



PRESS RELEASE

Awarded: essence is "Top-Marke 2017"

essence, the young and trendy cosmetics brand, is amongst the "**Top-Marken 2017**", the top brands of 2017.

The award "Top-Marke" is celebrating an anniversary this year: in 2017, Lebensmittel Zeitung, the leading German trade publication in the consumer goods sector, has presented the 100 most successful brands from over 5,000 evaluated brands with the award "Top-Marke 2017" for the tenth time. With its innovative and trendy products, essence has won in the **category "eye make-up"**.

The results are exclusively based on verifiable facts. The winner in each category is the brand that has achieved the best performance with sustainable brand management. The representative consumer panel "GfK Consumer Scan", which records the purchases of 30,000 households as well as 40,000 individual shoppers in Germany, provides the basis for this analysis.

About essence

It has been 15 years since the company's founder, Christina Oster-Daum, brought essence to life with a lot of love, energy and passion. Since then, essence has taken on the task of convincing beauty fans of all ages around the world of its trendy, innovative and high-quality products at affordable prices. And with great success: available in over 80 countries, essence is Europe's No. 1* cosmetics brand based on the number of sold products.

<https://www.essence.eu/en/home/>

*Source: Euromonitor International, 2013

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