

PRESS RELEASE

Douglas launches clean beauty concept

- As one of Europe's leading beauty retailers Douglas sets new standards in assortment development introducing new clean beauty concept in Germany
- Clean beauty products at Douglas do not contain ingredients questionable in regards to health, e.g. silicones, sulphates and mineral oils
- Selected clean beauty products available on Douglas' trend tables in 55 German stores starting 24 June
- Douglas Group CEO, Tina Müller: „There's a growing trend amongst our customers towards a deliberate and healthy lifestyle. As market leader we acknowledge this trend with our clean beauty concept. Douglas stands for excellent advice as well as an innovative assortment. Hence, introducing clean beauty is a consistent step towards meeting our customers' needs.“

Düsseldorf, 14 June 2019. Douglas, one of Europe's leading premium beauty retailers, launches its own clean beauty concept, now also offering customers products free of ingredients that are controversially perceived in regards to health. With clean beauty, Douglas consistently pursues the approach to combine the topics of beauty and health. The concept offers customers a swift and easy orientation whenever they deliberately want to refrain from certain ingredients in their cosmetic products.

Clean beauty at Douglas

Trend monitoring and market research analysis show a growing interest for deliberate and sustainable consumption, and thus an increased demand for transparent communication regarding ingredients - a development that also applies to the beauty industry. In this context, clean beauty can no longer be considered yet another trend. Rather, it has turned into an entire movement. Hence, Douglas has developed its own clean beauty label. It is based on a list of ingredients that are not included in those products categorized as clean beauty products. The list comprises, amongst others, silicones, parabens, sulphates, or mineral oils. Furthermore, all clean beauty products are cruelty-free. However, labeling products as "clean" does generally not indicate them to be "better as" but rather to be "free of". In doing so, Douglas offers customers more transparency and security in their beauty shopping experience.

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Clean beauty products are:



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Launch in Germany, gradual roll-out in Europe

Initially, Douglas will introduce its clean beauty concept in Germany, online as well as in stores. As of 24 June, customers will find clean beauty products, e.g. of HONEST Beauty, or Ellis Brooklyn online. HONEST Beauty - founded by American actress Jessica Alba - offers make-up and skincare products made from scientifically accredited plant-based ingredients. Ellis Brooklyn is all about fragrance and skin care collections with high-quality and complex compositions that are environmentally friendly, cruelty-free and free of parabens. These and further clean beauty products, such as certified organic and natural cosmetic products by KORA Organics, will be available on Douglas trend tables in 55 German stores. Numerous clean beauty products from brands - ranging from bareMinerals with make-up based on beautifying minerals, Nude by Nature with natural ingredients from Australia, or Tozaime, a slow-ageing skincare concept based on natural and fermented ingredients and formulations from old Japanese scrolls - are already part

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of Douglas' online assortment. There, all clean beauty products are labeled accordingly. In the months ahead Douglas will continue to screen and extend its assortment to provide customers with an even wider range of clean beauty products. Also, the concept will gradually be rolled-out in Europe via online shops and trend selection tables in Douglas stores.

ABOUT DOUGLAS:

Douglas is one of the leading premium beauty retailers in the European beauty industry with about 2,400 stores and fast-growing online shops in 24 European countries. In the financial year 2017/18, the company generated sales of 3.3 billion euros. Every day, around 20,000 dedicated beauty experts strive to make their customers more beautiful and thus happier. Douglas has a portfolio of some 50,000 high-quality products of more than 650 brands in the areas of perfumery, decorative cosmetics and skincare as well as food supplements and accessories. With around 40 million Beauty Card holders, Douglas has one of the largest customer loyalty programs in Europe. Providing excellent consultation and a range of unique services, Douglas is one of the leading companies in the beauty market - both online and in stores.

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