

oriflame

natural swedish cosmetics



Market

Nowadays, Oriflame is one of the fastest growing cosmetics companies selling direct. They are present in 61 countries, being the market leader in more than a half of them. The company offers a wide range of high-quality beauty products, as well as offering a unique opportunity to join Oriflame and start one's own business. Nowadays, the Oriflame sales force of three million consultants worldwide and 7,500 employees contribute to 1.3 billion Euro in annual sales. Oriflame's offer of 900 products annually remains attractive and innovative.

Achievements

Oriflame Croatia has been awarded the prestigious Zlatna Kuna award several years in a row by the Croatian Chamber of Commerce for business excellence and contribution to the Croatian economy.

Numerous awards on the global level reflect the quality of

Oriflame products. Two years in a row, Oriflame's quality has been acknowledged by the most popular Croatian beauty and health magazine, Vita. The panel of experts, consisting of doctors, cosmetics experts and pharmacists, awarded Oriflame's Time Reversing Oil Capsules as the product of the year 2007 in the "occasional care" category. In 2008, seven Oriflame products were proclaimed the Vita product of the year in their categories. The Vita product in the anti-ageing care category was the Oriflame Lift Expert day cream; Vita products in the hydrating facial care category were the Optimals Time Relax and Hydra Energy day creams, and the Vita product in the serum, peeling and facial mask category was the Oriflame Dermo Professional facial care set. The Vita product for the year 2008 in the impure skin care category is the Tea Tree Oil. The Vita products of the year 2008 in the body care category were the Oriflame Perfect Body anti-celulite ampoules.

Oriflame is the Superbrand for 2009.

History

It all began in 1967, when the two Swedish brothers, Jonas and Robert af Jochnick,

decided to give people the opportunity to benefit from good skin care and cosmetics, inspired by the natural beauty that the world associates with Sweden. Their aim was to make products consisting of natural ingredients and, when possible, animal-testing free, and use the direct sales model in order to help people in

starting their own business.

Oriflame's consultants helped in transforming this business into one of the fastest growing cosmetics companies in the world, making more than 1.3 billion euros in annual sales. This is achieved by selling a wide range of innovative cosmetics inspired by nature.

As one of the first direct sales companies in numerous countries, Oriflame had a small number of consultants. Today there are three million consultants selling Oriflame products in 61 countries. Oriflame keeps developing and growing, reaching new markets and consultants.

Oriflame's consultants spread the knowledge of the fabulous and innovative Oriflame skin care and cosmetics collections across the world. Oriflame keeps growing and expanding after having built solid ground for its business. The business enables everybody to save money with each purchase, earn by selling the products or build their own business upon becoming Oriflame's consultants.

Product

From 40 years of skin and body care as a result of combining the wisdom of nature and the best of science, the recognised and renowned brand – Oriflame was created. Oriflame offers its customers a wide product range for the entire family. Oriflame products guarantee quality, pureness of ingredients and rigid manufacturing standards and high ethical norms. Oriflame launches more than 450 new products annually.

Skin Care products are the leading category among Oriflame's products. The products, which are based on the most recent scientific research and technological achievements, are intended for different age and sex target groups. They include the basic everyday care products, as well as top skin care products intended for different skin types or age groups. A demanding user can always find a product which is both innovative and based on natural ingredients, as well as efficient, owing to the numerous technological achievements. Modern packaging



complements the value of the product's high quality. Oriflame skin care products are especially oriented towards the skin hydration segment, anti-ageing and anti-cellulite care. Oriflame's goal is to accentuate a woman's natural beauty. Thus it has a wide selection of decorative cosmetics with intensified formulation and in modern packaging, ready to meet the high requirements of every woman and match every mood and style. Oriflame offers quality fragrances for women and men, ranging from the affordable to the exclusive ones. All fragrances have been developed in France, the land of perfumes, and they ensure superior quality and innovativeness. The personal care products include body care, oral hygiene, hand and foot care, sun protection and baby care. These products satisfy all daily needs by cleaning, refreshing and relaxing in a natural way. Oriflame's offer also includes fashion accessories, which follow and complement the cosmetics and care programme. The innovative Wellness products represent a novelty in the Oriflame offer, since true beauty comes from within.

The Wellness by Oriflame product range was attentively developed in collaboration with Swedish scientists and nutritionists. It is the result of more than eight years of extensive research, carried out in Sweden by professor Stig Steens and his team of experts. The Wellness by Oriflame product collection was developed in collaboration with the Igelosa Life Science clinic, which has the leading world's experimental laboratories for research in the field of nutrition. The safe and high-quality Wellness products protect skin beauty from within, providing the needed vitamins and minerals and bringing the body into top shape. Wellness by Oriflame respects the natural balance of the body and enhances the natural function of the body. Thanks to Wellness by Oriflame, you look beautiful – you feel great.

Recent Developments

Owing to more than 40 years of experience, more than a hundred scientists and the most modern research and development centres in Dublin and Stockholm, it is easy to observe that Oriflame has the experience and skill, which enable progress. They are continuously searching for better solutions and technologies in order to design innovative products that follow the most recent cosmetic trends and fulfil consumers' needs.

The research process begins with detecting "the way the consumer thinks", meaning that they are trying to comprehensively understand the Oriflame consumers' attitudes and expectations and design products in accordance with their needs. Thus Oriflame continuously analyses the newest trends in the field of cosmetics and beauty and directly communicates with the consumers through the advanced methods of market research.

The emergence of every Oriflame product begins in the Oriflame Skin Research Institute, where they apply sophisticated science in order to design the unique and sometimes patented technologies, which give Oriflame the leading role over its competition. These new



technologies are then transferred to the Dublin Oriflame Product Development Centre's scientists, whose task is to design a cosmetic formulation in accordance with the existing Oriflame brand or apply it to a completely new brand, begin its production and sales. However, the most important goal is to design products that the consumers will love and enjoy using.

Oriderm, the house within Oriflame intended for testing, uses state-of-the-art equipment to gauge the effects of a product directly on a volunteers' skin. This provides an insight into the real results and guarantees that the statements published in Oriflame's catalogues are actually true.

The implementation of the best of science is crucial in designing Oriflame products in the same way. Oriflame implements the highest ethics and quality standards in everything they do – and that is Oriflame, the Swedish way!

Promotion

Every year Oriflame prints approximately 700,000 catalogues for the Croatian market. The catalogues are the principal promotional channel and come directly into the consultants' hands. Moreover, Oriflame notifies its consultants on all activities through the Oriflame Vjesnik (Oriflame Messenger) and the extremely well-visited Oriflame web site which provides comprehensive information on all products, sales actions, business possibilities with Oriflame and all other sales and marketing activities. Furthermore, Oriflame uses the direct e-mailing, SMS-notification and numerous promotion events and sponsorship. Moreover, Oriflame also uses the classic form of advertising through printed media. Under the World Childhood Foundation, whose co-founder on the global level is also Oriflame, they regularly organise humanitarian actions, whose main goal is to help provide underprivileged children with quality development. From 2000 up till today, Oriflame has donated funds to the Dom za nezbrinute djecu (Abandoned children's home) in Načova street, Hrabri telefon (the Brave telephone), the Zagreb Clinic for Childhood Diseases – department of oncology, the Centre for Blind and Visually Impaired Children "Vinko Bek" and the Polyclinic for Rehabilitation of Hearing and Speech "Suviag".

Brand Values

Oriflame integrates into its products the philosophy "natural Swedish" and the best of nature. Thus Oriflame's



policy does not allow using ingredients of animal origin or ingredients which were obtained in such way that animals were hurt. Ingredients such as wax and honey, lanolin derivatives and dairy products, obtained in such way that no animals were killed or hurt during the process will be used further due to their unique cosmetic features. Fashion accessories do not contain ingredients of animal origin obtained through hurting animals, such as leather, fur or feathers of animals bred for industrial means (for example, marten, rabbit, snake). Furthermore, animal hair is obtained from living animals without inflicting them any harm.

Oriflame does not use CMR substances (carcinogenic, mutagenic and toxic to reproduction), for safety and nature preservation as well as ethical reasons. Oriflame uses ozone-friendly gases and they even do not use a vast number of legally accepted substances. Oriflame product users can be assured that all the ingredients meet the relevant European and international cosmetic requirements, they are produced according to the rigid measures of safety and protection; by this, they guarantee human health. All Oriflame products are suitable for vegetarians and some of them even for vegans.

www.oriflame.hr

THINGS YOU DIDN'T KNOW ABOUT...

Oriflame

- 1967 – The founding of the Oriflame company.
- 1996 – The founding of Oriflame Cosmetics Croatia.
- 1999 - The establishment of the World Childhood Foundation, whose co-founder is also Oriflame.
- 2000 – The building of the GTC (Global Technical Centre).
- 2001 – Oriflame has one million consultants.
- 2003 - Oriflame opens new factories in Russia and Sweden.
- 2004 - Oriflame is present on the OMX Nordic Exchange stock market.
- 2007 - Oriflame celebrates 40 years of successful business.
- 2009 - Oriflame makes 1.3 million euros in annual sales.
- 2009 - Oriflame has three million consultants.
- 2009 - Oriflame employs 7,500 people.
- 2009 - Oriflame launches 900 products every year.
- 2009 - Oriflame has a research and development centre with more than 100 scientists.
- 2009 - Oriflame has five of its own factories in Sweden, Poland, China, Russia and India.
- 2009 - Oriflame operates in 61 countries, 13 of which have franchises.

