

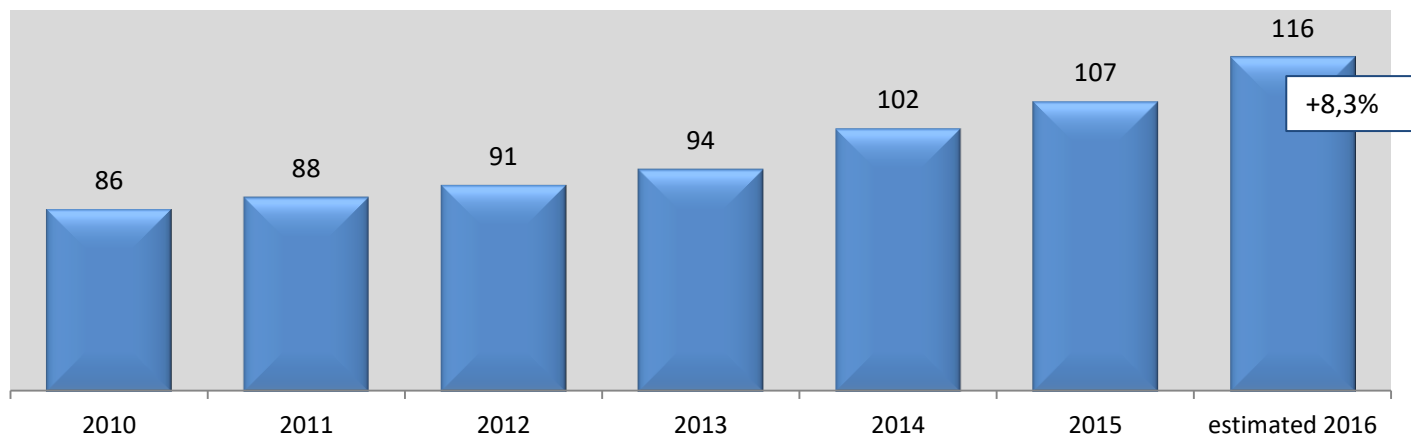
CosWellcome

THE COSWELL NEWSLETTER

Dear Partners,
We are pleased to send you the latest news from Coswell Group!

Innovation, development and new launches have driven Coswell group through more than 50 years of success!

turnover in mio€



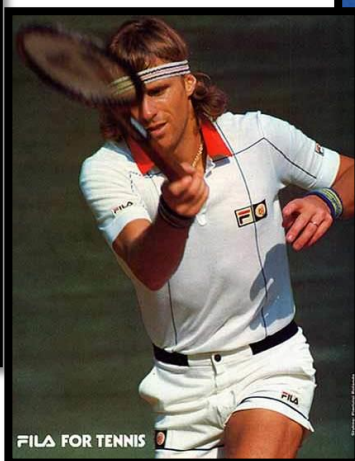
And as strong expression of the constant will to grow and to take new business opportunities Coswell is very glad to announce a new brand coming into its portfolio!

FILA

*A new licence for
the second most important brand in sportswear...
which Has dressed the greatest champions of all times*



Alberto Tomba



Björn Borg

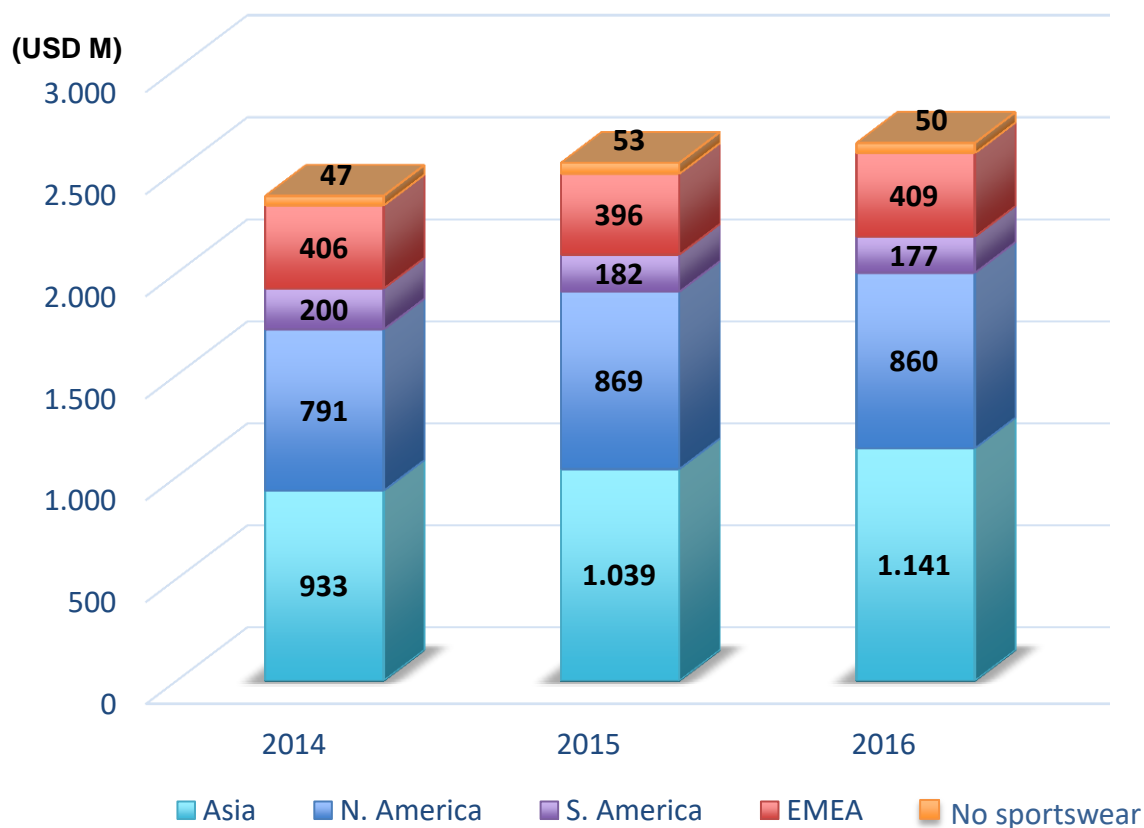


Reinhold Messner

NEW LICENCE starting from 2017



A worldwide brand, continuously growing



has chosen Coswell as partner to develop the first range of cosmetic and fragrances!

Coswell has the licence for the following areas:

Europe

MIDDLE East

CSI

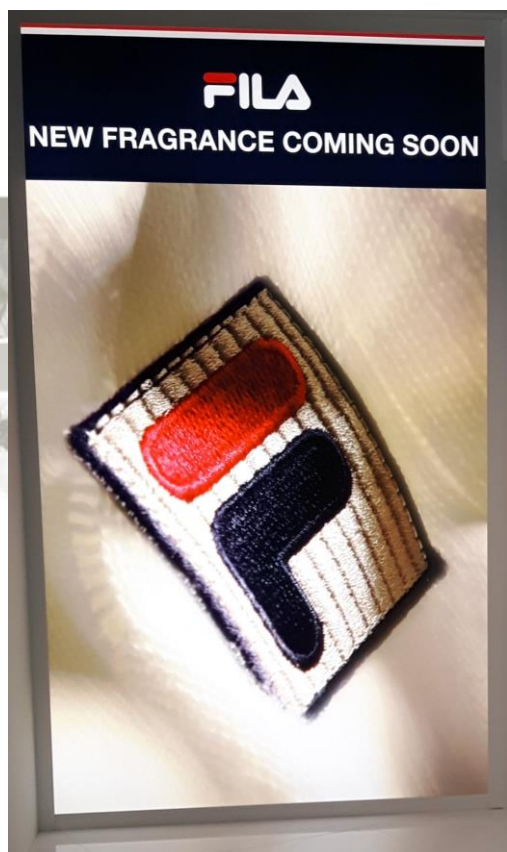
More than 70 countries!

Coswell is proud of this new partnership and ready to start!

STAY TUNED!



**work
in
progress**



FILA at TAX FREE WORLD EXIBITION

Bionsen World

Bionsen's brand image key elements belong to 3 linked semantic areas,

THERMAL BATHS

as the place of wellbeing and BODY and MIND regeneration

JAPAN ,

a place with a culture that evokes a lifestyle founded on calm, meditation and balance

THERMAL WATER,

spring thermal water, linked to nature and rich of precious elements

Bionsen's Brand pillars are undoubtedly

Japanese Thermal Minerals

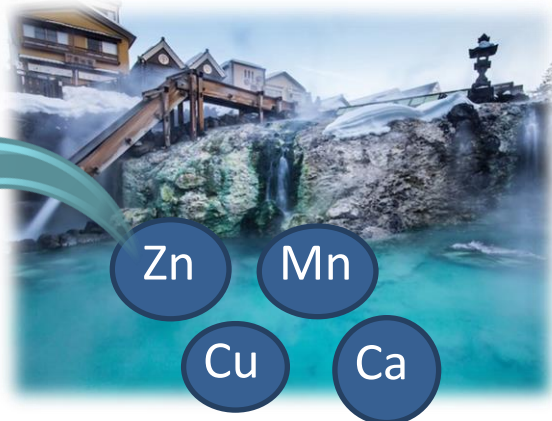
which make the brand promise relevant and distinctive versus the competition: they regenerate the skin giving it back **precious elements** helpful for its wellbeing

The heart of Bionsen formulation: OLIGOMINERALS

The source:
ASO THERMAL SPRINGS
(Japan),
waters known for their high
content of oligoelements.



The Selection:
Zinc, Manganese, Calcium, Copper...
The HYDRA MINERAL COMPLEX



The results:
Discover the new Bionsen!



New Bath&Shower range



New ingredients

New fragrances

New promises

New size 500ml

The same effectiveness...

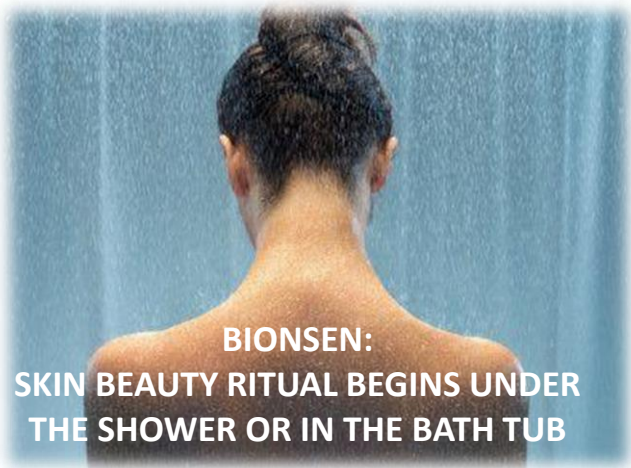
ORIGIN: the hot springs Japanese, have been studied and tested for their effectiveness

STUDIES by UNIVERSITY 'OF SIENA, Clinic of DERMATOLOGY : clinical and instrumental investigations were performed on all products, directed to prove its effectiveness



SYNERGIC ACTION OF ACTIVE INGREDIENTS: it is proved that Bionsen bath&shower gels:

- Improve skin tone
- Improve skin elasticity
- Improve skin hydration



BIONSEN:
SKIN BEAUTY RITUAL BEGINS UNDER THE SHOWER OR IN THE BATH TUB

Activities



On TV with a new copy

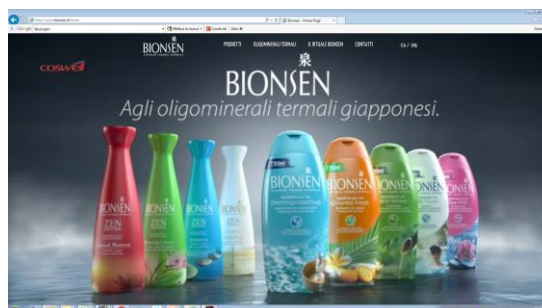
www.youtube.com/watch?v=fH6S2w_b3N4



New Website

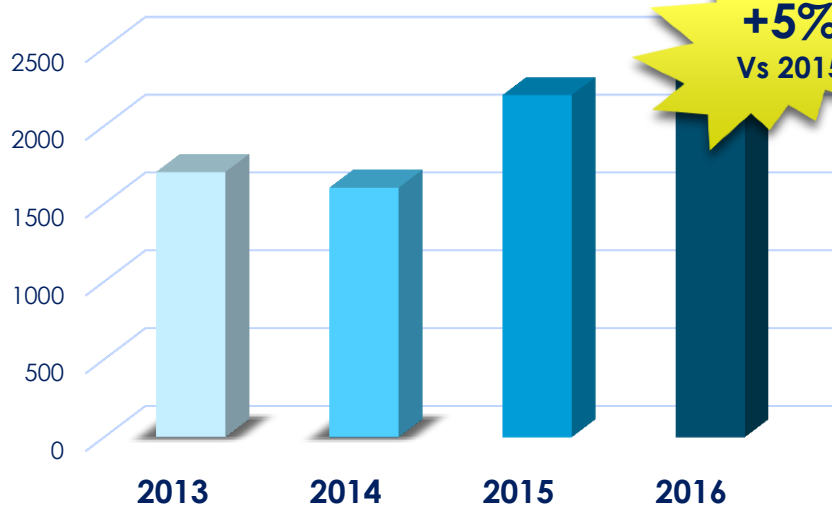
www.bionsen.it

New displays



Results

Unit Rotations - August



Leadership in value on the Shave Shelf

7,5% of market share value which increases to

11,1%

during summer, with the **highest value of the market in units rotations**



Source: IRI Total Italy; August 2016; (PREP jar 75ml)

Activities



PREP is always on air in high season!

From 2016 also with new TVC dedicated to the Sun Care range!

NEW SPOT FOCUSED ON SUN CARE PRODUCTS



THE COMUNICATION ON DERMA PROTECTIVE CREAM NEVER STOP!



<https://www.youtube.com/watch?v=IZz4gmclq9E>
<https://www.youtube.com/watch?v=R73FeGWQZ3U>
<https://www.youtube.com/watch?v=A183nZQ0ZF0>

The result?

+35% penetration in households!
600.000 new families among Prep consumers!!

Gift Sets Collection



New Gift
in collaboration with DUCATI!



Products inside:

- Derma Protective Cream
- After Shave With Hyaluronic Acid
- **Multipurpose bandana**
branded DUCATI SCRAMBLER

Classic Range: three Gift Sets
to satisfy different needs
of consumers:

«The Traveller Man»
with PREP travel sized products

«The Elegant Man»
with PREP classic products

«The Fancy Man»
with PREP new products



PATRICH'S
NOIR

a perfect Value for Money
brand to complete the
portfolio and to catch new
opportunities



After Shave (75ml),
Shower Gel (250ml), Notepad

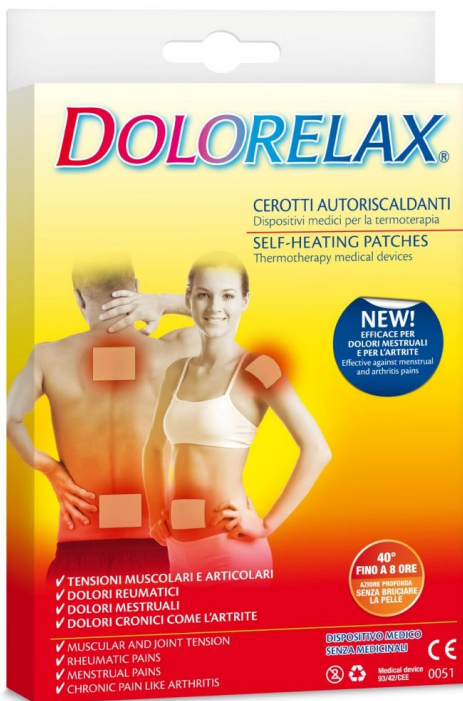
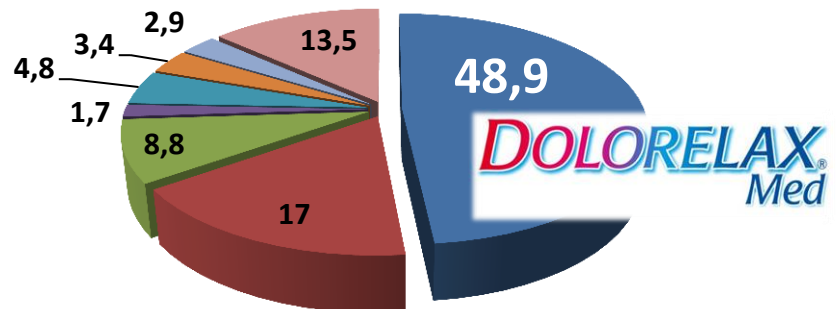
NEW CLAIM on Self Heating Patches



Dolorelax keeps the market leadership in Italian mass market self heating patches despite new players such as PL, Cerox and Esi

Data Source: IRI, Tot Italy Mass Market

Market Value Share YE July '16



Dolorelax, our brand leader in self medication devices has a new important tested feature to claim on its most important product, self heating patch:

it is effective on arthritis related pain.

Under the name of arthritis, which literally means 'sore joints', are over a hundred different conditions.

All these forms have in common the characteristic of causing joints inflammation, often accompanied by swelling, redness, increased temperature and pain resulting in stiffness and loss of functionality.

MEDICAL DEVICE of CLASS II

All the claims allowed

Effective in case of:

Muscular and joint tension

Rheumatic pains

Menstrual pains

Chronic pains like arthritis



A wide range to create the self-medication shelf in the point of sales of your customers!





Join us at the
following trade
shows!



**Beverage&Chocolate
Division**

San Francisco
January 22°-24° 2017
Booth 3547



**Cosmetic
Division**

Tokyo
January 23°-25° 2017
Booth 20-48



THE FUTURE & HEART
OF SWEETS & SNACKS
COLOGNE, 29.01.-01.02.2017

**Beverage&Chocolate
Division**

Cologne
January 29°- February 1° 2017
Hall 5,2; Booth C14



**Pharma
Division**

Dubai
January 30°- February 2° 2017
Cheikh Rashid Hall, Italian
Pavillon, Booth RC70