kabinenbehandlung.

Das Sortiment des Aachener Premium-Anbieters war schnell zu einem beeindruckenden Portofolio an Pflegelösungen für jedes Hautbedürfnis und jeden Hauttyp angewachsen. Und auch unternehmerisch tat sich in diesen Jahren einiges: Elka und Walther Janssen lösten ihre belgische Holding Gesellschaft **Euro Beauty Service** Ende 2002 auf. Sie hielten daraufhin beide direkt die Anteile am Aachener Unternehmen Janssen cosmeceutical care GmbH und Walther Janssen wurde zum weiteren Geschäftsführer bestellt. Im gleichen Jahr stieg auch Reinhard Janssen in das Unternehmen ein und konzentrierte sich voll und ganz auf den Export. Zuvor arbeitete er für die Firma Inspira Cosmetics. Diese Schwestergesellschaft wurde im Jahr 2000 gegründet. Inhaber sind die drei Brüder Ulrich, Reinhard und Erik Janssen.

Zu Beginn des neuen Jahrtausends – im Jahr 2003 – feierte das Unternehmen mit dem *1. Internationalen Marketing Meeting „New Europe“* den Auftakt einer ganz besonderen Tradition, die sicherlich einen der Schlüssel zum Unternehmenserfolg darstellt: Der bewusste Umgang mit der Globalisierung und das Vereinen verschiedenster Nationen unter einem Dach. Dieses besondere Event wurde in Znojmo, der Heimatstadt des tschechischen Distributors Christoph Moby, vertreten durch Bohumila Christophová und Emil Christoph, realisiert. Znojmo liegt in Mähren, an der Grenze zu Österreich, und war daher über Wien für alle 25 Kunden, die an der Veranstaltung teilnahmen, leicht zu erreichen. Dr. Roland Sacher legte mit einigen seiner Vorträge den Startschuss für die OPUS-Serien: Er präsentierte die Körperpflege OPUS GRATIA, die Herrenserie OPUS EST und die Anti-Age Linie OPUS BELLE. Mit der Lancierung der OPUS-Serien folgte auch der erste Relaunch des Verpackungsdesigns.

Auf den Event „New Europe“ folgte im gleichen Jahr das *1. International Marketing Meeting Asia Pacific* in Hong Kong. Eine perfekte Gelegenheit für die Unternehmensleitung, erstmals einige der asiatischen Kunden kennenzulernen.



*Tokyo Exhibition Center
for Beautyworld*

Second generation in new design: Cosmeceuticals 2.0

In the first years of the company's history, the Dr. Sacher laboratory was constantly working on new formulations for our cosmeceuticals. They should perfectly complement the Janssen Cosmeceutical range. The Peel Off Powder Masks and the wellness preparations "Secrets of Paradise" were added as new product categories. In addition, existing product lines have been completed by individual special products. A product highlight, though not developed by Sacher laboratory, had been the softgel capsules. Janssen cosmeceutical offered a small assortment of those capsules which were called SKIN ADD-INS. In 2003, the company then launched the Face Manager as a one application kit for salon use.

The range of the premium supplier from Aachen quickly became an impressive portfolio of skincare solutions for every skin type and skin condition. There was also a lot of entrepreneurial activity during these years: Elka and Walther Janssen dissolved their Belgian holding company Euro Beauty Service at the end of 2002. They now held directly the shares of the Aachen-based company Janssen cosmeceutical care GmbH. Walther was appointed as second managing director. In the same year, Reinhard Janssen also joined the company and focused entirely on export. He previously worked for Inspira Cosmetics, a sister company of Janssen, had been founded in 2000. Shareholder of Inspira Cosmetics are the three brothers Ulrich, Reinhard and Erik Janssen.

At the beginning of the new millennium - in 2003 - the company celebrated the opening of a very special tradition with the 1st International Marketing Meeting „New Europe“, which is certainly one of the keys to the success of the company: the conscious handling of globalization and the unification of a diverse range of companies and nations under one roof. This special event was organized in Znojmo, the hometown of our Czech distributor Christoph Moby, represented by Bohumila Christophová and Emil Christoph. Znojmo is located in Moravia, on the border with Austria, and was therefore easy to reach for all 25 customers at the event. Dr. Roland Sacher presented the OPUS series with some scientific lecture. The marketing team presented OPUS GRATIA body care, OPUS EST men's care and OPUS BELLE anti-age care as the first relaunch of the packaging design. Cosmeceuticals 2.0 was born.

The 1st International Marketing Meeting Asia Pacific in Hong Kong followed the same year, a perfect opportunity for the corporate management to get to know some of the Asian customers for the first time.

I. International Marketing Meeting Asia-Pacific in Hong Kong 2002



Sitting from left, Efendi's sister, Tatyana Birjukowa, Walther Janssen, Lena Buslaeva

Standing from left: Efendi's brother in law, Efendi, Jimmy Chen, James Chan, two Korea dealer, Mr. Choi, Reinhard, Mr. and Mrs. Pranich, Josephine Tan, Yozo Nitta



At Hong Kong Meeting: Mr. Choi (KR)
and Yozo Nita (NZ)



"Little" Efendi and brother in
law from Indonesia



Josephine Tan (SG) and Efendi's
sister (Medan)



James Chan and Reinhard,
first time in Hong Kong



Dinner party at Hong Kong Meeting



In 2002 with Traute de Lorenzi and
husband at Belinda's school



Walther with Tatjana and Lena in Moskow



James and all staff members at Belinda's School with Traute de Lorenzi and Reinhard



Another seminar guests from Russia in Aachen 2002



Staff members
at Belinda's school



Renato, Yvonne and US
customer in Aachen



right: Dr. Roland Sacher



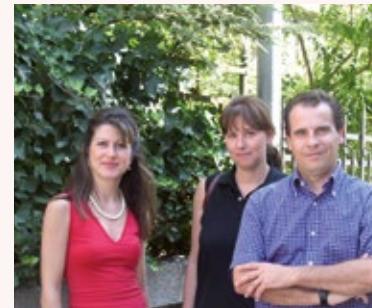
Tea time at Belinda's home
in Guang Zhou



Klara Doert visiting Luba at Allure Beauty Center in Amman



James Chan at Hong Kong Fair



Carmela with Gabriella & Riccardo (Bergamo)



Walther, Irma and Marisa in Maastricht



Maciej Kotula meeting in Warzawa with Polish Dealer



Standing from left: Walther, Jutta Janzen, Ms. Heinicke, J. Korte, Emil Christoph, Bohu Christophova, Carmela's husband; sitting Cindy, Bas and Carmela



Walther and Reinhard in Hong Kong in 2002



Jose Luis Conde and team at Barcelona Cosmobellezza



View of Prague 2003



Mr. Choi (Korea) with partner in Cologne



Beautyworld Dubai in 2003



Klara in Indonesia with Efendi



Christ Salvator



Oleg, Lena and Tatyana with dealer from St. Petersburg and Chabarovsk

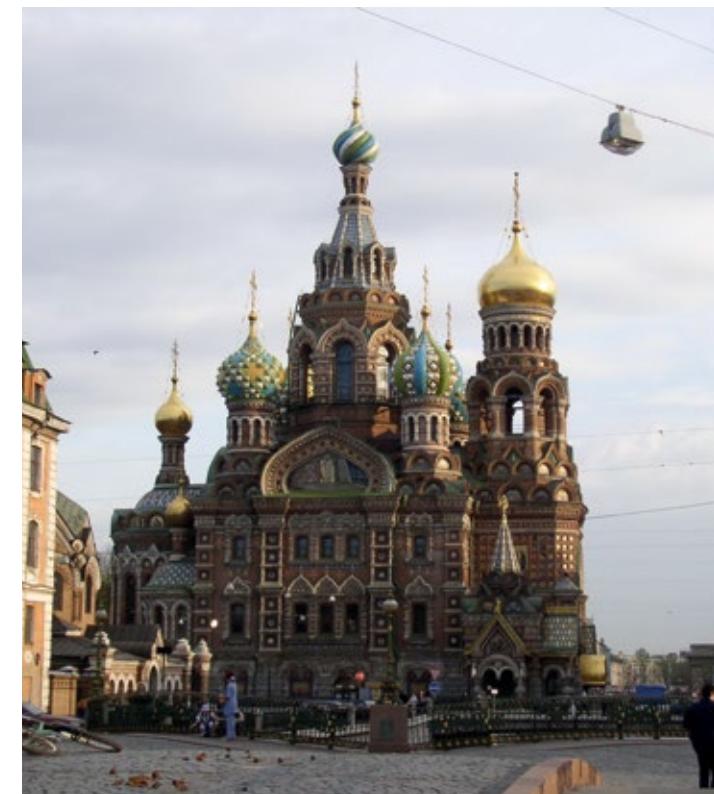


Klara in Jakarta seminar



In 2003 Elka travelled the first time to Moscow, with the whole family. Here on visit with Tatyana and daughter Maria. Mr. Choi and partner visited Aachen, here "Drielandenpunt" in Holland; Walther together with Renato Irrabarren visited the first time Brazil, on search for an agent.

Marcia Gebhardt, above right, a perfect candidate. Below left with Nika in Saint Petersburg and at right the Church of the Savior on Blood. Below Emil Christoph and Mr. Fekete at meeting in Znojmo.





Erik with Walther at the Miami Congress in 2002



Only one time beauty event in Cologne 2002



Walther and Janina Skorczynska



Beauty Düsseldorf 2003, after hour party
at „Altstadt“ with Emil u.a.



.... and with Lena, Tatyana and Svetlana



Reinhard and Bouchra Ouali with Mr. Bauer from JAK



Ulrich at the Frankfurt Beautyworld Expo



Early visit of Klara for Josephine Tan



In 2003 first seminar for Josephine Tan
in Singapore





Walther in Peterhof after visiting the St. Petersburg Beauty Event



Tatyana and Maria in St. Petersburg



Elka and Walther visited Dubai in 2003 for Beautyworld exhibition



Visiting Moscow here with Lena, Tatyana and Svetlana



First exhibition in Sofia with Bonka



Reinhard in Great Hall of Kreml 2003



Stanislaw and Janina Calka in Aachen for seminar



Klara for training session in Beirut in 2003 with Dr. Abyad



Klara on visit in Amman for Luba



The 1. International Marketing Meeting New Europe was held in Znojmo (Moravia - Czech Republic) in 2003. We see here from left Maciej Kotula and Stanislaw Calka, Rudolf Geller and wife Alida with son Herman, Bohumila Christophova and Danka Kosakova with some team members Katalin Fekete (behind), Walther and Dr. Roland Sacher (behind), Tatjana Birjukowa and Mr. Fekete (behind), Reinhard, Jürgen Korte, Carmela Ramundo and Oleg Harkow (behind), Mateusz Calka



Reinhard and Carmela Ramundo



Jutta Janzen and Lena Buslaeva



Katalin Fekete &
Bohumila Christphova



Mateusz and Stanislaw Calka with Maciej Kotula



Oleg Harkow being kissed by Lena and Tatyana



For Walther the
same honor



Dr. Sacher with the mother
of his son Leander



Danka Kosakova (right) with
Walther and Jürgen Korte



Rudolf Geller with Alida
and son German



Seminar for Poland and Hungary - Stanislaw Calka and Katalin Fekete



Klara on Tour in India in 2003 where she visited a few customer



Upper left: Renato at the Congresso Estetica in Rio de Janeiro, our first appearance in Brasil

Klara performing seminars in india and on the left side at Taj Mahal Hotel



Above Russian seminar group at "Drielandenpunt" - the Three Countries Corner near Aachen in 2003

Cosmeceuticals 2.0

By 2005, the second design of janssen cosmeceutical was completed by 2005. It showed a silver packaging and a coloured band representing the different skin types. See a group pack shot below and on the left side PURE SECRETS and the SKIN EXCEL ampoules.



Cosmeceuticals 2.0 - the second generation of cosmeceuticals developed by Dr. Sacher laboratory. Started in 2002 and completed by 2007, ass the new „label design“ was based on the original idea of our luxury

Opus lines: On this page a composing of the different „Secrets“ lines. On opposite page there are Sensitive Secrets, Pure Secrtes and Supreme Secrets.

Geschäftsentwicklung in den USA

2001 - 2007

Auch in den USA bei Janssen LLC in Irvine schnellte der Umsatz im Jahr 2000 auf 740.000 \$. Das Unternehmen verbuchte jedoch nach wie vor Verluste. Durch die Eröffnung der Firma in Georgia wurde ein Teil des Umsatzes dorthin verlagert. Von Irvine aus wurde nur noch der Vertrieb der Ostküste gesteuert. Der Umsatz schrumpfte im Jahr 2001 auf 530.000 \$ und erreichte in 2002 noch einmal 605.000 \$. Walther Janssen entschied sich dennoch im Jahr 2004 dafür, in den USA nur noch ein Lager in Duluth bei Atlanta (Georgia) zu unterhalten.

Während in den ersten Jahren dieses neuen Jahrtausends in Deutschland und anderen Ländern die Zeichen auf Expansion standen und viele marketingstrategische und unternehmerische Entscheidungen den Weg in eine erfolgreiche Zukunft ebneten, verlief die Geschäftsentwicklung in den USA nicht so wie geplant. Zwar konnte Walther Janssen mit Klara Doert, Jennifer Swinton, Bob Severson und Renato Irribarren ein Spitzenteam zusammenstellen, die Zusammenarbeit mit den Sub-Distributoren und Vertretern wollte jedoch nicht wirklich fruchten. Während im Jahr 2000 alle Vertreter als Startschuss der neuen Filialen zu einem First National Marketing Meeting USA in Chicago zusammenkamen, mussten bereits zwei Jahre später die Filialbetriebe in Chicago und Philadelphia aufgelöst werden.

Im Jahr 2000 wurde zudem eine zweite Logistik & Vertriebsgesellschaft in Duluth (Georgia), die Janssen Southeast, LLC., gegründet. Managing Member dieser Firma war Inspira Cosmetics GmbH, die im Januar 2000

gegründete Schwesterfirma der Janssen Cosmetics. Jennifer Swinton, die von Minnesota zurück in ihre Heimat Georgia übersiedelte, wurde zur Operations-Managerin bestellt. Der für das Marketing verantwortliche Bob Severson aus Minnesota, verließ das Unternehmen und übernahm 2002 den Vertrieb der Produkte von Inspira Cosmetics.

Mit dem Auflösen der Filialen in Chicago und Philadelphia konzentrierte sich nun der gesamte Vertrieb auf Irvine (Westküste) und Duluth (Ostküste). Von Aachen aus wurden regelmäßige National USA Marketing Meetings organisiert, um das Team zusammen zu halten und um die Marketingstrategie für die USA zu koordinieren. Die Meetings fanden stets an anderen Orten statt, oft anlässlich von hier durchgeföhrten Beauty Shows wie beispielsweise 2004 in Miami (2nd), 2005 (3rd) in Irvine und 2006 (4th) in Las Vegas.

Nach Bob Severson verließ kurze Zeit später Renato Irribarren das Unternehmen. Klara Doert organisierte von Irvine eine regelmäßige Teilnahme an den Beauty Shows in Miami, Las Vegas, New York, Chicago, San Francisco und Long Beach.

Die US Firmen erzielten einen Umsatz von mehr als 1,2 Mio. \$. Bis zum Jahr 2006 sollte dieser Umsatz auf 1,8 Mio. \$ anwachsen. Diese Steigerung war jedoch nicht ausreichend, um das Geschäft rentabel zu halten. Auch die Fluktuation des US-Dollar-Wechselkurses wirkte sich negativ aus, denn in Europa war gerade der Euro eingeführt worden – eine neue Währung, die an Stärke gewann.

Sales Duluth office / Tucker office (at retailer's price)

2001	1.050.000 \$	2002	1.190.000 \$	2003	1.400.000 \$	2004	1.650.000 \$	2005	1.760.000 \$	2006	1.750.000 \$	2007	1.840.000 \$
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Business development in the USA

2001 - 2007

In the United States at Janssen LLC in Irvine, sales jumped to \$ 740,000 in 2000. However, the company still recorded losses. Through the opening of the company in Georgia, some of the sales were shifted to this location. From Irvine only the distribution of the east coast was controlled. Sales in 2001 shrank to \$ 530,000, reaching \$ 605,000 in 2002. In 2004, Walther and his sons nevertheless decided to maintain only one headquarter in Duluth near Atlanta (Georgia).

While in the first years of this new millennium there were signs of expansion in Germany and other countries and while many marketing strategy and entrepreneurial decisions paved the way for a successful future, business development in the USA did not proceed as planned. Although Walther Janssen was able to compose a top team with Klara Doert, Jennifer Swinton, Bob Severson and Renato Irribarren, the marketing cooperation with the sub-distributors and sales representatives did not really work. While in 2000, all representatives came together for the startup of the new sales offices in a First National Marketing Meeting USA in Chicago, the two new branch offices in Chicago and Philadelphia had already to close down only two years later.

In 2000, a second logistics & distribution company was founded in Duluth (Georgia), Janssen Southeast, LLC. Managing Member of this company was Inspira Cosmetics GmbH, the sister company of Janssen Cosmetics, founded in January 2000. Jennifer Swinton, who moved

from Minnesota back to her native Georgia, was appointed Operations Manager. Bob Severson from Minnesota, responsible for marketing, left the company shortly after and took over the sales of Inspira Cosmetics products in 2002.

With the dissolution of the distribution companies in Chicago and Philadelphia, the entire distribution now concentrated on Irvine (West Coast) and Duluth (East Coast). From Aachen, regular National USA marketing meetings were organized to keep the team together and to coordinate the marketing strategy for the USA. The meetings happened always in different places, often on the occasion of beauty shows performed in those cities of meeting, for example 2003 in Las Vegas, 2004 in Irvine, 2005 in Miami and 2006 again in Las Vegas.

After Bob Severson also Renato Irribarren left the company. From Irvine office Klara Doert organized for two years the various beauty shows in cooperation with our distributors, in particular in Miami, Las Vegas, New York, Chicago, San José and Long Beach.

The US companies generated sales of more than \$ 1.2 million. By 2006, this revenue should grow to \$ 1.8 million. However, this increase was not sufficient to keep the business profitable. The fluctuation of the US dollar exchange rate also had a negative impact, as the Euro had just been introduced in Europe - a new currency that gained rapidly strength.

Sales Irvine office (at retailer's price):

2001 528.000 \$

2002 605.000 \$

2003 406.000 \$

2004 377.000 \$

2005 178.000 \$



First US seminar in Aachen – with sales agents 2002



Caren Scott-Haugg from Santa Monica
at Düsseldorf Beauty



Renato and Jennifer in Aachen
in 2003



Metaxia and Francine Dalikas
with Jutta 2003



Walther at 3rd National Meeting in Irvine 2004



Ulrich with Sina in Philadelphia 2000



... and in Miami with Yvonne,
same year



This time Walther at Orlando
Beauty Show in 2000



Irvine National
Meeting with
Ulrich and sales
agents



... and Renato sitting with Irma and Gabi
from Tijuana



Seminar in Aachen in 2002 with Yvonne
and Renato



Sina, Klara and Yvonne In Irvine



Elizabeth, Jennifer and Renato



Dinner in Montreal with Jean Brien and Nicole 2004



Meeting Group in Irvine 2004



Las Vegas Aesthetics Congress 2004



Montreal congrès esthétique with Pascal from EEC



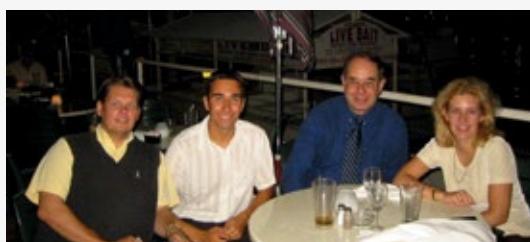
Ulrich and Yvonne in Irvine



Dinner event in Irvine 2004



Yvonne and sales reps



With Bob Severson and Maria, his wife, at Vegas Aesthetics Congress 2006

We beautify the world!



On the left below the slogan see family picture taken in 2005, Erik just joined the company. Walther became managing director in 2002, as the Holding Company Euro Beauty Service was dissolved.

In 2006 we had another National Marketing Meeting USA, this time at the occasion of the Aesthetics Congress in Las Vegas. Below Elizabeth (Chicago) and Yvonne (Miami) and Walther sitting with Socrates Bermudes from Ecuador.

Bottom row of pictures from left: Seminar in Aachen with Eija Rosenberg from Finland and professionals from USA and Ukraine in 2005.

Ulrich at the Las Vegas event in 2006 and visiting the staff members at the logistics center in Duluth (GA), the Janssen Southwest LLC. Down right the Ukrainian cosmetologues at "Three Countries Corner".





From above left to below right: At Las Vegas meeting in 2006. welcoming Latin America partners Irma and Gabriela from Mexico and Socrates Bermudes from Ecuador

Next, in 2007, another international seminar in Aachen with Croatia, Ukraine and the USA as well as Adam Christoph (second from right), and a further with Ukraine and USA (Anna Dalikas - right on picture). Walther at dinner with Anna and CA guests. The 5th National Meeting in Atlanta in 2007 (GA) with Klara, Sina, Nicole Najdali and Jennifer Swinton (behind), Elizabeth Coglianese and staff, Ulrich, Lola Acosta and staff members from Chicago

Above, exhibiting in Las Vegas in 2007 and left picture, Sina von Eisenstein performing at that event



Eine fulminante Entwicklung

2004 - 2007

2004 war zweifelsohne ein besonderes Jahr für die Unternehmensgeschichte. Denn es war geprägt von zahlreichen Entwicklungen, die einen bedeutenden Einfluss auf die kommenden Jahre haben sollten: Nach vielen Anstrengungen der gesamten Belegschaft erreichte das Unternehmen die Zertifizierung für Qualitätsmanagement nach ISO 9001:2004 durch den TÜV Rheinland. Auch die Umfirmierung in Janssen Cosmeceutical GmbH war zu diesem Zeitpunkt vollzogen und man konzentrierte sich auf den ersten Verpackungs-Relaunch der Firmengeschichte. Das senkrechte Streifendesign mit Farbkodierung wurde schrittweise durch das horizontale Balkendesign in Farbe, das auch die OPUS-Serien kennzeichnete, ersetzt.

Eine weitere positive Entwicklung war zu dieser Zeit bei den europäischen Umsätzen und Erträgen zu verzeichnen. In besonderem Maße trugen dazu die osteuropäischen Kunden, vor allem Russland und die Ukraine, bei.

Da viele der Geschäftspartner des Unternehmens traditionell zur Cosmoprof Messe nach **Bologna** reisten, wurde dieses zu einem willkommenen Anlass, hier im Jahr 2004 das 2. International Marketing Meeting Europe zu organisieren. Die asiatischen Vertretungen trafen sich ebenfalls im Jahr 2004 zum 2. Marketing Meeting Asia Pacific in **Singapur**. Das nächste große 3. International Marketing Meeting Europe fand dann in **Visegrad** in Ungarn statt. An diesem Event nahmen bereits 36 Länder teil. Die Höhepunkte der Veranstaltung waren sicherlich das Vorstellen des neuen Designs, die offizielle Einführung der letzten der drei OPUS-Serien OPUS BELLE und ein Besuch Budapests inklusive kulinarischer Weinprobe. Für die hervorragende Organisation zeichnete die ungarische Vertretung Elite Kft verantwortlich.

Auf das 3. International Marketing Meeting Europe folgte im Jahr 2006 das 3. Asia Pacific Marketing Meeting. Realisiert wurde dieses von den

Sales (at wholesale price):

2004	4.8 mio €	2005	5.3 mio €	2006	5.9 mio €
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asiatischen Partnern der Janssen Cosmeceutical GmbH in der früheren portugiesischen Kronkolonie Macao. Durch einige von Krisen gezeichneten Länder war die Entwicklung in Asien stets instabil. Zwar nahm das Unternehmen regelmäßig an der Messe Beautyworld in Japan teil, der große Durchbruch gelang hier jedoch nicht. Dennoch trugen die einzelnen asiatischen Länder mit wechselndem Erfolg und von Jahr zu Jahr unterschiedlich zur Entwicklung des Unternehmens bei. Das Umsatzwachstum der Janssen Cosmeceutical GmbH im Allgemeinen war allerdings bedeutend. Vor allem Russland, die Ukraine sowie die USA und Tschechien trugen hierzu maßgeblich bei.

Nach zehn erfolgreichen Jahren trennte sich Walther Janssen im guten Einvernehmen im Jahr 2004 von James Chan. Im Folgejahr 2005 übernahm Ken He mit seinen beiden Firmen Million Way (Hong Kong) und Richfield (Shenzhen) den Vertrieb in China. Er zeichnet auch heute – im Jubiläumsjahr 2017 – nach wie vor für den Vertrieb verantwortlich.

Auch heute noch sind von den neuen Märkten und Partnern aus jener Zeit noch einige eng mit dem Unternehmen verbunden. Dazu zählen: Priit und Inna Tamvee aus Estland (2004), Marina & Ghennadii von Belar Group in Moldawien (2004), Thasos und Lena aus Zypern (2004), Pascal Jourdan aus Paris (2005), Rihard Akmentins mit Beauty Baltikum aus Litauen (2005), Gürsel Camkerten in der Türkei (2005) sowie S. Munkhsuren aus Ulaan Batar in der Mongolei (2005). Aus dem Jahre 2006 sind noch folgende Partner mit an Bord: Tatiana Trofimova (Image) aus Weißrussland, Dr. Jabbabarian (Arya Nikko Chehr) aus dem Iran (2002), Esthetica (Sveinung & Katrin) aus Norwegen, Rihards Akmentins (Beauty Asia) für Kazakhstan und Oksana Bayramova aus Turkmenistan. Leider konnten die Geschäftsbeziehungen zu Bahrain und Qatar (Latifa Eid) sowie nach Oman (Al Nahda Resort) nur wenige Jahre aufrechterhalten werden.



A fulminant development

2004 - 2007

2004 was certainly a special year for the company's history. It was characterized by numerous developments which should have a significant impact on the coming years: after many efforts of the entire workforce, the company achieved the certification for quality management according to ISO 9001:2004 by TÜV Rheinland. The renaming in Janssen Cosmeceutical GmbH was also completed at this time and the focus was on the first packaging relaunch of the company's history. The vertical striped design with color coding was gradually replaced by the horizontal label design in color, which also characterizes the OPUS series. At the same time, European sales and earnings showed another positive development. Central European countries like Czech Republic or Poland, as well as Eastern European customers, above all Russia and Ukraine, contributed largely to this.

As many of the business partners of the company traditionally traveled to the Cosmoprof fair in Bologna, this was a welcome occasion to organize the 2nd International Marketing Meeting Europe in 2004 in that city. The Asian representations also met in the same year for the 2nd Marketing Meeting Asia Pacific in Singapore. The next major 3rd International Marketing Meeting Europe took place in Visegrad, Hungary in 2005. Thirty six countries participated in the event. The highlights of the meeting were surely the presentation of the new design, the official launch of the last of the three OPUS series, OPUS BELLE and a visit to Budapest including culinary wine tasting. The Hungarian agency Elite 2000 Kft was responsible for the excellent organization.

At the 3rd International Marketing Meeting Europe followed in 2006 the 3rd Asia Pacific Marketing Meeting. This was organized for the Asian partners of Janssen Cosmeceutical GmbH in the former Portuguese crown colony Macau. Through some countries marked by crises, the

development in Asia was always unstable. The company regularly took part in the fair Beautyworld in Japan, but the big breakthrough did not happen. Nevertheless, the individual Asian countries contributed to the development of our company with varying success from year to year. However, the revenue growth of Janssen Cosmeceutical in general was significant. In particular Russia, Ukraine, the USA and the Czech Republic contributed significantly to this.

After ten successful years Walther Janssen separated in good agreement in 2004 from James Chan. In the following year, Ken He, with his two companies, Million Way (Hong Kong) and Richfield (Shenzhen), took over the distribution in Greater China. He is still responsible for this huge market in the Jubilee year 2017.

Even today, some of the new markets and partners from that time are still closely linked to the company. These include: Dr. Jabbabarian (Arya Nikko Chehr) from Iran (2002), Priit and Inna Tamvee from Estonia (2004), Marina & Ghennadii from Belar Group in Moldova (2004), Thasos Vasiliades and his wife Lena from Cyprus (2004), Pascal Jourdan from Paris (2005), Rihard Akmentins with Beauty Baltikum from Lithuania (2005), Gürsel Camkerten in Turkey (2005) and S. Munkhsuren from Ulaan Batar in Mongolia (2005).

From 2006, the following partners are still on board: Tatiana Trofimova (Image) from Belarus, Esthetica (Sveinung and Katrin) from Norway, Rihards Akmentins (Beauty Asia) for Kazakhstan and Oksana Bayramova from Turkmenistan. Unfortunately the business relations to Bahrain and Qatar (Latifa Eid) as well as to Oman (Al Nahda Resort) could only be maintained for a few years.

II. International Marketing Meeting Asia-Pacific in Singapore 2004



2. International Marketing Meeting Asia-Pacific in Singapore 2004: from left Yozo Nitta (Japan), Jimmy Chen (Taiwan) and staff; Josephine from Singapore and behind her Bohumila from Czech Republic, Cynthia and Dennis from Malaysia, Efendi from Indonesia, Reinhard and Klara in second row; Dr. Ahn from Vietnam; Noel Turner from New Zealand, the Australian group with John Evans, James Chan from China-Hong Kong; S. Munkhsurens ("Moon") from Mongolia and Mr. Choi from Korea.

II. International Marketing Meeting Europe in Bologna



The participants of 2. International Marketing Meeting Europe in Bologna: Manolito and Jose Luis Conde from Malaga, Gabriella from Bergano, Ulrich, Danka Kosakova from Martin (SK), Bohumila and team from Znojmo, Maciej Kotula and Stanislaw Calka from Rzeszow (PL) , Carmela Ramundo from Zürich, Tatjana Birjukowa and Oleg from Moscow with daughter Katja, Bas & Cindy from Heiloo (NL) , Peter and Eija Rosenberg from Turku (SF) and Emil Christoph from Znojmo (CZ)



Pictures from 2004 - Above from left: massive crowd at Intercharm in Moscow ; Ms. Conrad german beauty student, travlling in China for James Chan for six months; Efendi with award winning professionals in Aachen; Brazilian model visiting us at headquarter; TÜV Certification for Quality Management ; USA seminar in Aachen with Elizabeth, Yvonne and Margot from Milwaukee, a 40.000\$ customer



At our right the Christmas greetings card from 2004 with all staff members (from left) Sebastian Adamski, Bouchra Ouali, Ms. Momann, Reinhard; Roswitha Grassmann, Peter Gaus, Marlies Dreuw, Daniela Schmetz-Heckler, Biykem Arslan, Marcel Thieffry, Erik, Jutta Janzen, Ulrich, Elka and Walther





James' team at Hang Zhou Expo



Congresso Estetica in Rio de Janeiro 2004



Mr. Choi & Dr. Tranh at Singapore Meeting...



Jimmy Chen and Josephine Tan



Jean Brien and wife Nicole in Montreal



Josephine, Cynthia, Dennis and Efendi at meeting



Ms. Conrads with James in China



Walther at Singapore meeting



Noel Turner (NZL) and Australian partner



Mr. Choi and wife with Reinhard



James Chan and Yozo Nitta



Malaysian couple Cynthia & Dennis



From left: Meeting Tatyana in Bologna; Tower Bridge in London; Emil & Bohumila in Aachen with Dr. Sacher

Naci Gulsan at London Olympia; Walther with Hospitech Doctors at Beautyworld Middle East; Tatyana and Oleg with daughter Katja in Bologna 2004



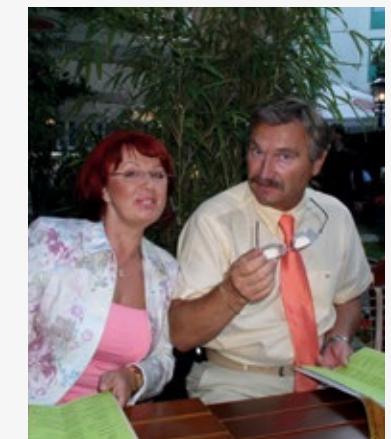
With Gabriella at the Bologna Cosmoprof, where Interbeauty always presented a beautiful booth to expose the Janssen Cosmetics brand

Latifa Eid from Bahrain / Qatar at a training session in Aachen; Ukrainian seminar in Aachen





At the 2004 Bologna Meeting we see Stanislaw Calka and Maciej Kotula, Bohumila Christoph, Gabriella Bertolotti, Jose Luis Conde; Mr. Kosak and Danka Kosakova (right); Emil and Bohumila; the team from Finland with Eija and Peter Rosenberg; Emil and Bohumila at seminar in Aachen (far right) as well as Danka and her husband (below right); the Slovakian seminar group (below left); in the middle Ms. Conrads at the 20th Guang Zhou Beauty Exhibition. Little picture below Bas van Duivenbooden and Cindy van der Peet from the Netherlands.





Klara at Seminar in Johor Bahru (Malaysia) in 2004



Congresso Estetica in Rio de Janeiro 2004



... and with Marcia's team and Ulrich



Russian guest at Pizza Napoli in Maastricht 2004



Seminar event in Indonesia with Klara 2004



Cosmetologues from Russia at "Drielandenpunt" in Vaals (NL)



Lena Buslaeva in Maastricht



Marcia performing at Congresso in Rio



Hugo Turovelsky and Nouvelles Esthetiques editoress



Priit and Inna from Tallinn (Estonia)



Walther in Jukowsk,
at Nikolai's church



Elka with Czech guests at
Pizza Napoli in 2005



Seminar guest from UK,
Romania and Sweden



Castle at Visegrad on
Danube river (Hungary)



Intercharm Moscow in 2005



Walther with Pope Nikolai in Jukowsk



Dr. Babak from Tehran (right) and friend Ali



Tatyana and Oleg at Visegrad Meeting 2005



Atomium in Brussels



Reinhard with Ken's staff Vicky in Shenzhen



With Jacky Choi in Hong Kong



Visiting Macao



Pictures from the construction site in 2005



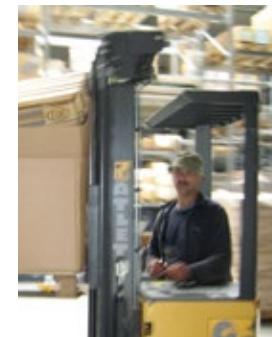
... our new warehouse



... under construction



Moving in with inventory and tractor



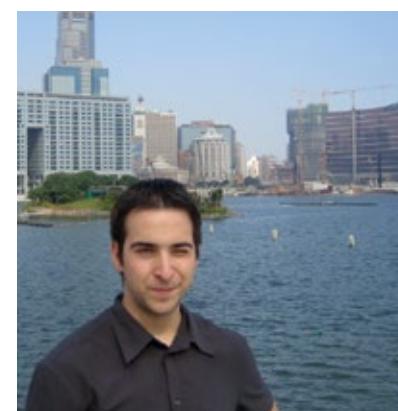
Herbert Koch



Sebastian and Bouchra on inauguration



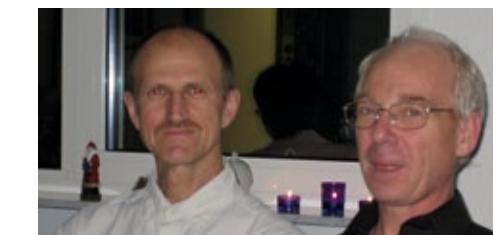
Polishing the floor



Reinhard in Macao 2005



Ukrainian guests in Aachen



Peter Gaus and Josef Müllejans



Moscow staff at Intercharm



Guests from Finland and the USA in 2005



*Jutta Janzen and Gürsel Camkerten
in Istanbul in 2005*



Intercharm 2005



Malaysia at Macao Meeting



Intercharm 2005



Oleg and Reinhard



Mr. Muckel & Mrs. Strupart



With Kaanya Cosmetics in Berlin



Walther and Elka at Brussels Estetica 2005



*Mr. Löffler, Josef and J. Korte
at warehouse party*



James and Rita in Macao 2005



Yozo Nitta and Reinhard in Tokyo 2005



Russian seminar in Aachen



Gürsel in Istanbul 2005



Rudolf Geller in Kiew



Estonia, Latvia and Russia in Visegrad



Martina and Martin from Sweden



Meeting room in Visegrad



Jose Luis and Manolito from Spain



Korte team in Düsseldorf



In Wiesbaden with Tatyana and Lena



Marina & Ghennaddi from Moldova



Tatyana and Oleg

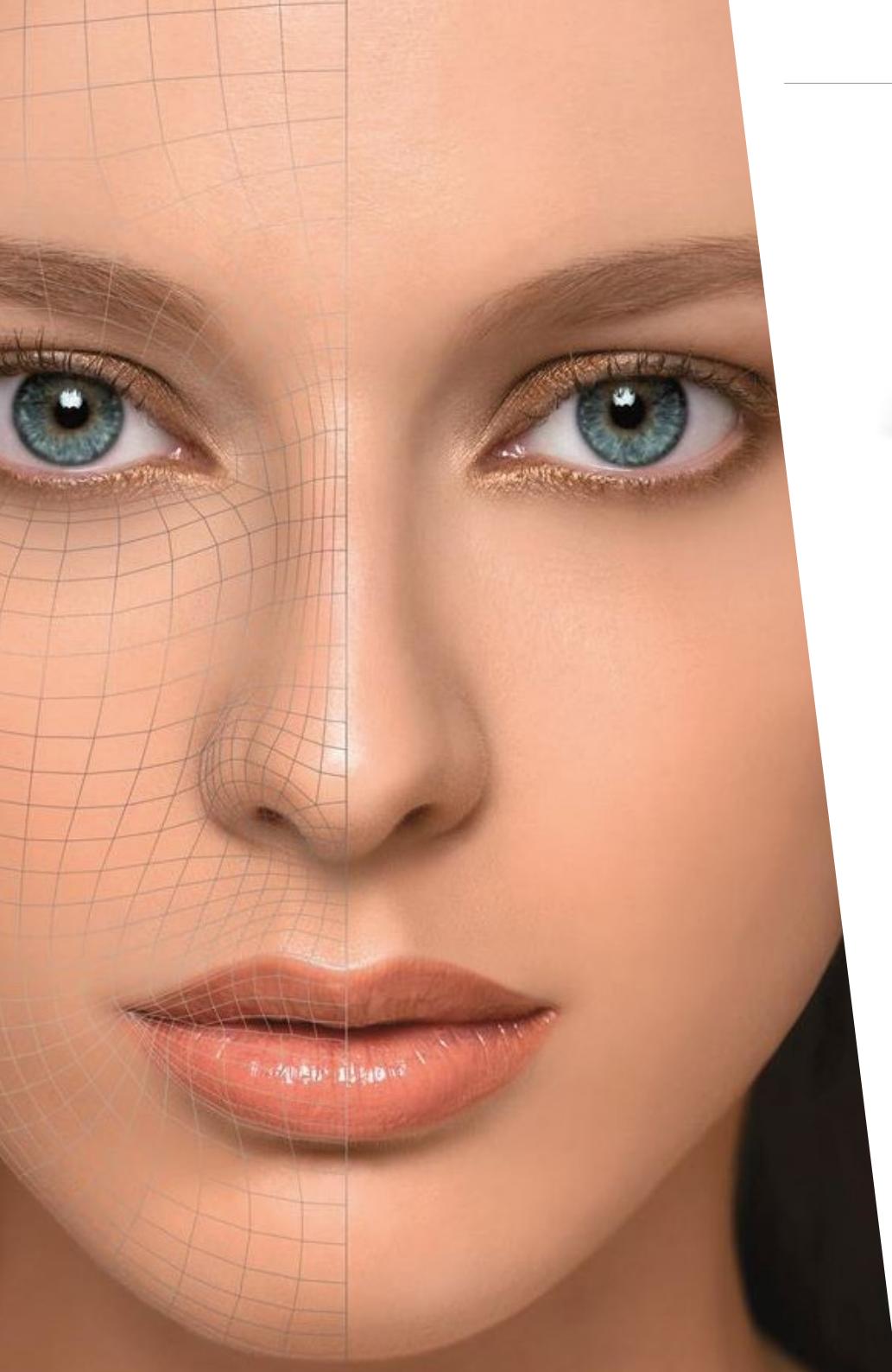
III. International Marketing Meeting Europe in Hungary



A great event was the 3. International Marketing Meeting Europe, hold in Visegrad in Hungary and hosted by our Hungarian partners from Elite 2000 Kft, Katalin Katalin Fekete. Among the participating countries where the Netherlands, Italy, San Marino, Latvia, Estonia, France, Spain, Germany, Belgium, Hungary of course, Greece, England, Russia, Moldova, Cyprus, Slovakia and Czech Republic



That year 2005 was also the opening in August of our first extension so far of the company's headquarter in Aachen, mainly a warehouse extension. By 2005 the number of staff was 16 members, since 2000 the turnover had more than tripled



Cosmeceuticals 2.0

Starting from 2003 till nearly 2006, our new luxury lines were launched with new formulations and with new design. The design was made by Agency Wincommunication in Aachen, who also produced the key visual for OPUS BELLE, our supreme anti-age line based on isoflavones. First was introduced OPUS GRATIA for intensive body care and then OPUS EST for Men and finally OPUS BELLE.





Hanka Kynychova from Prague was for several years our face and model for cosmeceutical skin care and for wellness & spa products. Two shootings took place and were organized by Emil Christoph, our agent for Czech Republic. „Secrets of Paradise“ the new wellness & spa line, shows six different rituals, here above „Grape“, the wine therapy.



Our model Ellen

III. International Marketing Meeting Asia-Pacific in Macao 2006



First row from left: Yozo Nitta (JP), Jimmy Chen and staff (TW), Mrs. Munkhsurens (MN), Krestyna batty (AU), Walther Janssen, Rita & James Chan HG/CN), Klara Doert, Cynthia & Dennis (MY). Row behind from left: Mr. Choi (KR), Jimmy, Vicky and Elvira (HK/CN), Josephine Tan & daughter (SG), Efendi (ID), staff member and John Batty (AU)



Tokio Beauty World



Cranberry Ritual



Ken visiting for the first time Moscow, our partner Balance

Since 2005 already the new Wellness & Spa line was launched as „Secrets of Paradise“ with six different rituals, here Cranberry above and on the right side the Model representing this product assortment, picture made in Italy by Interbeauty.





Ulrich at Rio de Janeiro Congresso Estetica in 2006



Walther visiting Tiraspol in Moldova



... meeting Ken and Efendi in Guang Zhou



Emil's team at Prague Beauty



Bohumila & Elka at Bahrain Expo 2006



... knocking at the museum's door



Walther and Dr. Adel, Latifa's husband



Sitting with Naser at Saudi border



Bioteam at Porto Beauty Show



Peter Rosenberg



Ram Matai (†) with the first Indian group in Aachen



Rihards in Kazakhstan



Dr. Babak in Medical Expo in Tehran



Our team's seasons greetings in 2006



Reinhard and Ken at Guang Zhou Expo in 2006

2007: Das Jahr unseres zehnjährigen Firmenjubiläums

Das Jahr 2007 sollte ein weiterer Meilenstein in der Unternehmensgeschichte werden. Denn die Feier des 10-jährigen Firmenjubiläums war ein perfekter Anlass, um die internationalen Geschäftspartner zu einem Treffen mit Schulung und Seminar nach Deutschland einzuladen. Eine Einladung, die auf große Resonanz stieß, denn insgesamt reisten 112 Gäste aus 56 verschiedenen Ländern nach Aachen, um auf zehn erfolgreiche Jahre anzustoßen. Das Jubiläumsprogramm wurde sehr abwechslungsreich gestaltet: Zunächst nahmen die internationalen Besucher an einer einmaligen Flusskreuzfahrt auf dem Rhein teil, welche mitten durch das Weltkulturerbe Mittelrhein von Mainz nach Köln führte. In Aachen fand dann der geschäftliche Teil mit verschiedenen Präsentationen und natürlich vielen Gesprächen statt. Ein Highlight war die Vorstellung der neuen Luxuslinie **Dr. Roland Sacher** im Alten Kurhaus der Stadt. Eine „signature line“ basierend auf einer Selektion exquisiter Rezepturen der Hauptpflege, die „... Wissenschaft und Luxus perfekt vereint“.

In den Jahren 2004 bis 2007 verliefen die Geschäfte besonders im Hinblick auf die Umsatzentwicklung durchaus erfolgreich. Jedes Jahr kamen weitere Vertretungen hinzu. Im Jahr 2007 konnten Irina, Valentina und Olga von Global Export aus Kirgisien als neue Partner begrüßt werden.

Products: **2006:** Opus belle

2007: Dr. Roland Sacher

2008: Dr. Roland Sacher extension, Ultime Secrets relaunch, Wellness Ritual „Eifel Moor“ „Vinesse“, Opus Gratia daily use

2009: Face Manager, Thermo Peel masks, New collagen sheets Dermafleece, Opus Belle extension

Turnover at wholesale price (for retail price multiply by 7.0 approx):

2006	5.9 mio €	2007	7.2 mio €	2008	8.0 mio €	2009	6.8 mio €	2010	7.5 mio €
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Bedingt durch das Umsatzwachstum musste auch die Mitarbeiterzahl deutlich ausgeweitet werden: Im Jahr 2001 wurde Marcel Thieffry für das Lager engagiert. Das Team wurde kurze Zeit später durch Sebastian Adamski verstärkt. Hinzu kamen Peter Gaus und seine Frau Katharina, die sich sowohl um Lagerarbeiten als auch die Hauswirtschaft kümmerten. Ab 2004 unterstützte Erik Janssen nach abgeschlossener Lehre seinen Bruder Ulrich im Einkauf und übernahm die Planung der Warebeschaffung. Im Vertrieb und im Marketing stießen Snezana Radovic und Daniela Schmetz-Heckler dazu. Die Kantine betreute Roswitha Grassmann. Alle erwähnten Mitarbeiter sind heute noch im Unternehmen tätig.

Blickt man in die USA, so ist sicherlich zu erwähnen, dass der Umbau der Distribution nach wie vor nicht wie geplant verlief. Die Vertriebsgesellschaften in Irvine (California) und in Duluth (Georgia) teilten sich den Markt auf, aber die Umsatzausweitung und vor allen Dingen die Neukundengewinnung waren unbefriedigend. Auch die Kursentwicklung des US Dollar gegenüber dem 2002 eingeführten Euro spielte verrückt, sodass einige Verluste zu verkraften waren. Nach wie vor blieb aber die USA der zweitgrößte Kunde des Aachener Premium-kosmetik-Herstellers.



2007 - the year of our 10th Company Anniversary

The year 2007 should be a further milestone in the company's history. The celebration of the 10th anniversary of the company was a perfect opportunity to invite the international business partners to a meeting with discussions, training and seminars in Germany. It was an invitation that met a great response, because 112 guests from 56 different countries traveled to Aachen to celebrate ten successful years. The jubilee program was very exquisite: first, the international visitors attended a unique river cruise on the Rhine, which led through the World Cultural Heritage of Middle Rhine from Mainz to Cologne. In Aachen the business part took place with different presentations and of course many conversations. One highlight was the presentation of the new luxury line Dr. Roland Sacher in the Old 'Kurhaus' of the city. Dr. Roland Sacher became our „signature line“, based on a selection of exquisite formulations of skincare, where „... science and luxury perfectly united“.

In the years 2004 to 2007, business was particularly successful in terms of sales performance. Additional representations were added

each year. In 2007 Irina, Valentina and Olga from Global Export from Kyrgyzstan were welcomed as new partners.

As a result of the growth in sales, the number of employees also had to be significantly expanded. Since 2001, Marcel Thieffry was involved in the warehouse. The team was strengthened shortly afterwards by Sebastian Adamski. Peter Gaus and his wife Katharina also took care of the warehouse and the housekeeping. From 2004 onwards, Erik Janssen supported his brother Ulrich in the purchasing department and took over the planning of product supplies. The sales department was joined by Snezana Radovic and marketing by Daniela Schmetz-Heckler. Finally a friend of Elka, and Walther, Roswitha Grassmann looked after our canteen. All mentioned employees are still active in the company today.

Looking to the US, it is certainly worth mentioning that the restructuring of the distribution still did not proceed as planned. The sales companies in Irvine (California) and Duluth (Georgia) shared the market, but sales growth and above all new customer acquisition were unsatisfactory. Also the price development of the US dollar against the Euro introduced in 2002 was rather chaotic, so we had to cope again with quite some losses. However, the USA remained the second-largest customer of the premium cosmetics manufacturer in Aachen.



2007: Kyrgyzstan (Global Trade),
Armenia (Gevorgyan),
Uzbekistan (Gerus),
Croatia Kenya

2008: Slovenija (Stelinka), Georgia
(Power & Beauty), Hungary (Csilla
Solymar - Janssen Hungary), Aruba
(Richelle - Beauty Vision)

2009: Pakistan (Sohail Ahmad -
Bays International), Phillipines
(Guererro), Tunisia (Slim
Khalfallah), Egypt.





The Irish guests from Glenpro in Aachen, Alida Geller in Isarel organised a few years some congresses, often together with Renate Beimel - „Little“ Lena from Moscow and Bohumila Christoph at the Düsseldorf Beauty Fair

*Klara and Ken visiting salons in Shen Zhen
-the Czech team with Adam Christoph in Prague*

Below we have Krestyna Batty who sponsored the Miss Australia Competition in Sydney and Jennifer, Klara and agents in Las Vegas 2007 Rihards Akmentins at the first Kazakhstan exhibition also in 2007





*Our partner ladies from Kyrgyzstan,
Irina, Olga and Valentina*



Walther with Rihards Akmentins in Almaty (KZ)



Welcoming our Brasilian partner in Aachen 2007



Seminar with Croatia and Adam Christoph in Aachen



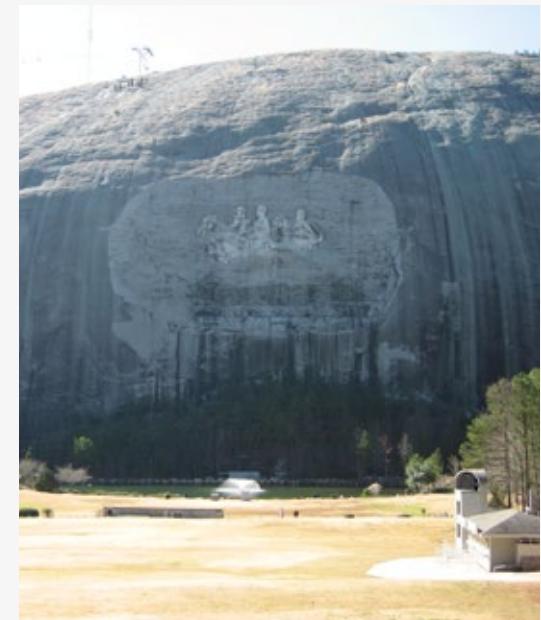
*In 2007, the growing Janssen family,
to Ulrich and Antje, the first son Finley
was born - the sons, more grown up
already*



Exhibiting at Beauty Uzbekistan in Taschkent 2007



Russian seminar in 2007



Stone Mountain in Georgia



Also in 2007, National Marketing Meeting in Atlanta; visiting Ermitage in St. Petersburg; Karina Zawierucha visiting Damascus for the Beauty Expo with Zinovia

Klara Doert on tour with Efendi in Jakarta and Medan - here one of the seminars

Russian professional and agents in Aachen

Ulrich and Jennifer on Stone Mountain

Natalie at Johannesburg Beauty Show; with Nika Co. and Tatyana in St. Petersburg; with Josef and Ken in China



Zinovia exhibiting in Damascus 2007

10th Anniversary Rhine River Cruise 2007







Höhen und Tiefen 2008 - 2010

Das Jahr 2008 sollte weitere zukunftsweisende Schritte des Unternehmens beinhalten: Denn Elka und Walther begannen zu dieser Zeit damit, die Nachfolgeregelung für die Cosmeceutical GmbH einzuleiten. Die neuen Gesellschafter des Unternehmens waren nun die drei Söhne Ulrich, Reinhard und Erik.

Nach dem erfolgreichen Jubiläumsjahr konnte die Firma in diesem Folgejahr eine deutliche Ausweitung des Umsatzes verzeichnen: Die acht Millionen Euro-Marke wurde überschritten. Auch das Produktsortiment wurde mit der Markteinführung der Submarke „Dr. Roland Sacher“ perfekt abgerundet. Nach dem großen Kundenevent vom Vorjahr fand im Jahr 2008 nur eine kleine Veranstaltung statt: das 6. International Marketing Meeting Europe. Dieses fiel mit der Kosmetikmesse Cosmoprof in **Bologna** zusammen. Dort realisierte der italienische Partner Interbeauty wie immer einen sehr schönen Messestand – ein gelungenes Aushängeschild für die Marke Janssen Cosmeceutical. Inspira Cosmetics stellte bei dieser Gelegenheit die neue Pflegeserie „Suisse absolue“ vor. Zu diesem Zeitpunkt ahnte noch niemand etwas von der weltweiten Finanzkrise gegen Ende des Jahres 2008, doch in allen Ländern machten sich erste Anzeichen einer Rezession bemerkbar. Diese führte dazu, dass zwar 2008 noch die Umsatzziele erreicht wurden, jedoch zu Beginn des Jahres 2009 ein erheblicher Umsatzeinbruch zu verzeichnen war. Es wurde notwendig, einige Monate Kurzarbeit anzumelden.

Noch im Jubiläumsjahr hatte die Geschäftsleitung den Entschluss gefasst, ein eigenes Kosmetikstudio als Vorzeigeobjekt für die Marke einzurichten. Eine Gelegenheit, diese Idee in die Tat umzusetzen, bot sich dann im Saunadorf Roetgen-Therme in Roetgen. Wir renovierten und verschönerten zunächst das Mietobjekt von Grund auf. Anschließend entstand ein umfassendes Spa-Angebot und Wellness-Therapeuten sowie Massagespezialisten wurden eingestellt.

Obwohl die Marketingbudgets aufgrund der Finanzkrise gekürzt wurden, konnten doch die traditionellen Marketingmaßnahmen des Unternehmens beibehalten werden – insbesondere Schulungsseminare für ausländische Partner. Eva Mevissen war 2008 als neue Marketingleiterin eingestellt worden. Gegen Ende des Jahres 2008 – bei noch guter Stimmung – hatte die Geschäftsführung den Entschluss gefasst, eine neue Markenpositionierung für das gesamte Sortiment und die Corporate Identity aufzubauen. Evas Aufgabe bestand darin, diesen Brand-Relaunch für das Unternehmen zu planen, zu steuern und umzusetzen. Sie entwickelte hierfür die Masterpläne und trotz Krise begann das Unternehmen schrittweise mit deren Umsetzung. Die neue Corporate Identity hatte unser gesamtes Team in Work Shops mit der Hamburger Werbeagentur Solutions definiert. Durch das Team von B Branded (Oliver Bächstädt und Betina Hubrich) wurde zeitgleich die Strategie für die Markenpositionierung und der Brand-Relaunch erarbeitet. Das Ergebnis waren überzeugende Lösungen für die neue Sortimentsarchitektur und den Verpackungs-Relaunch. Dieses war der zweite Relaunch der Firmengeschichte, das dritte Design.

Zur gleichen Zeit begann die Schulungskosmetikerin Renate Beimel, die ebenfalls seit dem Jahr 2008 für das Unternehmen tätig war, ihre Reisen durch zahlreiche Länder, um die Partner zu schulen. Die erfolgreichsten, internationalen Kosmetikerinnen besuchten ihrerseits Aachen. Einer der häufigsten Gäste in der Kaiserstadt war der russische Partner und größte Kunde **Balance Cosmetic** aus Moskau. Er sollte ebenfalls dazu beitragen, dass ab 2010 schrittweise eine neue Phase des Wachstums eingeleitet wurde.

2009 erzielte die Janssen Cosmeceutical GmbH den gleichen Umsatz wie im Jahr 2007. Erst ab 2010 konnte das frühere Niveau wieder erreicht werden.

Ups and downs

2008 - 2010

The year 2008 included further future-oriented steps of the company: At that time, Elka and Walther began to implement the succession for „their“ company, the Janssen Cosmeceutical GmbH. The new shareholders of the company became the three sons Ulrich, Reinhard and Erik.

After the successful anniversary year, the company recorded a significant increase in turnover in the following year: the eight million Euro mark was exceeded. The product range was also completed with the launch of the high end - high price sub-brand „Dr. Roland Sacher“. Following the major customer events of the previous years, only a small meeting took place in 2008: the 6th International Marketing Meeting Europe. This coincided with the cosmetic trade fair Cosmoprof in Bologna. As always, the Italian partner Interbeauty realized a very nice booth - a successful presentation for the international image of the brand **Janssen Cosmeceutical**. Inspira Cosmetics, the sister company, introduced the new „Suisse absolue“ range of skincare products.

At this time no one had any idea of the global financial crises towards the end of 2008, but first signs of a recession were beginning to appear in all countries. This led to the fact that sales targets were still reached in 2008, but a significant drop in sales was recorded at the beginning of 2009. It was necessary to take advantages of public support for loan cost reductions.

In the jubilee year 2007, the decision had been made to set up an own wellness & beauty spa as a showcase for the brand. An opportunity to put this idea into practice was offered at the sauna park Saunadorf Roetgen-Therme in Roetgen. First, the rented property was renovated and embellished. Afterwards, a comprehensive spa offer was created and wellness therapists and massage specialists were hired.

Although marketing budgets had been cut because of the financial crisis, the company's traditional marketing activities could be maintained - in particular training seminars for foreign partners. Eva Mevissen was hired as a new marketing manager in 2008. Towards the end of 2008 - in a still better mood - the management decided to start a concept for a new brand positioning for the entire product architecture and to create a new corporate identity. Eva's task was to plan, manage and implement this brand relaunch for the company. For this purpose, she developed the master plans and despite the crisis, the company gradually began implementing them. The new corporate identity has been defined together with the marketing agency Solutions from Hamburg. The strategy for brand positioning and the brand relaunch was developed simultaneously with the team of B Branded (Oliver Bächstädt and Betina Hubrich). The result was a convincing proposal for the new product range architecture and the packaging design. This was the second relaunch of the company's history, an important step in the direction of **Cosmeceutical 3.0**.

At the same time, Renate Beimel, our international trainer, who also worked for the company since 2008, traveled to numerous countries. The most successful international beauticians of our partners visited our company in Aachen. One of the most frequent guests in the „Kaisersstadt“ was the Russian partner and largest customer, **Balance Cosmetic**. This partner also contributed to the gradual introduction of a new phase of growth from 2010 onwards. In 2009, Janssen Cosmeceutical GmbH achieved the same turnover as in 2007. Only from 2010 could the trend be reversed.



Reinhard visiting Korea for the first time in 2008; Renate Beimel in Minsk (Belarus); and also in Oslo (Norway) Ulrich at Paris Fair

Renate and Tatiana Trofimova

Dr. Babak exhibiting in Tehran in 2008 and for the first time, Renate at Copenhagen Beauty Show



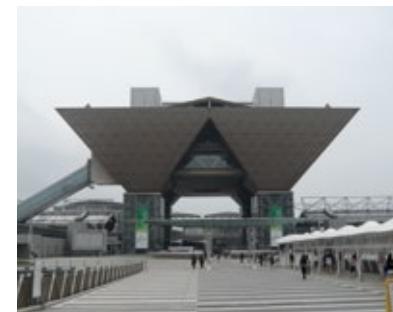
Belarus customer visiting
Aachen



Naci Gulsan (UK) and some of his
VIP customer



Josephine at Hong Kong exhibition
with Ken



Tokyo Beautyworld



With Dr. Sacher in China on tour



... in Shanghai



.... and
Shenzhen



Dr. Sacher with Ken and Walther



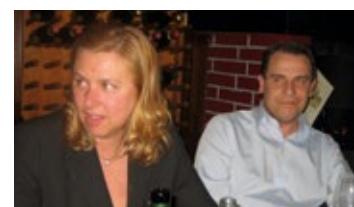
Czech Annual Meeting in Znojmo



Rihards in Riga 2008



Renate in Sofia (Bulgaria) with Bonka
(right)



Gabriella and Riccardo



Reinhard at Singapore Beauty Asia Expo 2009



Great Presentation in Minsk



Danka and Bohumila at Slovakia Show Trencin



Jutta and Tatjana (Minsk) for Sacher video



Walther and Elka in Znojmo 2009



Gabriella & Riccardo



Czech Beauty Event with team



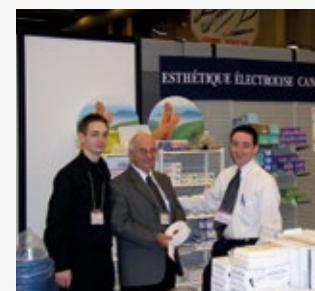
Visiting Tatjana in Minsk



Andrej Hake with Tatjana and Eva Mevissen



Swiss seminar in Aachen 2009



From upper left: Walther visited Minsk in 2009,
here the audience

Reinhard at Intercharm with Natasha
seminar guests from Russia in Aachen

Georgian cosmetologists trained in Minsk

Georgians hosted by Tatiana Trofimova

Exhibition in Montreal with Pascal Brien

Walther and Ulrich meeting Pascal in Atlanta

Eva Mevissen and Nicole Funke (Spa Roetgen)

Renate Beimel and Alida in Tel Aviv

International Meeting Asia Pacific in 2009 at Mandarin Oriental in Hong Kong



From left sitting: Tatyana, Sohail's wife, Josephine Tan, Krestyna Batty, Vicky (CN), Dr. Ahn and two staff, Josephine's daughter. Standing from left: Oleg, Sohail, Walther, Reinhard, R.K. Kyu, Efendi, Ken and his staff



Vietnam delegation



Krestyna & Josephine



Walther visiting Doctor's Clinic



Efendi and Mr. Kyu



Josephine and daughter



Vicky and
staff (SZ)



Oleg & Tatyana, Sohail and his wife



Asia Pacific Meeting in 2009 at the occasion of Cosmoprof Hong Kong: with Tatjana and Oleg from Moscow, Sohail and his wife from Pakistan, Ryu Kyu from Korea, Efendi from Indonesia, Ken and staff from China, Josephine from Singapore, Krestyna for Australia and Dr. Ahn from Vietnam



Walther & Reinhard with Ken, Vicky and Stacy



Islamabad Mosq



Saudi Arabian doctors in Aachen 2009



Danka Kosakova (SK) in Aachen



Tallinn seminar with Renate



Simona from Slovenija



Christmas 2010



Ulrich & Reinhard in Hong Kong



Wolfram Langer and Walther in Karachi



Andrej Hake (†) and Ukrainian professionals



Sohail at presentation



Saiwa with Jutta

2010 Brand Relaunch Meeting in Düsseldorf



The first of the four international marketing meetings organised at the occasion of our brand relaunch and marketing positioning took place in Düsseldorf at the Melia Hotel. Most West- and Central European countries participated in this event, where Dr. Sacher introduced the first two re-designed and technically updated product lines, OILY SKIN and COMBINATION SKIN. On the picture the partners will certainly recognize each other and the staffmembers. On the far right stands Mr. Ram Matai from Hannover, responsible for the Indian market. Mr. Ram Matai passed away a short while after and his son Jens took over.



Pictures of the year 2010:

Walther visiting Pakistan in five cities, here in Karachi; Jürgen and Roswitha Korte, seen here at the Düsseldorf Fair in 2010 experienced a dramatic year. Out of nothing Mr. Korte passed away during a holiday trip in Portugal at the end of June.

The small team continued two more years their distributorship for Germany and passed it later to the headquarter in Aachen



Walther, Jutta and Reinhard travelled for the first time to Pakistan, on invitation of Ahmad Sohail from Mehran Enterprise. We see them on the border to India at Lahore in Punjab

UNICEF Bridge Tournament for charity with Eva, further left Salwa and Ghassoub from Kuwait

Ken sleeping on his way back from Bologna after volcano eruption in Iceland

Danka Kosakova at her seminar in Martin and finally Monica guti holding a seminar in Bucuresti



Fahmi and Luba at Bologna fair



Sohail and his wife



Interbeauty staff at Bologna



Seminar in Slovakia
in 2010

More to see in 2010,
another meeting with
distributors at the
Cosmoprof Fair



... for brand relaunch 2010 in Düsseldorf



Cindy & Bas: 10th jubilee in 2009

Brand Relaunch Meeting in Istanbul 2010





Audience at meeting



... in Istanbul 2010



Marina & Ghennaddi



Priit and Inna in Istanbul



Rihards
and Inesa



Rudolf Geller and
wife Natasha



Turkmenistan partner and Dr. Babak



Seminar Belarus and Moldova



Russian seminar in Aachen



Simina & Panos from Greece



Seminar for Ukraine in Aachen



Aachen Cathedrale



Luxemburg seminar with Julia
(next to Walther) & Olga



Workgroup about the brand relaunch



For our company staff



Diploma for Moscow trainer Lena



Krestyna and Australia
team with Odile de Maria



Oksana Bayramova
and team
in Ashgabat
20/04/2010

Group picture for Hong Kong Meeting 2010



13.11.2010 08:26

From left Josephine Tan, John Batty, Mr. Kyu (KR), Reinhard, Mr. Vasiliades (CY), Yozo Nitta (JP), staff from VN and Dr. Anh (VN), Ken (CN) behind, Walther, Lena from CY, Dr. Munsurens from Mongolia, Odile's partner AU, Ulrich, Vicky (CN), Odile deMaria (AU) and Clarence (Ken's staff from HK)



Eine erneute Wachstumsphase 2011 - 2014

Die zweite Entwicklungsphase im neuen Design: Cosmeceuticals 2.0

Der erfolgreiche Marken-Relaunch wurde auf vier Internationalen Marketing Meetings in Düsseldorf, Istanbul, Hong Kong und Atlanta vorgestellt. Nahezu alle Auslandsvertretungen nahmen an diesen Events teil. Diese Gelegenheit wurde genutzt, um ein Konzept zur kompletten Erneuerung des Verpackungsdesigns und gleichzeitigen Modernisierung der Rezepturen zu präsentieren. Für das Verpackungsdesign zeichnete die Werbeagentur Witte in Aachen verantwortlich. Die Reinzeichnungen erstellte die Graphikerin Simone Bogenrieder, die das Unternehmen bereits seit vielen Jahren begleitete. Die Erneuerung der Formulierungen war sowohl für das Labor Dr. Roland Sacher als auch für die langjährige Entwicklungsleiterin Jutta Janzen eine besondere Herausforderung. Anlässlich der internationalen Marketing-Events wurden als erstes die Serien Pure Secrets und Mixed Secrets aufgehoben und im neuen Design und mit neuen Rezepturen als „Oily Skin“ und „Combination Skin“ vermarktet. Eva Mevissens Masterplan sah in den kommenden zwei Jahren bis Ende 2012 in etwa alle drei Monate vor, eine Serie neu zu gestalten. Manchmal auch mit neuen Rezepturen, manchmal aber nur in neuem Gewand. Bereits im Jahr 2010 konnte der Umsatz bedeutend gesteigert werden. Aber es dauerte zwei Jahre bis der Einbruch durch die Krise 2009 wieder aufgeholt werden konnte. Sicher hatten jedoch die vier weltweiten Marketing-Meetings zu diesem Erfolg beigetragen.

Im Laufe des Jahres 2011 wurden schrittweise die Verpackungen der Serien Skin Regeneration (Opus Belle), All Skin Types, Demanding Skin (Supreme Secrets), MAN (Opus Est) und Dehydrated Skin (Ultimate Secrets) auf das neue Verpackungsdesign umgestellt. Gegen Jahresende folgte dann die Umstellung der Secrets of Paradise Produkte auf „Spa

World“ und die Umstellung der kleinen Make Up Serien, die zuvor unter Secret Looks und Perfect Blend geführt wurden. Eva Mevissen hatte die Umsetzung fest im Griff, es gab nur unwesentliche Verzögerungen. Auch Daniela Schmetz-Heckler im Produktmanagement hatte über viele Jahre alle Hände voll zu tun und meisterte ihre Aufgaben hervorragend. Das neue Design kam weltweit gut an und im Jahr 2011 gelang es erneut, den Umsatz von 2008 zu erreichen.

2012, das dritte Jahr des Verpackungs-Relaunches, führte zur Umstellung der folgenden Serien: Sonnenkosmetik SUN (Sun Secrets), Professional Essentials (einige gesammelte Kabinenprodukte), Ampullen (Skin Excel) sowie verschiedene Maskensorten wie Massage Fleece, Dermafleece (Collagenmasken), die Peeling Masken und die Peel Off Masken (Phytogen ultra). Zu den besonderen Highlights zählten die neuen Produktserien BODY (Body Secrets) und Sensitive Skin (Sensitive Secrets). In beiden Linien kamen nur neue innovative Technologien zum Einsatz, die sehr großen Anklang fanden. Lediglich mit der letzten Serie, nämlich „Fair Skin“ als Ersatz für White Secrets, kam es zu einer Verzögerung. Vorgestellt wurde diese bereits im Jahre 2012 im ostchinesischen Seebad Dameisha nahe Shenzhen. Es war die nächste größere Veranstaltung nach dem Firmenevent im Jahr 2007 und den Relaunch-Veranstaltungen in 2010. Eingeführt wurde „Fair Skin“ dann jedoch erst im Frühjahr 2013. Ausschlaggebend für die Verzögerung war die Tatsache, dass auch hier im Labor sehr intensiv an vollkommen neuen Rezepturen gearbeitet wurde.



A new phase of growth

2011 - 2014

Brand positioning and brand relaunch

The successful brand relaunch was presented at four international marketing meetings in **Düsseldorf, Istanbul, Hong Kong and Atlanta**. Almost all foreign representatives participated in these events. This opportunity has been used to present a concept for the complete design renewal of the packaging and a simultaneous modernization of the recipes. The advertising agency Witte in Aachen was responsible for packaging design. The graphic artist Simone Bogenrieder, who has been a companion of our company for many years, produced the graphic designs for packaging components. The renewal of the formulations was a special challenge both for the laboratory Dr. Roland Sacher and for the development manager Jutta Janzen, who had been managing the company's product development and application techniques for more than ten years now.

On the occasion of the above mentioned international marketing events the Pure Secrets and Mixed Secrets series were first up-lifted and marketed as „Oily Skin“ and „Combination Skin“ in the new design and with new recipes. Eva Mevissen's Masterplan for the next two years until the end of 2012 projected the re-design of all series, at a pace of about one every three months, in some cases also with new formulations, but sometimes only in new packaging. Sales in 2010 were again significantly increased. The four global marketing meetings had certainly contributed to this success. But it took two years to overcome the crash of 2009 and to pick up again.

During the course of 2011 the packaging of the series Skin Regeneration (Opus Belle), All Skin Types, Demanding Skin (Supreme Secrets), MAN

(Opus Est) and Dry Skin (Ultime Secrets) were gradually converted to the new packaging design. Towards the end of the year, the Secrets of Paradise products were changed to „Spa World“ and the small Make Up series combined what had previously been offered under Secret Looks and Perfect Blend. Eva Mevissen had the implementation firmly under control, there were only insignificant delays. Daniela Schmetz-Heckler also had a lot of work to do for many years as she was initiating, preparing the packaging graphics and labeling in eight languages. The new design was well received all over the world and in 2011, the company was again able to perform the sales level of 2008.

2012, the third year of the packaging relaunch, led to the conversion of the following series: SUN (Sun Secrets), Professional Essentials (some assorted cabin products), Ampoules (Skin Excel) as well as the variety of masks, such as Massage Fleece, Dermafleece (collagen masks), Peeling Masks and the Peel off Masks (Phytogen ultra). Among the highlights were the new product series BODY (Body Secrets) and Sensitive Skin (Sensitive Secrets). In both lines only new innovative technologies were used, and those were very popular. Only with the last series, namely „Fair Skin“ as a replacement for White Secrets, there was some timely delay. The line was already presented in 2012 in the Eastern China Sea Spa Resort of **Dameisha** near Shenzhen. It was the next major event after the jubilee in 2007 and the relaunch events in 2010. „Fair Skin“ however, was only effectively launched in spring of 2013. The reason for the delay was the fact that also for this line the laboratory was intensively working on new, innovative and effective new formulations.

Cosmeceuticals 3.0

The new design with our brand relaunch.
Here some group pictures for MAN, BODY and SUN



See below the TREND YOUTH FORMULA, CONTOUR LIFT and SKIN DEFENSE launched from 2013 till 2015

**Cosmeceuticals 3.0**

was a successful packaging relaunch and formulation update for all our assortments; it was followed after 2013 by Trend Editions





Walther sitting on a
volcano near Bandung



Seminar in Thailand with
Krestyna and Reinhard



Bangkok



Renate in Jordan



Reinhard in Malaysia



Efendi's wedding



The couple



... with Krestyna in Thailand,
Mr. and Mrs. Napasorn Pranich



In January 2011 Walther visited for the first time Indonesia, the capital Jakarta. Efendi's invitation for his marriage with Yanti could not be missed. It was a great event and some little time was left over to visit the volcano near Bandung

Renate Beimel and Reinhard travelled to Malaysia for a few seminars in Johor Bahru and Kuala Lumpur to support Kalen, which had just started to develop the business in this growing market

Ulrich collecting the Award "Enlace" in Miami



Prix Pierantoni for innovation, five years in a row



On top the big event in The Netherlands from our partner Lookx Group

Below Renate visiting Luba in Amman to hold a seminar

Back in 2011 also our China representative Ken He came the first time to Germany with a group of aesthetician. It was a chance to deepen friendship and business, whether it was with Elka or with Erik, here together with Stan He, the son of Ken who just came from Vancouver to Hong Kong to help his father



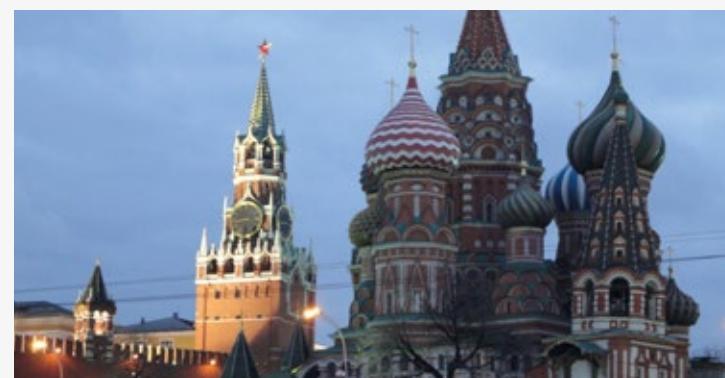
Eva with her Russian marketing counterparts in Moscow, here Dina on the left

At right we see Lena and Tatyana reflecting on the world ...



Ulrich in the meantime gathered first awards around the world, five times the „Prix Pierantoni“ in Paris, an award offered by „Les Nouvelles Esthetiques“ magazine for special product innovation

Above Ken and Cool Mandy from Nanjing together with Krestyna and the Shanghai Sales Director



As every year activities with our Russian partners have been intense, both in Moscow or in Aachen. Here the seminar group in Aachen and some thoughtful Lena and Tatjana. We now stayed at the Kempinski Baltschuk, were Balance operates a spa and from where a beautiful view of the Kremlin and the Basilius Cathedral was always assured

Cosmeceuticals 3.0

New design and
innovative formulations:
constantly updating our
brand positioning

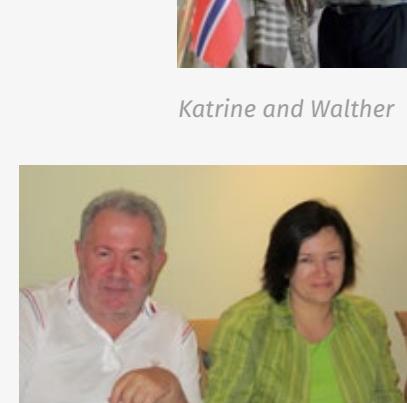


A selection of the product
assortment for retail sale
and for professionals use



Also in 2011 was the tenth anniversary of the partnership between Balance Cosmetics and Janssen Cosmetics. An occasion for the Balance Cosmetic staff members and some VIP to visit Berlin and Potsdam. Walther and Elka were also privileged guests of that party. The staff members in blue on our right

Below left a smaller seminar with professionals from the USA, here with Renate & Walther



Rudolf and Natasha



Katrine and Walther



Kremlin cannon

In Kiev, see left side, Rudolf Geller was also celebrating its 10th anniversary with a big event and a river cruise dinner, a real flooding of vodka and wine, with more than 300 participants. Above as nearly every year, a group of Ukrainian professionals visited us in Aachen



Karina at training session in Serbia



Renate at seminar in Jordan



Walther & Reinhard with pope Nikolai and Olga in Moscow



Andrey Hake and Walther at riverboat cruise, having fun



Seminar with Norwegian professionals and Katrine



Karina Zawierucha with Olivera Mandic in Serbia



Moscow 10th anniversary at Hyatt



Efendi giving



Produktinnovation und Trends

Mit der Einführung der „Trend Edition“ im Jahr 2012 startete Janssen Cosmetics eine neue Innovationsoffensive, um verschiedene Trends in der Kosmetik berücksichtigen zu können. Die erste Trend Edition „Contour Lift“ umfasste zwei Präparate, die durch Lifting und Contouring zu einem jüngeren Aussehen verhelfen. Im Jahr 2013 wurde die Trend Edition mit dem „Jugendmolekül“ in Skin Youth fortgesetzt. Den Trend verpasst hatte Janssen Cosmetics wohl mit einer eigenen Version der BB Cream, die nicht zu einem großen Erfolg wurde. Als Maskeninnovation präsentierte das Unternehmen in 2013 die Biocellulose Maske, an deren Entwicklung lange mit verschiedenen Labors gearbeitet wurde. Zeitgleich wurde gemeinsam mit dem russischen Partner Balance Cosmetic ein Fotoshooting mit dem neuen russischen Model Rima realisiert. Diese Aufnahmen sollten die Marketingmaßnahmen des Unternehmens für einige Jahre bereichern.

Bis zum Frühjahr 2013 wurden somit alle Verpackungen schrittweise umgestellt und die neue Marke JANSSEN COSMETICS weltweit etabliert. Somit waren die Markenpositionierung und der Brand-Relaunch erfolgreich abgeschlossen. Die Unterzeichnung eines Vertrags mit Johnson&Johnson und mit Janssen Pharmaceutica im Vorjahr 2012, räumte Janssen Cosmetics die weltweiten Markenrechte im professionellen Kosmetikbereich ein. Da in diesem Vertrag Apotheken und Ärzte ausgeschlossen waren, wurde die medizinische Kosmetik auf die Firma Inspira Cosmetics verlagert und dort insbesondere auf die Marke Inspira:Med. Diese wurde im Jahr 2013 ebenfalls einem Relaunch unterzogen.

Große Veränderungen gab es in diesen entscheidenden Jahren nicht nur beim Markenauftritt, sondern auch hinsichtlich der eigenen Spas und des Deutschlandvertriebs: Aufgrund der Geschäftsentwicklung wurden sowohl das Spa in Roetgen als auch das 2009 eröffnete Spa Superior im Seminarhotel Art Hotel Superior statt in Eigenregie nun von Betreibern geführt, die bereit waren, auf eigene Rechnung zu arbeiten. Zudem hatte der plötzliche und unerwartete Tod des langjährigen Geschäftspartners

Jürgen A. Korte im Juni 2010 alle sehr betroffen gemacht. Seine Ehefrau Roswitha Korte führte mit ihrem Team die Geschäfte noch für zwei Jahre weiter, bevor die Zentrale in Aachen den wichtigen deutschen Markt selbst übernahm.

In den Jahren 2012 und 2013 schienen die Folgen der Finanzkrise in der Kosmetikindustrie in Russland und in der Ukraine – aber auch in allen anderen russischsprachigen Ländern und in den asiatischen Märkten – bereits gänzlich überwunden. Selbst Märkte wie Belarus, Moldawien und die zentralasiatischen Republiken trugen in starkem Maße zum Umsatzwachstum und somit zum Ertragswachstum des Unternehmens bei. Die Markenregistrierung von Janssen Cosmetics wurde in allen Ländern vorangetrieben und auch die Internetauftritte sollten weltweit vereinheitlicht werden. Für diese Mammutaufgabe wurde eigens eine Abteilung gegründet. Verbunden mit neuen Textdokumenten in vielen Sprachen und auch mit neuen Fotoserien und Modelbildern konnte der gesamte Markenauftritt des Unternehmens professionalisiert werden.

Ende Oktober 2013 wurden währenddessen Gäste aus 51 Ländern zum **7. Internationalen Marketing Meeting Europe** im Hotel Quellenhof in Aachen begrüßt. Präsentiert wurden die neue Markenpositionierung, die neuen Warenzeichenrechte und der neue Internetauftritt. Alle Partner erhielten im Zuge der Veranstaltung neue Verträge. Jahr für Jahr kamen neue Länder hinzu und bereicherten die „Vertreterfamilie“ des Aachener Kosmetikunternehmens. Nachdem Janssen Cosmetics zunächst die Marke von 70 Ländern überschritten hatten, waren es im Jahr 2014 mehr als 80 Märkte, in denen das Unternehmen synonym für Premium-Qualität und Innovation stand.

Product innovation and trends

With the introduction of a first „Trend Edition“ in 2012, Janssen Cosmetics launched a new innovation campaign to take into account different trends in skincare. The first Trend Edition „**Contour Lift**“ included two preparations. Those formulas contributed to a new state of the art look on face lifting and contouring. In 2013 the trend edition continued with the introduction of the youth molecule in „Skin Youth“. Janssen Cosmetics had somehow missed the trend of BB Cream, as this item should have been introduced a few years earlier. It came on the market too late. In 2013, the company presented the Biocellulose Mask as a mask innovation, which has been developed by different laboratories for a long time. We selected finally the French version.

At the same time a photo shooting with the new Russian model **Rima** was implemented by our Russian partner Balance Cosmetic at a working session in Tallinn. These recordings should enrich the marketing activities of the company for several years.

By spring 2013, all packaging had gradually been converted and the new **JANSSEN COSMETICS** brand was established worldwide. Thus the brand positioning and the brand relaunch were successfully completed and so was Cosmeceuticals 3.0. The signing of a trademark agreement with Johnson & Johnson and Janssen Pharmaceutica in the previous year, acknowledged the worldwide trademark rights for the brand in the professional cosmetics sector. Since pharmacies and doctors were excluded in this trademark agreement, the medical cosmetics were transferred to Inspira Cosmetics, where the Inspira: Med brand was therefore relaunched in 2013.

In the course of the business development of both the Spa in **Roetgen** and the Spa Superior opened in 2009 at the seminar hotel **Art Hotel Superior**, it was decided to operate them in the future by the spa operator themselves, and so the management found some professionals

who were willing to work on their own account. In addition, the sudden and unexpected death of the long-term business partner **Jürgen A. Korte** in June 2010 made us all feel sad and affected us deeply. His wife, Roswitha Korte, continued the business with her team for two more years, before the head office in Aachen took over the distribution in the important German market by himself.

In 2012 and 2013, the consequences of the financial crisis had been completely overcome, especially in Russia, in Ukraine, but also in other Russian-speaking countries and in the Asian markets. Even markets such as Belarus, Moldova and the Central Asian republics contributed significantly to the company's growth in sales and earnings. Janssen Cosmetics' trademark registration was launched in all countries and internet sites should be unified around the world. For this mammoth task a internet department was founded. Combined with new text documents in many languages and also with new photo series and model pictures, the entire brand appearance of the company was professionalized.

At the end of October 2013 guests from 51 countries were welcomed at the Hotel Quellenhof in **Aachen** for the 7th International Marketing Meeting Europe. The new brand positioning, the new trademark rights and the new internet presence were presented. All partners received new contracts during the course of the event. Year after year, new countries joined and enriched the „sales agents community“ of the Aachen based cosmetics company. Janssen Cosmetics distribution network exceeded for the first time 70 partners and countries worldwide, and already in 2014 more than 80 markets were synonymous with premium quality and innovation thanks to Janssen Cosmetics.



Lamara giving instructions in Tiflis



Russia seminar in Aachen 2012



Ulrich and Antje visiting Irma in Tijuana



Marc Gehlen & Marcel Thieffry



Uzbekistan technician in Aachen



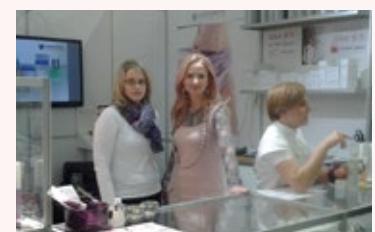
Team Korte with
Cornelia Heinnecke



Czech and Slovak delegation visiting Düsseldorf



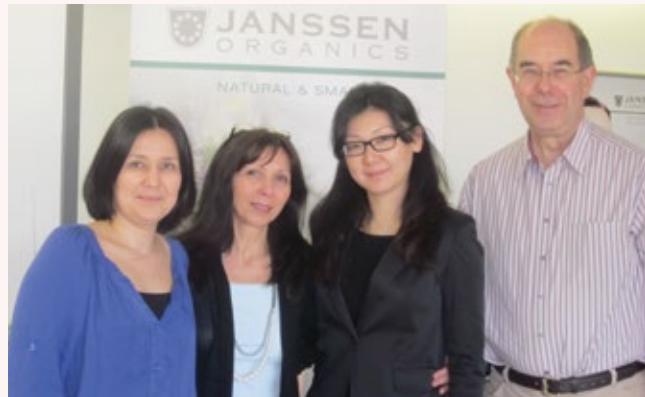
UNICEF charity event with Eva in 2012



Danka at Trencin Show



In 2012 Ken He together with our team organised a presentation of the whitening line FAIR SKIN for his customer at the Dameisha wellness and spa resort near Shenzhen. We had a chance to invite our Asia-Pacific partner at the same time and many showed up: From Malaysia, Singapore, India for instance but also from Russia. Here we see the participants at this wonderful event



From left, Renate with Vesna in Croatia, a Beautyworld opening in Indonesia, Eva Witt visiting Priit and Inna in Tallinn for a shooting with Rima (left). Below we see Reinhard, Walther and Ken in Shanghai, Natasha and Tatyana in Tallinn and the Russian seminar group in Brussels



Here on the right
Sylvie, sales agent in
France (Ile de France),
Lamara lecturing in
Tiflis and Pascal and
Walther at the
Nouvelles Esthetiques
award ceremony





Reinhard with Natasha and Eva in Moscow



Seminar from Belarus



Seminar guests from Russia 2012



Workshop for German professionals



Seminar guests from Hungary with Csilla (next to Walther)



Press conference for 15 years of Cosmeceuticals



Rihards Akmentins & Inesa in Aachen



... and another USA seminar 2012



Above left we see opening of the Beautyworld in Phnom Penh (Cambodia)
Düsseldorf Beauty
Medical event in Vietnam with Reinhard Walther and Snezana visiting Hungary
Alfred Sima exhibiting in Salzburg
Seminar in Aachen with Russian guests and Dr. Sacher
Beauty Eurasia Expo in Istanbul by Elsim Kozmetik



Exhibition in Warszawa 2013



Lamara from Moscow, instructor, in Aachen



Estonian guests in Aachen

Pictures from 2013 - the brand relaunch was now finished



The sister Munkhsurens in Ulaan Baatar



The first Turkish group in Aachen



Guests from Russia in Aachen in 2013



Singapore professionals visiting Aachen



Josephine Tan



Renate visited Charming Beauty in Mongolia



Daniela and Renate visiting
Catarina in Portugal



Rudolf inaugurating his
event in Kyiv



Professional seminar in Amman, Jordan by Renate Beimel for Luba Chushwarna. A big success in a place which in 2017 will have its 15th anniversary for Janssen Cosmetics



Renate visiting India,
here Kolkatta



Walther being decorated
with Euriade pin



Eva and Reinhard
in Znojmo



Olga and Julia from Dublin
at training session



Jennifer welcomed Renate
in Atlanta



Emil & Bohumila in 2013



Picture from the audience of seminar in Kyiv 2013



... Reinhard and Efendi in seminar group

Also Indonesia was supported very well: Reinhard and Krestyna visited Efendi.



Moldova visiting Aachen



Kiyv monument



Renate at Taj Mahal Hotel

In 2013 Rudolf Geller organised a big customer event in Kyiv with more than 300 participants from all over the country

Seminar from Belarus and Moldova in Aachen



Big events in Indonesia in 2013 with Krestyna



The year 2013 was also the year where Janssen Cosmetics celebrated the end of the brand relaunch and the registration of its trademark. It was a big event at the Quellenhof Pullman-Hotel in Aachen. More than forty countries showed up for the event, another chance to meet each other and to discuss freely about techniques and marketing



Above are Simona (Slovenija) and Edda (Albania)
Here some shots from that event: Rudolf Geller and
cosmetologues, Cindy & Bas from Holland, Edda
from Tirana, Adam Christoph from Znojmo (CZ),
Tatiana Trofimova from Minsk (BY)
Below right Dr. Mohamed (l) and Slim
Kalfallah (r) from Egypt and Tunisia

Geschäftsentwicklung in den USA 2008 - 2012

Das Jahr 2008 markierte einen strategischen Wendepunkt auf dem amerikanischen Kontinent: Die Firma Janssen cosmeceutical, LLC, die zuletzt in Newport Beach angesiedelt war, wurde geschlossen und der gesamte Vertrieb nach Tucker in Georgia verlagert. Im Zuge dessen wurde der US-Markt erneut in sechs „Territories“ aufgeteilt. Ab jetzt sollten sowohl die Vertreter als auch die Sub-Distributoren in dieser Zentrale bestellen. Die Marketingkoordination für die USA wurde jedoch nach wie vor nicht einfacher. Es gab drei National Meetings, zunächst in 2008 das 6th National US Marketing Meeting in Las Vegas, anlässlich der Messe „Aesthetics Congress“. In Los Angeles war mit Janssen Southwest, LLC ein neuer Distributor hinzugekommen. Gesellschafter war der chinesische Partner Ken He sowie seine Bekannte Stacy Rong. Im Midwest, Northeast und Southeast waren Elizabeth, Sina und Jennifer als Vertreterinnen bzw. „Sales Agents“ für das Unternehmen tätig.

Mit 1,8 Mio. \$ konnte der Umsatz im Jahr 2008 gerade gehalten werden. Er verringerte sich jedoch bereits in den kommenden beiden Jahren auf 1,0 Mio. \$ - mehr als die Hälfte davon jedoch zu Großhandelspreisen. Diese Umsatzentwicklung führte zur Planung zweier weiterer National USA Marketing Meetings: Im Dezember 2009 trafen sich die Distribu-

toren zum 7. National USA Marketing Meeting mit Walther und Ulrich in Atlanta. Cheftrainerin Renate Beimel stellte die neue Massage „Dr. Roland Sacher“ vor. Beim 8. National USA Marketing Meeting im Dezember 2010, ebenfalls in Atlanta, wurden die neue Markenpositionierung und der Brand-Relaunch präsentiert.

Da einige der Distributoren teilweise direkt aus Aachen beliefert wurden, ging der Umsatz der Filiale in 2011 auf 790.000 \$ zurück. Die neue Lösung für die Firma Janssen cosmeceutical, LLC führte nicht zum Erfolg. Es folgte daher die Auflösung der Vertretung Janssen Southeast, LLC im Dezember 2011. Die Vertriebsrechte der sechs Vertretungen wurde nun direkt in Aachen wahrgenommen. Damit war das Kapitel der direkten Beteiligung durch eigene Vertretungen in den USA nach fünfzehn Jahren beendet worden. Die sechs Vertretungen waren: Unovisskin (Sina von Eisenstein) in New York; eFortune Designs (Jennifer Swinton) in Atlanta; Global Skin, Inc (Elizabeth Coglianese) in Chicago; Leo Unlimited (Ed Beck) in San Antonio; Aesthetics plus (Metaxia Dalikas) in San Francisco und Janssen Southwest (Stacy Rong) in Los Angeles. Sie bestellten nun alle direkt in Aachen.

Business development in the USA

2008 - 2012

The year 2008 marked a strategic turning point on the American continent: the company Janssen cosmeceutical, LLC, which was most recently settled in Newport Beach, was closed and the entire distribution moved to Tucker in Georgia. In the course of this, the US market was once again divided into six „territories“. From now on, all representatives as well as the sub-distributors should order in the Tucker logistic center. Marketing coordination for the USA however, became not easier. At a National Marketing Meeting USA in **Las Vegas** the new distribution strategy was presented. In the Southwest territory (Los Angeles), a new distributor, *Janssen Southwest, LLC*, was added. The Chinese partner Ken He and his friend Stacy Rong were shareholders of that company. In the Midwest, Northeast and Southeast, Elizabeth, Sina and Jennifer worked as sales agents for the company.

In 2008, the total sales of \$ 1.8 million, could be maintained. However, sales performance would decline to \$ 1.0 million in the next two years. A big part was billed at wholesale prices. This sales development led to the planning of two further National USA Marketing Meetings: In December 2009 the sub-distributors met for the 7th National USA Marketing Meeting with Walther and Ulrich in **Atlanta**. Our trainer Renate

Beimel introduced at this occasion the new massage technique „Dr. Roland Sacher,. At the 8th *National USA Marketing Meeting* in December 2010, also in Atlanta, the new brand positioning and the brand re-launch were presented. The headquarter further decided to gradually supply all distribution partner directly from Aachen.

Since some of the distributors were partly supplied directly from Aachen, the sales of Janssen Southeast, LLC further declined to 790,000 \$. The office had already been moved to lower costs, but this new solution for the company did not lead to success. The dissolution of the office in Georgia, Janssen Southeast, LLC was decided in December 2011. The distribution rights of the six representations were now executed directly in Aachen. This meant that the chapter on direct investment in the USA had been ended after fifteen years' of own branches. The new six representations were: *Unovisskin* (Sina von Eisenstein) in New York; *EFortune Designs* (Jennifer Swinton) in Atlanta; *Global Skin, Inc* (Elizabeth Coglianese), Chicago; *Leo Unlimited* (Ed Beck), San Antonio; *Aesthetics plus* (Metaxia Dalikas) in San Francisco and *Janssen Southwest* (Stacy Rong) in Los Angeles.

Sales of Tucker office (price to retailer):

2008	1.821.000 \$	2009	1.174.000 \$	2010	1.042.000 \$	2011	788.500 \$
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Atlanta Meeting 2008 above
Ulrich with Anna & Metaxia Dalikas

Ken with Liz, Sina, Nicole Najdali

Ulrich with Klara Doert and Nicole

Middle row, Lola, Irma, Gabi

Nicole Najdali treating Ken

Metaxia Dalikas and Tiffany

Bottom line: Ulrich at Vegas Show
with Lola and Gabi

Sina performing a treatment



At the Las Vegas Show 2008 took place the National Meeting; Southwest LLC was a new sub-distributor; six territories have been installed

Below in middle, Sina performing at the show event; Reinhard and Ulrich with Gabi from Tijuana

National USA Marketing Meeting in Atlanta, GA in December 2009

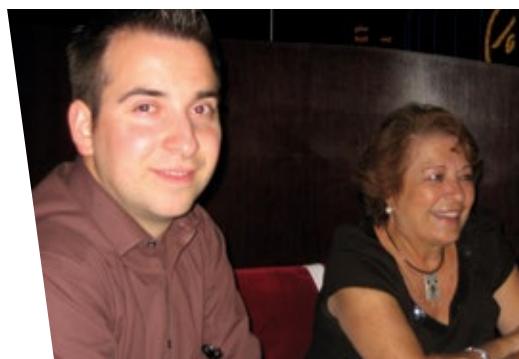


From left Cindy Kuo, Metaxia & Anna Dalikas, Polana (MW), Ulrich, Sina, Gabi Betanzos (kneeling), Tiffany, Monty (Jennifer's staff), Elizabeth Burke, Renate Beimel, Ed Beck, Pascal Brien, Jennifer, Irma Betanzos, Walther, Manni Canassi (P.R.)



*USA Marketing Meeting in Las Vegas
in 2008, 2009 and 2010,
followed by events in Chicago (2013)
and San Francisco (2015)*

*Above however Walther with US
seminar guests in Aachen*



*Above Ken and Ulrich with Lola, Stacy and Gabi in Las
Vegas 2009; next is Sina with Irma and Socrates (EC);
Below Aesthetics plus team at the Vegas Show with
Ulrich and Ken He*

*Some participants at the meeting 2009:
Ed Beck and the Northwest team;
below Tiffany, Pascal, Jennifer and Sina
Left Reinhard and Lola Acosta*



National USA Marketing Meeting 2010 in Atlanta, GA



From left Jennifer's staff, Anna Dalikas, Socrates Bermudes, Metaxia Dalikas, Jennifer's staff, Jennifer Swinton Tiffany McLaughlin, Ulrich, Walther, Sina von Eisenstein, Pascal Brien, Annie Rong (Stacy's daughter), Cindy Kuo and Ed Beck



USA Marketing Meeting Chicago 2013, from left
Stanley He, Pascal Brien, Dorothee (CA), Ken He, Ed
Beck, Alexander Cruz (DomRep), Gabi, Irma and Liz's
daughter; sitting from left Eleni Tripasas, Walther, Sina
von Eisenstein, Jennifer and Liz Burke

And on picture below the dinner party

Left above we see Aesthetics plus at Vegas Show in 2012;
Closing the warehouse in Atlanta in December 2011
The lalicq statue for Pierantoni Innovation price, five
years in a row Janssen Cosmetics was a winner

National USA Marketing Meeting in San Francisco, CA in 2015



Sitting from left: Walther, Julia Steinbeck, Metaxia Dalikas, Sina von Eisenstein, Irma Betanzos, Annie Rong.

Standing from left: Lesti Puff, Bernice Beck, Ulrich, Eleni Tripsas, Jennifer Swinton, Stan He, Joe Wang, Alexander Cruz, Anna Dalikas, Alexander's staff (DR), Jose Luis, Irma's son (MX) and Erica Dement (NW)





Die neue Generation der Geschäftsführung

Im Jahr 2012 wurde nach Ulrich auch Reinhard Janssen zum Geschäftsführer des Unternehmens bestellt und zum Jahresende schied Walther Janssen mit Erreichen des Rentenalters als Geschäftsführer aus. Der Firmengründer stand dem Unternehmen aber in vielen Fragen weiter beratend zur Verfügung.

Auch in den Folgejahren 2013 und 2014 entwickelten sich die Umsätze und Erträge des Unternehmens sehr positiv. Der Marken-Relaunch machte sich bemerkbar und die Finanzkrise war endgültig überwunden. Zu diesem Zeitpunkt konnten natürlich nicht mehr viele neue Länder zur „Janssen Familie“ hinzustoßen, das gesamte Team freute sich aber über jedes neue Mitglied. Während im Jahr 2007 über 70 Länder beliefert wurden, waren es im Jahr 2014 bereits über 80. Das Jahr 2014 wurde mit einem Umsatz von 9,2 Mio. Euro überhaupt zum erfolgreichsten Jahr der Firmengeschichte.

Doch bereits zum Jahresende zeichneten sich dunkle Wolken am sonst so blauen Himmel ab: Im Winter 2013/2014 war die Krise in der Ukraine ausgebrochen, die zur Krise um die Krim auswuchs. Als eine Folge brach im Dezember 2014 der Wechselkurs des Rubel und vieler anderer Währungen ein. Janssen Cosmetics sollte die Auswirkungen in 2015 zu spüren bekommen.

Trend Edition

Nach dem erfolgreichen Brand-Relaunch wurden nach und nach noch die Serien umgestellt, deren Rezepturen während des Verpackungs-Relaunches nicht modernisiert worden waren. Neuheiten wurden jedoch der neuen Markenstrategie folgend jährlich unter sogenannten Trend Editions vermarktet. Diese waren in 2012 „Contour Lift“, im Jahr 2013 das Jugendmolekül „Skin Youth“, die Schlankheits- und Festigkeits-Wirkstoffe in der BODY-Serie, die Feuchtigkeitsspender „Aquaporine“ und als „Waste Management“ für die Haut die DETOX-Pflege in 2014. Hinzu kamen einzelne Trendprodukte wie beispielsweise die CC Cream.

Products: **2012:** Sensitive Relaunch, Relaunch SUN, Professional Essentials, Ampoules (früher Skin Excel), Massage Fleece und Dermafleece (Collagenmasken), Face Guard SPF 30, Bio Cellulose Mask, Make up #0 und #5, sowie die Trend Edition „Skin Contour“
2013: Fair Skin lightening concept, Trend Edition „Skin Youth“, BB Cream, new Biocellulose Mask, Relaunch Peeling Masks und Peel Off Masks.
2014: Trend Body Contour, Cooling Leg Lotion, Peel Off Gel Mask, AHA concept

Sales (at wholesale price):

2010	7.5 mio €	2011	7.7 mio €	2012	8.7 mio €	2013	9.2 mio €	2014	9.3 mio €
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2010: Bulgaria (Estetic Pro), Costa Rica (Centro Empresarial), Greece (Vanity), Luxemburg (Prestige)

New management generation

In 2012, Reinhard Janssen was appointed as Managing Director and at the end of the year Walther Janssen retired from the function of Managing Director with the achievement of the pension age. However, the company founder was available for the company as a much wanted advisor.

The sales and earnings performance of the company also developed very positively in the following years in 2013 and 2014. The brand re-launch was noticeable and the financial crisis had finally been overcome. At that time, of course, not a lot of new countries were able to push the „Janssen family“, but the entire team was happy about every new member. While over 70 countries were supplied in 2007, it was already over 80 in 2014. The year 2014 was the most successful year in the history of the company so far with a turnover of 9.2 million Euros.

But as early as the end of the year, dark clouds appeared already on the otherwise blue sky. In winter 2013/2014, the crisis in the Ukraine had

broken out, leading to the crisis surrounding the Crimea. As a result, in December 2014 the exchange rate of the ruble and many other currencies collapsed. Janssen Cosmetics should feel the effects in 2015.

Trend Edition

After the successful brand relaunch, which had gradually re-furnished packaging design und updated many formulations, the new innovation strategy consisted in a launch of a new trend edition every year. This was Contour Lift in 2012, the youth molecule **Skin Youth** in 2013, the slimming and tightening active ingredients in the **BODY** series, the „**Aquaporine**“ **moisturizer** and „**DETOX care**“ for the skin In 2014. In addition, there were individual trend products such as the CC Cream.

2011: Emirates (Life Style Aesthetics), Serbia (Renessansa). Montenegro (Rosa), Egypt (Utraco), Bosnia-Herzegovina (Muzzy Media)

2012: Belgium (Hoven Cosmetics), Bangladesh (Antics), Germany (JC), Poland (Maciej Kotula - Vista.)

2013: Polynésie Fr. (Hong My), Portugal (Vital Plus) Cambodia (EPA), Ireland (Radanta), Lebanon (Omnicare), Korea (Hyunjin), Algeria (Akretche)

2014: Romania (Ecovital), Spain Norte (Rearden), Peru



Our team at the Filmfestival Berlinale in 2014



Belarus seminar in Aachen 2014



Rihard's seminar in Riga (Latvia)



Salon de Paris 2014 with Elodie



Ukrainian seminar in Aachen, last for Crimea



Presentation Event in St. Petersburg 2014



Ulrich with our Dutch guests in Aachen



CIBTAC seminar in Aachen with Krestyna
"train the trainer"



Pascal Jourdan's team at Paris Salon de Beauté



Above group from Russia visiting Aachen in 2014.
Here right, for the first time, professionals from Italy in Aachen with Gabriella and Riccardo, 2014



On top seminar group in Aachen with guests from USA, England and Mrs Kirstin Bergmann from Iceland - a new distributor who successfully started in 2014 - here above Ulrich with Krestyna and Danielle; Above right Daniela Schmetz at a training session in Portugal where Catarina Ferreira started a new distributorship as well. Below Ulrich with seminar guests from the Netherlands in Aachen





Some pictures from the company's summer party



training session of professionals from Serbia, made by Renate



Beauty World opening in Phnom Pen (Kambodia)







Die Welt in Aufruhr 2015-2017

Janssen Cosmetics steht synonym für Premium-Qualität. Der hohe und beständige Qualitätsanspruch und der gute Service des Unternehmens sind sicherlich in hohem Maße für das Umsatzwachstum der vergangenen Jahre ausschlaggebend. Eine Entwicklung, auf die man stolz sein kann und die sicherlich den vereinten Anstrengungen des Labors Dr. Sacher Kosmetik und des Qualitätsmanagements im Hause geschuldet ist, welches in 2016 bereits seit zwölf Jahren angewendet wurde. Die Geschäftsführung und das Team wurden auf diesem Weg durch viele positive Reaktionen bestärkt. Mit dem sicherlich nicht überraschenden Ergebnis, dass im Jahr 2014 der bisher höchste Umsatz im Unternehmen verbucht wurde.

Nach dem erfolgreichen Geschäftsjahr 2014 kam es bereits im Folgejahr durch die Krise auf der Krim und den Verfall des Ölpreises zu drastischen Umsatzeinbußen in der Russischen Föderation und der Ukraine sowie in allen anderen GUS-Staaten. Dieses war dem Einbruch der Nachfrage geschuldet, bedingt durch den dramatischen Verfall des Wechselkurses des Rubels. Nur ein Teil dieser Umsatzeinbrüche konnte kompensiert werden. Die beiden Jahre 2015 und 2016 waren von dieser geopolitischen Krise gezeichnet – ein Fakt, der viele deutsche Firmen eint, die intensive Geschäftsbeziehungen zu Russland unterhalten.

Entsprechend einer Vereinbarung mit Frau Korte, der Witwe des verstorbenen deutschen Generalvertreters, hatte die Aachener Zentrale in Deutschland Mitte 2012 die Kunden des Vertriebspartners JAK Cosmetic übernommen. Der Vertrieb wurde nunmehr direkt aus Aachen gesteuert. Für diese Aufgabe zeichnete die neue Vertriebsleiterin Gabriele Riolo verantwortlich. Der Umsatz konnte in den Folgejahren gesteigert werden, allerdings blieb die Neukundengewinnung hinter den Erwartungen zurück. Somit fasste die Geschäftsführung im Mai 2016 den Entschluss,

Deutschland in vier Verkaufsgebiete aufzuteilen und diese mit angestellten Gebietsverkaufsleiterinnen oder Verkaufsleitern zu besetzen.

Ein weiterer Umbruch wurde in der Abteilung für Web Marketing vollzogen. Diese wurde 2015 aufgelöst und die Betreuung der Webseiten und Shops von externen Dienstleistern übernommen. Janssen Cosmetics stellt in etwa 30 Ländern Webseiten zur Verfügung. Insgesamt werden zudem etwa 20 Online Shops betrieben. Das Bestellwesen der Distributoren und der Kunden in Deutschland wurde auf das Online Portal janssen-cosmetics.net umgestellt und mit dem hausinternen Warenwirtschaftssystem verknüpft.

Trotz des von internationalen Krisen bestimmten Jahres 2015 konnten zu den unternehmensinternen Veränderungen einige wichtige Innovationsprojekte durchgeführt werden: Dazu zählten der bereits seit Ende 2014 durchgeführte Relaunch der Rezepturen von „Demanding Skin“, der sich bis ins Jahr 2015 hinein erstreckte, sowie die Lancierung der Trend-Edition SKIN DETOX.

Mittlerweile gab es im Unternehmen zahlreiche Mitarbeiter, die bereits zehn Jahre und mehr für Janssen Cosmetics tätig waren. 10-jähriges Firmenjubiläum feierte zunächst Marlies Dreuw, gefolgt von der Chefkosmetikerin Jutta Janzen und den langjährigen Lagermitarbeitern Marcel Thieffry und Sebastian Adamski. Auch die drei Söhne von Elka und Walther Janssen – Ulrich, Reinhard und Erik – sowie die „Seele“ der Kantine, die Hauswirtschafterin und Köchin Roswitha Grassmann, feierten ihr 10-jähriges Jubiläum. Bald gesellte sich noch Daniela Schmetz-Heckler hinzu und Snezana Radovic aus dem Export-Vertrieb folgt im Jahr 2017.

The world in turnmoil

2015 - 2017

Janssen Cosmetics is synonymous with premium quality. The high and consistent quality requirements and the good service of the company are certainly to a large extent decisive for the sales growth of the past four years. A development this company can be proud of and which is certainly due to the combined efforts of the whole team, the Dr. Sacher Cosmetics Laboratory and quality management inside the organisation. For more than 12 years now, since 2004 to be precise, a yearly Quality Management (QM) Audit had been successfully passed. The management and the team were rewarded in such way that in 2014 the highest turnover in the company so far was recorded.

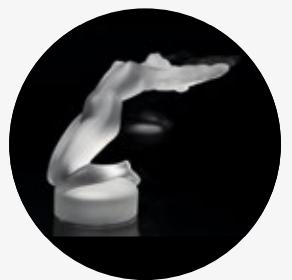
After the successful 2014 financial year, the crisis in the Crimea and the decline in the price of oil led to drastic reductions in sales in the Russian Federation and Ukraine as well as in all other CIS countries. This was due to the slump in demand caused by the dramatic decline in the exchange rate of the ruble. Only a part of these sales declines could be compensated. The two years 2015 and 2016 were marked by this geopolitical crisis - a fact that unites many German companies maintaining intensive business ties with Russia.

Following an agreement with Mrs. Korte, the widow of our deceased German general representative, the Aachen head office took over in June 2012 the customer list from JAK Cosmetic and serviced from now on the German customer directly. Gabi Riolo, the new sales manager, was responsible for the sales team. Turnover in subsequent years has increased, but new customer accounts fell short of expectations. Thus, in May 2016 the management decided to divide Germany into four regional sales areas and to operate those areas by employed sales manager.

A further upheaval was carried out in the department of Web Marketing. The department was dissolved in 2015 and the support of the websites and shops was taken over by external service providers. Janssen Cosmetics provides websites in approximately 30 countries. A total of about 20 online shops are also operated. The ordering system of the distributors and customers in Germany was converted to the online portal janssen-cosmetics.net and linked with the in-house financial management system.

Despite the international crises of the year 2015, some important innovation projects could be implemented in the frame of our Marketing Innovation Plan. A new Trend Edition was Detox in 2015, with Detox Cream and Detox Formula, The most important highlight was however the complete renovation of the „Demanding Skin“ series, our top selling pre-age line.

In the meantime, the company had numerous employees who had already worked for Janssen Cosmetics for ten years or more. Marlies Dreuw, a 10-year company jubilee, followed by chief cosmetician Jutta Janzen and longtime warehouse employees Marcel Thieffry and Sebastian Adamski. The three sons of Elka and Walther Janssen - Ulrich, Reinhard and Erik - as well as the „soul“ of the cafeteria, the housekeeper and cook Roswitha Grassmann, also celebrated their 10th anniversary in the company, soon joined by Daniela Schmetz-Heckler from our marketing department and by Snezana Radovic from export sales department.





Shweta Parek with Renate and Snezana; Walther in Shanghai (Bund) for China's 10th Anniversary

A more unconventional face of Pakistan trainer, and our body guards on the Pakistan Tour 2015 with major Bandash

Below Maciej from Poland, Mr. Jung from Seoul on visit in Aachen and audience in Karachi; below Lena at beauty show in Cyprus and Kirstin Bergmann from Iceland in her salon



Ulrich and Snezana visiting Carmela, Reinhard & Snezana with Alexandra in Rzeszow





Mai Yora (above left) with her team
at the grand opening in
Ho Chi Minh VCity (Saigon) in 2015

Above right, Renate at a China tour with seminars
in GuangZhou and here Shenzhen 2015

Above one of the successful seminars of Janssen
Southwest LLC in Los Angeles;

Right picture: another Dutch group of beauty
professionals at the headquarter in Aachen





Myanmar Expo Lucky Draw



Singapore and Malaysia seminar in Aachen 2015

Renate visiting
Najati in Dubai

Combined seminar of Moldova andBelarus, in Aachen



Walther & Reinhard in Rangoon



Golden Rock in Myanmar



Melissa from Paris was trained in Aachen



Reinhard at Cosmoprof Hong Kong



Luba & Ulrich in Amman



Walther & Reinhard at Moscow Hyatt event



Above left: Polish dealer on visitit in Aachen

CIBTAC seminar trains the trainer by Krestyna Butty in Aachen

Reinhard in Rangoon (Yangon) with Kay Khine from Myanmar



Above Walther with professionals from Malaysia and Singapore, customer of Kalen and Josphine



Left: Catarina at exhibition in Lisboa;

Above: Exhibition in Brussels by Hoven Cosmetics

PRICE COMPARISON IN TWENTY YEARS 1997 - 2017

1€ = 1,95583DM			2000	2007	2017	
			€	€	€	
500	EXPORT	Mild Creamy Cleanser	4,35	4,60	4,40	2 %
	EK-DE		7,86		10,30	31 %
	EK-US (\$)		13,00		19,50	50 %
	VK-DE		15,35		21,00	37 %
	VK-US ((\$)				39,50	44 %
220	EXPORT	Calming Sensitive Cream	5,25	5,00	5,50	5 %
	EK-DE		10,31		15,65	52 %
	EK-US (\$)		18,00		25,00	39 %
	VK-DE		20,45		33,00	61 %
	VK-US ((\$)		39,50		48,00	22 %
620	EXPORT	Perfect Balancing Cream	5,37	5,00	5,00	7 %
	EK-DE		11,02		16,65	51 %
	EK-US (\$)		19,50		24,00	23 %
	VK-DE		21,48		35,00	63 %
	VK-US ((\$)		41,00		48,00	17 %
.010	EXPORT	Rich Nutrient Skin Refiner	5,93	5,50	5,60	6 %
	EK-DE		12,58		17,20	36 %
	EK-US (\$)		25,00		29,00	32 %
	VK-DE		24,55		35,00	42 %
	VK-US ((\$)		55,00		60,00	9 %
.061	EXPORT	Eye Care Cream	5,15	5,25	5,35	4 %
	EK-DE				17,20	
	EK-US (\$)		22,50		26,00	15 %
	VK-DE				34,00	
	VK-US ((\$)		48,00		52,00	8 %
300	EXPORT	Fair Skin Cleanser	4,55	4,75	4,40	3 %
	EK-DE		8,40		11,45	36 %
	EK-US (\$)		14,50		19,75	36 %
	VK-DE		16,36		22,50	37 %
	VK-US ((\$)		31,00		42,00	35 %
370	EXPORT	2 Phase Visible Fade Out	10,17	10,00	12,50	23 %
	EK-DE		19,05		30,60	60 %
	EK-US (\$)		33,00		45,00	36 %
	VK-DE		30,68		34,00	11 %
	VK-US ((\$)		88,00		98,00	11 %
173	EXPORT	Additional Clarifier	6,40		6,500	1,50 %
	EK-DE		15,74		11,45	28 %
	EK-US (\$)		20,00		19,75	0 %
	VK-DE		30,68		24,00	22 %
	VK-US ((\$)		42,00		40,00	5 %
1990	EXPORT	Lifting Ampoule 25pcs	8,18	8,00	8,65	6 %
	EK-DE		16,36		25,00	53 %
	EK-US (\$)		29,00		32,50	12 %
	VK-DE		14,35 (7p)		22,50	56 %
	VK-US ((\$)		25,00 (7p)		28,00	12 %
8.104.901	EXPORT	Collagen Mask	2,05	2,57	3,25	58 %
	EK-DE		4,05		6,00	48 %
	EK-US (\$)		7,50		7,00	6 %
	VK-DE		-			
	VK-US ((\$)		-			

In 20 Jahren Geschichte sind trotz aller anderweitigen Meinungen die Großhandelspreise von Janssen Cosmetics nur recht moderat gestiegen. Im Exportbereich zum Beispiel ist zu erkennen, dass die Erhöhung in 20 Jahren bei einigen wichtigen Artikeln lediglich im einstelligen Prozentbereich liegen (von 2 % bis 9 %), manchmal sogar negativ sind. Lediglich 2-Phase Visible Fading Out weicht davon ab, ebenso die Collagenmasken. Diese werden allerdings nicht von uns hergestellt.

Ebenso interessant ist die Analyse der Publikumspreise inkl. MwSt in Deutschland und in den USA. Hier gibt es eine Steigerung, die zwischen 30 % und 60 % in zwanzig Jahren liegt, im Durchschnitt weniger als 25 % im Jahr.

In the twenty years history of the company it should be underlined that our prices have only known very moderate increases. From the table it is visible that important products just increased by a percentage of 2 % - 9 %. Only 2-Phase Visible

Fading Out has a higher percentage (23 % in twenty years) and Collagen Sheets 58 % in twenty years. This item is however not manufactured by Janssen Cosmetics as everybody knows.

Also interesting is the increase in Public Prices for Germany and the United States for instance. It can be seen that prices in those countries increased approx. between 30 % and 60 % in twenty years (in average less than 2 % per year)

Im internationalen Kontext betrachtet war – neben der bereits erwähnten Krise im Osten Europas – über einige Jahre hinweg eine eher ruhige Zeit zu beobachten. Die Märkte in China, Pakistan, Indonesien und Singapur entwickelten sich durchweg positiv, nur die Vertretungen in den USA schafften es nicht, auf dieser Welle günstiger, makroökonomischer Entwicklungen mitzuhalten. Hatten einige Märkte die Umsatzeinbußen des russischen Marktes in 2014 noch auffangen können, so war dieses zumindest im Jahr 2015 nicht mehr möglich.

Unabhängig davon war der europäische Kontinent von Krisen aller Art gezeichnet, insbesondere der Euro-Krise. Während die Wirtschaft in Deutschland sich günstig entwickelte, kämpften viele Länder Europas gegen Budget-Defizite, Arbeitslosigkeit und Extremismus. Als Geschäftspartner hat Janssen Cosmetics alle Anstrengungen unternommen, um seinen Kunden bei diesen Problemen zur Seite zu stehen und zu helfen. Natürlich lässt sich nicht verhehlen, dass diese Entwicklungen nicht spurlos am Unternehmen vorübergegangen sind.

Für Janssen Cosmetics war das Geschäftsjahr 2016 geprägt von wichtigen Höhepunkten im Bereich der Produktinnovation. Im Frühjahr wurde die neue Trend Edition SKIN DEFENSE SYSTEM mit den Spezialprodukten Anti Pollution Cream und Pro Immun Serum lanciert. Kurz vor Weihnachten wurde der Relaunch der Luxusserie vollzogen, die zukünftig nicht weiter unter der Submarke Dr. Roland Sacher vermarktet werden

sollte. Die neue, exklusive Premiumpflege **PLATINUM CARE** erhielt neue Rezepturen, ein neues Design und natürlich auch einen neuen Werbeauftritt.

Auch im Jubiläumsjahr 2017 stehen die Entwicklungen im Hause Janssen Cosmetics nicht still. Pünktlich zum Firmenjubiläum werden die überarbeiteten Rezepturen der umsatzstärksten Serie „Skin Regeneration“ als Höhepunkt der Feierlichkeiten präsentiert: die Pflegeserie **Mature Skin**. Auch die Neupositionierung und Straffung des Wellness-Sortiments sind ein wichtiges Thema im Jahr 2017.

Die Geschäftsführung und die Mitarbeiter von Janssen Cosmetics schauen auf 20 erfolgreiche Jahre zurück, in denen es zahlreiche Anlässe gab, um zu feiern: Erwähnt seien hier das 15. Jubiläum seit Firmengründung in 2012, 20 Jahre Cosmeceuticals in 2015 oder aber im Jahr 2016 der 65. Geburtstag der Firmengründerin Elka Janssen, die sich Ende 2016 in den Ruhestand verabschiedete und als Geschäftsführerin ausschied.

Sales (at wholesale price):

2014	9.3 mio €	2015	8.2 mio €	2016	8.4 mio €
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Products: **2015:** Dry Skin: Aquaporine, Trend Detox, Relaunch Demanding mit Vitamin C Cream, Age Spot Serum
2016: Trend Anti-Pollution (Skin Defense System), Peel Off Filmalgine „Acai“, EyeFlash Fluid (ampoule), Make Up, Platinum Care, the new luxury line
2017: Wellness brand relaunch, new Mature Skin (ex-skin regeneration)

In the international context - in addition to the already mentioned crisis in the east of Europe - a rather quiet period was observed for several years. The markets in China, Pakistan, Indonesia and Singapore developed consistently positively, only the US representations did not manage to keep up with this wave of favorable macroeconomic developments. If some markets were still able to absorb the sales losses of the Russian market in 2014, this was no longer possible in 2015.

Independently, the European continent was characterized by crises of all kinds, especially the Euro crisis. While the economy in Germany developed favorably, many countries of Europe fought against budget deficits, unemployment and extremism. As a business partner, Janssen Cosmetics has made every necessary effort to help its partner with these problems. Of course, it cannot be concealed that these developments have not passed without any effect to the company.

For Janssen Cosmetics, fiscal year 2016 was characterized by important highlights in the area of product innovation. In spring, the new Trend Edition SKIN DEFENSE SYSTEM was launched with the special products Anti-Pollution Cream and Pro Immune Serum. Shortly before Christmas the relaunch of the luxury series was carried out, which in the future should not be marketed further under the sub-brand Dr. Roland Sacher. The new exclusive premium line **PLATINUM CARE** received new formulations, a new design and, of course, a new advertising appearance. The time of Cosmeceuticals 4.0 has begun.

Also in the jubilee year 2017 the developments at the house Janssen Cosmetics do not stand still. Just in time for the company anniversary, the revised and updated formulations of the most powerful anti-age series „Skin Regeneration“ will be presented as a highlight of the festivities: the skin care series „**Mature Skin**“. The repositioning and streamlining of the **wellness range** had also been an important topic in 2017. So Cosmeceuticals 4.0 continues.

The sales performance of the company was again back on track in 2017, the current business year shows positive signs of growth and partnership development. The entire range has now been modernized, the formulations have been updated to latest skincare technology, so that Janssen Cosmetics will continue to serve the professional market with high-quality and effective preparations. Also in June 2017 the company has been successfully audited for Quality Management according to the new international norm ISO 9001:2015.

At this moment the owner, the management and the employees of Janssen Cosmetics look back on 20 successful years in which there were numerous occasions to celebrate: a steady growing sales development with many highlights, but also occasional setbacks. We never missed any occasion to celebrate just as recently the 65th anniversary of the company founder and first Managing Director Elka Janssen. Elka retired at the end of 2016, being just as Walther available for any consultation or advice.

2015: Island (Bio EHF),
Dom. Republic
(Acromax)

2016: Israel (Gernetic), Libyen (Altabiah), Macedonia
(KA-IL), Montenegro (Afrodita), Oman (Royal Spa),
Türkei (AVA Kozmetik), AU (Effective Skin Solutions)





We have been well protected by Major Bandhasch and the staff



Ulrich with Southwest team at Las Vegas Show



Renate performing the workshop at stage



Crowded room in Rawalpindi



... and traditional for Saiwa



And with staff members in Make Up City Karachi





Professional Beauty in London 2016 – Krestyna & Ulrich



Reinhard in Vietnam opening ceremony



May Yora with stars and staff members



The new young partner VAV Kozmetik from Türkiye in Aachen



Frances Pereira, the new Australian distributor in Aachen 2016



Ulrich with Malu Wilz at the Vegas Show



Mixed seminar from Belarus, Latvia, Lithuania and Moldova



Master Class in Kuala Lumpur 2016



Reinhard visiting Tatiana Trofimova in Minsk



While Walther hosted a seminar for Russian cosmetologues



Our customer from Georgia and Ukraina showed up in Aachen



Seminar of Ukrainian and Geogian cosemtoloques in Aachen. Now our translator is Tetyana Rhein (near flags)



Seminar in Aachen an guests from Saudi Arabia, USA and England



Reinhard on visit in Romania to Irina Petrescu



Bronce "Karl" for Cindy & Bas; 15 years of partnership



Same in Russia: "Karl" at Hyatt for 15 years party



Ulrich welcomed a friendly and professional group from Holland, all customer from Cindy van der Peet and Bas van Duivenbooden

Danka Kosakova
(SK) and Bohumila



Danka (SK) at the annual seminar in Trencin (Slovakia) in 2016



On top you see Snezana with our new distributor from Montenegro (Alfrodita-N), Mrs. Alena Navitskaya



New distributor for Macedonia Katica Najkov, here with her husband



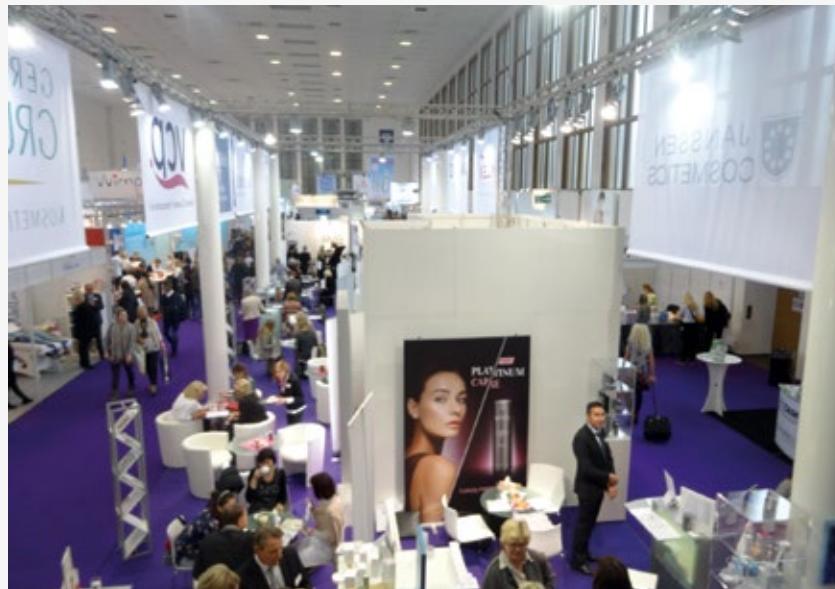
Renate Beimel who visited Korea for a seminar tour with the staff members of Hyun Jin Co



Christian Hoven with Belgian customer in Aachen



Bianca Schmidt (DE) at Chemnitz Platinum Care presentation



Ulrich & Reinhard at Berlin Messe 2016



Renate and Walther at similar Platinum event in Tallinn



Korea advanced seminar in Seoul



Platinum presentation in Helsinki and 15th anniversary for Peter Rosenberg



Elka Janssen went on retirement in December of 2016, we see her here with Roswitha Grassmann, our chef cook of the company cantina



Seminar from Renate for our partner in Romania (Ecovital)



Karl for 15th anniversary
for Christoph trade



Polish dealer at Platinum presentation



Reinhard visiting Efendi in Jakarta



Reinhard & Ulrich at Tower Bridge in London



Annual sales meeting in Aachen January 2017



Grand Platinum presentation in Poland



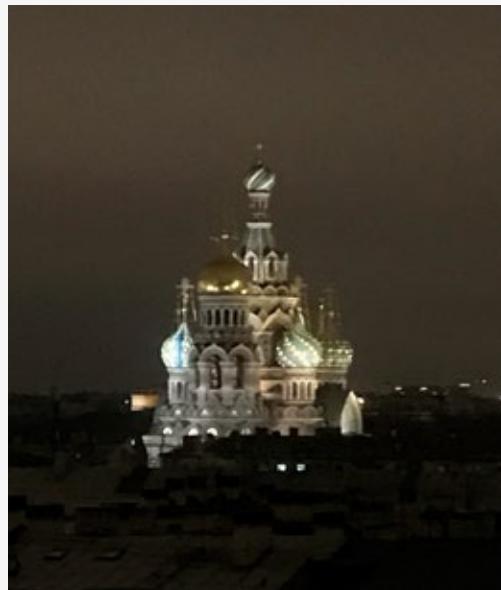
Carmela Ramundo on visit in Aachen with
Snezana and Ulrich



Congress Nouvelles Esthetic in Paris



Melissa performing demonstration



Cathedrale on the Blood in St. Petersburg



Toast in St. Petersburg at annual Marketing event from Monplaisir with Alexander (l) and Marina (second from right)



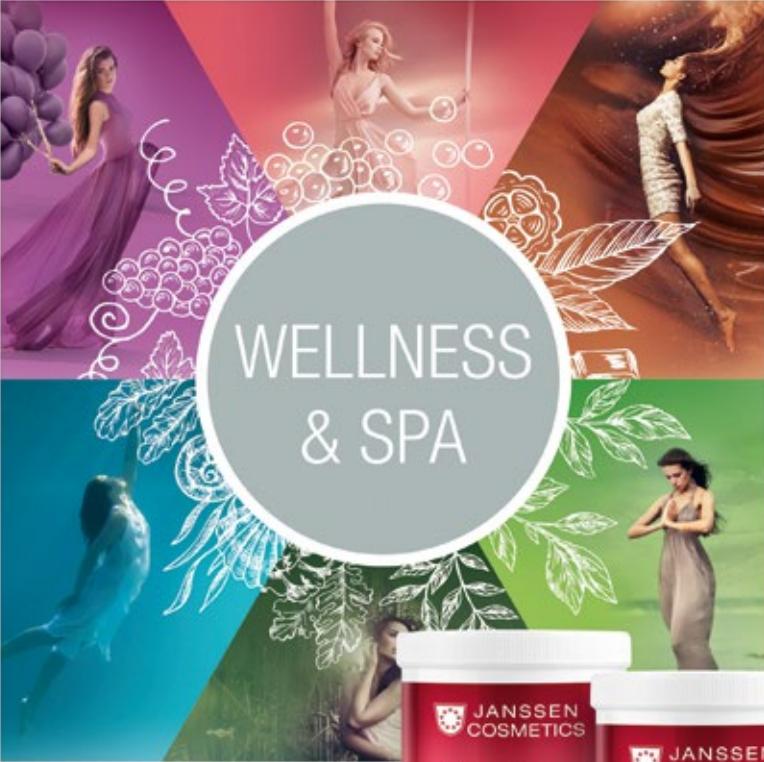
Elka and Walther in Guang Zhou with Stacy (l), Ken (r) and Stanley (behind) - Elka and Walther at Peak Victoria



German team at Düsseldorf Beauty, from left: Bianca, Katharina, Maria, Karoline, Karola, Birgit, Zhi Hong, Snezana and Ulrich, Eric and Reinhard behind

 JANSSEN
COSMETICS

WELLNESS & SPA



RELAX YOUR BODY

JANSSEN COSMETICS
YOUTH PERFECTION
Rejuvenating Body Pack
NET WT. 35 OZ. 1000 ml

JANSSEN COSMETICS
YOUTH PERFECTION
Younger You Body Scrub
NET WT. 35 OZ. 1000 ml



**JANSSEN
COSMETICS**



MATURE SKIN

THE AGE MANAGEMENT
SYSTEM FOR YOUR SKIN



Die Zukunft gestalten

Premium-Kosmetik aus Aachen. Exportiert in über 85 Länder weltweit. JANSSEN COSMETICS steht gestern wie heute für leidenschaftliche, innovative Wirkstoffkombinationen höchster Qualität und hat sich weltweit als Institutsmarke etabliert. Das Sortiment umfasst heute mehr als 250 Verkaufs- und Kabinenprodukte speziell für die Kosmetikerin.

Janssen Cosmetics geht insofern gestärkt in das Jubiläumsjahr, als dass ein wichtiger Schritt in Richtung Modernisierung vollzogen wurde: das gesamte Produktions-, Lager- und Versandwesen wurde auf ein Scanner System umgestellt, bei gleichzeitiger Graumarktkontrolle für alle Produkte. An diesem „Stewardship“ können sich auch alle Partner beteiligen. Nach sechs Jahren wurde zudem die Webseite umgestellt: Sie bietet nun nicht nur umfassende Informationen zu den Produkten, sondern ermöglicht auch deren Kauf auf allen Ebenen des Handels – für Großhändler und Distributoren, Einzelhändler, Institute und Endverbraucher.

Die Umsatzentwicklung des Unternehmens hat sich im Jahr 2016 auf niedrigerem Niveau stabilisiert. Das gesamte Sortiment wurde in-

zwischen modernisiert, so dass Janssen Cosmetics mit qualitativ hochwertigen und wirkungsvollen Präparaten den professionellen Markt auch in Zukunft bedienen wird.

Die Gesellschafter und die Geschäftsführung suchen an der Schwelle des 20-jährigen Firmenjubiläums nach dem Stein der Weisen, um den Partner USA auf Erfolgskurs zu bringen und freuen sich gemeinsam mit dem gesamten Mitarbeiterteam, die Geschäftspartner im Juni 2017 nach Wien einzuladen, um dieses Jubiläum gemeinsam zu feiern.

Resümierend also alles in allem beste Vorzeichen, an die Unternehmenserfolge der vergangenen 20 Jahre anzuknüpfen.

„Visible Effects“ für eine Zukunft voll Zuversicht, damit unser Slogan auch in Zukunft Realität bleibt.



Embrace the future

Premium cosmetics from Aachen. Exported to over 80 countries worldwide. JANSSEN COSMETICS stands today as a passionate, innovative combination of active ingredients of the highest quality and has established itself worldwide as a brand for professional salons and spas, for beauty professionals as a whole. The assortment now includes more than 300 retail sales and professional salon products, especially designed for beauty therapists in their salon and for home use. But we will not stop here.

Janssen Cosmetics is undergoing, in this year of its 20th anniversary, a few important steps towards modernization and globalization.

First, the entire production, warehousing and logistic department has been equipped with scanning systems, based on a digitalized QR security coding: a product serialization program called "Selective Distribution Stewardship" from **BetterTec**, combined with the "Track & Trace System" from **GlobalEzye**. This will help to protect our brand and to control the grey market of fake products and unauthorized selling. All partners can participate in this „stewardship program“.

Also, after six years, the website has been renewed as well: it not only provides comprehensive information on the products, but it also en-

ables to purchase at all levels of the trade chain - for wholesalers and distributors, for retailers, salons, spas and finally for end-users, the consumer. This website is also open to all partners on a world wide scale.

On the threshold of the 20th anniversary of the company, the shareholders and the management look for new visions in order to maintain for all partner's involved in the worldwide network a successful course and to overcome all difficulties that may arise around us and which may interfere within our rather liberal and open trade activities. Together with the entire team of employees, the business partners are invited to take part in this event in June 2017 and celebrate with us not only the past, but to embrace the future.

With „Visible Effects“ Janssen Cosmetics wants to continue filling it's slogan with life.

Liebe Geschäftspartner,

Als ich im Jahr 1990 meine berufliche Selbstständigkeit begann, war es mein sehnlichster Traum, eine eigene Kosmetikmarke weltweit zu vermarkten und zwar im sogenannten professionellen Kosmetikbereich, in der Fachpresse heute auch Dienstleistungskosmetik genannt. Den ersten Aufschwung der Dienstleistungskosmetik hatte ich am eigenen Leibe in den 80-er Jahren erfahren und ich muss gestehen, die Marktische war mir ans Herz gewachsen. Dabei hatte ich gelernt, dass es nicht nur darum ging, kosmetische Produkte zu verkaufen, sondern auch Kontakte und Beziehungen zu Menschen zu knüpfen, deren Lebensunterhalt gerade diese Produkte waren. Der Umgang mit diesen Menschen lag mir, nicht nur mit Großhändlern oder Distributoren, obschon dies meine Hauptbeschäftigung werden sollte, sondern auch mit den Kosmetikerinnen selbst, für die sowohl die Kosmetikpräparate selbst als auch die Behandlungsmethoden damit, die Geschäftsgrundlage bildeten. Im Umgang kamen mir natürlich auch meine Sprachkenntnisse zu Hilfe, aber besonders war es wohl das Einfühlungsvermögen, auf die speziellen Bedürfnisse eingehen zu können, und mit den Kosmetikerinnen zu erleben, wie sie ihre eigene Existenz aufbauen konnten und wie sie damit ihren Lebensunterhalt verdienten. Dabei habe ich erlebt, nicht nur in Deutschland und Europa, wie sich die Dienstleistungskosmetik entwickelte zu einem zwar kleinen, aber doch menschenfreundlichen und expandierenden Marktsegment auf allen Kontinenten dieser Erde. Insofern kann ich mit Fug und Recht behaupten, dass ich zehntausende Existenz angefeuert oder unterstützt habe, aber vor allen Dingen auch mit einem qualitativ hochwertigen Produktsortiment und dazu passenden Anwendungsmethoden versorgt habe.

Dies war damals schon so und warum, so dachte ich, kann ich dies nicht auch selbst machen. Es kam dann allerdings zunächst zu zwei Fehlversuchen, was vor allen Dingen darin begründet lag, dass es sich hier um die Verwendung fremder Marken handelte. Deshalb kam es dann 1992 zu dem Entschluss, eine eigene Marke aufzubauen, die dazu passenden Produkte entwickeln zu lassen und diese dann auch selbst zu vermarkten. So entstand der Gedanke an die *Janssen cosmeceutical care*, wobei ich für meine Person in Anspruch nehme, einer der ersten, wenn nicht der erste gewesen zu sein, diese jetzt so genannten Pro-

dukte in Deutschland und Europa vermarktet zu haben.

In den achtziger Jahren hatte ich miterlebt, wie die professionelle Kosmetik vor allen Dingen in den USA, aber auch in Asien einen wahren Boom in der Entwicklung kannte, und deshalb war es naheliegend, diesen Boom und diese Kontakte auch in die neunziger Jahre zu transportieren. Das Geld hierzu erwirtschaftete ich durch den Verkauf von Collagen Masken (in Insiderkreisen nannte man mich Collagen Janssen). Im Jahre 1995 wurde das Pflege-Sortiment, welches aus dem ebenso handwerklichen wie wissenschaftlichen Knowhow meines früheren Kollegen Dr. Roland Sacher entstanden war, erstmalig vermarktet, aber es sollte bis 1997 dauern, bis ich dem Ganzen mit meiner Gattin Elka eine Struktur gab und die *Janssen cosmeceutical care* gründete. Die Marke schien kompliziert, aber sie sollte eben nicht aufgebaut sein auf das Knowhow einer Person, sondern vielmehr auf die hervorragende Qualität und letztendlich auch auf die partnerschaftlichen Verbindungen, die als Geschäftsgrundlage bis heute dienen. Dies ist für alle Ebenen des Handels gültig, die Produktion durch unsere eigene Firma, den Großhandel mit den weltweiten Distributoren, den Kosmetikerinnen und Spa-Betreibern in allen Herren Ländern und letztendlich auch den Verbraucherinnen und Verbrauchern, den Kosmetikverwendern also, die in all den Jahren ein hohes Maß an Zufriedenheit bei der Anwendung der Präparate zum Ausdruck gebracht haben.

Es war also kein Zufall, dass ich neben Deutschland zunächst meine Fühler nach Amerika und nach Asien ausstreckte. Zumaldest der Beginn der neunziger Jahre brachte die Fortsetzung der Entwicklung der Achtziger und es kam etwas Neues hinzu: Der Fall des Eisernen Vorhang eröffnete unermessliche Möglichkeiten, deren ich bereits seit Firmengründung versuchte, habhaft zu werden. So kam es zu den zahlreichen Messebeteiligungen in Osteuropa und darüber hinaus nach Russland. Die Marke konnte so schnell an Bekanntheit gewinnen, wenn auch noch im bescheidenen Maße. Allerdings änderte ich das Design des Markenlogo 2004 zum dritten Mal und ich nannte es nun Janssen Cosmeceutical. Am Markeninhalt hatte sich allerdings nie etwas geändert. In zehn Jahren gelang es, ein Netzwerk von über 50 Vertretungen weltweit



aufzubauen und erfolgreiche Partnerschaften zu knüpfen. Dies macht mich stolz, aber ebenso stolz macht es mich, dass viele dieser Vertretungen es auch geschafft haben, zahlreiche Kunden für die Marke zu gewinnen. Es sind dies treue Kunden von denen in 20 Jahren alleine 3000 Kosmetikerinnen uns in Aachen besuchten, geschweige denn von den Teilnehmern an den zahlreichen Seminaren in Europa, in Russland, in China, Pakistan, Indien, Indonesien, um nur die größten Märkte zu nennen.

Somit sah ich im Jahre 2010 die Zeit reif für einen weiteren Schritt. Der Brandrelaunch wurde professionell organisiert und gestaltet, die Marke heißt nun JANSSEN COSMETICS und ist weltweit geschützt. Den Inhalt „Cosmeceuticals“ haben wir nicht aufgegeben, er ist unser Markeninhalt geblieben und für uns das Maß der Dinge: Kosmetik an der Schnittstelle zur Pharmazie, die wirkt und zufriedene Kunden hinterlässt, ohne anderweitige Hilfsmittel.

Natürlich wird sich auch die Marke Janssen Cosmetics in Zukunft zwei wichtigen Herausforderungen stellen müssen: der verstärkten Verwendung apparativer Kosmetik in den Behandlungen und die Nutzung und Vermarktung der Produkte und Dienstleistungen über das Internet. Bereits in 1995 hatte ich eine eigene Webseite entwickelt, damals auch in Eigenleistung, und heute ist das Internet ein wichtiges Instrument, um die Bekanntheit der Marke zu stärken und vor allen Dingen, um neue Kunden zu gewinnen. Dies gilt ausnahmslos für alle Länder dieser Welt. Deshalb haben wir auch den Versuch gestartet, ein weltumspannendes Netz aufzubauen. Heute habe ich erneut den Traum, dass es uns

gelingt, die Kosmetikerin in dieses Netz einzubinden und an dem Verkauf der Kosmetikprodukte partizipieren zu lassen. Leider ist die Kosmetikerin selbst nicht immer in der Lage, über ihre eigene Dienstleistung hinaus die Präparate zu verkaufen. Wenn wir allerdings zusammenstehen und gemeinsam Nutzen aus den Vorteilen ziehen und auch natürlich verbindlich eine Community, eine Gemeinschaft aufbauen, werden wir die Früchte dieser Entwicklung gemeinsam ernten: eine Win-Win-Situation.

In den vergangenen Jahren habe ich schrittweise mein Engagement zurück gefahren und wenn ich auch schon mehrmals Abschied genommen habe, so haben alle Partner begriffen, dass ich wohl ohne diesen Traum, den ich vor 25 Jahren geträumt habe, nicht leben kann. Meine Söhne haben das Tagesgeschäft inzwischen ganz übernommen und ich kann nur feststellen, dass dies hervorragend gelungen ist. Auch unter den Mitarbeitern sind viele, die schon zehn Jahre und mehr im Unternehmen tätig sind. Es ist auch eine große Freude für mich, dass viele unserer Geschäftspartner ebenso schon zehn Jahre und mehr mit Janssen Cosmetics zusammenarbeiten. Ich bin mir sicher, dass Ulrich und Reinhard Janssen, die beiden Geschäftsführer, diese partnerschaftliche Zusammenarbeit fortsetzen werden und die persönlichen, teils freundschaftlichen Bindungen auch pflegen werden. Sicher erwarten sie, dass dies auch von unseren Partnern erwidert wird. Unter diesen Voraussetzungen bin ich mir sicher, dass wir einer guten Zukunft entgegen sehen, auch deshalb weil die Marktnische der professionellen Kosmetik weltweit eine Branche bleibt, die viele Protagonisten in Brot und Ehre hält und dieser Entwicklung bleiben wir verbunden. Lassen Sie uns deshalb zusammenhalten und die Zukunft beherzt umarmen, auch wenn wir sie uns manchmal zurecht biegen möchten.

Aachen, Juni 2017

Dear business partners,

When I decided to launch my independent professional career in 1990, it was my dream to market my own cosmetic brand worldwide. In particular I wanted to launch a brand positioned in the so-called professional cosmetics market. I had previously worked for nearly twelve years in this industry and had personal experience during the 1980s of the first upswing of what is also called service cosmetics. I must confess that this market niche had developed a special place in my heart. I had learned that it was not just about selling cosmetic products but also about developing contacts and building relationships with people whose livelihood was precisely these products. I was involved in dealing with these people, not only with wholesalers or distributors, although this should be my main occupation but also with the beauticians themselves, for whom both the cosmetics preparations and the methods of treatment were the business foundation. To some extent my language skills helped me considerably but it was the ability to navigate in different cultures and different countries, listening to the special needs and to experience with beauticians around the world how they could build their own existence and how they earned their livelihood. I have experienced how service cosmetics developed into a small, yet human-friendly and expanding market segment not only in Germany and Europe but across all continents of the world. In this respect, I can certainly claim that I have contributed to create thousands of existences but above all provided these people with a high-quality product range, appropriate application methods and multiple aesthetic tools.

It was during these early days I thought what I have been doing for others I can do it for myself. The first two attempt however were failures and this was mainly due to the use of third-party brands. That is why in 1992 I came to the conclusion to I wanted to build up a brand my own, to develop the appropriate products and then market them by myself. This gave rise to the idea of Janssen cosmeceutical care, whereby I claim to be one of the first, if not the first, to have marketed these so-called cosmeceutical products in Germany and Europe.

In the 1980's I had witnessed how professional cosmetics, both in the



USA and Asia were undergoing a real booming development and so it was obvious I wanted to transport this boom and these contacts into the nineties. I earned money by selling collagen masks (in inside circles I was called "Collagen Janssen".) In 1995 the range of skincare products, which had emerged from the handcrafted and scientific know-how of my former colleague Dr. Roland Sacher, was marketed for the first time. It took me until 1997, when together with my wife Elka we gave the whole venture a structure and founded a new company Janssen cosmeceutical care, to see the company soar. The brand seemed complicated we did not want the company to be based on the know-how of an individual person but rather on the excellent quality and ultimately on the partnership with the customer. These two components are still the base for our successful business to this day. This is valid for all levels of trade, the production by our own company, the wholesale distribution with the worldwide distributors, the beauticians in all countries of the world and ultimately also the consumers, the cosmetic users. Our end consumers have shown throughout the years a high degree of satisfaction with both products and application techniques.

It was therefore no coincidence that I first extended my feelers to America and into Asia followed by Germany. At least the beginning of the nineties brought about the continuation of the development of the

eighties and something new had been added: the fall of the Iron Curtain. This opened immeasurable possibilities, I had tried to achieve of since the company was founded. This led to the numerous trade fair participation in Eastern Europe and beyond, to Russia.

The brand was able to gain popularity so quickly, albeit to a modest degree. However, I changed the design of the brand logo in 2004 for the first time and I called it now Janssen Cosmeceutical. The brand content, however, had never changed. In ten years, a network of more than 50 agencies worldwide has been established and successful partnerships have been founded. This makes me proud, but it also makes me so proud, that many of these representations have also succeeded in winning numerous customers for the brand. These are loyal customers and about 3000 professionals have visited us in our company training center in Aachen in the past 20 years. This number does not even include the numerous participants in all our seminars in Europe, Russia, China, Pakistan, India, Indonesia, to mention only the largest markets.

So in 2010 I saw the time ripe for a further step. The brand relaunch was professionally organized and designed, the brand logo changed again and is now JANSSEN COSMETICS and it is a protected trademark worldwide. The content "Cosmeceuticals" has however not been given up, it has remained our brand content and for us the measure of things: cosmetics at the interface to pharmacy, showing immediate result and leaving satisfied customers.

Naturally, the Janssen Cosmetics brand will also have to face two important challenges in the future: the increased use of technical equipments in the treatments and the use and marketing of products and services via the Internet. Already in 1995, I had developed my own website, at that time also in my own capacity, and today the Internet is an important tool to strengthen the brand's recognition and brand awareness and above all, to win new customers. This applies without exception to all countries of the world. This is why we have also begun an attempt to build a global network. Today, I have another dream, and that is the

dream that we will be able to integrate the beauty professionals into this network and let them participate in the sales and earnings occurring in the internet. Unfortunately the beautician herself is not always able to sell the preparations beyond her own service. However, if we stand together and if we take advantage of the benefits, then we will be able to build a professional community, and we will harvest the fruits of this development together: it will be a win-win situation

In recent years, I have gradually reduced my commitment and I made my farewell announcement a few times already. Certainly I realized that I cannot possibly live without this dream that I dreamed today 25 years ago. My sons have now completely taken over the daily business and I can only conclude that this has been outstandingly successful. Many of the employees who have already worked for ten years or more for the company are still there today. It is also a great pleasure for me that many of our business partners have been working with Janssen Cosmetics for ten years or more. I am sure that Ulrich and Reinhard Janssen, the two managing directors, will continue this partnership-based collaboration and will continue to cultivate personal and partly friendly ties. They certainly hope that this will be responded favorably by our partners.

Under these circumstances, I am sure that we are looking forward to a prosperous future, also because the market niche of professional cosmetics remains an industry that keeps many protagonists in bread and honor, and we remain dedicated to this development. Let us therefore hold together and embrace the future, even if we sometimes want to bend it.

Aachen, June 2017

A handwritten signature in blue ink, appearing to read "W. Janssen".

THE PARTNERSHIP NETWORK OF JANSSEN COSMETICS BY 2017

		Since:
PASCAL JOURDAN COSMETICS EURL	FRANCE	2005
DE SENY & HOVEN SA/NV	BELGIUM	2012
LOOKX GROUP BV	NEDERLAND	1999
INTERBEAUTY S.p.a.	ITALIA	2004
LUX-PRESTIGE-CONCEPT s.a.r.l	LUXEMBURG	2010
BEAUTIFY EHF	ICELAND	2014
ESTHETICA AS	NORWAY	2006
BEAUTYNIX OY	FINLAND	2000
BAUMANN-HASLER	LIECHTENSTEIN	2000
LEONESSA AG	SWITZERLAND	2001
OÜ TVP	ESTONIA	2004
UAB "JANSSEN BEAUTY BALTIKUM"	LITHUANIA	2005
CHRISTOPH TRADE S.R.O.	CZECH REPUBLIC	1999
PRO BEAUTY spol s.r.o.	SLOVAKIA	2002
ESTETIC PRO EOOD	BULGARIA	2010
RUDOLF GELLER	UKRAINA	2001
BELAR GRUP SRL	MOLDOVA	2004
POWER & BEAUTY LLC	GEORGIA	2008
KAREN GEVORGIAN	ARMENIA	2007
FIRM "GUFA"	AZERBEIJAN	2006
T.O.O. "BEAUTY OF ASIA"	KAZAKHSTAN	2006
BAYRAMOVA OKSANA	TURMENISTAN	2007
GLOBAL TRADE	KYRGYSTAN	2007
JANSSEN COSMETICS & RENESansa	SERBIA	2011
LN MARKETING	SOUTH AFRICA	2000
ROOH ALTABIAH	LYBIA	2016
ESTHETIQUE & ELECTROLYSE CA	CANADA	2000
O.P.E.C. IRMA BETANZOS	MEXICO	2001
CENTRO EMPR'L DE COMERCIO INT.	COSTA RICA	2010
KREUZ ASSOCIATES	DOM. REPUBLIC	2015
BEAUTY VISION & CONSULTING	ARUBA	2008
COSMO ESTHETIC S.A.C.	PERU	2015
ARYA NIKKO CHEHR	IRAN	2002
GERNETIC ISRAEL	ISRAEL	2016
FAHMI ALQAWASMI EXP-IMP	JORDAN	2002
AL-BADRANI MEDICAL EST.	SAUDI ARABIA	2001
SAFAAR TRADING	BANGLADESH	2011
CV EFJA	INDONESIA	2002
TKT BEAUTY PTE LTD	SINGAPORE	2001
JAVIER AESTHETIC ENTERPRISE	MALAYSIA	2014
CHARMING BEAUTY	MONGOLIA	2005
SHENZHEN RICHFIELD TRADE LTD	P.R. CHINA	2005
MILLION WAY INVESTMENTS LTD.	HONG KONG	2005
MORIO JAPAN CO. LTD	JAPAN	1999
AESTHETICS IMPORTING	NEW ZEALAND	2000
JANSSEN COSMETICS HQ	GERMANY	2012
RADANTA DISTRIBUTION LTD.	IRELAND	2013
JVCONDE ALTA COSMETICA S.L.	ESPANA (S)	2003
ALFRED SIMA HANDELS-GMBH	AUSTRIA	2006
VAV KOZMETIK	TÜRKYE	2016
SIA BEAUTY BALTIKUM	LATVIA	2003
VISTA SP.Z.O.O.	POLAND	2012
ECOVITAL KOSMETIK SRL	ROMANIA	2014
ELBA SHPK	ALBANIA	2002

Since:

		Since:
BEAUTY IMAGE	BELARUS	2006
BALANCE COSMETIC GROUP	RUSSIA	2001
GERUS SERVICE GMBH	UZBEKISTAN	2007
STELINKA SIMONA ZUPANCIC S. P.	SLOVENIA	2008
"AFRODITA-N" D.O.O. BAR	MONTENEGRO	2016
MÁRCIA UNIDADE ESTÉTICA LTDA.	BRASIL	2003
SHAMALY AL MASSIA TRADING &	KUWAIT	2009
BAYS INTERNATIONAL PVT. LTD.	PAKISTAN	2009
Dipl.-Ing. R. MATAI e.K.	INDIA	2004
DERMALINE Co., Ltd.	THAILAND	1999
JANSSEN COSMETICS VN IMP. EXP.	VIETNAM	2015
EURL HONG-MY ESTHETIQUE	FR. POLYNESIA	2013
JANSSEN COSMETICS UK (KRESTYNA)	GREAT BRITAIN	2013
JANSSEN COSMETICS PORTUGAL	PORTUGAL	2013
JANSSEN COSMETICS HUNGARY KFT	HUNGARY	2008
COSMETIC ENERGY	RUSSIA	2001
KA-IL" DOOEL	MAKEDONIA	2016
THAVATRACO ENTERPRISES LTD.	CYPRUS	2004
EPA TRADING CO. LTD.	CAMBODIA	2013
HYUNJIN C&T Co., Ltd.	KOREA	2013
EFFECTIVE SKIN SOLUTIONS PTY LTD	AUSTRALIA	2016
VANITY EXCLUSIVE COSMETICS	GREECE	2010
REARDEN (N)	ESPAÑA (N)	2014
OMNICARE S.A.R.L	LEBANON	2012
GLOBAL SKIN INC.	USA	2000
LEO UNLIMITED	USA	1999
LIFE STYLE AESTHETICS	ARAB EMIRATES	2011
ROYAL LADY SPA	OMAN	2016
AESTHETICS PRO SUPPLIES LLC	USA	2001
OPUS INTERNATIONAL LLC	USA	2008

TEMPORARY DISTRIBUTORSHIP HAVE BEEN:

EXPRESSIONS	PHILIPPINES
LATIFA EID	BAHRAIN
LATIFA EID	QATAR
VITACOM ZINOVIA	SYRIA
NAZE	IRAQ
SAMADHI NATURAL HEALTH	KENYA
ESSENTIAL PHARMA	EGYPT
FAVAR TRE GROUP	SAN MARINO
SKIN PLAN	SWEDEN
COMFORT BEAUTY BAR	DANMARK
GATTI VITALIS	CROATIA
MUZZY MEDIA	BOSNIA_HERZEGOVINA
ELICELI INT'L	ECUADOR
AKRETCHE MOURAD	ALGERIA
SLIM KALFALLAH	TUNISIA
URBANISACION CASAMIA	PUERTO RICO





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