

// L.O.V IS A FEELING –
NOT A DEFINITION

BRAND NEWS!
COSNOVA BEAUTY
LAUNCHES THE NEW
COSMETICS BRAND
L.O.V



cosnova Beauty has been shaping the international cosmetics market with innovative power, professionalism and passion for over 15 years and has never lost sight of its global mission: to offer women around the world high quality products and trends at affordable prices to make them feel even more beautiful. By aligning the respective positioning in the entry price segment of the mass market with the needs of the consumer, the brands essence and CATRICE have enjoyed rapid growth since their market launch: available in over 80 countries, every third product sold in the core market Germany* is from the house of cosnova Beauty. For the first time, it is positioning its most recently introduced cosmetics brand, L.O.V, in the upper price segment of the mass market – the **Masstige segment**.

"Our new brand L.O.V celebrates modern femininity in all its facets: strong and sensual, self-confident and compassionate, opulent and down-to-earth," states Christina Oster-Daum, owner and Managing Director of cosnova Beauty.

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L.O.V

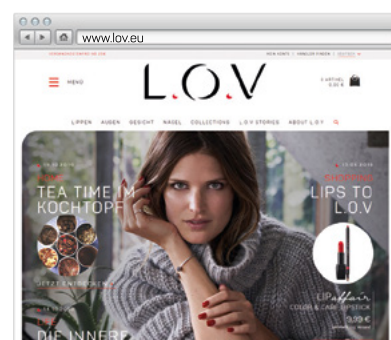


L.O.V is aimed at the self-confident and charismatic woman who loves to indulge herself with sensual textures and has the highest demands on quality and product performance. In addition to bold colors, luxurious formulas and premium textures, the packaging is also exclusive. All **194 products** in the L.O.V range have a classic black product design inspired by the feminine curves of a woman. The luxurious product packaging has been newly designed especially for the brand and includes applicators and mirrors to allow women to use the products when they are on the go.

The launch was supported by a **cross-media communication strategy**: (pre-launch) campaigns in print and online magazines, an Out-of-Home campaign and PR, Influencer as well as Social Media activities provided the basis for building brand awareness. One of the most important digital channels is the **own online shop**, which has been set-up for the first time for a cosnova brand. In addition to a pure shopping experience, lov.eu offers diverse content in the style of a magazine.

*36.3 % market share in terms of quantity cosnova Beauty; AC Nielsen 2015.

Sulzbach, November 2016.



ABOUT L.O.V

*A name like commitment – a feeling: L.O.V
The emotions, delights and care expected of love in a cosmetics brand. Color inspiring women and inspired by women. Sharing everything it has to meet individual desires and needs. With only one ideal in mind: the irresistible beauty of a woman in L.O.V*

L.O.V has been available in many branches of the drugstores Müller, Rossmann and Budni, in the Douglas and Flaconi online store as well as in selected perfumeries and, for the first time, in its own online store www.lov.eu since August 2016. L.O.V is also distributed in Austria, Switzerland, Ireland, Hungary, Slovenia, Spain and South Africa.

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