

company *profile*

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mokosh  
cosmetics

mokann  
cosmetics



Are you looking for cosmetics with the power to fight the signs of aging?

Ever wondered if natural active ingredients are effective?

Do you want to get products from a company that is responsible socially as well as towards Mother Nature?

Do you expect full skin and body care that appeals to all senses?

mokosh mokann

is a proof of existence of *effective* at-home skin and body care and the answer to all the needs of demanding skin. It draws its power from both *nature and science!*

# *the two worlds* in perfect balance

## the power of nature

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botanical extracts

cold-pressed oils

natural waxes

hydrolates

bioferments

minerals

sustainable production

glass packaging

zero waste program

effectiveness



sustainability

clean beauty

## effectiveness drawn from science

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tested & the most potent active ingredients in effective concentrations

laboratory tests

formulated under supervision of dermatologists

proven effectiveness

our own lab and production plant

both following the GMP procedures

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# our history



2014  
April

2015  
January

2016

2017  
April

2017  
September

Establishment of the company with a trend-setting attitude to natural cosmetics

The beginning of cooperation with leading beauty salons and Wellness & SPA hotels

First awards for quality and innovation in advanced facial care

Launch of the bronzing balm - our bestseller till this day! An innovative self-tanning product composed of natural ingredients

Mokosh/Mokann products in international drugstore chains, e.g.

Introduction of holistic, natural treatments and rituals

Professional jury recognises the fresh take on at-home skin & body care promoted by Mokosh

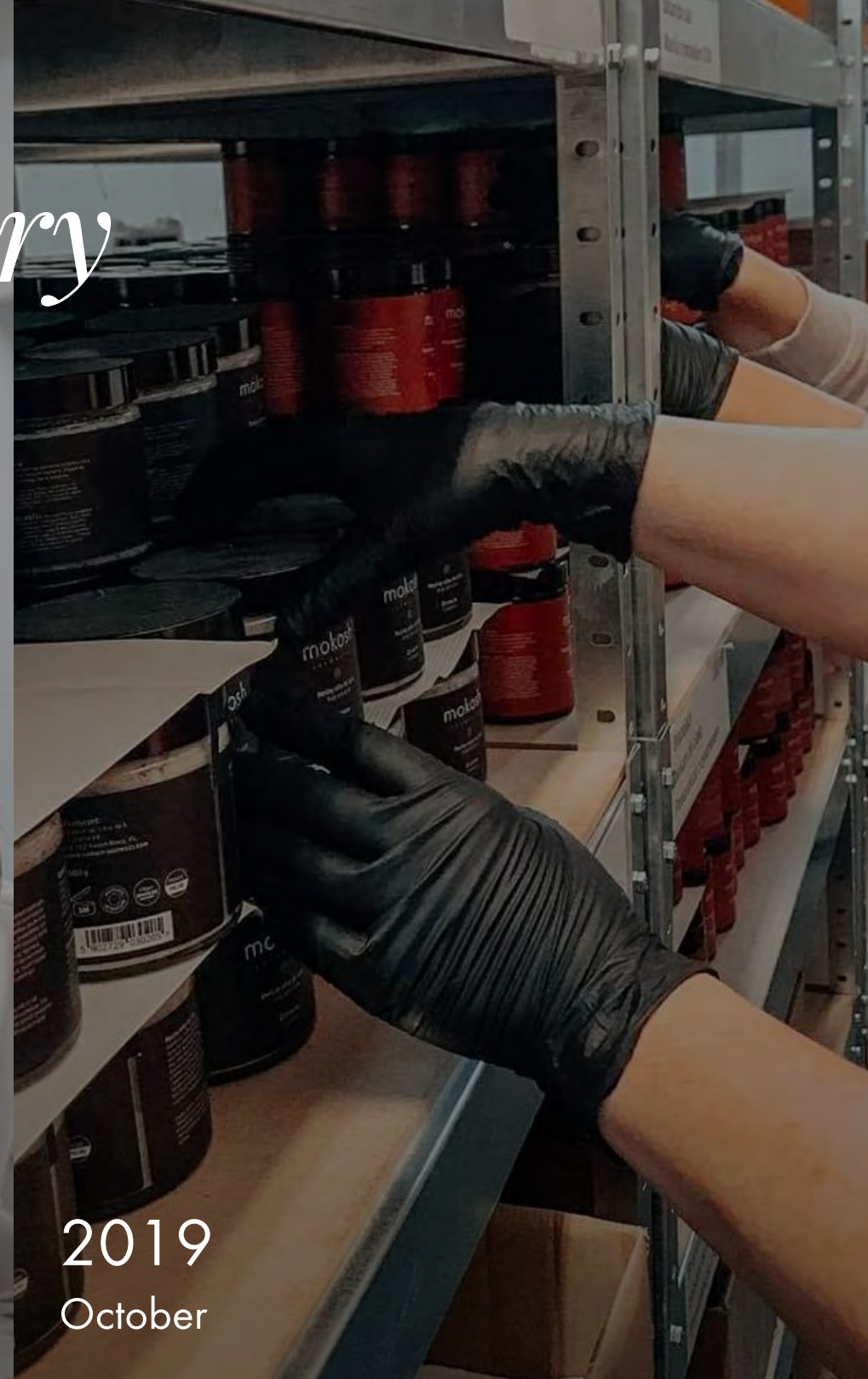
In 2024, the product won the prestigious Cosmetic of All Time award, given to the best cosmetic products on the market by the votes of hundreds of users.

- Kontigo (Eurocash Group)
- Douglas
- Hebe
- Sephora
- Super-Pharm
- Aelia Duty Free
- and other

## Mokosh/Mokann is a trend-setter! *We were the first!*

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# our history



2018  
March

2019  
October

2019

2020  
October

2021  
October

A series of independent lab tests of the effectiveness of Mokosh/Mokann cosmetics to prove our claims

Launch of the Private Label service in the Mokosh laboratory and factory  
  
Production of cosmetics for other natural brands (e.g. Vegaya of the Eurocash group)

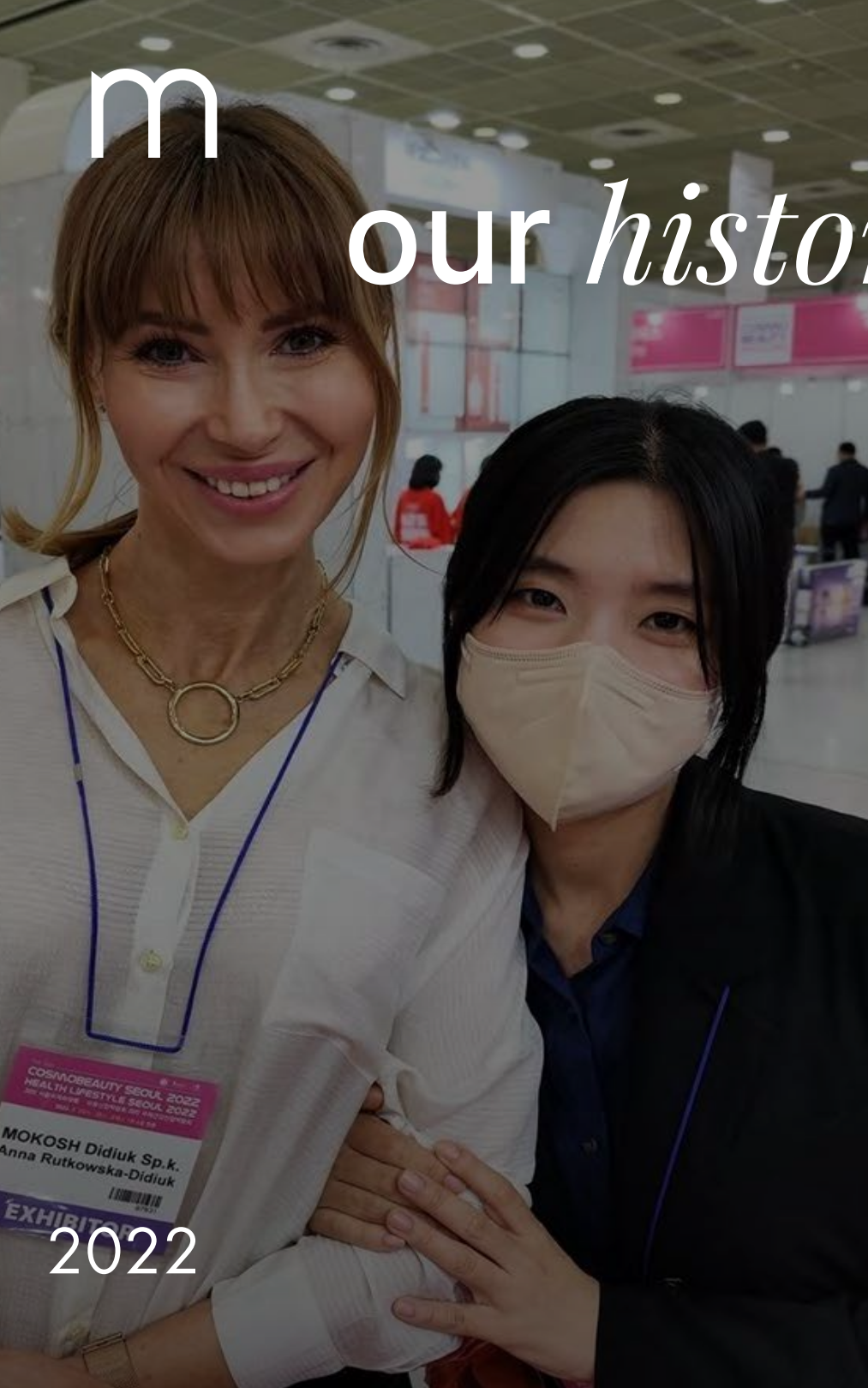
Sharing knowledge and experience not only in cosmetology, but also in running a business

Dynamic growth in the number of loyal customers in Poland, development of the mLovers group on FB, intensification of communication in SoMe, increase in CSR activities (including production of a free disinfectant during the COVID-19 pandemic, cooperation with hospitals and NGOs, support of refugees from Ukraine after the outbreak of war.

Start of the foreign trade fair project, trade missions and meetings with customers around the world.  
  
Mokosh/Mokann sold in dozens of countries around the world

## Mokosh/Mokann is a trend-setter! *We were the first!*

# m our history



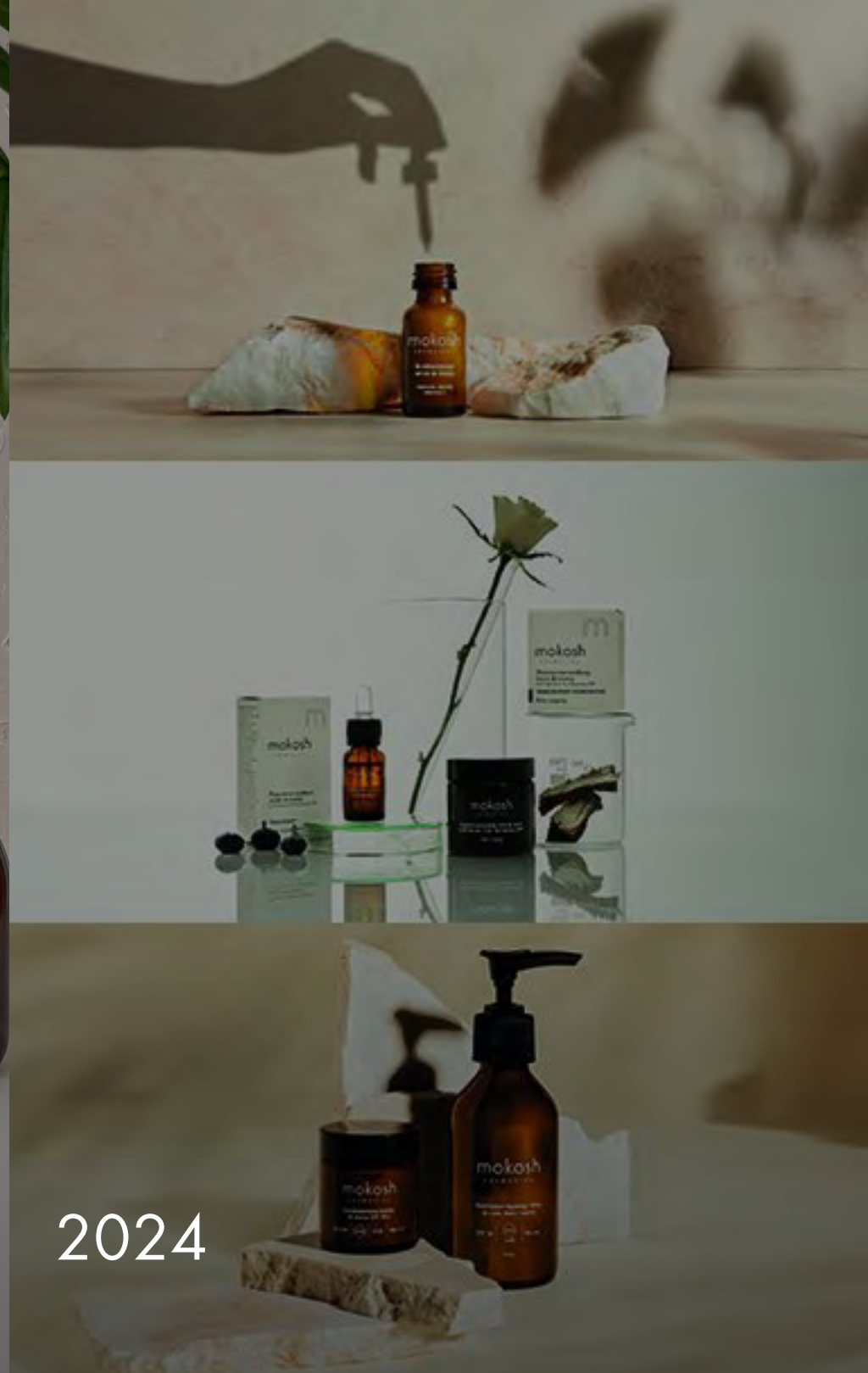
2022

Opening of Asian markets (Taiwan, Singapore and Hong Kong with plans to start distribution in Japan and China)



2023

Entering a new category: hair products.  
Hair and scalp care products are being developed in cooperation with trichologists. Products tailored to the degree of porosity of the hair and its needs.



2024

Investment in research and development facilities, which has resulted in the creation of globally innovative products with high efficacy: a line with the latest generation of retinoids, the serum with exosomes so far used only in aesthetic medicine, and a line of modern SPF products that also prevent thermal skin aging.



Future plans

Expanding the product portfolio and further investment in R&D  
Development of new product lines aimed at other target groups, including the introduction of comprehensive facial care products for teens and young adults in the autumn of 2024.  
Establishing scientific cooperation with external partners and joint development of innovations in the field of cosmetology  
Strengthening the position and recognition of Mokosh/Mokann on strategic foreign markets

Mokosh/Mokann is a trend-setter! *We were the first!*

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## *brand name* and packaging

When in 2014 Anna Rutkowska-Didiuk and Anna Didiuk opened a company and launched the production of high-quality natural cosmetics, they chose Mokosh, the Slavic goddess of the Earth, crops and rain for the patron and name of the organisation.

In selected countries around the world we combined the name Mokosh with the name of both of the founders – Anna, and that’s how the brand name Mokann was created.



The Mokosh and Mokann brand portfolio includes identical products with the same design of packaging and materials used. When it comes to design, we rely on minimalism, nature and elegance.



## *who* chooses our products

A woman between 35 and 55 years old.  
Modern, active, caring for her body  
and mind.

Looking for a holistic approach to face  
and body care. A conscious consumer  
who chooses the best products on the  
market – tested and safe, with the  
scientifically proven effects, high quality,  
with results visible  
in a short time.

Those of us attracted to sensually appealing products...

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our portfolio

## face care



### SENSITIVE SOLUTION

#### raspberry line

All-season cosmetics, particularly good in autumn and winter. They provide protection against pollution and negative external factors by creating a protective barrier on the skin. They nourish, improve skin hydration and have an intense antioxidant effect.

### LIFTING EFFECT

#### oat and bamboo line

Immediate and visible effect of skin lifting. Intensely anti-aging cosmetics. Hyaluronic acid, contained in the formulations, binds water in the epidermis, which also helps delay the appearance of signs of aging.

### PURE PERFECTION

#### nettle and mint line

It soothes inflammation and irritation and regulates sebum production. Perfect for skin care between treatments to repair the hydrolipidic barrier.

### COMPLEMENTARY CARE LINE

Facial care that can be combined with other lines as a complementary care.

### ANTI-AGING

#### the rose line

Concentrated on long-term anti-aging effects. Thanks to the combination of advanced and natural ingredients, including antioxidant-rich rose and blueberry, the formulas provide a multi-level, long-lasting effect of skin revitalization.

### SMOOTH COMFORT

#### fig line

A line that intensely moisturizes the skin, gives it elasticity and smoothness. It soothes irritations and protects against free radicals. The effect of matting the skin makes the cosmetics of this line excellent make-up primers.

### MULTIPROTECTION

#### aloe vera line

The line was created to protect the skin against negative effects of UV radiation and free radicals on a daily basis. Thanks to the use of an innovative ingredient that cools the skin at the cellular level, it also inhibits so-called thermal aging caused by high temperature. The formulas of the line allow you to maintain the features of youth – firmness, smoothness and healthy skin tone for longer.



our portfolio

# face care bestsellers



Bestsellers among facial products on the Polish market...



## active face scrub rose & blueberry

The Rose and Blueberry active face scrub thoroughly exfoliates, brightens and smoothes the epidermis thanks to the combination of mineral corundum and enzymes. Rosehip seed oil, containing polyunsaturated fatty acids, improves skin elasticity and moisturises it, has strong regenerating properties.



## firming anti-aging face cream rose & blueberry

The Rose and Blueberry Firming Anti-Aging Face Cream is a combination of precious extracts and oils with exceptional active ingredients that deeply moisturise, firm, protect and smooth the delicate facial skin. Damask rose, blueberry, vanilla, raspberry and grape extracts show intense antioxidant activity.



©brand / cosmetics / quality



our portfolio  
*body care*



Body care cosmetics for daily care, distinguished by sensual fragrances, have a moisturizing, firming, nourishing and anti-cellulite effects.

melon & cucumber line

chocolate & cherry line

cranberry line

icon vanilla & thyme line

orange line

green coffee & tobacco line

orange & cinnamon line

passion fruit line

sandalwood & amber line

sweet cherry & amber line

hibiscus line

base products and accessories

aloe vera line



our portfolio

# body care bestsellers



Bestsellers among body products on the Polish market



## bronzing body and face balm orange & cinnamon

A nourishing and moisturising lotion with an oriental orange and cinnamon scent that naturally provides the skin with a beautiful tan. Rich in natural oils: baobab, sunflower and carrot oils prevent the skin from drying out, blueberry wax intensely moisturises, while macerate of bitter orange flowers revitalises and soothes irritations.



## anti-cellulite specialist balm Mokann icon vanilla and thyme

The balm contains extracts of astragalus, ruscus, lemon and goldenrod, which show anti-cellulite, firming and tightening effect on the skin. Astragalus root extract helps to firm the skin. The content of the ruscus extract combined with the massage performed during product application improve blood microcirculation.



## moisturizing body wash sandalwood & amber

This gel with an intriguing sandalwood and amber fragrance contains an effective plant-based body wash that thoroughly cleanses the skin. Complexes of natural polysaccharides and beet extract bind water in the outer layers of the epidermis, leaving it tight and moisturised for a long time. Prebiotics support the skin's protective functions and increase its resistance to external factors.



*what* makes our products stand out according to our customers?



Unique, beautiful scents

Glass packaging

Visible effects after the first use

Multi-functionality

Incredibly pleasant texture of cosmetics

Formulations rich in active substances

Sustainable production and social responsibility

Passionate people behind the brand

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# the line of innovative products *for hair and scalp care*

the newest achievement of Mokosh lab

you can take care of both hair  
and scalp at the same time

a comprehensive care that allows  
to create an individual ritual, fitting  
different types of hair and scalp  
as well as hair porosity, does exist



natural products can be functional

active ingredients of natural origin  
are irreplaceable if you need  
to quickly and effectively bring  
out your hair's natural beauty

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# discover the natural beauty *of your hair*

porosity {noun} pl. porowatość

hair's ability to absorb and retain moisture and nutrients

low porosity

**fine, oily and flat *hair***

Fig

medium porosity

**dull *hair* with dry ends**

Green tea and bergamot

high porosity

**rough, brittle and frizzy *hair***

Sweet cherry and amber





# newest generation of *retinoids*

multilevel renewal of skin

with signs of aging and imperfections



no irritation

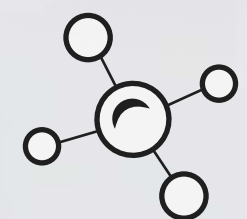


no redness



no dry patches

tested on sensitive skin



a breakthrough on the market  
of retinoids





◆ new

## multi-corrective *facial serum*

- + provides long-lasting moisturisation
- + reduces the length and depth of wrinkles
- + tightens and firms the skin
- + models face contour
- + reduces the visibility of pores
- + brightens and illuminates the skin

the serum formula works globally – it reduces the 6 main signs of ageing



The effects confirmed by instrumental and application studies conducted on sensitive skin in independent research laboratories.

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## independent *production*

original formulas based on innovative combinations of unusual ingredients to achieve the maximum effectiveness

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our own research and development laboratory is equipped with a team of technologists and cosmetologists led by Anna Didiuk, co-founder of Mokosh. Anna is also a brand trainer and holds a Master of Cosmetology degree from the Faculty of Pharmacy at the Jagiellonian University in Kraków

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our own production facilities with state-of-the-art vacuum mixers, a dosing and labelling machine and a range of measuring and laboratory equipment, allowing for the highest level of quality control

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thorough and extended testing of the effectiveness and performance of the marketed cosmetics, carried out by independent research laboratories

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## private *label service*

MOKOSH/MOKANN ASSORTMENT  
CURRENTLY CONTAINS ABOUT 90 SKUs

Moreover, we continuously produce over 85 SKUs in contract manufacturing, whose recipients are major retail chains (Eurocash, Jeronimo Martins), celebrity brands, hotels and SPAs.



# prizes and awards

We can confidently state that we have created one of the strongest, natural “love brands” in Poland, which is rapidly gaining international acclaim. WE HAVE RECEIVED NUMEROUS AWARDS in business and beauty product polls and rankings. Awards are granted by customers and demanding professional industry experts.



# marketing activity

## Press

Most popular lifestyle magazines

## Television

Polish national television

## Radio

Local and nationwide stations

## Cinema

Multiplex chains and arthouse cinemas

## Billboards

Biggest advertising media in major Polish cities

## Internet

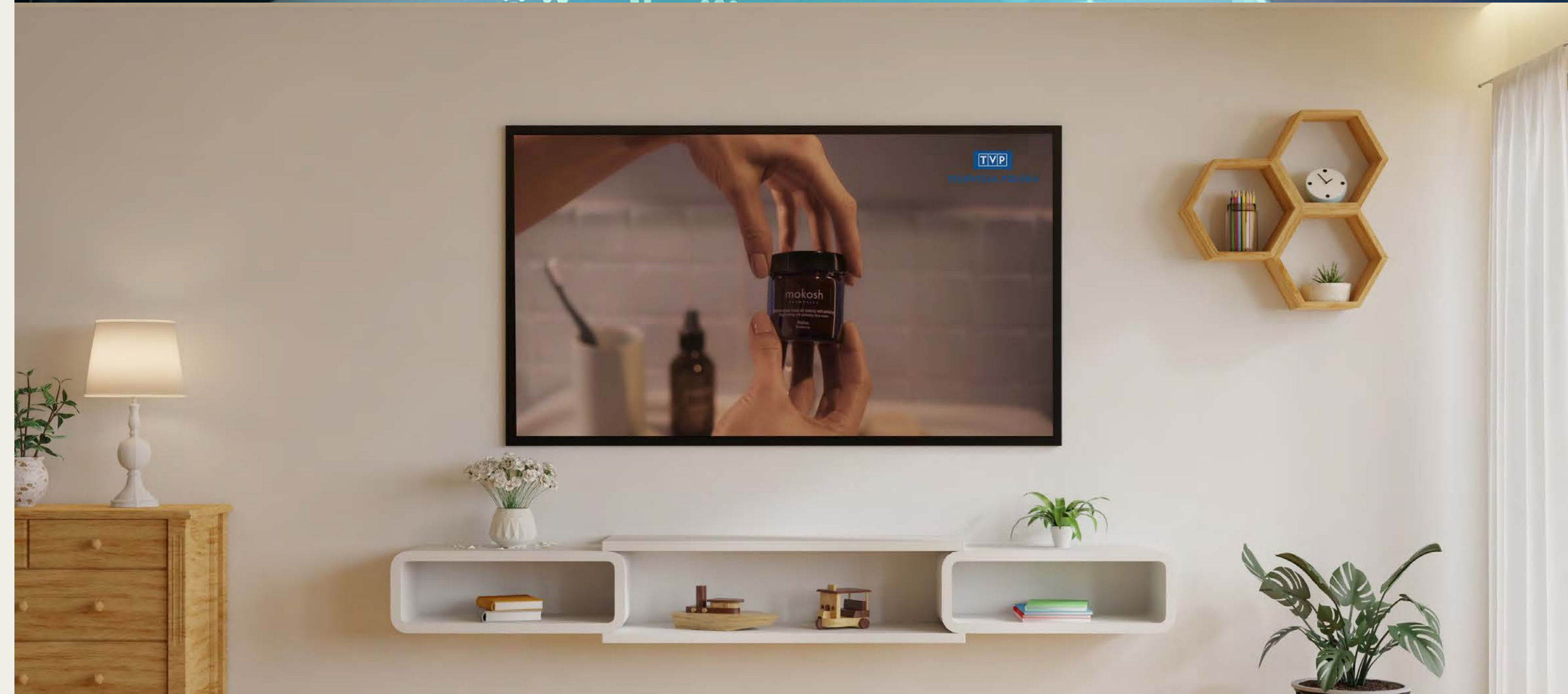
High activity on social media, private FB group

## Fashion brands

Calzedonia, Tatum, Answer

## Cultural institutions

Publishing houses, art galleries, theatres



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# press about us

Our products are appreciated in Polish and foreign fashion and lifestyle media, in example:

Marie Claire Italia

GQ Espana

Marie Claire Espana

Vogue Poland

Marie Claire Taiwan

Women's Health Poland

Cosmopolitan Ukraine

Celine Bernaerts (MUA Yves Saint Laurent Beauté)

Uroda Życie Poland

Glamour Poland

Wysokie Obcasy Poland

L'official Poland

L'official Homme Poland

Tevla Espana

Our business is also widely discussed, with the owners considered to be THE ROLE MODELS OF BUSINESSWOMEN for the beauty industry

Forbes Poland

BMP

Business Insider

company profile media



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*point of sales*  
shelf exposure



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# *outdoor advertising* in major cities

Warsaw

Wrocław

Poznań

Łódź

Szczecin



# social media and web activity

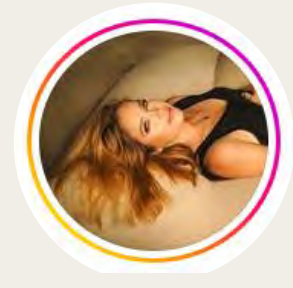
selected cooperations



5645 posts 516k followers 3802 following  
katarzynazielinska



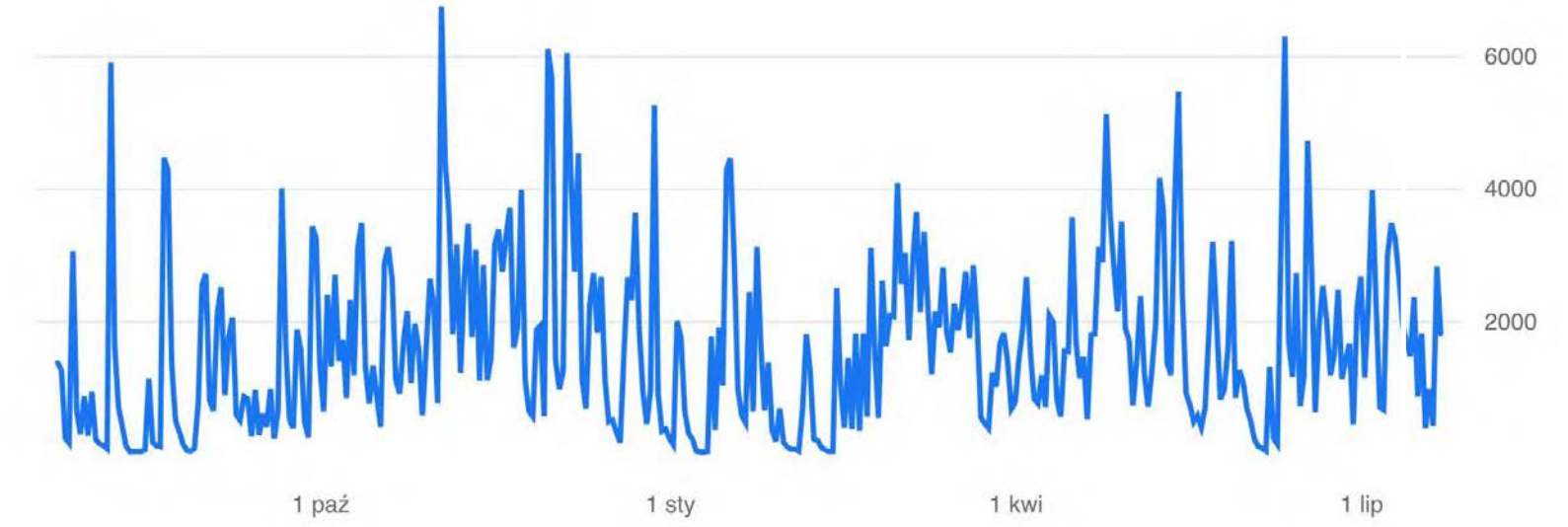
2994 posts 266k followers 787 following  
kazadi\_official



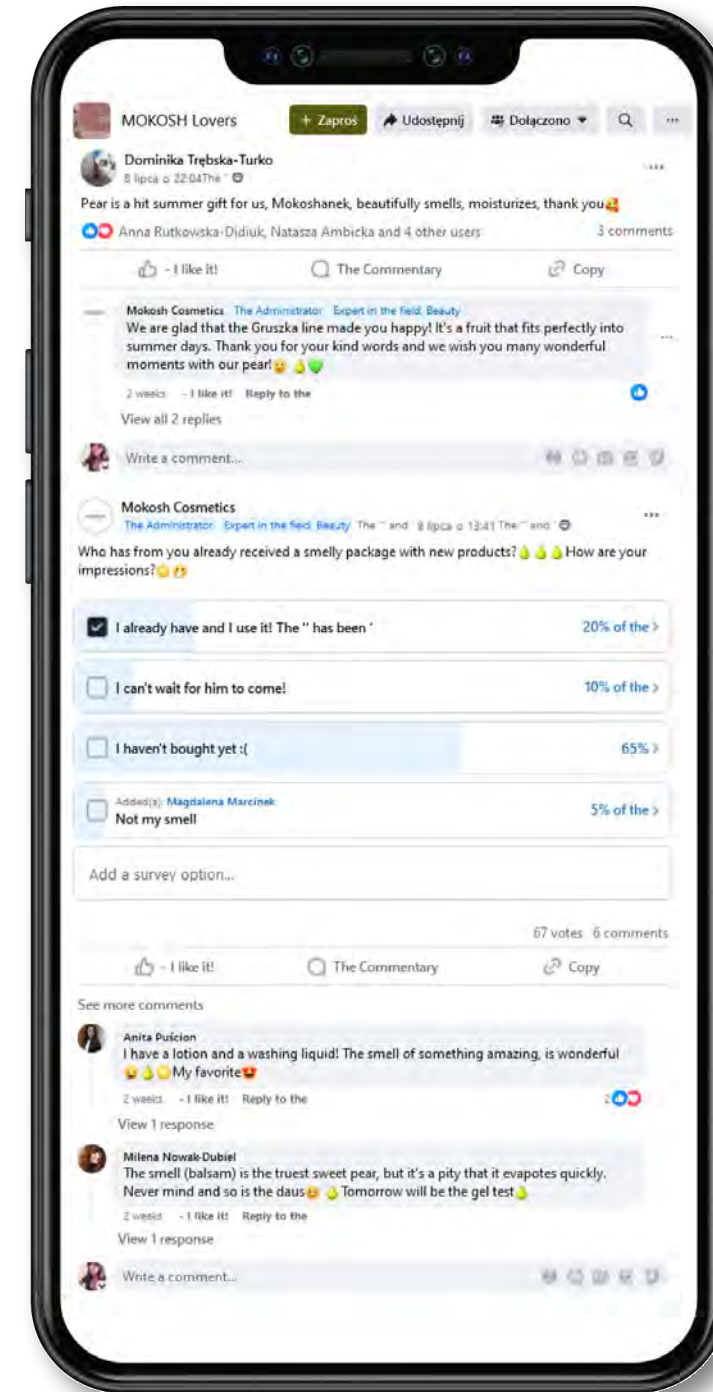
832 posts 126k followers 149 following  
marta\_paszkin



## Facebook Group mLovers

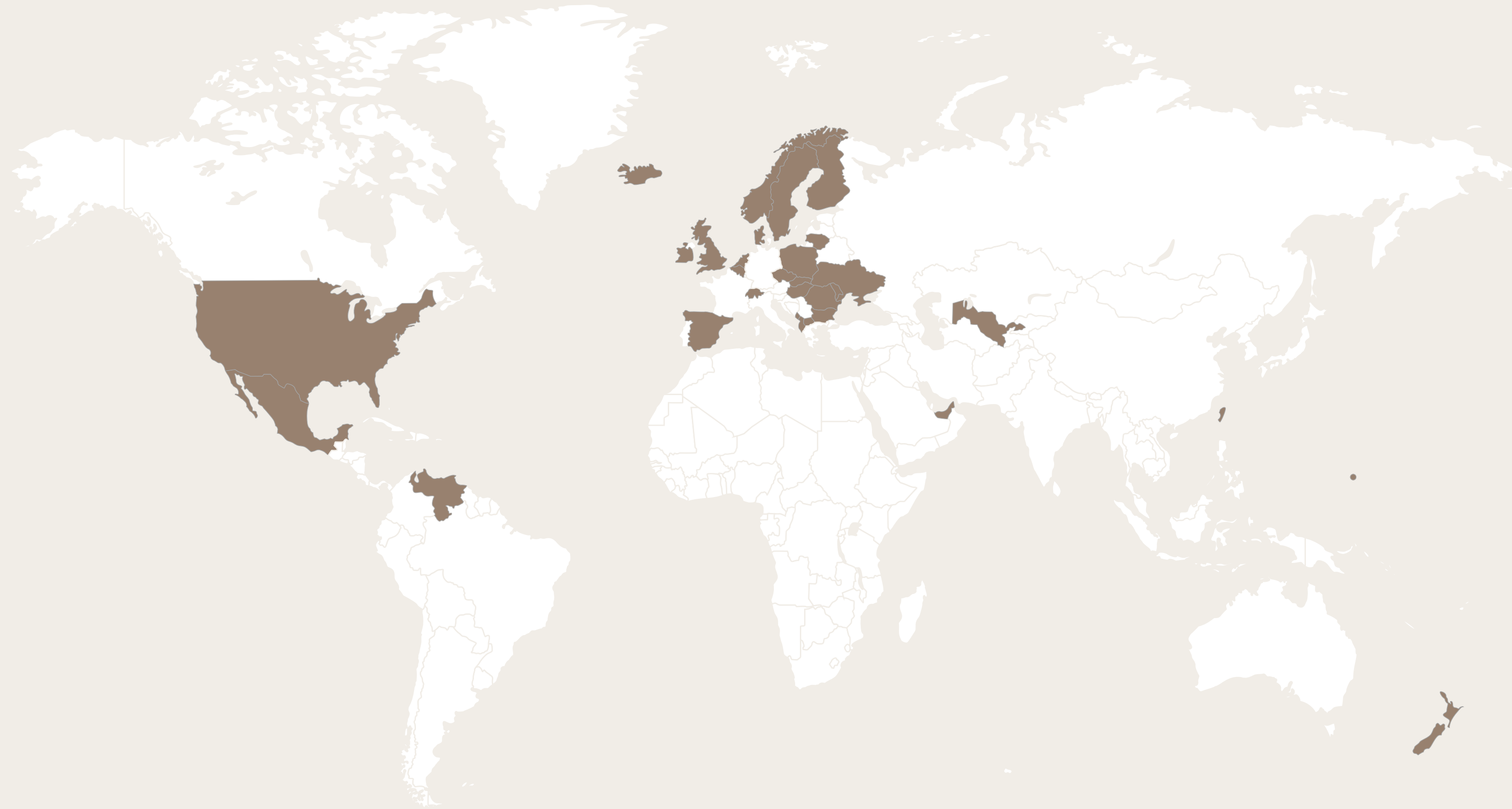


≈ 13 000 members  
>9000 active members



# Mokosh/Mokann *in the world*

29 countries 4 continents



mokosh

mokann

Poland

USA

Netherlands

United Kingdom

Belgium

Spain

Hungary

Ireland

Czech republic

Venezuela

Slovakia

Mexico

Lithuania

Sweden

Iceland

Norway

UAE

Denmark

China (Taiwan)

Singapore

Romania

China (Hong Kong)

Montenegro

New Zealand

Northern Macedonia

Bulgaria

Uzbekistan

Moldova

Albania

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instagram

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