

COVERDERM® Newsletter

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Success story for Coverderm



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Coverderm® Compact Powders

Farmeco Co.

This year's Cosmoprof was an excellent opportunity for us to launch our new addition to our COVERDERM® line.

Under the concept "Every skin type needs its own compact powder" our COVERDERM® COMPACT POWDERS attracted all visitors of our booth, for their unique marketing concept and eye catching presentations.

This attention justifies our marketing evaluations that Coverderm® Compact Powders are satisfying an important need of the end users and that they will rapidly gain an important share of the international business of compact powders.

The unique marketing concept of 3 different formulations to match the 3 different skin types, i.e. dry/sensitive, normal, oily/acneic, is further supported by:

- a high quality product, which is **hypoallergenic**, **waterproof**, **non-comedogenic**, claims substantiated with clinical trials

- an exclusive packaging in an attractive case with the logo "COVERDERM®" in hot-stamp printing, mirror and puff
- counter display stand holding 36 pcs of products, a tester set in *gold color* with 12 testers and an *eye catching header*.
- a very competitive price

We are confidently looking forward to a real success story of COVERDERM® Compact Powders in all our international markets.

