

Highest Standard of full Service for Cosmetics

A conversation with Klaus Jäger, Managing Director of Carecos Kosmetik GmbH



Klaus Jäger,
Managing Director of Carecos Kosmetik GmbH

EURO COSMETICS: *For more than 20 years, you have been successfully leading Carecos Kosmetik GmbH, a contract manufacturer for cosmetic products, as Managing Director. Can you briefly describe your company's beginnings for us?*

Klaus Jäger: Carecos was established in 1996 as a new company of the JEAN D'ARCEL Group in Kehl/Rhine, Germany. On the one hand, the impetus was the increased number of inquiries about contract manufacturing received by the parent company JEAN D'ARCEL Cosmétique – which manufactured and sold products for professional cosmetics in the sales channels cosmetic institutes and SPAs – and on the other hand, changing requirements due to the 6th changed directive of the Cosmetics Regulation.

At that time, we decided to invest in completely new production facilities, which could develop and manufacture both for the JEAN D'ARCEL brand and for other companies.

EURO COSMETICS: *Cosmetic full-service is one of your particular strengths. Can you explain this to our readers in a bit more detail?*

Klaus Jäger: From the very beginning, we regarded ourselves not only as a pure contract manufacturer, but also as a reliable service provider for the cosmetics industry.

We create product concepts for new and existing brands for trade and industry. Our advising on product and brand management also includes the formulation of design suggestions and brand identities. As a provider of ideas for cosmetic products, we run the gamut from market research to delivery of the finished product. When it comes to project support, we succeed thanks to our ability to make quick decisions. We unite concept creation, development, procurement, production, filling, packing, and quality assurance under one roof. We focus on providing absolutely reliable services and a great degree of quality and flexibility. Decision-makers at small and medium-sized cosmetics companies and purchasers for large trading companies know how to appreciate these qualities.

EURO COSMETICS: *You offer a broad spectrum of cosmetic products.*

Which products are these in particular?

Klaus Jäger: Our product line includes all categories for high-quality skin care. It ranges from cleaning products, face care products (conventionally or naturally-based) to body care, hand and foot care products, on through to alcoholic products.

We are in a position to offer any form of liquid, regardless of whether cremes, fluids, lotions, serums, gels or oil compositions. In addition, we have especially great capacity when it comes to the development and filling of effective ingredient concentrates in glass ampules.

EURO COSMETICS: *And what is your special expertise?*

Klaus Jäger: Among other things, this is due to our many years' experience in the development of high-quality, effective anti-

aging products. Added to this are our appropriately varied production and filling systems. Innovative processes and state-of-the-art technology assure optimal production in a broad range of lot sizes. All flows are subject to well-defined processes, which are continuously checked by quality assurance.

This is how we guarantee the greatest possible efficiency for our customers.

EURO COSMETICS: *Innovative research and development work is among your greatest challenges. Please tell us about this in more detail.*

Klaus Jäger: Our customers can decide whether a single product, a whole series or extraordinary product creations should be developed. With attention to detail, we use our 55-plus years of experience to develop the desired product according to the defined purpose. Here, we begin with the careful selection of effective ingredients and ingredients, which are combined according to the latest research results. Our products range from complete new developments based on an idea to relaunch products, on through to market adaptations of existing formulations. Our own individual large pool of market-ready recipes allows quick product introductions if necessary.





and body care.

This way, our customers always get custom-tailored recipes and target group-oriented product developments. They profit from full-service, from the product idea to the ready-to-sell final product.

With great production diversity, we support our customers' growth from the very beginning until they are successful on a larger market.

EURO COSMETICS: *What accounts for your many years of success?*

Klaus Jäger: The entrepreneurial spirit of our owners and the continuous development of the company with long-range planning and targeted investments in people, technical equipment, and service.

Of course for us the high quality and optimal price/performance ratio of our cosmetic products are the highest priority; this has been confirmed over and over again by our customers.

And this requires high standards for all areas of the company.

EURO COSMETICS: *What are your goals?*

Klaus Jäger: One of our most important goals is the constant checking of our own capability and the subsequent investment control, always directed toward our customers' requirements. Naturally, thanks to the company's dynamic development, this also includes the expansion of our capacities in development, production, filling, and assembly, due also to the increasing international share of our business volume. And last but not least, it is of special concern to us that the company should continue to develop in the future, retain its special corporate culture as a family-owned company, and guarantee job security.

EURO COSMETICS: *Thank you for the conversation.* ■

EURO COSMETICS: *The topic of transparency in raw material procurement is very important. How are you handling this?*

Klaus Jäger: Guaranteeing raw material and product safety is extremely important to us. This is why the intensive checking of the origin and quality of our starting materials is always done at the beginning of every laboratory development. All starting materials must fulfill the appropriate specifications and be of constant and equal quality. This refers equally to chemical and physical product parameters, as well as to the microbial purity of raw materials.

Special attention is paid to raw materials that are susceptible to microbiological concerns, for these require especially careful inspection. Special manufacturing regulations guarantee that the preservative effective of a product is not negatively influenced by any phase of the manufacturing process.

EURO COSMETICS: *Where are the trends in the packaging of cosmetic products heading?*

Klaus Jäger: Actually, at first glance there are two contrary trends – precious and eco, as well as high-quality refill systems. Regarded in more detail, however, these demands can certainly be combined in various products.

High-quality packaging is still an emotional indicator of product quality. Packaging should not only stand out on the shelf, it should also contribute to the formation of brand identity and offer consumers inspiration to focus on the product.

Not to be forgotten are topics such as product safety, information content, and a brand message with entertainment value and the customer loyalty effect.

EURO COSMETICS: *Where do you see your positioning on the market and how do you distinguish yourselves from your competitors on the market?*

Klaus Jäger: We regard ourselves as a service provider for industry and trade in the high-quality cosmetics sector.

A significant distinctive characteristic is the flexibility that we have as a medium-sized company. As a family-owned company, our customers profit from our many years' experience in the development and production of premium products for face

