

PRESS RELEASE

DOUGLAS honors the winners of the ‘BEAUTY FUTURES’ start-up challenge

- Over 150 entries received from start-ups in 23 different countries
- Prestigious jury selected the winning ideas and innovations in three categories
- The winners now have the chance to collaborate with DOUGLAS
- Two special prizes: dermanostic receives a branding and business consulting package from Jung von Matt START, LÄNIN LABS wins listing at NICHE BEAUTY

Düsseldorf, 9 November 2022. The winners of “BEAUTY FUTURES” - the DOUGLAS start-up challenge - were selected during the grand finale at the DOUGLAS headquarters in Düsseldorf: Three innovative start-ups overcame stiff competition from other applicants in the three categories “*Beauty & Health Product Innovation*”, “*Beauty & Health Digital Solution*” and “*Sustainability Innovation*”. The DOUGLAS competition gives young companies the chance to work with Europe’s leading premium beauty and health platform.

The award in the “*Beauty & Health Product Innovation*” category went to Berlin-based start-up Dr. Vivien Karl. The founders aim to strengthen the intimate well-being of women in different phases of life with natural, aesthetic and scientifically based intimate care products.

In the “*Beauty & Health Digital Solution*” category, the winner was FORMEL Skin, who combine virtual dermatology services with a full digital companion and physical high quality OTCH skincare products.

With their idea of waterless and sustainable skin care in reusable terracotta sculptures, Oquist Cosmetics convinced the jury in the third category “*Sustainability Innovation*”. The Swedish start-up has coined the term #skinterior and is the first in the world to store and sell skin care products this way.

In the fourth edition of the DOUGLAS start-up challenge more than 150 companies from 23 different countries submitted their innovative ideas and products, all keen to present them to the jury of experts. “Finding and promoting aspiring and promising start-ups is a win-win situation all round”, said Tina Müller, former DOUGLAS Group CEO and inventor of the start-up challenge. “The young entrepreneurs benefit from the expertise and reach of leading companies like DOUGLAS, who can support them to exploit their full potential. DOUGLAS in

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turn can keep up with all the latest developments, get a first look at innovative ideas, embrace new trends early on and actively drive innovation and transformation in the industry. I am impressed by the bold entrepreneurial spirit demonstrated by our applicants.”

Chance to work with DOUGLAS

The winners now have the chance to collaborate with DOUGLAS and build on the company's multiple channels and around 50 million DOUGLAS Beauty Card holders to dramatically increase their brand awareness and visibility.

“The quality and variety of the submissions improve year on year and I am delighted to see so many from countries all over the world”, says Isabell Hendrichs, DOUGLAS Group Chief Assortment and Purchasing Officer. “It is remarkable that nearly all the new products submitted consider clean beauty aspects. This is a very positive sign and confirms that sustainability continues to play a major role in the beauty industry.”

This year, for the first time, two special prizes were awarded: LÄNIN LABS won a listing at DOUGLAS Group company NICHE BEAUTY. In addition, dermanostic received a strategic branding and consulting package designed especially for young companies and start-ups by the agency Jung von Matt START.

“I very much look forward to working with dermanostic. Many young companies have great ideas but neither the people nor the experience to reflect this in their branding. Our experts will develop an individual branding strategy and design to bring the full potential to the fore”, explains Paul-Christian Brenndörfer, Strategic Lead Jung von Matt START.

Prestigious jury decides the winners

The winning entries were chosen in a multi-phase process: following initial review by an in-house DOUGLAS jury, a highly respected jury of both internal and external experts then deliberated over the shortlist. In this year's jury are Tina Müller (former Group CEO and Member of the Supervisory Board at DOUGLAS), Susanne Cornelius (CEO DOUGLAS Brands), Isabell Hendrichs (DOUGLAS Group Chief Assortment and Purchasing Officer), Caroline Schmitt (CMO DOUGLAS Group), Philipp Westermeyer (founder OMR), Lea-Sophie Cramer (entrepreneur & angel investor), Tijen Onaran (entrepreneur, investor and author), Sara Nuru (co-founder of nuruCoffee & nuruWomen e.V.), Michael Schummert (CEO & founder M4Trinity), Janna Linke (presenter & podcast host), Paul-Christian Brenndörfer (Strategic Lead Jung von Matt START), Julia Krempin (editor-in-chief Business Punk) and Vanessa Stütze (CEO Luqom Group).

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"It's great that DOUGLAS sees itself as an enabler for start-ups. The beauty industry in particular is undergoing a major transformation, which offers an incredible opportunity for young entrepreneurs. The BEAUTY FUTURES shortlist featured a whole range of companies with impressive ideas. For me it comes down to the degree of innovation", said Sara Nuru (co-founder of nuruCoffee & nuruWomen e.V.).

About the winners:

- **Beauty & Health Product Innovation:** Dr. Vivien Karl and Julia Huhnholz of Dr. Vivien Karl (www.vivienkarl.com)
- **Beauty & Health Digital Solution:** Dr. Sarah Bechstein, Florian Semler and Anton Kononov of Formel Skin Derma GmbH (www.formelskin.de)
- **Sustainability Innovation:** Olga Rinquist and Pavel Babneevs of Oquist Cosmetics (www.oquistcosmetics.com)
- **Special Prize - Strategic branding and consulting package designed especially for young companies and start-ups by the agency Jung von Matt START:** Dr. Ole Martin, Dr. Alice Martin, Dr. Estefanía Lang and Patrick Lang of Dermanostic GmbH (www.dermanostic.com)
- **Special Prize - Listing at NICHE BEAUTY:** Azuka Stekovics of LĀNIN LABS (www.laninlabs.com)

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ABOUT DOUGLAS:

DOUGLAS is Europe's leading platform for premium beauty and health. Offering nearly 300,000 beauty, health and lifestyle products in online shops, the partner program and around 1,900 stores, DOUGLAS inspires customers to live their own kind of beauty by offering a previously unparalleled assortment. The further development of our successful omnichannel positioning is at the heart of our #FORWARDBEAUTY.DigitalFirst strategy, under which we are consistently expanding both our strong E-Commerce and store experience. In fiscal year 2020/21, DOUGLAS generated sales of 3.1 billion euros in the areas of perfumery, decorative cosmetics, skin and hair care as well as nutritional supplements, health and accessories.

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