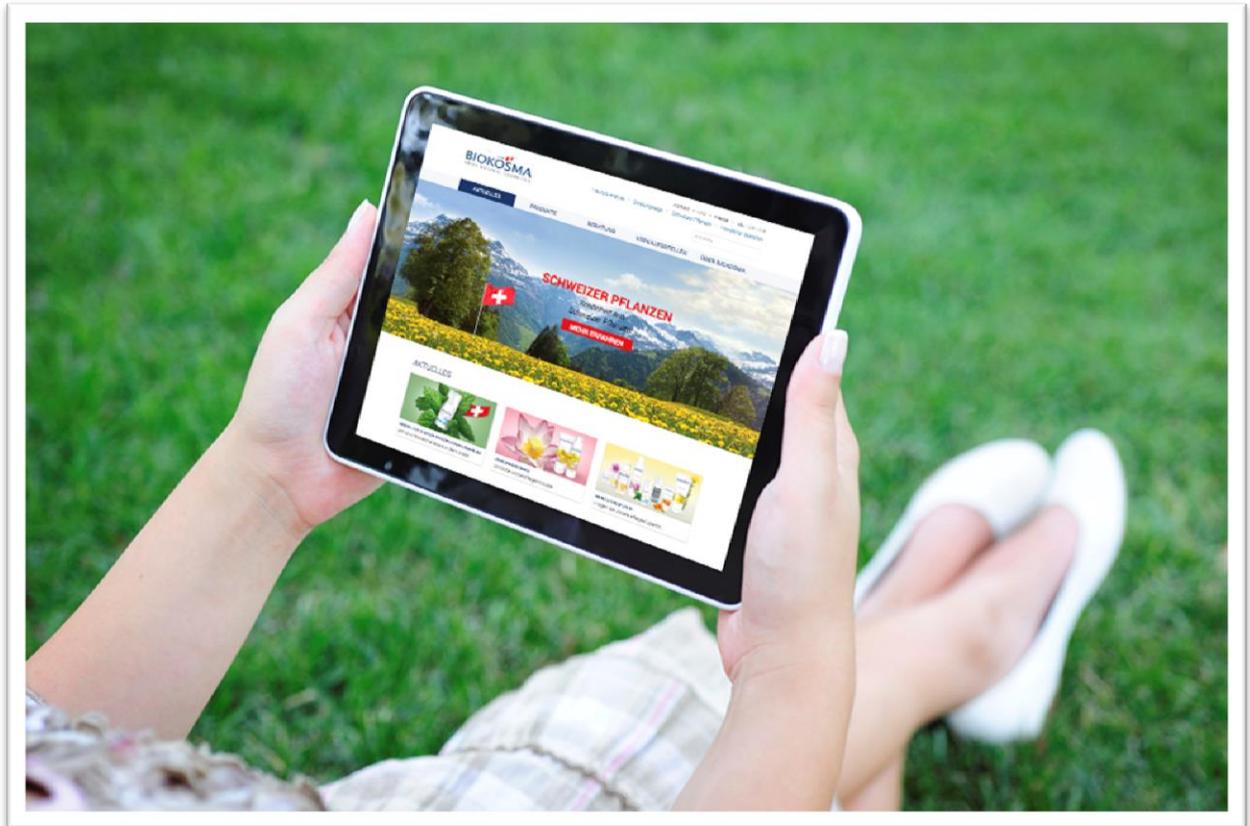


The new-look BIOKOSMA website combines natural cosmetics & Swissness at its best



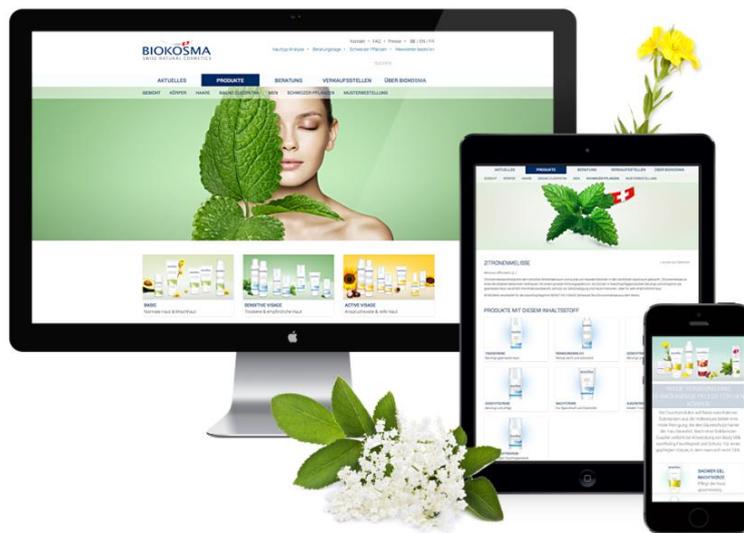
More modern, more user-friendly, more informative and with a clearer layout – BIOKOSMA is delighted to present its **new website**, designed in partnership with Zurich communications agency THE HOUSE AGENCY. The new-look site has a distinctively Swiss feel, because the **pioneer brand in Swiss natural cosmetics** has been using plants grown in different regions of Switzerland since 1935. Only the best ends up in BIOKOSMA products, and the best is often nearer than you think. You can find detailed information about the various plants and their effectiveness in the **Swiss Plants** area of the site.

Nature is our inspiration.

Each product also contains a detailed description including an INCI-compliant declaration of the **ingredients** and is labelled to indicate whether it is suitable for various types of customer, for example vegans.

If you aren't sure which product is right for you, you can do an online **skin type analysis**. Once you've chosen the product that's right for you, it's easy to find your nearest BIODOSMA stockist using a postcode search. If you prefer one-to-one advice, you can check out the upcoming **Consulting Days** and promotions and set a reminder using the **calendar function** – very useful for busy people!

Other features on the new site include a list of the most popular products, sorted by the number of 'likes' on Facebook, a separate press area and FAQs. The site is also optimised for mobile devices such as tablets and smartphones thanks to **responsive design**. Visit our new website now... and be amazed: www.biokosma.ch



BIODOSMA uses carefully selected plant ingredients from Switzerland, transforming them into effective skincare with state-of-the-art technology that preserves all the goodness of nature. The new BIODOSMA care ranges are based on **certified organic plants from Switzerland**. The products are also made in accordance with the strict guidelines of **NATRUE**. They carry the NATRUE mark as a guarantee of authentic, certified natural cosmetics.

Swiss quality products give you beautiful, naturally cared-for skin and strong, healthy hair.

Experience your natural beauty with natural cosmetic products from BIODOSMA.

Media contact

Jessica Bleicken
Melisana AG, Ankerstrasse 53, Postfach, 8026 Zürich
Tel. (direct line): 044 245 43 65
E-mail: Jessica.Bleicken@melisana.ch