

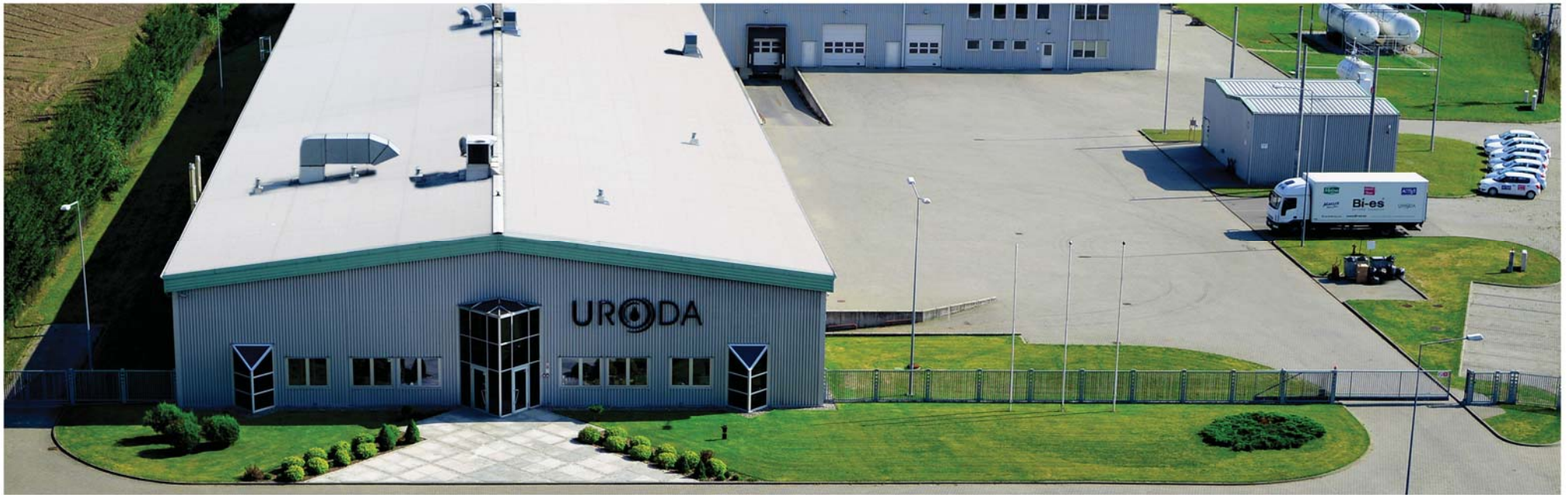
URODA

COMPANY PROFILE



WARSAW / POLAND / 2014

Company history



URODA Polska Sp. z o.o. (formerly known as Bi-es Polska Sp. z o.o.) was established in 1996. Currently one of the most important Polish perfume and skin care cosmetic producers. The Company manufactures and distributes products such as: eau de parfum, eau do toilette, perfumes, deodorants, face and hand creams, body balms, as well as bath range.

2009 was a watershed year, as the company extended its offer with well-known face and body care brand - Uroda (Melisa, Kwiaty Polskie, Active 90) and Makler.

Nowaday, the company is involved in creating its own line of children's toiletries under KIKU brand.

URODA

Company history

Bi•es Fragrances are among the most recognizable brands in its segment and its portfolio is being constantly updated with new products, introduced on the basis of analysis of consumers' needs and the latest market trends in perfumery.

Thanks to worldwide introduction, Uroda Polska continuously strengthens its position in the field of mass fragrances.

URODA Polska is the winner of the prestigious "Quality of the Year" prize, awarded by the editors of "Business Report" in "Gazeta Prawna", as well as it is involved in various community projects and environmentally friendly activities.

URODA Polska Brands :

- Bi•es (fragrances for men and women)
- URODA (Melisa, Kwiaty Polskie "Polish Flowers", Active 90) skin & body care
- Makler (fragrances for men)



URODA

Technology



DESCRIPTION OF THE INTERNAL PROCESS LINE

The manufacturing facility of URODA Polska occupies over 6,000 square meters of warehouses and production halls in Kamien Duży, near Iława.

The production plant is equipped with modern technological lines, designed and launched by professionals from France and Italy. As a result, the company has a large production capacity, while ensuring that the quality of the products complies with the requirements dictated by European legislation.

The facility includes:

- > ethanol storage tanks with a total working capacity of 60 thousand litres installed outside the main object of the plant
- > gas storage tanks for filling aerosol cans
- > automatic production lines for preparation of perfume products, equipped with a system of pumps and pipes to ensure the transport of raw materials to production tanks, controlled by a process computer
- > water conditioning station (demineralization by reverse osmosis)

Technology

- > mixers and storage tanks with a total working capacity of 240 thousand litres
- > filtering equipment working under low-temperature conditions,
- > installation for supplying pressurized nitrogen to production lines,
- > automatic lines transporting products to batching and packaging machinery,
- > highly efficient modern batching and packaging stations,
- > automatic production line of aerosol cans,
- > modern solutions in the field of logistics and warehousing
- > modern fire and explosion protection systems

Ethanol is one of the basic raw materials in cosmetics industry. Supplied from the outside, the ethyl alcohol is stored in storage tanks. Alcohol is transported with pipeline pumps to production tanks. Technological process control system coordinates the work of the whole system of pipelines, pumps, valves and instrumentation of the production tanks. The amount of ethanol (in kg) to be drawn for production is controlled by a mass flow sensor. The ethanol-containing product is subjected to filtration, and then directed into a suitable container, wherein the maturing process takes place.

After maturing, the products are transported by pumps and piping system to batching and packaging stations, where the packaging stage begins. Filling bottles of perfume or aerosol cans is performed by an automatic system controlled by weighing stations cooperating with Packaged Products Quantity Control System in accordance with the Law „On Packaged Commodities“. This allows to batch the packaged products with the „e“ symbol, which confirms that the product meets all the requirements of the regulations on the control of packaged commodities.

The whole manufacturing process, starting from the raw material supply through the production and distribution of products, is fully controlled and recorded. The individual steps are described in production and control procedures.



Technology



Modern engineering and technology solutions, high-end machinery, qualified staff, properly designed, safe production and storage rooms, the use of high quality raw materials and intermediate products ensure that the plant meets the criteria of a modern manufacturing facility, the purpose of which is to produce good, safe cosmetic products in accordance to „Good Manufacturing Practice GMP”.

The GMP system includes a set of measures to protect against possible failures during manufacturing, improving the effectiveness, efficiency, and increasing

confidence that products introduced to the market are safe for the health of consumers.

In July 2013, URODA Polska won a certificate proving that the quality management system complies with ISO 22716:2007.

The certified area includes the following fields: quality control, production and storage of cosmetic products.

Distribution

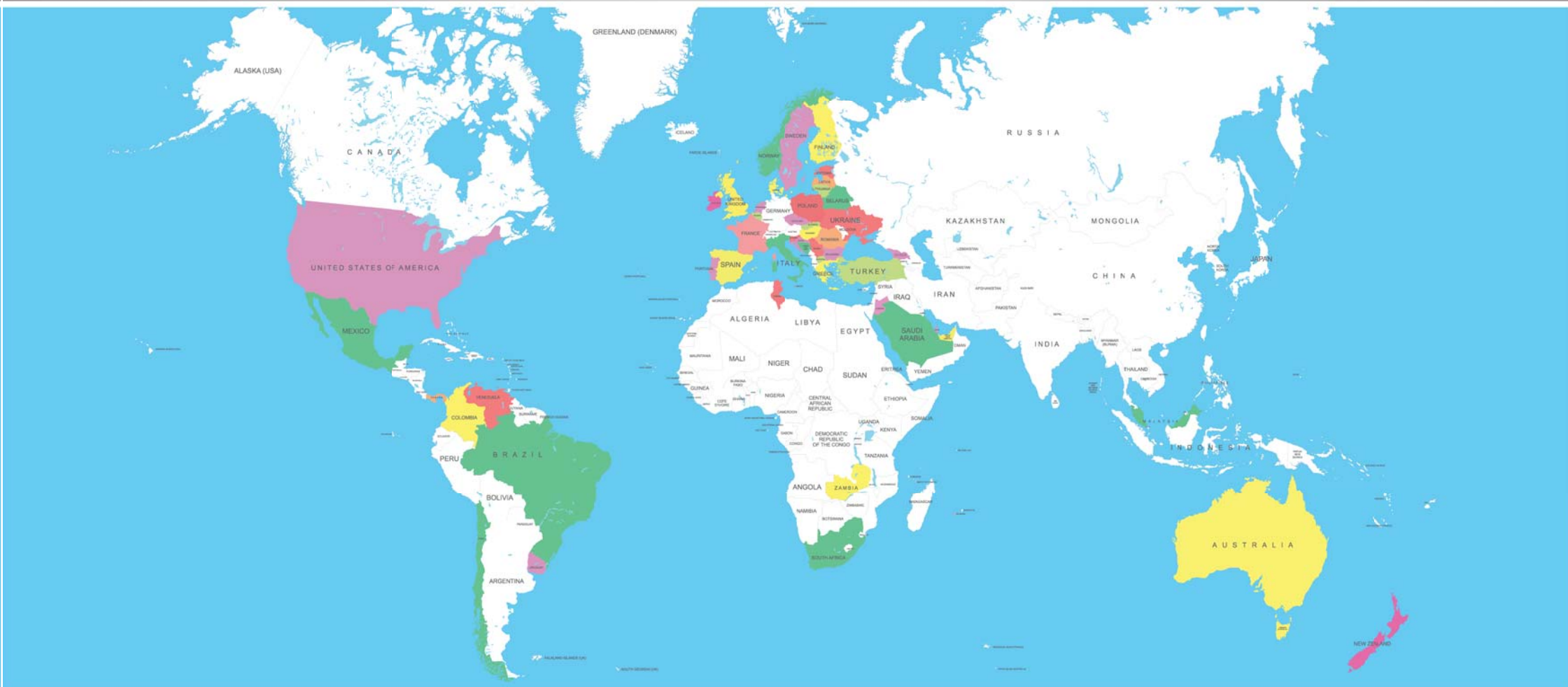
All products are available both in Poland and abroad, in traditional channels and retail chains.

URODA Polska has its own branches in Ukraine, Czech Republic, Slovakia and Romania, with a significant shares on those markets.

Thanks to a well-established distribution network, our products are currently exported close to 50 countries, on 6 continents around the world.

Bi•es fragrances are available in such exotic places as Reunion Island on the Indian Ocean, Malaysia, Japan or Nepal.

The Company regularly participates in prestigious international beauty fairs, such as: Cosmoprof Bologna, Hong Kong, Las Vegas and Beauty World, Dubai.



Certificates

In July 2013, Uroda Polska gained a certificate confirming that the quality management system complies with ISO 22716:2007 standard. The certified area includes quality control, manufacture and storage of cosmetic products.



POLSKA IZBA HANDLU ZAGRANICZNEGO
CERTYFIKACJA
*Polish Chamber of Foreign Trade
Certification*

CERTYFIKAT

Nr 2/ISO 22716

Ten Certyfikat nadaje się jako dowód, że system zarządzania:
This Certificate is granted as evidence that management system of:

URODA POLSKA

Sp. z o.o.

siedziba rejestrowa: 00-098 Warszawa, ul. Niecała 9 lokal 1U

zakład produkcyjny: 14-200 Iława, Kamień Duży 4 d

spełnia wymagania Normy:
complies with the requirements of the Standard:

ISO 22716:2007

w zakresie:
in the scope of:

- produkcja, kontrola jakości i magazynowanie wyrobów kosmetycznych
- *manufacture, quality control and storage of cosmetic products*

Ważność certyfikatu:
Expiry date:
22.07.2016


Artur Szwoch
PREZES / PRESIDENT
Gdynia, 23.07.2013

URODA



URODA

Bi•es[®]
(FRAGRANCES)

WOMAN

MAN

KIKU
(CHILDREN'S TOILETRIES)

URODA
(SKIN & BODY CARE)

Melisa

KWIATY
Polskie

ACTIVE
90

MAKLER
Men Care
(FRAGRANCES)

URODA

Bi•es®

Bi•es branded fragrances are among the most recognizable brands in its segment. Bi•es portfolio is constantly updated with new products, introduced on the basis of an analysis of the needs of consumers and the latest market trends in perfumery.

Bi•es brand includes **fragrances for women and men**: perfumes, eau de parfum, eau de toilette, deodorant spray, perfumed deodorants

Bi•es brand exists on the Polish market since **1996**.



➤ fragrances for man



➤ children's toiletries



➤ fragrances for woman

Bi·es®

FOR WOMAN

Bella
eau de parfum 100 ml



Sin
eau de parfum 100 ml

URODA

Bi·es®

FOR WOMAN



Tropical Summer
eau de parfum 50 ml



Experience The Magic
eau de parfum 100 ml



Fiori Di Luna
eau de parfum 100 ml



Bi·es®

FOR WOMAN

MADE WITH
SWAROVSKI® ELEMENTS



Dream Of Fly
eau de parfum 100 ml



VIVA la vida
eau de parfum 100 ml



PARADISE Flowers
eau de parfum 100 ml



URODA

Bi·es®

MADE WITH
SWAROVSKI® ELEMENTS

FOR WOMAN



Les Fashion Stiletto
eau de parfum 50 ml



Jungle Code
eau de parfum 50 ml



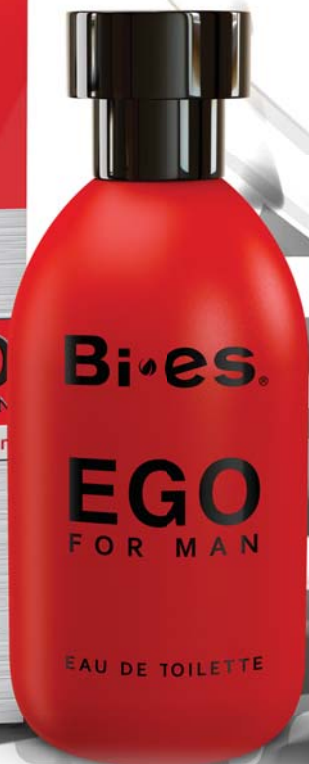
Fleurs Sensuelles
eau de parfum 100 ml



URODA

Bi•es®

FOR MAN



Ego Red edition
eau de toilette 100 ml



Ego Platinum
eau de toilette 100 ml



Ego
eau de toilette 100 ml

URODA

Bi•es®

FOR MAN

MEN INSIDE
eau de toilette 100 ml

HOT NEW!
PRODUCTS

2014



FRESH ZONE
eau de toilette 100 ml

RED MAN
eau de toilette 100 ml



URODA

Bi·es®

FOR MAN



Royal Brand Gold
eau de toilette 100 ml



Royal Brand Light
eau de toilette 100 ml

URODA

Bi·es®

FOR MAN

Berto Bonanno
eau de toilette 100 ml



Max
eau de toilette 100 ml

Winner
eau de toilette 100 ml



Perfetto Uomo
eau de toilette 100 ml



URODA



The power of natural moisture



Melisa - The power of natural moisture

MELISA is a line of cosmetics for daily care of the face and body, dedicated to sensitive and normal skin.

The secret of Melisa line is a proven recipe and an extract of lemon balm, which therapeutic effects have long been acknowledged by cosmetologists and dermatologists. Melisa cosmetics have been created for active women who want to take the best of nature.

The soothing, gentle and moisturizing Melisa products support the natural process of skin renewal, give it a velvet-like smoothness and soothe irritation. Their pleasant, subtle herbal fragrance provides a feeling of comfort and does not irritate the skin. Thanks to their airy texture MELISA creams absorb well and provide a reliable base for make-up. MELISA line, besides **lemon balm extract**, contains many other, specially selected active ingredients: **green tea extract** (protects the skin against the harmful effects of free radicals), **pro-vitamin B5** (improves skin hydration), whereas **allantoin, grape seed oil and vitamin B** (give it a velvety smoothness).

The official profile of the brand is available at www.facebook.com/URODAkosmetyki

Melisa line includes cleansing solutions (cosmetic milk, micellar water, toner), creams (intensively moisturizing, anti-wrinkle day and night), body lotions, hand creams, lip balm. All products are dermatologically tested.

URODA



The power of nature
moisture



Anti-Wrinkle night cream
50 ml



Anti-Wrinkle day cream
50 ml



Hand cream
75 ml



Body lotion
200 ml



Alcohol-free toner
200 ml



Cleansing milk
200 ml

URODA



Melisa



Lip balm



Micellar liquid
200 ml



Intensively moisturizing cream
50 ml



Creamy liquid soap
300 ml



Body balm
400 ml



Mild shower gel
400 ml

URODA



The Secret of Beauty

Kwiaty Polskie
The secret of beauty

KWIATY POLSKIE is one of the oldest and most recognizable beauty brands in Poland.

KWIATY POLSKIE is a series of cosmetic solutions for daily face care, developed on the basis of active floral ingredients and vitamins - safe & dedicated for dry and normal skin.

The flavonoids present in floral extracts have a beneficial impact on improving the skin. They act as antioxidants, slows down the aging process, effectively reduce the risk of skin irritation and strengthen blood vessels.

Delicate floral aroma and light texture increase the comfort of use.

The official profile of the brand at www.facebook.com/URODAkosmetyki

KWIATY POLSKIE line includes cleansing solutions (cosmetic milk and toner), face and hand creams: Sunflower, Cornflower, Mallow. All products are dermatologically tested.





The Secret of Beauty



Mallow cream
50 ml

Cornflower cream
50 ml

Mallow hand cream
75 ml

Acacia hand cream
75 ml

Alcohol-free toner
200 ml

Cleansing milk
200 ml

Sunflower cream
50 ml



ACTIVE
90

**actively
& spory!**



deodorant



deo roll-on



refreshing shower gel & shampoo



semi-rich cream



perfume deodorant



deo roll-on



creamy shower gel



lip balm



intensive moisturizing day & night cream



semi-rich cream



matting and smoothing day cream



perfume deodorant



creamy shower gel



deodorant

Bi•es[®]

for kids



UR©DA