

BRAND PRESENTATION

FEEL THE BEAUTY WITH GA-DE!

Beauty is not in the eye of the beholder.
Beauty is in the way you feel.

GA-DE Cosmetics is a brand that will take care of your every beauty need with timeless makeup, innovative skincare ranges and fragrances to arouse your senses.

To wear the GA-DE brand is to feel the beauty of everyday life, to feel powerfully feminine and to live for the richest experiences life has to offer.

When you wear GA-DE, you'll feel beautiful - not just look it. GA-DE has a range of products to suit all skin types, and makeup that is practical and wearable, for an effortless and elegant look.

GA-DE is your everyday makeup that enhances your own beauty, rather than altering it.

So go on and Feel the Beauty!



GA-DE

GA-DE COSMETICS BRAND

Inspiring women to feel the beauty.

GA-DE strives to deliver the best products that will help each woman reveal her own unique beauty.

Elegance | Comfort | Style | Luxury

GA-DE's aim is to provide absolute pleasure in every product: looking good through product efficacy and feeling good thanks to fine textures that offer absolute comfort.

Inspired by life, art, nature, history, painting, design and fashion, GA-DE creates innovative products that deliver flawless beauty to a woman who knows who she is and what she wants.



GA-DE

TARGET AUDIENCE

Customer Profile

Not daring or avant-garde, but wants to keep up appearances and understands her own style.

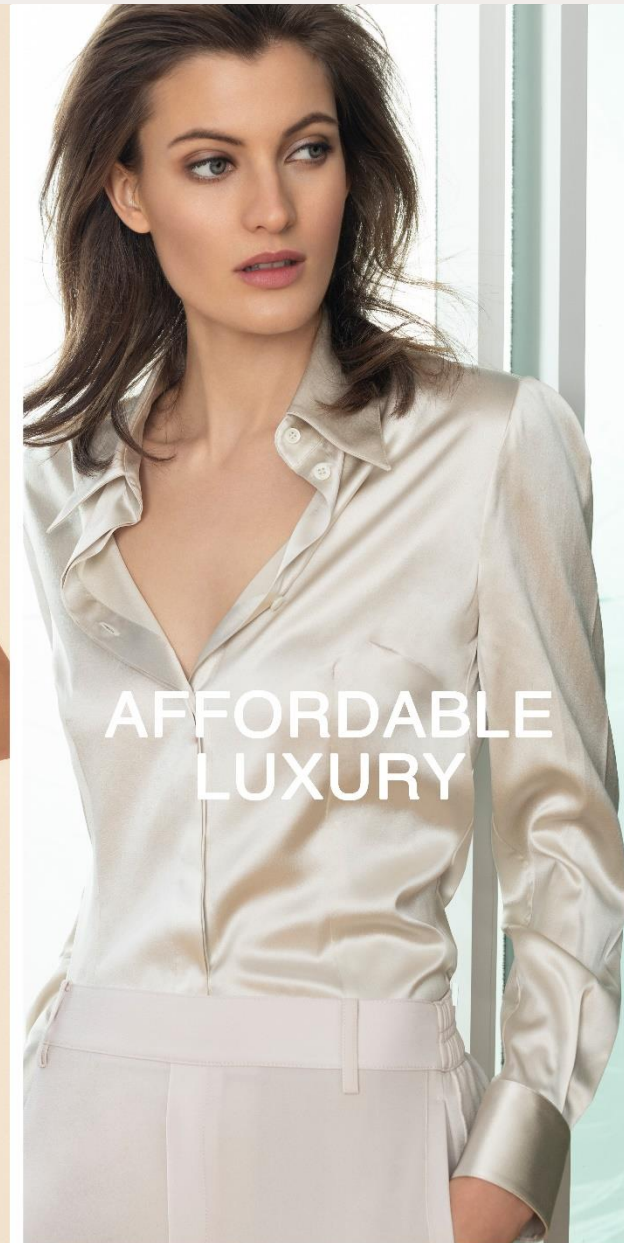
Elegant, graceful and fashionable, but not a fashion victim.

Opinionated, smart, uncompromising and lives for life's rich experiences.

Well-versed in beauty and makeup products; knowledgeable on how to use products and what suits her.



BRAND PILLARS



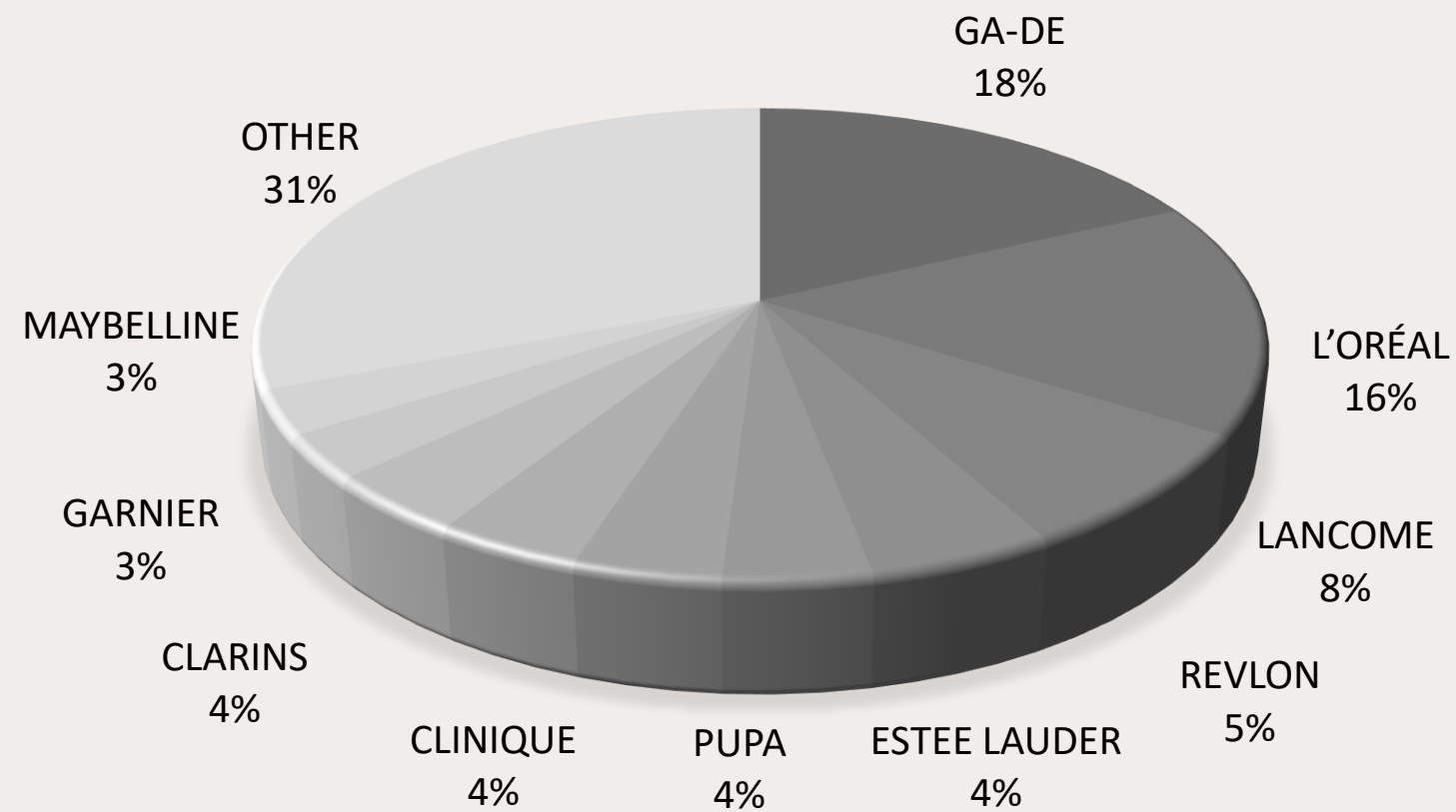
GA-DE

A SUCCESS STORY

Founded in 1985.

Extensive product range, in excess of 600 SKUs. Market leader in Israel by value and volume, with an 18% market share.

Expanding export market. GA-DE is a success story with a very impressive growth rate.



Data based on local market

1ⁱⁿ 2

women in Israel consider GA-DE their main cosmetics brand

3ⁱⁿ 4

Israeli women have used GA-DE

81%

"It makes me feel beautiful, desirable & elegant"

91%

"I plan on buying GA-DE products in the future"

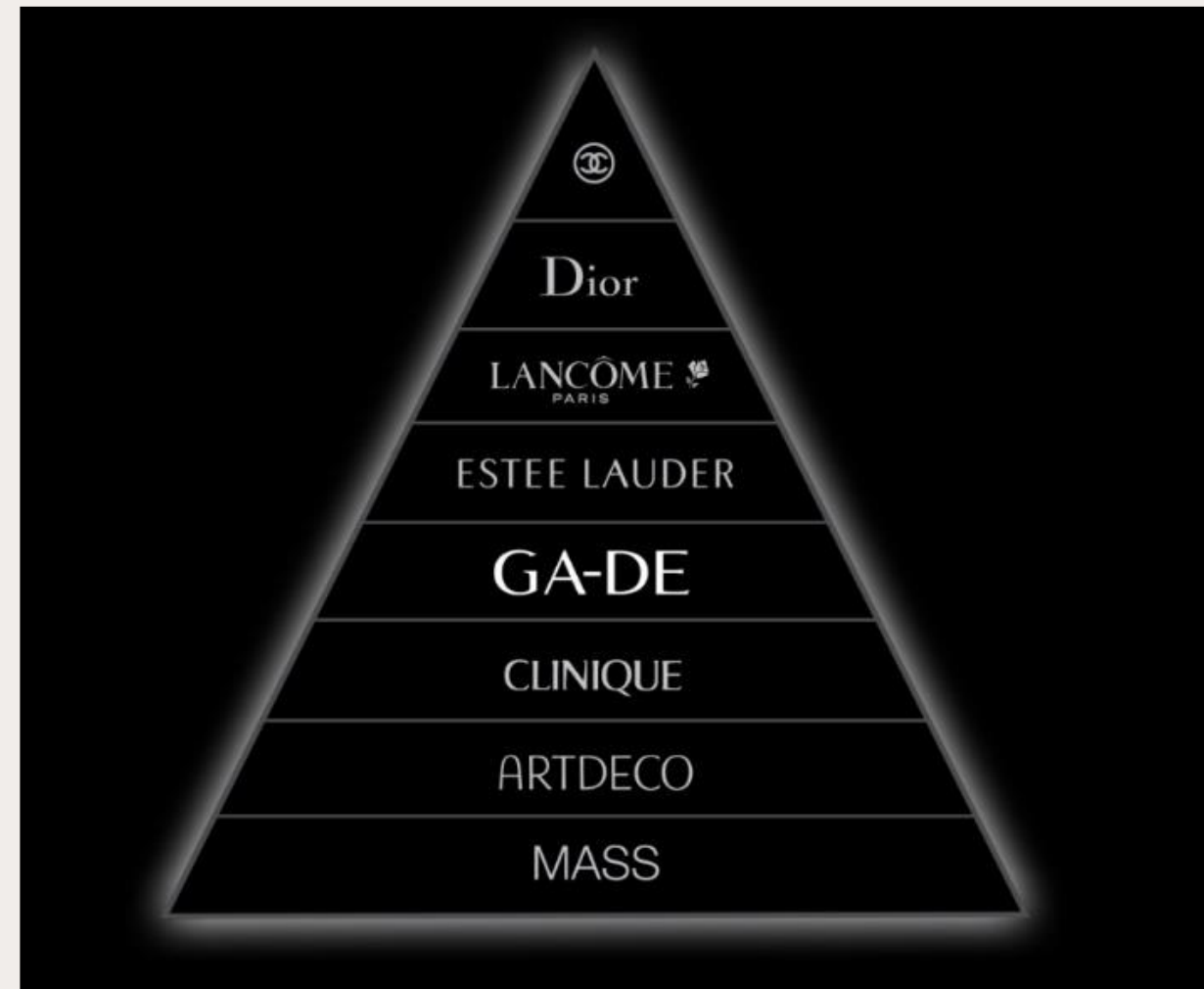
81%

of women who start using GA-DE become loyal clients

Women who use GA-DE, ages 25-54. Source: Rushinek Research – Feb 2015.

GA-DE

BRAND POSITIONING



GA-DE

BRAND VALUES

Perfection

We create color cosmetics, skincare and fragrances of the finest quality, and adhere to international standards of excellence. Our passion for the little details and finishing touches makes every product uniquely prestigious.

Innovation

Our large team of chemists and colorists studies new raw materials, colors and techniques. During this process, we seek to balance science, chemistry, international regulations and market demands.

Creativity

Inspired by life, nature, art, fabrics, colors, designs, plants, fashion and jewelry, we create concepts and products that deliver beauty. Every season we discover new influences, colors and concepts that bring out the consumer's personality and suit her requirements.



SAFETY & RELIABILITY

We never compromise on safety.

The production and supply operation process is certified according to GMP and ISO 9001:2008 regulations.

Our extensive logistics supply facility is equipped with multifunctional automatic and semiautomatic machines.

Microbiological tests are performed for each production batch by a specialized external laboratory. All products are cruelty-free.

BEST SUPPLIERS OF THE YEAR

Our client Super-Pharm, Israel's largest and most prestigious drugstore chain with more than 240 stores nationwide, has honored our brand with the local beauty industry's most coveted award for 17 consecutive years:

BEST SUPPLIERS OF THE YEAR IN THE COSMETICS & BEAUTY FIELD

This is an unprecedented achievement and we are immensely proud to have received this prestigious award over the years. We attribute this outstanding success to hard work, perseverance, a clear goal and unwavering belief in our beauty vision.



Award ceremony



Suppliers of the year award



Award ceremony

WE ARE SUPERBRANDS

Superbrands is the definitive benchmark for brands who have set the agenda, outwitted the competition and built an enviable reputation.

Superbrands are identified through an extensive and robust research process that measures the equity of thousands of brands, in both direct-to-consumer and business-to-business markets.

Only the most highly-regarded achieve the status of Superbrand.

GA-DE joined the international Superbrands "Hall of Fame" in both 2017,2018, 2019 and 2020.

We are Superbrands!



GA-DE
CROWNED AN ISRAELI SUPERBRAND

Superbrands Worldwide is the world's most prestigious branding award. For over 20 years, in more than 70 countries, Superbrands has been celebrating brands that demonstrate outstanding achievement, and the managers behind them. Customers in each country select the winners by participating in a comprehensive survey run by the global market research firm, Ipsos.

We are honored and proud to have been recognized by our valued customers. It is a testament to our ongoing commitment to producing high quality cosmetics in 2017, as we do every year. GA-DE has now joined the international Superbrands "Hall of Fame" – a badge of honor for our brand, and for you as well.

בחירת הצרכנים Superbrands 2017

בחירת הצרכנים Superbrands 2018

בחירת הצרכנים Superbrands 2019

בחירת הצרכנים Superbrands 2020

GA-DE

SOCIAL MEDIA

Social media has become an increasingly important promotional outlet, as beauty trends influence consumers all over the world.

GA-DE has established a bold, prominent online presence, exploiting its massive potential to engage and interact with consumers.

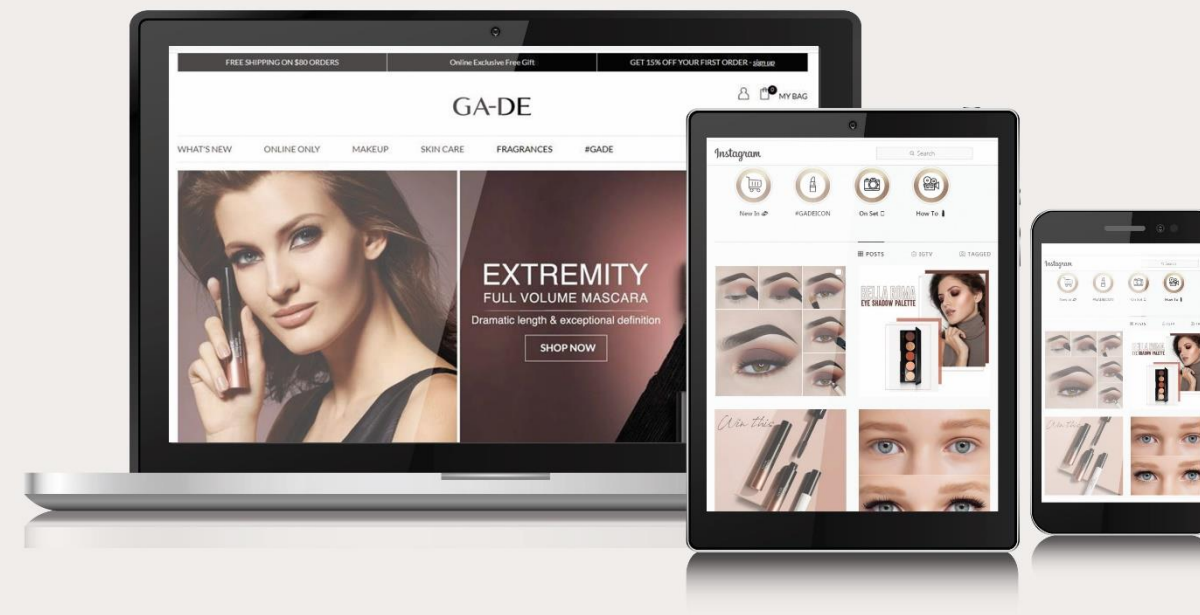
<https://www.gadecosmetics.com/>

<https://www.facebook.com/>

https://www.instagram.com/gade_cosmetics/

<https://www.pinterest.com/gadecosmeticsinternational/>

https://www.tiktok.com/@gade_cosmetics



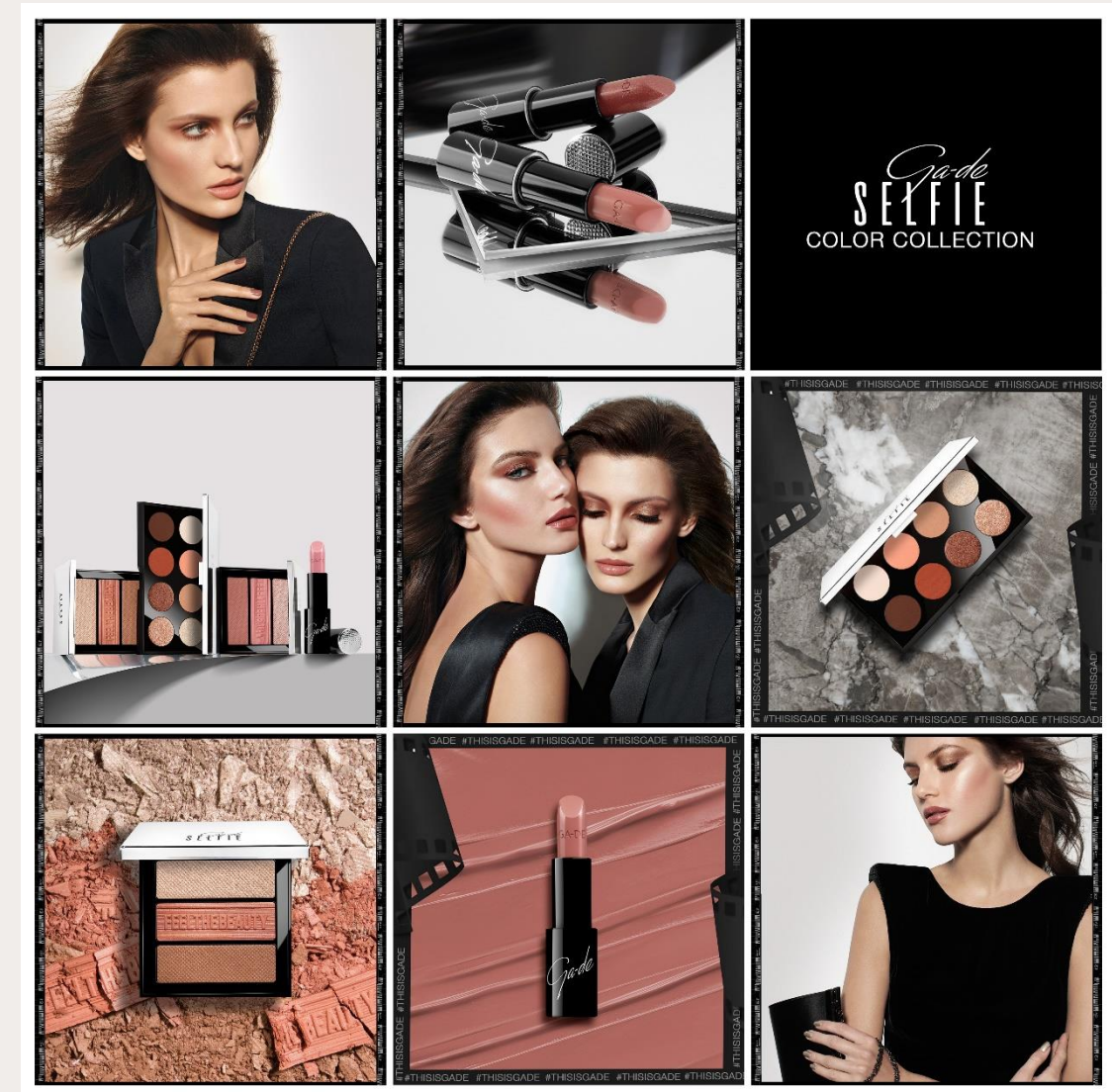
GA-DE

SOCIAL MEDIA

Expanding Digital Activities

GA-DE has undergone a major digital transformation, launching a range of innovative digital initiatives to help drive sales and enhance brand loyalty.

This has had a significant impact on the way GA-DE interacts with consumers, spanning the areas of content marketing and personalization through the intersection of attractive visuals, makeup artistry and user-generated content.



COLOR COSMETICS

GA-DE Color Cosmetics comprises a wide product range with exceptional textures from top European suppliers.

Consumers are able to connect with the brand through the high-quality packaging, as well as through the lens of the brand logo, design, graphic elements, materials, colors and the overall look that supports the brand's vision.

GA-DE color collections intertwine beauty, style and pure modern convenience.

The subtle, highly-pigmented colors capture a sense of effortless beauty with ease and simplicity.



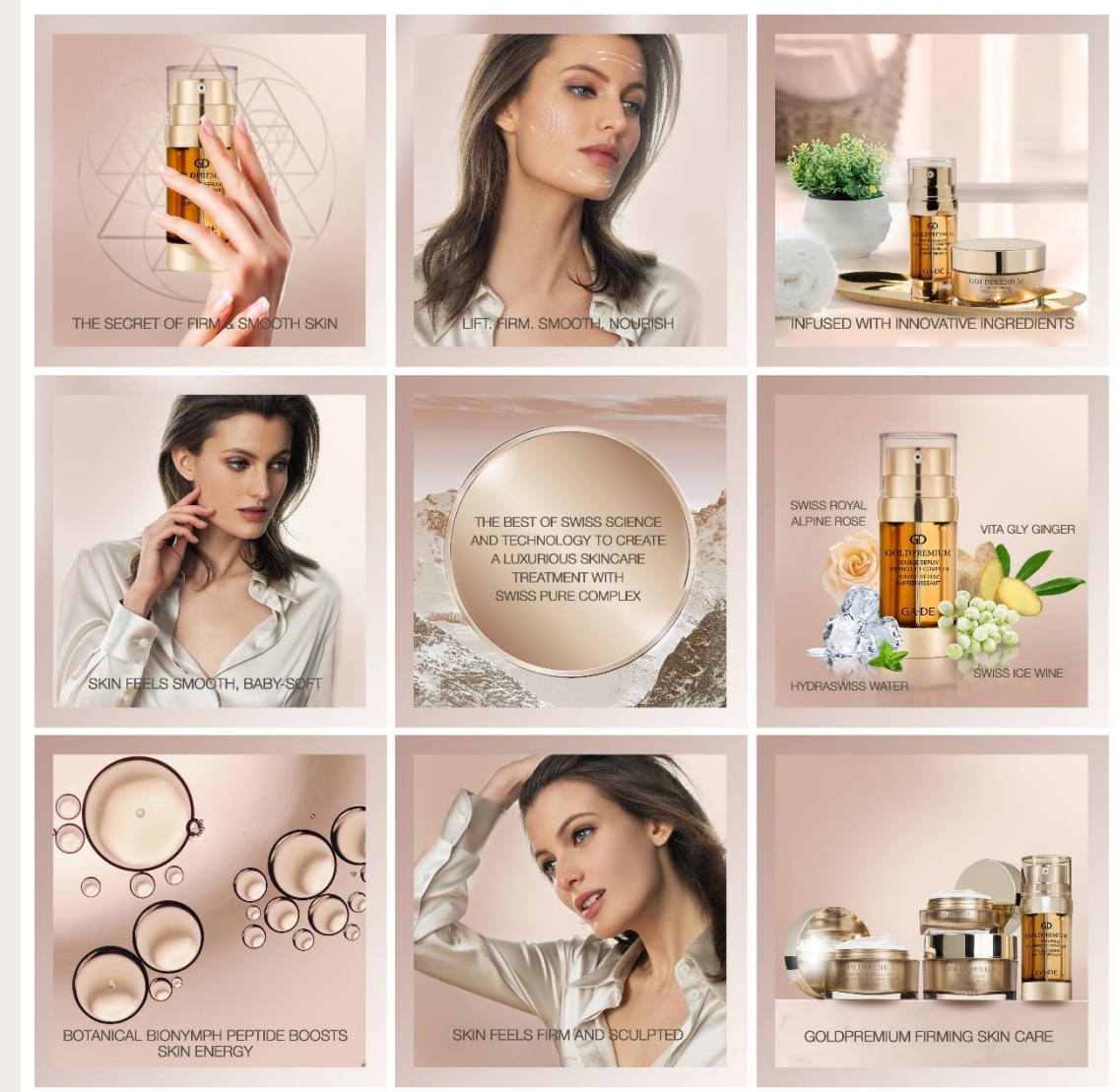
GA-DE

SKINCARE EXCELLENCE

The GA-DE brand constantly seeks out the rarest and most effective ingredients, harnessing science and chemistry to extract their natural power and create truly unique products that offer women not only excellent skincare products but also a highly sensual experience.

Many of GA-DE's product lines are manufactured in Switzerland, recognized as an international home of innovative technology and reliability.

These bring the power of biotechnology to skincare with visible results.



FRAGRANCES

Over the years, the GA-DE brand has launched a rich fragrance collection including 8 scents for women and 4 for men – all inspired by the sensual note of musk. We believe that musk makes a bold statement about sensuality.

The GA-DE ICON signature fragrance collection takes you on a journey of exploration – one that fuses the careful craft of perfumery with the beauty of nature.

Each of our perfumes combines high-quality ingredients with the elegant, harmonious structure of their selected notes, which subtly shift and flow as the fragrance unfolds on the skin.



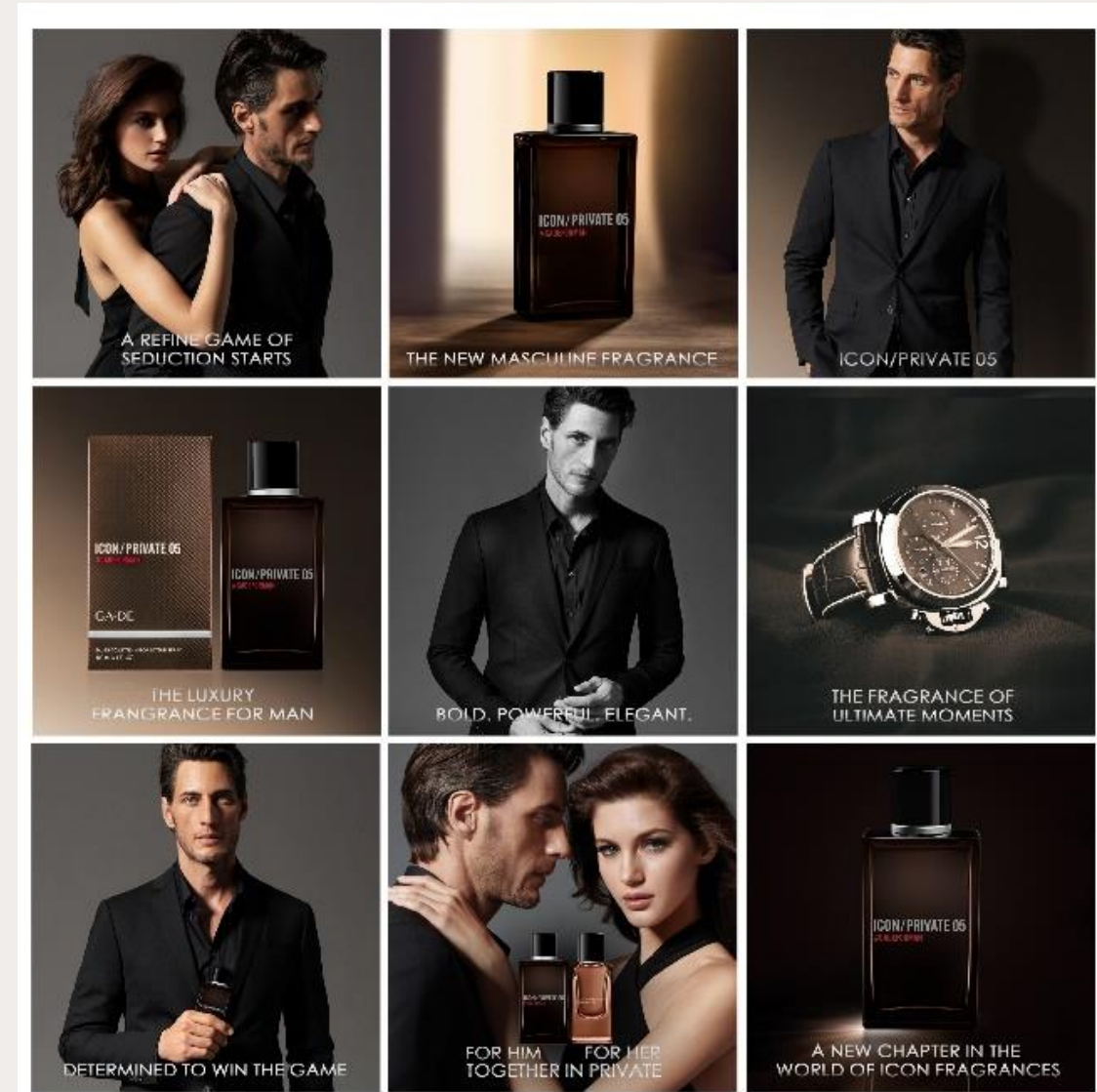
MASCULINE FRAGRANCES

Crafted by leading perfumers from around the world, the men fragrances were designed to embody the ICON experience through unique scents.

Rooted in classic ingredients the fragrances introduce curious twists on iconic scents, each possessing a refined personality.

Over 24 months were spent developing the perfecting ICON/PRIVATE COLLECTION which was created for the modern urban man who lives in the present moment yet incarnates eternal masculinity.

The bottle retains the iconic shape of ICON bottles with a magnetic cap, making a bold statement of masculine elegance.



GA-DE

ACCESSORIES

We believe that in color cosmetics the perfect look begins with the perfect brushes.

GA-DE PROFESSIONAL BRUSH COLLECTION has everything that the consumer needs to sculpt, highlight, contour and define.

Each brush is ergonomically designed with black wooden handle for the best control.

Made of ultra-soft, high quality cruelty-free fibres, for precise and flawless make-up application.

An artist essential to define and blend with controlled application



GA-DE

MERCHANDISING

LOCAL MARKET

Our stands are located in prime locations at every point of sale.
The merchandising has been optimized to promote the products and facilitate storage.



Super-Pharm Chain – 2017 "Beauty City" Event



GA-DE Wall Unit



Super-Pharm Chain – 2018 "Beauty City" Event



GA-DE

MERCHANDISING

INTERNATIONAL MARKET

Our stands are located in prime locations at every point of sale.
The merchandising has been optimized to promote the products and facilitate storage.



Parfümerie Gradmann – Esslingen,
Germany



Pieper Saarlouis – Germany (Shop-in-Shop Solution)



Marionnaud – Czech Republic

GA-DE

OUR VISION

GA-DE is a success story.
Our accomplishments in recent years leave us ideally poised for a robust future.

We will relentlessly pursue our international expansion.
Our vision is to become a top global cosmetic brand; to be accessible and appealing to every woman, with luxurious and affordable products; to accommodate constant change, while simultaneously ensuring a lasting legacy.

We will remain faithful to our brand values, creating top-quality distinctive collections with a constant view to the future, in order to strengthen GA-DE brand awareness around the world.

GA-DE