

Press release

Marchesini Group opens its Beauty Division and acquires Cosmatic

Pianoro (Bologna) – The Marchesini Group officially opened its **Beauty Division** on 1st January: 5,000 square metres of new facilities developed at the Pianoro headquarters which will be home to offices and the production department for all of the Group’s cosmetic operations.

As well as the **Marchesini Group Beauty** machines and the **Dumek, Axomatic** and **V2 engineering** technologies - Italian brands acquired over the last three years with the aim of extending the Group’s range of solutions for the packaging of cosmetics products - the Beauty Division will integrate a new company that has just become part of the Group: **Cosmatic**, a business specialising in technologies for the production of lipstick and in fill-in cosmetic powders. Cosmatic was formed and developed in the Lombard cosmetics district: 500 businesses - concentrated in the quadrilateral between Crema, Bergamo, Milan and Brianza - which alone produce over half of the make-up used by women across the world.

The acquisition of Cosmatic will enable the Marchesini Group to expand its expertise in a segment that uses some of the most complex technologies in the cosmetics world, such as those which process lipstick paste - a waxy gel formed from waxes jellified with oil, fat and resin, coloured with pigments and supplemented with aromas, antioxidants and a series of active ingredients - and pour it into cool silicone moulds of different shapes and sizes.

“Although the use of face coverings had reduced purchases of lipsticks and other make-up products, we regard Cosmatic as a very interesting partner as it is one of the few Italian companies to possess such specific expertise”, explained **Pietro Cassani**, CEO of the Marchesini Group. “Our aim for 2021 is to replicate in the cosmetics segment that which we already do for the pharmaceutical segment, that is the creation of entire production lines that are able to carry out all of the operations requested by the customer, from the processing of the product through to its final packaging. We are convinced that once the pandemic begins to subside sales of fast-moving consumer goods, such as make-up products, will pick up again”.

Renato Ancorotti, chairman of **Cosmetica Italia**, the association of Italian cosmetics businesses, commented: “Despite the strong growth pre-Covid, the cosmetic products business has also undergone substantial changes since the start of the pandemic: from the expansion of the beauty routine to the closer focus on green and sustainable cosmetics and through to the greater awareness of safety issues. According to the provisional figures, the Italian cosmetics market was worth € 9.6 billion in 2020, down 9.3% compared with 2019. We think that 2021 will be a year of transition before a complete recovery in 2022”.

The facilities of the Beauty Division - whose director will be **Lorenzo Gatti**, previously an engineer before becoming Group area manager - are flanked by the Customer Care buildings to form a new 9,000 square metre space dedicated to offices and production.

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