

OCEANIC



WE KNOW ALL SECRETS
OF SENSITIVE SKIN

OCEANIC FACTORY



■ Oceanic's factory in Trąbki Małe

OCEANIC's factory is situated in an ecologically clean area in the village Trąbki Małe near Gdańsk. In the past few years the place has been modernised and a new production hall for pharmaceuticals has also been built. This means the company is proud to be one of the first cosmetics factory in Poland that has been checked and certified as meeting strict GMP (Good Manufacturing Practice) requirements. The certificate is a guarantee of the highest quality of production process, which has become a priority for OCEANIC. Large investments in high-quality production equipment, as well as quality control brought results - OCEANIC's research and development laboratory is one of the most modern in Central and Eastern Europe. ■

OCEANIC MISSION

EFFECTIVE CARE FOR SENSITIVE, ALLERGY-PRONE SKIN

The company's mission is to help people with sensitive, allergy-prone skin by creating safe and effective products which will enable a life of care-free enjoyment. All formulas contain certified pharmaceutical raw materials that are devoid of allergenic and irritant compounds. A focused team of dermatologists, pharmacists, biotechnologists and chemists is currently in the process of creating over 600 different kinds of product. To prove safety of the products, each line of cosmetics is subjected to series of thorough allergy patch tests performed in the Laboratory of Allergic Diseases in Dermatology Clinic of Medical University of Gdańsk.



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OCEANIC AWARDS

Oceanic's brands has been awarded with most prestigious Polish and international awards



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OCEANIC GLOBAL PRESENCE

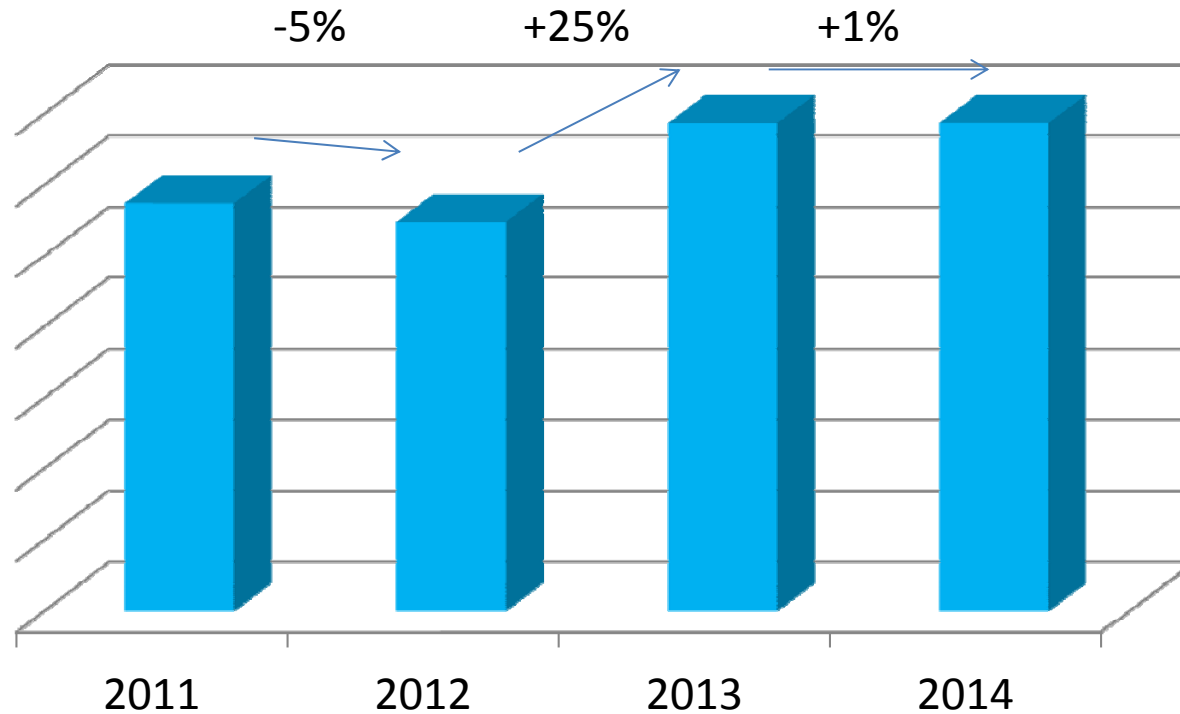


Currently, our products are sold to 24 countries on 4 continents.

Most important markets being Eastern and Southern Europe

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OCEANIC – EXPORT DYNAMICS



- very good increase in export sales in 2013 vs 2012
- 2014 so far keeping the good 2013 sales level
- full year 2014 estimation assumes further increase in export sales

Source: Internal data. Export sales value comparison, data for periods JAN-AUG

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OCEANIC – EXPORT DYNAMICS

TOP 10 export countries

2013		
	KRAJ	udział 2013
1	Białoruś	42%
2	Ukraina	24%
3	Litwa	9%
4	USA	8%
5	Węgry	6%
6	Słowacja	5%
7	Kanada	1%
8	Wlk. Bryt.	1%
9	Niemcy	1%
10	Rosja	0%
11	others	2%

TOP10 total
% całości

2014		
	KRAJ	udział 2014
1	Węgry	29%
2	Białoruś	16%
3	Turcja	12%
4	USA	10%
5	Litwa	10%
6	Słowacja	6%
7	Kazachstan	3%
8	Kanada	3%
9	UAE	2%
10	Japonia	2%
11	others	8%

TOP10 total
% całości

- increased importance of countries outside European region in comparison to 2013
- higher turnover with Middle and Far East countries: UAE, Turkey and Japan

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AA SENSITIVE NATURE



AA Wrażliwa
Natura

Dla wrażliwej
i alergicznej skóry

- Formulas inspired by a based on selected natural ingredients
- cosmetics without allergenic substances
- meet the requirements of natural cosmetics
- face skin care program adapted to the special needs of skin in four age categories



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AA SENSITIVE NATURE



AA Чувствительная
Природа

Для чувствительной и
склонной к аллергии кожи



AA Чувствительная Природа
Для чувствительной
и склонной к аллергии кожи

новинка!



Key Facts

- 2012 best selling export line (in value), 2nd best in 2013
- Very popular in Eastern Europe countries: Belarus, Estonia, Lithuania, Slovakia, Ukraine, Hungary
- but also present in Hong-Kong, India, Kanada
- Although no longer distributed on national market still kept in production **especially for the export markets.**

Success Factors

Attractive & clear concept, combination of anti allergenic and natural positioning (natural is safe)

Good quality/price ratio => important for price sensitive Eastern markets

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OCEANIC EXPORT HITS



Key Facts

- High interest from our business partners across the globe
- Most popular export line: Eco – was sold to 22 countries
- Attractive to Far East countries: Hong-Kong, Japan, and due to higher price more popular in wealthier countries like Sweden, Canada, Germany, USA, France,

Success Factors

Deeply rooted in eco/ nature global trend and thinking

Truly ecological product concept combined with anti allergenic positioning

Attractive, single minded packaging

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OCEANIC EXPORT HITS

PREMIERE OF THE YEAR!

AA AGE TECHNOLOGY

EFFECTIVE CARE OF SENSITIVE, ALLERGY-PRONE SKIN

„Sensitivity is my strength“

- Innovative, effective and complex care focused on problems of the skin: wrinkles, decrease of skin hydration, firmness and density
- MICRO LIPID SYSTEM™ - Innovative Skin Protection Technology
- Spectacular effects and safety confirmed in dermatological and allergological tests**

30th Anniversary Skin Care Superbrands 2012

YOUTHFUL VITALITY - MOSTURE AND ELASTICITY
MULTI-REGENERATION - WHOLE SKIN TENDRINOUSMENT

Key Facts

- Oceanic best selling export line in terms of value and number of countries (2013, 2014)

Success Factors

Clear offer organized around age groups, helping consumer to find the right product

Complete anti age skin care program including cleansing products, face, eye and body care

Modern ingredients and advanced solutions meeting the expectation of most demanding clients

若返りはクレンジングから!! 今号限定入手

日本未入荷

ピンッと上向きのたるまない

コラーゲンと0.10%の配合

2010 コラーゲン リフトアップクレンジング

価格: ¥2,500 (税別)

2012 ¥4,800 (税別)

AA 50+ ACTIVE LIFTING

HAZELNUT EXTRACT

HAZELNUT EXTRACT

HAZELNUT EXTRACT

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OCEANIC EXPORT HITS

AA eco

AA sensitive
naturespa

AA Sensitive
Nature

First in the market comprehensive group of natural cosmetics designed to meet the needs of sensitive, allergy-prone skin. It is created on the basis of selected ingredients, including certified organic raw materials; is free from allergens, parabens and artificial colourants. The AA natural lines of cosmetics focus on specific issues, for example hypersensitivity or skin with visible capillaries (AA ECO). They also meet the needs of the skin of a certain age (AA Sensitive Nature 20 +, 30 +, 40 +, 50 +) and care for the body using aromatherapy (AA Sensitive Nature SPA). ■



AA AGE TECHNOLOGY

Anti-allergenic skin care cosmetics for face and body, free from allergens, parabens and artificial colourants. Make-up removal and skin care product lines are designed to meet the needs of the skin of a certain age and condition (AA Age Technology). Alternatively, they focus on specific skin problem. The range of personal care products include wash gels, body lotions, feminine hygiene washes and deodorants. AA Cosmetics portfolio contains non-allergenic foundations and lip gloss. ■



OCEANIC EXPORT HITS



AA Collagen Hial+, Mezzolaser and Revita Intensa AA cosmetic series are revolutionary cream treatments developed especially for sensitive skin and skin prone to allergies. Those modern cosmetic series were inspired by treatments from professional beauty salons, which make it possible to reverse the aesthetic age of the skin.

AA cosmetics are 100% tested on persons with sensitive skin and skin prone to allergies developed in co-operation with medical doctors: dermatologists and allergologists. ■



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