

Becutan



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Market

Becutan is a collection of high quality products for the nurture and care of babies' skin from their very birth. It is manufactured by Alkaloid AD Skopje from Macedonia. The company has been present on the market for seven decades offering products combining long tradition and high quality and as such recognised and preferred not only on the domestic market, but on all foreign markets where placed (the former Socialist Federal Republic of Yugoslavia, USA, Russia, Bulgaria, Romania...)

The Becutan collection has already been on the market for 30 years and has continually been increasing its sales. For more than three decades, consumer's confidence in this brand has been passed on from generation to generation, thanks, for the most part, to its impeccable quality.

The baby skin care products market is highly competitive, it offers its customers a big selection of domestic and world renowned brands among which Becutan products have excellent rating on the market. This has been confirmed by recent market research (AC Nielsen) carried out in the territory of the former Socialist Federal Republic of Yugoslavia, which showed Becutan products to be at the top, among three strongest brands on this market.

Achievements

Alkaloid AD Skopje has almost a four-decade old tradition in cosmetic products. Becutan is undoubtedly the best known and widespread brand among beauty



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products of the company. In Macedonia, Alkaloid AD Skopje is, without doubt, the leader on the market, having over 50 percent of the market share. The company's products are the number one choice of customers in Croatia and are successfully sold in Bosnia and Herzegovina as well as in Montenegro, Serbia and Slovenia... In 2008, almost 80 percent of total sales of Becutan products have been realised on foreign markets. This proves Becutan to be an internationally established brand, taking into account every aspect of the value of the brand: tradition, lasting quality, high level of recognition among customers, trust and loyalty.

The fact that the Becutan line of products makes up for 65 percent of total sales of the Hemija Kosmetika and Biije Alkaloid profit centres indicates how significant this product is.

History

Alkaloid AD Skopje began manufacturing cosmetic products in 1972 and Becutan is celebrating its 31st birthday this year. Over the years, by combining tradition and quality with the needs of the contemporary lifestyle and tempo, the collection has been receiving awards and has also been expanded with new products, the goal being to maintain and improve its image. Extending the range of products and adding new products has been done in cooperation with paediatricians and dermatologists, and above all, in accordance with the needs of the customers. The leading product of the

collection is a baby cream with which the story of Becutan began. At the time when the collection was launched on the market it comprised five products and today its production portfolio has 18 products: creams, shampoos, baths, oils, moisturising milk, powder, kid's toothpaste and soap, tea for infants and children, wet-wipes, diapers, vitamin cream protection against diaper rash, protective cream with zinc oxide, SPF 50 sun protection cream, SPF 30 sun protection milk, skin nourishing milk after sun exposure, camomile shampoo enriched with wheat germs and also camomile bath solution enriched with wheat germs.

Product

The Becutan collection is completely adjusted to sensitive skin of newborns and small children; its basic formula makes skin clearly soft and tender; gives it proper care and protection and contributes to its protective function. One of the basic characteristics of Becutan products is that its pH values are adjusted to pH values of a healthy skin. In this way, complete care and hygiene is accomplished without any danger from over saturation or dryness even with frequent use. All Becutan products have been clinically and skin tested and developed in cooperation with paediatricians and dermatologists. Its composition is a unique combination of high and certified quality material in accordance with European regulations for products intended for the youngest population.

The production process is constantly tested from the beginning to the finished product ensuring quality care and health of children.



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The production process is carried out in accordance with GMP (Good Manufacturing Practice) standards – the highest standards in this type of industry, and ISO 9001 and ISO 14001 quality standards.

Combining tradition and quality is the basis of Alkaloid AD strategy for development of Becutan brand. To achieve this strategic goal, an initiative to redesign the image of the collection has been started. With this step, a new phase begins in super-structuring the brand.

Recent Developments

Alkaloid AD Skopje keeps investing in its resources and research activities. In the period from 1998 to 2006 began a cycle of big investments of over 60 million Euros, largely contributing to the mere production process and the final product to become highly competitive on their target markets. The production process in Alkaloid's line of cosmetic products is carried out in accordance with GMP (Good Manufacturing Practice) standards – the highest existing standards in this industry, and also the ISO 9001 and ISO 14001 quality standards.

The latest novelty introduced in the Becutan collection is the Becutan Camomile Shampoo and Bath enriched with wheat germs. These products are made with a combination of high quality active ingredients of natural origin. They give the skin

nourishment and proper care preventing dryness even when frequent baths are taken.

Over the past three years, even nine new products have been introduced on the market: Becutan Moist Tissue paper with camomile, which in only two years captured 60 to 65 percent of the Macedonian baby wet-wipes market. This product is currently being introduced to foreign markets. Becutan Baby Diapers are for now present only on the Macedonian market where it successfully won its place among the competition and became one of the three best selling brands in this product category. Becutan Baby Vitamin Cream enriched with calendula (pot marigold) extract and used in everyday protection against diaper rash, Becutan Protection Cream with zinc oxide, Aloe vera and d-pentene which actively soothe and heal the damaged skin, primarily over diaper areas where the skin is exposed to moisture and excrement. Then there is Becutan Baby Sun Tan protection collection efficiently protecting the baby's skin from UV rays. Product formulation follows the most current world-wide trends and regulations applicable to baby products for sun protection and are based on UVA +UVB mineral filters which make a fine protective layer reflecting UV rays and prevent their absorption. Over the years, Becutan proved to be a brand worth investing in. The development team in Alkaloid AD Skopje has in preparation more novelties soon to be launched on the market.

Promotion

High level of recognition of the Becutan brand and its top quality in combination with a long standing confidence is the basis for communication with customers. In presenting itself, emotional connection to childhood takes an important role. Extensive market research showed strong emotional connection between the brand and the customers, for the most part thanks to the recognisable scent of Becutan products taking customers back to their childhood, reminding them of their families, warmth.

The overall impression this brand makes is supplemented with slogans and promotional campaigns focusing on nurture and caring of the youngest.

Brand Values

The success of the company on the market depends on how well its products and services are accepted by the customers. Customers do not communicate with anonymous products, but build a relationship with the brand. That is why the brand has become an important tool in attracting customers. In order for a brand to endure on the market for a long time, whether it be the domestic or foreign market where the competition is very strong, the most important fact is confidence customers have and this can be achieved and maintained only if the product guarantees top and lasting quality.

The latest research of the markets show that this is one of the main reasons that Becutan products are used by all ages, especially by those with sensitive skin. Lasting quality and years of confidence are the best criteria of the Becutan collection that stands among the best brands in the business. Under the slogan "Soft from the very first touch" – ensures the value and future of Becutan.

www.alkaloid.hr

THINGS YOU DIDN'T KNOW ABOUT...

Becutan

- The first time Becutan was put into production was in 1978.
- The name came from the synergy of two words BEBE (babies) + CUTIS (lat, upper layer of skin) = Becutan.
- Over 100,000,000 products have been sold to this day.
- Becutan children's cream is a leader in the collection with 40,000,000 packages sold.
- In the past three years, nine new products have been launched on the market.



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