

derma. COS



GREEN PEEL® Herbal Peeling

A CONVINCING
BEFORE-AFTER STORY

Color of the year 2020

THE TREND COLOR
OF THE NEW SEASON

Women's power at work

INTERVIEW WITH
CHRISTINA DRUSIO

Hello Dr. med. Christine Schrammek Kosmetik Community!



Dr. med. Christine
SCHRAMMEK
derma.cosmetics

The power of medical beauty.

As the family behind the brand, it has always been important to us to be transparent with you about our company and our team. What efficient treatments are available? Which new products can you look forward to? What has happened in the last few months? Starting with “Beauty News”, you have been able to regularly keep in the loop regarding all these topics for more than 10 years.

Today, we want to open the next chapter, and with the “derma.cos” we have created a new, full-fledged magazine for you that we are delighted to be developing for you in-house. You are holding the first edition in your hands today. On these 48 pages, you will not only find everything to do with our care product highlights, but also all latest topics and exciting stories regarding beauty, fashion and lifestyle. Immerse yourself in the beautiful world of Dr. med. Christine Schrammek Kosmetik and discover how we as a brand can accompany you with many opportunities for life! We hope you have a lot of fun reading and discovering our new magazine.

PS: There will be two editions of derma.cos per year. You can expect the next edition in October 2020.

Yours,
Dr. med. Christine Schrammek-Drusio
Alexander Drusio
Christina Drusio



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up-to-date

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G BEAUTY

GERMAN COSMETICS ON THE RISE

Made in Germany currently has a lot of credence – far beyond national borders. For quite a while now, people abroad have associated the seal of quality with innovative care products and not just innovative technology. Whether that is in Korea, Japan or the USA, the promising German cosmetics industry has people's confidence and is winning people over due to its high quality. Stars like Diana Kruger and Bella Hadid swear by cosmetics products from German dermatologists. Developed by German doctors, the care products are thought of as being particularly reliable and having undergone rigorous scientific testing. Two interesting characteristics in the otherwise confusing and varied cosmetics market.

However, that is not all – in addition to top quality is “G-Beauty” winning people over with a significant factor: time! Something that is not available to us very often in our hectic day-to-day lives. Many products building on top of each other that use up a lot of time and energy are increasingly fading into the background. Incredibly efficient preparations by German dermatologists, which are achieving great success due to how easy and quick they

are to apply, are becoming more and more interesting. Time is precious, so all the better if you can rely on your skin products being rich in active ingredients.

By the way, did you already know that Dr. med Christine Schrammek Kosmetik was the first “Doctor brand” in German cosmetics? When Dr. Christine Schrammek-Drusio joined the company – founded in the 1960s – there was a dermatologist behind the entire care product development process for the first time. The brand quickly became known internationally thanks to, among other things, the development of the Blemish Balm and the original GREEN PEEL® Herbal Peeling. Today, thousands of beauty professionals and doctors are working on innovative and effective treatments and products at the facilities of Dr. med. Christine Schrammek Kosmetik.



3rd Generation

MAY WE INTRODUCE

A family-run company, which has already existed for more than 60 years – that sounds like tradition and expert knowledge. However, Dr. med. Christine Schrammek Kosmetik is also a progressive, modern and international company. It is the combination of many years of experience and innovation that makes it so successful.

Behind this success is a family doing all it can to promote skin health. It seems like they were all born to be interested in this field. Together with her children, Dr. Christine Schrammek-Drusio has continued to expand the company founded by her mother and developed into a successful company throughout the world.

As a member of the family, Alexander Drusio began working for the company in 2013 and was responsible for domestic business from that point on. Little by little, he gained more and more duties. Today, Alexander Drusio oversees the entire strategic unit for home and abroad and is also digitalizing and optimizing many processes. In 2015, for example, Dr. med. Christine Schrammek Kosmetik became the first German cosmetics company to have an ordering app for its commercial customers.

Since this year, Christina Drusio has also been actively supporting the company. As a doctor and dermatologist, she brings her great expertise in developing new products to the table. Together with her mother and the company's R&D team, she researches developing new ingredient combinations, particularly for sensitive skin and anti-aging products.

We are excited for what is coming in the future!



Alexander Drusio

is CEO and therefore responsible for the strategic development and commercial management of the company.

Expertise:
consultant, entrepreneur and digital expert in various companies

Goal:
To further increase success of the company through innovation and sustainable growth.

Skills:
Put up a tent
Cooking
Parking
Dancing

Dr. med. Christine Schrammek-Drusio

received the award of the Prix d'Honneur de la Beauté for being an excellent outstanding personality in the beauty industry. Further she is senator of the Economic Senat.

Expertise:
Dermatologist, allergologist and anti-aging expert

Goal:
To help people with skin problems to have healthy, beautiful skin.

Skills:
Put up a tent
Cooking
Parking
Dancing

Christina Drusio

Future dermatologist, will follow her mother's footsteps as a newly trained dermatologist in 2020.

Expertise:
Still works in Germany's largest dermatological practice and at the University Hospital Essen.

Goal:
Entering the family business full of energy and new knowledge in order to actively help to shape it.

Skills:
Put up a tent
Cooking
Parking
Dancing

Naturally sustainable

RESPONSIBILITY STARTS WITH US.

90%

of our products
are suitable for
vegans

No testing on animals.

The filling material of our
shipping cartons consists of

paper or recyclable foil.

Our skincare products contain

no parabens, mineral oils or microplastics.

1000°C

are required to melt glass. In
addition, as packaging material
it is heavier during transport.
Both of these factors lead to
a generally worse ecological
balance, which induced us to
not use glass jars.



All packages are sent
CO₂-neutral

Our folding boxes are made of
FSC Mix-certified
paper and are not cellophaned.

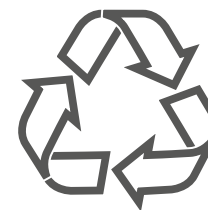
240 people

would have to travel back and forth by
train from Düsseldorf to Schwerin (510km)
in order to consume the amount of CO₂
that is saved by participating in the dual
system of the green dot.

For more than

5 years

we have been working
without plastic bags.



The correct disposal

of the primary packaging (tubes, jars) is ensured by the
yellow bag (for recyclable plastic material only). The
folding boxes should be disposed in the recycling bin
so they can be recycled in an optimal way.

What else?

- We manage most of the work digitally in
order to save as many paper printouts as
possible.
- The majority of our employees come to
work by public transport.
- We are currently building a bee garden
on our roof.
- All our premises are powered by green
electricity.



1 Mio.

spatulas are saved
every year by not using
them as add-ons with
every cream.

Skin has many faces

THE ALL-ROUND TALENT
FOR EVERY SKIN TONE



Perfect complexion and flawless skin – this is what many people wish for. For decades, the Original Blemish Balm has achieved fantastic success and impressed ten thousands of users. This problem-solver fights and covers blemishes, balances redness, refines the complexion, protects your skin from environmental influences and also has a soothing and regenerating effect. “All in one”. This is the motto of the useful BB cream. Selected active ingredients meet the needs of demanding skin and make this cosmetic product more than a standard, tinted day cream.

The Original Blemish Balm, the all-rounder from Dr. med. Christine Schrammek Kosmetik since 1967. The product has served a wide range of different skin tones with the colours Classic, Light and Honey. With the new Blemish Balm Dark Brown in the new size of 40ml, we are now expanding the range by another colour! Thus, it is ideal for customers with a dark complexion.

Tip: All Blemish Balm types can be mixed together for an excellent effect. You can also vary the Blemish Balm colour tone with Mix & Match Color Perfector. And not only that – you can also add a hint of colour to your day cream. This is also very useful if your skin becomes tanned in summer, and you want to darken your usual colour tone a little.

How does Blemish Balm work?

The beloved Blemish Balm was specially developed to care for irritated, blemished skin with large pores. Zinc oxide and liquorice root have an anti-inflammatory effect, panthenol and bisabolol soothe the skin. Symptoms such as redness and blemishes fade quicker and can be covered up perfectly thanks to the coordinated colour nuances, without leaving a greasy feeling.



Blemish Balm
Dark Brown
40ml



Detox your body

SPRING IS HERE



Flowers sprout, thick jackets start disappearing in the back of the wardrobe and houses are undergone a thorough spring cleansing. But what about you?

After the cold winter season, a little basic cleansing causes no harm for your skin. Use e.g. the Black Clearing Mask. The contained activated carbon has a detoxifying effect and cleanses your skin deep into the pores by binding harmful particles. Even with just a weekly application, your skin appears smoother and finer.

When bringing our body out of hibernation, our lifestyle always plays an important role. For a good reason the skin is called the reflection of inner health. Thus, it is important to pay attention to a healthy lifestyle, which includes regular exercise and a balanced diet. How about a healthy smoothie or a homemade detox drink every now and then? Quickly prepared, it provides you with important vitamins. With this ingredients, (almost) anything is possible as long as it tastes good and does good for you. Drink yourself healthy with zero effort!

Based on the motto, “the earlier, the better”, the rest of your body also wants to be ideally prepared for the coming months! Every woman dreams of a beautiful silhouette, but who isn’t familiar with the much feared “orange-peel skin”? Nine out of ten women are affected by cellulite, regardless of age and dress size. The fact that mainly women are affected is related, among other things, to the structure of the female fatty tissue which, on the whole, is weaker than male tissue. Fatty deposits can push the skin outwards and cause these undesired bumps.

Unfortunately, we have not yet been able to invent a magic potion that makes cellulite disappear. Instead, we have combined our knowledge and current research findings, and integrated an independent body care line into our portfolio. With the help of highly effective preparations, it allows a sustainable reduction in the fat deposits. At the same time, the connective tissue will be strengthened. You will achieve great results especially when combined with the Slimming Wrap treatment from your beautician.

Body Science Products

Super Body Peeling
150ml

CelluContour Body Cream
200ml

Shape Perfection Body Oil
150ml



And this is how you fight the problem areas

Step 1

Simply remove excess skin flakes with Super Body Peeling to make the skin more receptive. Thanks to the special peeling effect, you can watch the dead skin flakes come off and accumulate. Then rinse off with water – that’s it.

Step 2

The CelluContour Body Cream has an innovative combination of active ingredients and an integrated massage applicator. This stimulates the blood circulation and cell metabolism, thus reducing the external signs of cellulite.

Step 3

As a final step, apply Shape Perfection Body Oil to nourish the skin and promote the skin metabolism. The combination of valuable oils leaves a particularly silky skin feeling.

Effective.Strong Masculine –

THE NEW SKIN CARE FOR MEN



The days when men just used water and soap are over. Today, they also place much more value on their skin care, and celebrities from films, TV and sport are setting a good example and promoting specially developed care products for men.

The benefit: men's products are tailored to their individual skincare needs. Male skin is entirely different from female skin, particularly in its robustness: it is thicker, has larger pores, is oily and frequently irritated after shaving. Reason enough to treat yourself to skincare products developed for men, instead of using women's cream every now and then. Hydro Power Fluid represents concentrated power in just one product. It combines everything men need to care for their skin in the best possible way. With its triple hyaluron power, the light fluid ensures a long-term moisturizing effect without leaving a greasy feeling, and visibly smooths first wrinkles. The subtle fragrance can be combined with any aftershave, making it the perfect care product to use after shaving. Hydro Power Fluid vitalizes, improves elasticity and reduces rough skin – in just one step!

Tip:

Gel Super Purifiant has an anti-inflammatory effect and is perfectly suitable for preparing your skin before shaving.

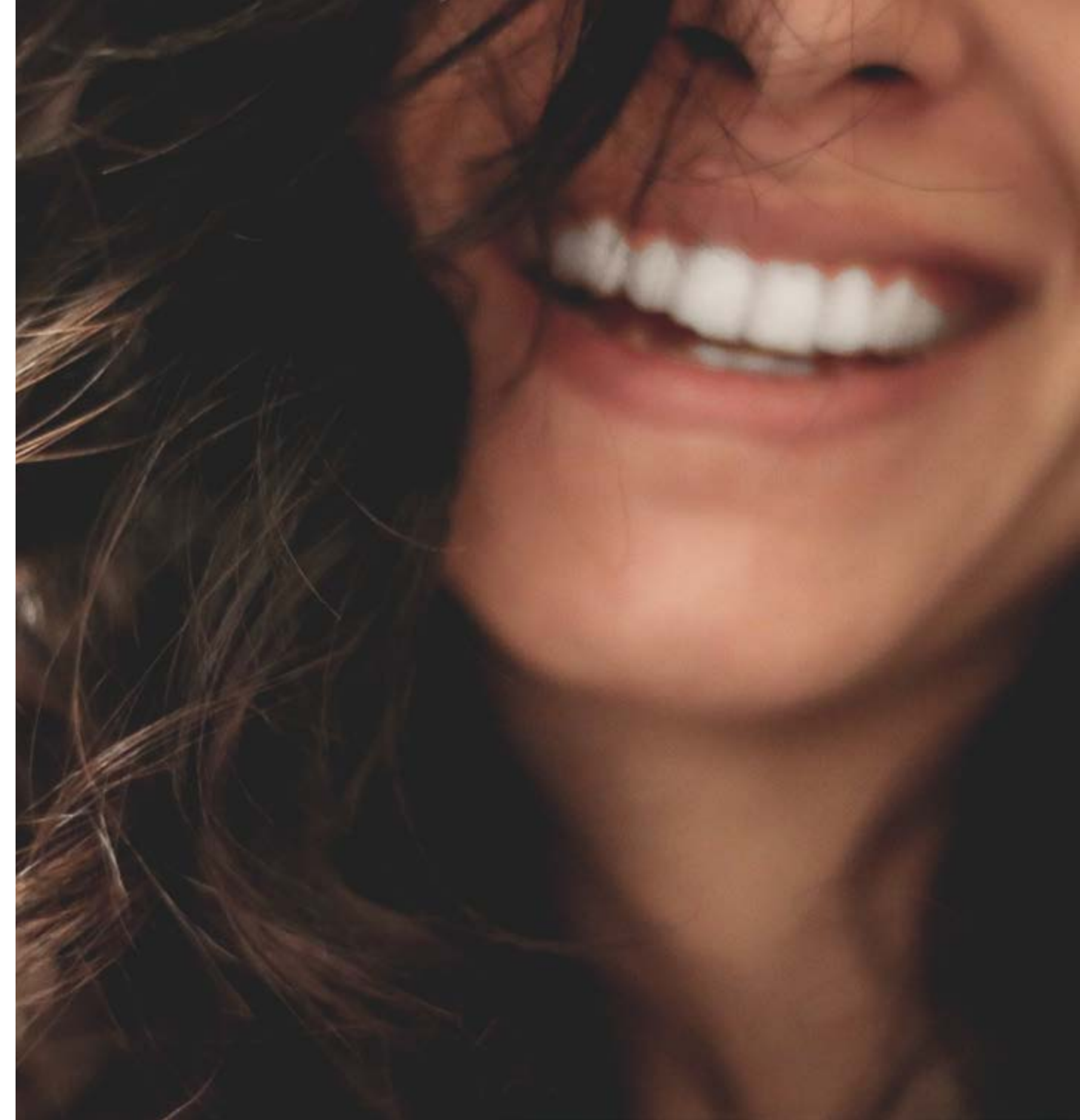


Gel Super Purifiant
50ml



Hydro Power Fluid
30ml

1g of hyaluronic acid can bind
up to 6 litres of water and thus
provides the plumping effect.



life & style

Page 17-28

Color of
the Year
2020

PANTONE®

Classic Blue
19-4052

This year we are seeing blue! Whether in furniture, clothing or make-up - the classic blue tone will be seen more often in the near future. In these fast-moving times, characterized by radical changes and new technologies, the consistent, classic and familiar blue is what we need. Dive into the world of simple elegance and prepare yourself for the new colour trend 2020. We have already found the most beautiful accessories and must haves for you!

PANTONE

COLOR OF THE YEAR 2020: CLASSIC BLUE



Hydra Maximum
Day Cream
www.schrammek.de
50ml

Sweatshirt Ohlala
Dein Lieblingsladen
www.deinlieblingsladen.de
39,90 Euro



Golden chain
CHRIST
www.christ.de
199,00 Euro



Cap Unio
Dein Lieblingsladen
www.deinlieblingsladen.de
69,90 Euro

Moisture Plus
Ampoule
www.schrammek.de
7x2ml

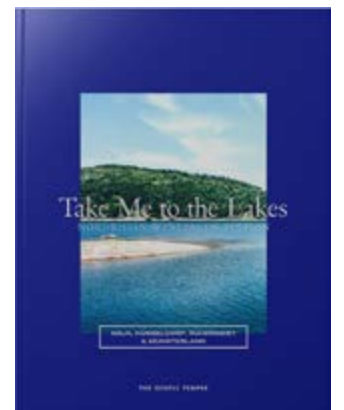


Nail polish Greta
OZN
www.ozn-vegan.de
14,90 Euro



German Allrounder
Just Spices
www.justspices.de
4,99 Euro

Take Me to the Lakes -
Nordrhein-Westfalen Edition
The Gentle Temper
www.thegentletemper.com
19,90 Euro



Doctor's work

INTERVIEW WITH
DR. MED. CHRISTINE SCHRAMMEK-DRUSIO



“IT'S IMPORTANT TO STAY AUTHENTIC AND ALWAYS PAY ATTENTION TO WHAT MOTIVATES THE CUSTOMERS.

for their skin problems. The role of quality is becoming increasingly more important.

2. Trends come and go. Which of today's trends do you think will still exist ten years from now?

From my point of view, the desire to stay and look young for longer hasn't slowed down and will further continue. Particularly, with regard to the change in demographics, effective anti-aging treatment methods, also combined with instrument-based cosmetics and effective care preparations will be given increasing importance.

3. As a trained dermatologist, you integrate dermatological approach into your cosmetics. Will the combination of dermatology and cosmetics become more important?

Looking at how things are today, the market and the competition, I can only answer with "Yes". We were the first "doctor" brand in Germany, today there are many so-called dermatological care lines. I think it is especially important that beauticians are also benefiting from the research findings in medicine. Scientific findings lead to the development of new active ingredients in dermatology. Thus, we use them in our skincare products to protect the skin. Dermatology deals with skin diseases, and I consider the role of cosmetics in the prevention, i.e. health care.

1. When you look into the future of the industry, what do you see?

The industry is facing big challenges. Today's consumers are definitely much more informed thanks to increasing digitalization, and accordingly, they are also becoming more demanding. They expect fast and efficient solutions

4. And this is just one of the reasons why Dr. med. Christine Schrammek Kosmetik has been successful for more than 60 years now. What goals have you set for your company?

We focus on sustainability and evolution equally. It is important to stay authentic and always pay attention to what motivates the customers. Since my son joined the company, we have been placing more focus on digitalization. Here we would like to position ourselves as the innovation leader in the industry. As an example, I should mention the app for beauticians which we launched in 2015 already. We also offer numerous online trainings in various forms. This year my daughter, Christina Drusio, will also become an active member in our company. With this, I am expecting many fantastic new impulses and further development of our treatment, product and seminar repertoire.

5. A well-known beauty classic from Dr. med. Christine Schrammek Kosmetik is the original GREEN PEEL® Herbal Peeling treatment. The method has been used successfully worldwide for over 60 years. How do you explain this success?

Definitely with the immediately visible results. Right after the treatment, the customer already feels that the product is working in their skin. After 3-5 days, the result is visible, meaning the customer sees a first success after only one treatment. And this without any "down time" or side effects. From my point of view this is the second reason behind the success. Last but not least, the natural basis of the GREEN PEEL® herbal peel treatment: a purely plant-based mixture without any chemical additives. Thus, the unique treatment method meets exactly the desires of today's customers: a natural treatment with fast and visible results.

6. Your company is also widely known as inventor of the Blemish Balm. With the "Original Blemish Balm" your mother developed 1967 already today's beauty trend. How did this end up being developed back then?

While looking for a product which covers redness and also has anti-inflammatory and soothing properties, my mother developed Blemish Balm in the 60s – mainly for use after a GREEN PEEL® treatment.

7. Would you mind revealing us your personal beauty care?

I always start with cleansing, then I apply a serum under my day or night cream, and also use an eye cream. For extra care, I treat myself with an active ingredient face mask once per week. And if I have planned something special, I get a GREEN PEEL® Fresh Up treatment. With this effective treatment, my skin looks fresh and bright just within minutes.

8. Finally, do you have any other tips for our readers when it comes to beauty care?

The basis of any good skincare is cleansing, which is adapted to the condition of your skin. This should always consist of a cleansing product and a tonic. They remove make-up and dirt particles, so the skin is able to absorb the next care products effectively. My second tip: sun protection. UV rays have been proven to accelerate the aging process. This is why you should apply light sun protection consistently each day.

Oslo

WORTH A JOURNEY



As the capital city of Norway, the southern located Oslo is with approximately 700,000 inhabitants the most heavily populated city in the country. Thanks to its location at the entrance to the Oslofjord, the city is also known as “the green capital”.

The nature surrounding Oslo is unique. If you like things a little more peaceful, you should visit the 100-kilometre long Oslofjord with its countless islands. From the island of Hovedøya, you have a fantastic view of the city and can enjoy the unique nature at the same time. But it is not just the nature surrounding Oslo which is impressive; the city itself has a great deal to offer with its country-specific sights. For example, visit the ski museum, walk through the sculpture park or sit in a small café at the harbour and watch the bustling of people and ships. If you would then also like to enjoy a delicious meal, you should reserve a table at Statholdergaarden in advance. With extraordinarily good ratings and second place on the list of the best restaurants in Oslo, this place promises an unforgettable evening with excellent food.



34th sky bar

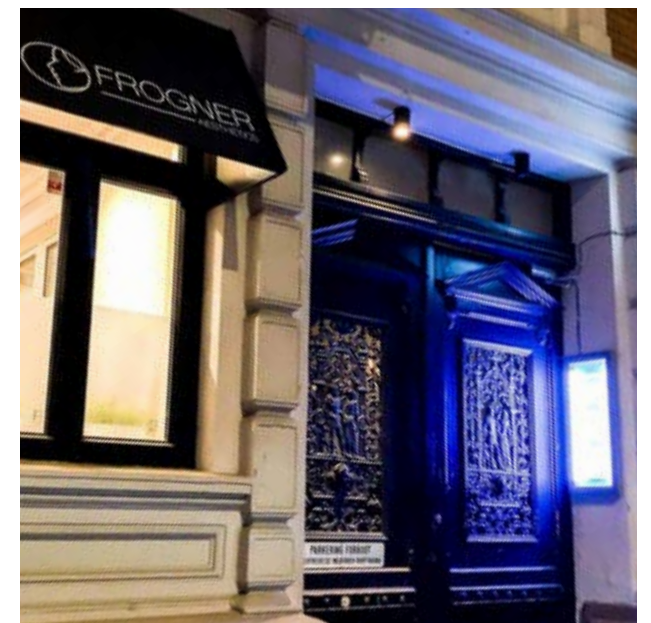
If you like to go out in the evening, you can drink some tasty cocktails at the staggering 107 m height and enjoy a fantastic view of Oslo at night.

Drøbak

Looking for a small-town atmosphere? A trip to Drøbak at around 30 minutes away will give you a bit of a change from the hustle and bustle of Oslo. With its tranquil, story-book wooden houses and narrow alleyways, the little village will take you back to the 19th century.

Holidays are time to relax

After a beautiful wintry walk, you can enjoy some wellness downtime in a renowned Oslo cosmetics studio. Enjoy a beneficial moisturising mask and a relaxing facial massage for a fresh and revitalized look. Book a treatment directly in the Dr. med. Christine Schrammek Kosmetik salon, [FROGNER AESTHETICS](#), in the centrally located Frogner district, and give yourself and your skin a treat.



A new skin sensation thanks to GREEN PEEL®

A BEFORE-AFTER STORY



Lena during her first GREEN PEEL® treatment

I'm Lena, 26 years old and I have recently joined the Dr. med. Christine Schrammek family. When I joined the company, my skin condition was a game of pure chance. Unfortunately, I lost the game most of the time and my face was covered in blemishes. On the other hand, I also often had flaky skin which made it difficult to apply make-up. Both made me the perfect candidate for GREEN PEEL®, the natural Herbal Peeling treatment from Dr. med. Christine Schrammek Kosmetik.

I have to admit that I was sceptical at first when I heard that pure herbs were supposed to achieve that kind of effect: new skin in five days. But as we know, nothing ventured, nothing gained, so my colleague Alena carried out the GREEN PEEL® Classic treatment on me just a few days later – the most powerful of the three GREEN PEEL® treatments.

I was really excited about what would happen to me! My skin was analysed extensively beforehand to coordinate the application perfectly to my needs. Alena explained to me that the pressure strength and the massage duration make the difference above all. Once thoroughly cleansed, she started massaging the herb mixture into my skin. It almost felt like exfoliating with a coarse-grained substance. My skin gradually became quite warm, but I never found it painful. After approx. 10 minutes, she placed a compress on my face and trickled a pleasantly cool solution on top. We were almost done. The herbs were removed, my face tonified once more and some Special Regulating Cream was applied above. After the treatment, I was not supposed to wash my face with water for five days so that the herbs were not washed out of my skin.



Peeling process after 5 days

“THE MORE SKIN FLAKES CAME LOOSE, THE MORE LIBERATING IT FELT.

On the first day after the treatment, I was amazed when I looked in the mirror. My face looked really firm and fresh. Even a friend asked about my beautiful, healthy skin tone. This is the effect achieved with the two less intense treatments (Energy & Fresh Up) – but of course, I wanted more. And this is what happened on day 2: after an initial feeling of tension, the skin yielded and started to peel around the chin.

It was really hard to keep my hands away. I was able to hide the areas really well with some Blemish Balm, and relieve the slight itching feeling. The day after, the peeling started on my forehead. I was really impressed that you could already feel how soft and smooth the new skin was on the areas which had already peeled. The more skin flakes came loose, the more liberating it felt. Then I just had to hold on until the follow-up treatment!

The Beauty Finish treatment took place on day 5. You can barely imagine how good it feels when the last flaky parts are gently removed during the facial massage, and the underlying skin emerges. I was really impressed, my skin was really radiating!

Now that a few weeks have passed, I can say that I am still more than impressed by the result. It's a completely new skin sensation: the blemishes have gone, my skin still feels smooth and even. Since the treatment, I have really been enjoying caring for my skin to keep it in this condition. I can also apply my make-up again without annoying skin flakes being visible. My initial doubts were therefore completely unjustified and I can confirm: GREEN PEEL® gives you a new skin in just 5 days.



Radiantly beautiful after the Beauty Finish treatment.

Make-Up Tips

BY VERENA AHMANN



Whether in fashion magazines or beauty blogs – countless models are shining everywhere with beautiful make-up. But in real life, many women are afraid of the vast selection of cosmetic products and are not comfortable with beautiful make-up. In my working day, I frequently have to experience how uncertain women are when handling make-up products. Before we start though – there are no wrong answers! Cosmetics are there for you to make yourself more beautiful. To do your make-up in such a way that you feel good. Far away from trends or societal constraints. And with just a few tips, everyone will succeed!

In balance

A rule of thumb for the intensity of your make-up: the more reserved your clothing, the more you can work with make-up. Red lips, smoky eyes and a pink sequin dress are perhaps suitable for special occasions, but usually a bit too much! One eye-catcher should not detract from the others, try to create a balance between your outfit and make-up.

All eyes on you!

If you want to make your eye colour really shine, choose a complementary colour for your eyelids, such as red/pink for blue, purple for green, etc. This way your eyes get even more attention!

Beautiful becomes more beautiful

It is my special interest to highlight the beauty that every woman has. I am not talking about layer upon layer of make-up, but about highlighting good features; not painting over supposed bad features. What do you particularly like about your face? Focus on these parts and do not concentrate so much on the parts you do not like.

“WHEN IT CAME TO CHOOSING A PROFESSION, IT WAS PRETTY SURE THAT I WANTED TO EMPHASISE THE BEAUTY, TRANSFORMABILITY AND DIVERSITY OF PEOPLE.



All summer long

In summer it can freely be a little more glowy! This works best with a great skin care base (e.g. the Vitalizing Oil Concentrate from Dr. med. Christine Schrammek Kosmetik), a foundation that matches the skin tone best. At the end, add some bronzer and highlighter and your face will shine like the sun.

Clean business

For a flawless look and a great make-up which adapts perfectly to the skin, it is important to nourish the skin properly. This applies to the right care products before and of course to the cleansing process afterwards! You should NEVER go to bed with make-up - your skin has to breathe, only then it can regenerate over night. Removing make-up is as important as brushing your teeth in your evening routine!



VERENA AHMANN

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Academie for Holistic Cosmetics

www.verena-ahmann.com/
@verena_ahmann

Share your Schrammek moment!



Share your Schrammek moments to attract even more attention!

#schrammek
or
#greenpeel



Just post your favourite products or treatments on Instagram

1.

Post a picture using the hashtags #schrammek or #greenpeel to get an improved social media presence

2.

Post a story and tag @schrammek or @greenpeel and have the chance to get reposted

beauty

What does beauty actually mean?

A PHILOSOPHICAL EXCURSION



There are good days and then there are bad days. Sometimes, we feel attractive and are happy with how we look; on another day, we try to avoid our reflection in the mirror. This is completely normal, even if the reasons behind it are not objectively clear. There are many different causes of bad days: these are often mood swings, poor self-awareness, self-doubt or simply just a (supposedly) prettier woman you came across – we soon feel unattractive.

"There are much more beautiful women than me...!"

On this point, we can already determine: beauty is not objective. And there is no universal definition. We also cannot merely define beauty from the appearance of a person, because many other factors are crucial in determining whether we find a person beautiful or not. These can be someone's facial expression, smile, body language, voice or the way they move. These are all combined to make up the subjectively perceived beauty of a person.

Beauty is also defined differently from culture to culture. This depends, among other things, on various lifestyles, but also on the different ideals in each culture. In countries where food is limited, a curvier stature is viewed as a sign of wealth and therefore of beauty. In western regions

where there is an excess of food available, particularly lean bodies are viewed as a symbol of discipline and health. Beauty is therefore diverse and not generally definable – there is no accounting for taste (nor for beauty).

However, something that is undisputed is the fact that new media and social pressures have created a world full of self-doubt, comparisons and self-staging. It is no longer just a matter of preserving the genetically determined advantages of one's own body, but rather of working hard to create a perfected version of ourselves. Because we, as autonomous human beings, make our own happiness and have the power to change things.

We live in a world between self-doubt and cosmetic surgeries – but does this have to be the case? We say NO. Because for us, beauty means naturalness, radiance, a healthy, fresh complexion, a smile, someone who feels good in their skin. Perhaps you have noticed it yourself – when you're happy and relaxed, you also feel beautiful. One more reason to forget your self-doubt and learn to love yourself. Far from standards, ideals and perceptions – you are beautiful when you are at peace with yourself.

ACCORDING TO A STUDY BY PHILIPS WITH **12,000 WOMEN** WORLDWIDE: FOR MOST WOMEN, BEAUTY IS A COMBINATION OF HEALTH, HAPPINESS AND OUTER APPEARANCE.

FOR **88%**
OF THE WOMEN ASKED, THE MOST
IMPORTANT ASPECT OF FEELING
BEAUTIFUL IS A POSITIVE ATTITUDE

FOR **63%**
OF THE PARTICIPANTS, IT WAS MORE
IMPORTANT THAT THEIR SKIN LOOKS
MORE HEALTHY THAN YOUNGER.

*For the Philips Global Beauty Index 2018, 12,196 women aged over 18 were surveyed in 12 countries.



Yes, I do! The big day is getting closer and closer: The location is booked; the guests are invited, and the dress is hanging ready to be worn - the perfect time to take a look at yourself. For all brides-to-be (and of course for all wedding guests) we created the ultimate beauty program: To a radiant complexion in just 8 weeks!

#weddingskin

A GLOWING COMPLEXION IN JUST 8 WEEKS!

A general rule: eat healthily & drink plenty

Ideally, try to avoid sugar, too much salt and processed products in the weeks before your wedding. Instead, favour vegetables, fruit and plenty of water. This will give you outer glow as well as inner glow on your big day.

8 weeks before the wedding: the perfect glow

Arrange your first appointment with your beautician at the latest two months before the wedding and allow your skin to glow with a GREEN PEEL® Fresh Up treatment. The natural herbs will stimulate and refresh your facial skin. Your blood circulation will be stimulated, your pores will open and your skin will be ideally prepared to absorb the active ingredients in your skincare routine. For the perfect glow, we recommend a curative treatment every two weeks.

4 weeks before the wedding: time to relax

Take it easy! To forget the stressful preparation time, you should pamper yourself with a little time out now and then. A short yoga session will help you to forget the whole excitement – because only a relaxed bride is a beautiful bride.

2 weeks before the wedding: skincare upgrade

Your skincare routine should be supplemented with a vitalizing ampoule treatment at latest two weeks before the wedding. Our Energy Power ampoule, with its vitalizing cocktail of vitamin C and E and the co-enzyme Q10, is ideally suitable. The skin will look fresh, firm and healthy.

One week before the wedding: the perfect look

For an intensive and charming look, make an appointment to tint your eyelashes and pluck your eyebrows one week before the wedding.

The day before the wedding: no make-up

Do not wear any make-up on this day to allow your skin to breathe. At this point, your excitement is probably growing minute by minute. This is why a “cool down” is the right idea. You can do this with our refreshing AloCalm Gel Mask. The result: an immediately fresher and smoother appearance.

The big day: shine bright like a diamond

Start the day relaxed, radiant and happy. We wish all the best and a lovely, romantic, time!



Summer, sun, sun protection

HIGH TIME TO SWITCH TO YOUR SUMMER SKINCARE ROUTINE



Far too soon? Think again. The light protection only while sunbathing is not enough. Beautiful tanned skin wants to be well-prepared so that you can keep your tan for as long as possible. This is why it is the right time to adapt your skincare routine and prepare yourself before summer arrives.






As always, the most important thing is cleansing. Now that the days are gradually getting warmer, your skin should be cleansed mornings and evenings to remove dirt, excess sebum and sweat. This is the only way your skin will be able to absorb the following skincare products. We also recommend that you exfoliate your skin now and then. This removes dead skin flakes and refines your complexion. Do not forget to exfoliate your elbows, ankles and knees for an evenly tanned complexion.

Now, it is also time to switch to your daily care routine! As your skin produces sufficient oil again and won't dry out that fast anymore, your skincare routine may be a little lighter now – such as our Hydrating series! For example, let's take the Daily Hydra Maximum: with a sun protection factor of 20, it is perfectly suitable for spring, because you should never underestimate the spring sun either.

If you are about to go on holiday soon, you should, of course, select a higher sun protection factor. Particularly when it comes to your face, we recommend a high-quality sun cream with a high SPF. Your skin is thinner here and exposed to the sun much more frequently. However, you do not have to change your current skincare routine. Our Solar+ Protect Fluid can simply be applied over your usual day cream and offers sun protection of 50+. This is too much of a good thing for you and you would rather use only one product instead of two? Don't worry, we can of course also help with that.

For example, there is our Sensiderm Sun Cream. Without fragrances and with very high UVA and UVB protection (SPF 50+), it is perfectly suitable for sensitive skin. Further care products with sun protection factor can be found here: www.schrammek.com And just to be prepared: In case you should ever stay out in the sun a bit longer: Equip yourself with our AloCalm Gel

Mask even before sunbathing. With highly concentrated aloe vera, hyaluronic acid and panthenol, it nourishes and soothes irritated skin. Storing the mask in the refrigerator has an additional pleasant cooling effect. Finally, a little insider tip: You can also apply the mask wonderfully to annoying mosquito bites, thus itching and scratching is a thing of the past!

Find your perfect summer buddy				
				
Sensiderm Sun Cream	Global Defense Cream	Solar+ Protect Fluid	Optimum Protection Cream	Daily Hydra Maximum
SPF 50+	SPF 20	SPF 50+	SPF 20	SPF 20
Optimal protection for sensitive skin, without fragrances	Day care with extensive cell, infrared and UV protection	On-Top product, which, if required, is applied on top of the day care	Multifunctional care cream for every skin type	Light fluid for every day, provides intensive moisture

Stay hydrated!

MAXIMUM MOISTURE



2.5l water

WATER ARE EXCRETED DAILY THROUGH
SKIN, LUNGS, KIDNEYS AND INTESTINES

In just a few days, on 22 March, it is World Water Day. Water is our elixir of life. Already at birth, the body of a new-born baby consists of approx. 75 % water. For adults, the proportion is still around 60 %. This is linked to the fact that most of the body functions only work with a sufficient supply of liquid. As we use up more than 200 ml each day just from breathing, it is all the more important to drink a sufficient amount of water. Try to drink at least 1.5 litres per day to keep your physical performance intact. This is also reason enough to make drinking enough water a new years' resolution!

The moisture level of our skin is also closely related to our daily water consumption. Especially for dry skin, you should pay more attention to drinking sufficient water. If you simply do not like the taste of water, try it with a little bit of lemon, orange or mint! Eating fruit and vegetables with a high water content, such as cucumber, tomato or melon, will also contribute to improving your moisture level. And if you tend to forget to drink water during the day, get your colleagues on board and have them remind you to drink regularly.

So far, so good, but as well as caring for your skin on the inside, you also have to care for it on the outside. Dry skin is frequently caused by an imbalance of moisture and oil. The skin looks dull, flaky and not very elastic. This often leads to an unpleasant feeling of tension, especially after cleansing. In cases like this, our Hydrating series can help. Thanks to the components, moisturization in the cells is supported and a long-term supply of moisture is guaranteed. Thanks to valuable ingredients such as shea butter and hyaluronic acid, your skin will regain its radiance and become noticeably soft. Treat yourself now and then alongside your daily care routine with a Moisture Plus Ampoule or our Hydra Maximum Mask to restore your skin's depots sustainably.



Ampoule
Moisture Plus

7x2ml

Smart brain

YOUR QUESTIONS – OUR ANSWERS

This is us, Jenny and Alena, the beauty experts of Dr. med. Christine Schrammek Kosmetik. As the German personal contact partners, we are here for you every day to advise you on special questions about cosmetics - whether by email, phone or in person. We would like to use this page to explain some recurring terms from the world of beauty .



Teleangiectasia?

These are permanent vasodilations that show up as fine red lines in the skin. Primarily, telangiectasia occurs in the face, but other areas can also be affected. They can be aggravated by weather influences, massages, alcohol, etc.



INCI (International Nomenclature of Cosmetic Ingredients)?

INCI is an approved international guideline for the correct declaration of ingredients in cosmetics. Among other things, it's required that ingredients must be listed in decreasing order according to their percentage of the total weight. This means that the ingredient with the highest percentage is always listed first.

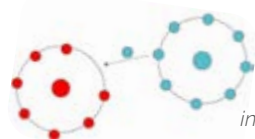


What is/
are ...
?

Free radicals?

Free radicals are natural side products of the metabolism. They are actually relatively harmless, but if a chain reaction leads to uncontrolled multiplication, damage can occur. On the surface this becomes visible in the form of wrinkles. This is why free radicals are considered as the main cause of skin ageing. The formation of free radicals is encouraged by internal factors (e.g. all metabolic processes in our body that take place with the participation of oxygen and mental stress) and external factors (e.g. UV radiation, nicotine, and alcohol).

Free radicals



Normal,
intact molecule

Probiotics?

Probiotics are microorganisms that have a health-promoting effect on the human organism if they are consumed in sufficient quantities. For some years now the positive effect on the skin has also been known. Researchers have discovered that "good" bacteria and the fibres they feed on (so-called prebiotics) contribute to an improved skin health.



at work

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Dr. med. Christine Schrammek Kosmetik insights

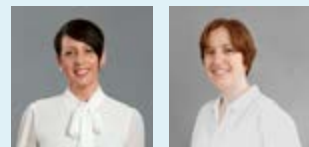
THE PEOPLE BEHIND THE BRAND



Marketing

The everyday life of the marketing team is all about cutting, number of characters, codes and hashtags. They're responsible for everything to do with the online shop, and at the same time they place the products of Dr. med. Christine Schrammek Kosmetik in the magazines and networks of the world.

Research and development



From the idea to the product, these two are always involved and support Dr. med Schrammek-Drusio. Whether it is a skin compatibility test, the fragrance or a new formulation, they have everything in view and ensure that every skin type is served by us in the best possible way.

Purchase



The precise coordination of our suppliers is in the hands of this team. The task is to manage the approximately 50 service providers in such a way that content and packaging are in the right place at the right time. At the same time, they always search for improvements and innovations.

Team International

Japan, Norway, Spain & Co. – the International Team actively supports our more than 60 partners world-wide. Every international order goes over their desk and even when it comes to marketing, they always have advice at hand.



Beauty Experts

Our Beauty Experts are always available to answer your questions. They are involved in the development of treatments and training materials and pass on their know-how to our professional beauticians. Whether by telephone, email or WhatsApp – they always have an open ear for German customers.

Warehouse & Logistics

Every day, this team ensures that your parcels reach you as quickly as possible. Whether online shop, domestic or international – all parcels are packed with love and safely on their way.



Customer Service & Sales within Germany



You would like to place an order or receive information about us, our products or our training and advanced training? Then you are exactly right here! Whether with a headset on their ear or in the back office - our customer service team is looking forward to your orders and inquiries.

Accounting



The accounting team makes sure that everything in the books is correct. They are the good fairies, who are happy to take things off, which for most of us simply consist of too many numbers.

School & Advanced Training

As part of one of the best training institutions in Germany, they give their best to pass on as much experience as possible to the seminar participants. Because professional treatments and products always go hand in hand.



Ms Filek is missing

Interview with Christina Drusio

WOMAN POWER – YOUR WAY TO MORE RESPECT AT WORK

There have never been so many women in employment as there is today. The traditional roles of a woman at home raising children and the working man as the single earner have changed significantly over recent decades. We have become braver and more ambitious – but also more equal? Not at work: gender distribution in management positions and boardrooms is not equal. How can women position themselves successfully? Certainly not just through women's quotas or other legal regulations – the solution is within us. We have to take on more responsibility, stick together as women, offer each other mutual supports and conduct ourselves with a healthy level of confidence.

But this is easier said than done. To be successful at work, we have to leave the comfort zone we spend most of our time in, and strike out for something new. We must be able to use our strengths skilfully and believe in ourselves for more recognition. Why is it that we frequently don't do this? We underestimate ourselves. We want to please everyone. A marked need for harmony can sometimes be obstructive here. Because, no matter whether in our personal or professional lives, we will probably not be able to please everyone. But we really do not have to! E.g. recognition and having a presence can be helpful to position yourself within the company. This is also linked to the courage to say no once in a while and to turn down requests politely, but firmly.

We women also have anxieties and self-doubt. And this is often unjustified. We would probably benefit from healthier level of self-confidence and more trust in our abilities. Men are frequently less burdened when it comes to their thoughts and appearance. We should

strive to behave with a similar composure and self-determination, and not to be too critical of ourselves. This will make it easier for us to overcome our internal obstacles. This also includes taking credit for our own successes and not playing them down with false modesty. Our professional successes should fill us with pride and give us the required self-confidence to make our own successes visible at work too. But a healthy level of self-confidence won't just help us professionally! It takes off the pressure, gives us strength and more satisfaction and a general sense of wellbeing. This, in turn, is then also reflected in our work – a virtuous cycle.

“WE HAVE TO TAKE ON MORE RESPONSIBILITY, STICK TOGETHER AS WOMEN AND GROW BEYOND OURSELVES WITH RAW STRENGTH, COURAGE AND INITIATIVE.”

We women should also actively seek promotion instead of passively waiting for someone to come along and discover our talents. A mentor can help us to further develop ourselves professionally and achieve our own goals. Especially women who experienced similar things during their careers are often prepared to offer encouragement, advocacy and support: female empowerment.

We should all find role models to orient ourselves on, but at the same time, also stay true to ourselves, otherwise we will quickly become a copycat. My grandmother was a good example of women's power. At the end of the 1930s, as one of few women at the time, she started to study medicine in Vienna, which she was not able to complete

because of the war. But she did not give up that quickly – her desire to help women gain beautiful skin remained. She applied herself to cosmetics and opened her institute for holistic cosmetics after the war. On the side, she studied at cosmetics schools, worked in labs and developed the GREEN PEEL® Herbal Peeling treatment, which is still unique today. In the 1960s, my grandmother finally founded her professional school for beauticians, as well as an international academy for holistic cosmetics. All this to give people the opportunity to establish themselves in the cosmetics industry. She had courage, did not give up in spite of difficult circumstances, and believed in herself. Back then, it was much more difficult for women to gain recognition at work than it is today. An independent woman with her own company was almost unimaginable in the 1960s!

For me, my mother is also a great role model. She studied medicine, became a specialist in dermatology, allergology and venereology, and realized her independence in her own dermatologist practice. She then gave this up to join her mother's company to further develop the products and treatment methods and to make the company into what it is today. And all this without studying business management or completing a business apprenticeship. This also demonstrates the courage to step off the beaten track and set new goals for yourself each day. This constantly motivates me: it shows me that you can achieve everything if you believe in yourself and do the things you love. Success at work means having mental and emotional strength, a healthy level of self-esteem, and not allowing yourself to be discouraged by setbacks, instead learning from them.



Christina Drusio, daughter of Dr. med. Christine Schrammek-Drusio

I wish you courage, self-confidence and joy in your job and am pleased that we at Dr. med. Christine Schrammek Kosmetik can support you. Whether in your professional life or as a private customer – we can always lend an ear and be there for you.

Yours,
Christina Drusio

Prime Example

INSTITUTE BEAUTÉ SANTÉ KOSMETIK



Entrance Studio Beauté Santé



At this point we would like to introduce a TOP Dr. med. Christine Schrammek Kosmetik Institute every six months, which stands out from the competition through commitment or special achievements. The choice of a prime example among many great institutes was not easy for us, which makes us particularly happy! The start of our new series is the Beauté Santé Kosmetik studio in Dorsten, Germany.

You would like to appear with your institute in the next issue?

Apply now with meaningful photos and a few words about you and your work via international@schrammek.de!

derma.cos in an interview with Dana Hildebrandt from Beauté Santé Kosmetik:

Ms Hildebrandt, why did you decide to become self-employed?

My passion for cosmetics caused me to take the leap. In my own studio I can develop fully and do what I always wanted to do. So last year, I decided to open my own institute.

What is your treatment repertoire like – do you specialize?

I offer various cosmetics treatments, manicure, foot care, waxing, lash lifts and henna brows. Regarding cosmetics treatments, I have specialized in problem skin such as blemished skin, rosacea, hyperpigmentation and stretch marks. In all areas, I get great results with the GREEN PEEL® treatments. Those allow excellent and quick results.

How did you select the companies you work with?

I had already completed my apprenticeship at Dr. med. Christine Schrammek Kosmetik and since then I have been inspired by the products and their quality. I have been working for the company for 7 years now and am also a massive GREEN PEEL® fan myself. I stand completely behind the brand! As well as Dr. med. Christine Schrammek Kosmetik, I also have products from another company which complement my repertoire. When selecting a brand, I generally ensure that the quality is good and that it suits my overall concept. It is also important to me that companies offer advanced training so that you are always trained well enough to offer the customer the best experience.

How do you advertise, and do you think it is important?

I do most of my advertising via social media, especially on Instagram. I also have a website and place ads on Google. In terms of print media, I use flyers and vouchers, among other things. I also cooperate with other businesses such as a florist in our town. Particularly when a new business opens, it is extremely important to advertise.

Do you use your partners' marketing materials?

Of course, I use the whole range – from flyers, banners and posters to pens and small giveaway items, such as make-up bags. My customers love these little tokens and it is important for me that the institute looks consistent.

Is your self-employment just as you imagined it? No. It is a lot more work than you expect. You are not just working in the cabin, the organisational things in particular take up a lot of time. But it is also a lot more fun than I would have thought. And my life partner offers me support, especially when it comes to organisational things. I also have an employee now.

The first year was very successful. What are your goals for this year?

Soon, I am going to open my second institute – and I hope that it will turn out just as well as the first one, of course. I am also hoping to always have satisfied and happy customers!

Why are you so successful and what sort of advice can you give to other beauticians that would like to get self-employed?

Because I carry out my profession with passion and always do my best for my customers. And I think they know this too. I think it is important to always stay on the pulse and not to stand still. The beautician profession is based on advanced training and also on exchanges with other beauticians. My tip: If you do not just see someone else as competitor, but also as a colleague, this will enrich you both.

Thank you, Ms Hildebrandt!



DANA HILDEBRANDT
Beautician and owner
Beauté Santé Kosmetik

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Around the world

DR. MED. CHRISTINE SCHRAMMEK LATEST NEWS

For more than 60 years, Dr. med. Christine Schrammek Kosmetik has stood for effective skincare products in cosmetics - on an international level. The problem-solvers are not only in great demand in Germany - the products and treatments are now available in more than 70 countries around the world. We are particularly proud of this, because thanks to our competent partners and a great team we can help more and more people to have beautiful and healthy skin. Read more about past and upcoming projects in our international daily business.



Panel discussion at the BEAUTY Happy Skin – Celebrity panel discussion on the topic of healthy and beautiful skin with Dr. med. Christine Schrammek Kosmetik & Friends.

In mid-September, an inspiring discussion with lots of insider knowledge about the topic of healthy, beautiful skin will take place at the BEAUTY trade fair in Düsseldorf. We have invited the top experts from the fields of medicine, professional cosmetics and lifestyle. Model and TV moderator Rebecca Mir, the multiple award-winning beautician Sara Pavo as well as the doctor Christina Drusio will discuss the most important questions about beauty and will be available for photos at our booth afterwards - we are looking forward to a successful day!

Cosmoprof Asia and partner visit

In November our managing director Alexander Drusio and the international head trainer Jasmin Grosch visited partners in Russia, Vietnam and Hong Kong. In addition to important press conferences and a visit to the Cosmoprof Asia trade fair, they took part in a major GREEN PEEL® event to which not only customers but also television were invited. Events like this offer beauticians and also end consumers the opportunity to exchange ideas with the team from Germany and also to take one or two photos!



We ♥
Ampoules
small ingredient wonder

Dr. med. Christine
SCHRAMMEK
derma.cosmetics

The power of medical beauty.

Preview

skINDIVIDUAL - Which care is suitable for me?

Ampoules - small power treatments with great effect

Oilala - the + for your skin care

Next issue
October 2020

