



HUNGARIAN



PRODUCT



Caola Cosmetics and Household Chemicals Inc.
Caola, the clearly Hungarian!

Our philosophy

*Our mission is to develop and manufacture marketable hygiene products based on our own research and completely fulfilling our customer requests.
With our products we strive to cover the protection need of every family member*

Our milestones

1831

The baby steps of the Hungarian cosmetic industry were taken by the soap factory of Mr. József Hutter and this venture can be seen as the predecessor of today's Caola Corp.



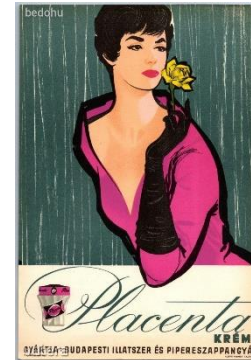
1918

In 1918 a new venture was established by Baeder Hermann, named Baeder Illatszer Corp.. Soon after the well sounding brand name Caola was born.



1950

The well known BIP (Budapesti Illatszer- és Pipereszappangyár) started its production



1993

Caola's leading position has dramatically changed after the regime-change and the privatizations in the nineties, but also due to the spread of the multinational companies in Hungary. Caola Brand name was bought by the EVM Rt. In 1999, while Caola-Alfa Zrt. kept fabricating the other brands of the cosmetic portfolio of Caola Inc.

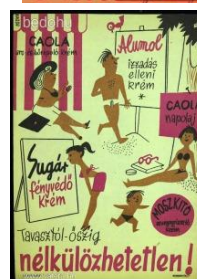
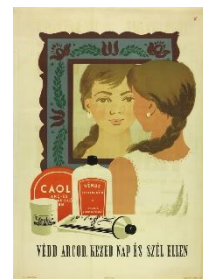
1917



In 1917 Elida Magyar Illatszer és Pipereszappan Corp. was established by Hutter Corp.



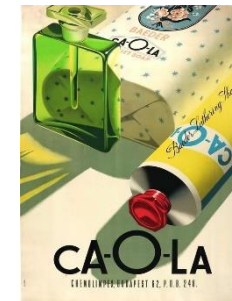
The most popular Baeder products were the Ovenall toothpaste, Caola soap and vitamin cream, as well the Exotic cosmetic items.



1961

The Perfume and Cosmetics Company was created in 1961 by melting several companies together, among them the Elida Soap manufacture and the Budapesti Illatszer and Pipereszappangyár. The founded company owned the rights of the once created Baeder Illatszer Inc. who first rolled out the Caola brand name.

1981

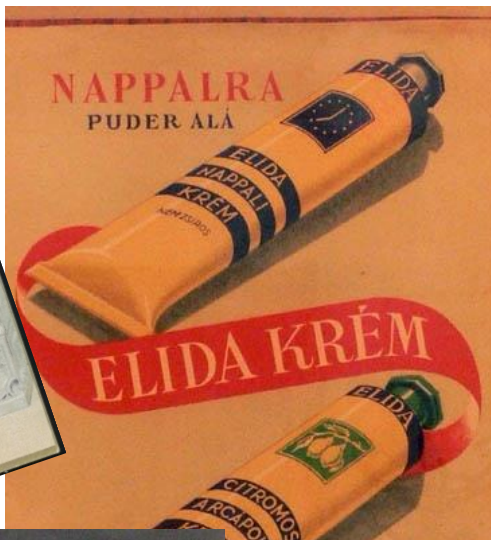


In 1981 the company could use again the Caola brand.

2011-2020

By 5th. of January 2011. both the Caola Brand name and the product family was bought back from EVM Inc. by the Caola-Alfa Cosmetics Inc. and could prosper as CAOLA Cosmetics and Chemicals Inc. In 2020 Caola Invest Ltd. became a majority shareholder of the Caola Cosmetics and Chemicals Inc.

Past memories



Caola, the clearly Hungarian



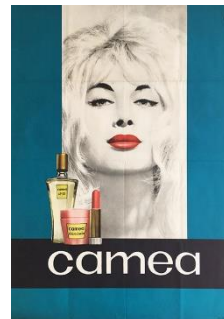
Milestones of Caola products



1943
Caola
tanning oil



1971
Caola aerosol tanning
oil, „Sugár” sun
protection cream



1980-1990
Cala, Camea and
Tímea decor
cosmetics



2016
Caola Skin Revival development

1940

1980

1990

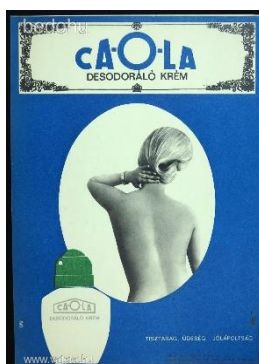
2000

2020

1962
Caola face and hand
moisturizer cream



1966
Caola cream
deodorant



1985
Hemovit product
family



1980-1990
Dental Hygiene products (Óceán,
Amodent, Gabi, Ovenall)



2014
Caonatur and Caosept product
development



Caola, a key player of the Hungarian cosmetic industry since 1831. On the field with a wide range of cosmetics 159 years ago.

Caola, the clearly Hungarian



Available brands with heritage



Our values

Tradition

- Hungarian company established in 1831
- Natural care for the entire family throughout generations
- High brand recognition, positive image

Expertise

- 50 years experience of research and development
- Skilled professionals, technically high-level laboratory
- Developments for domestic and international companies

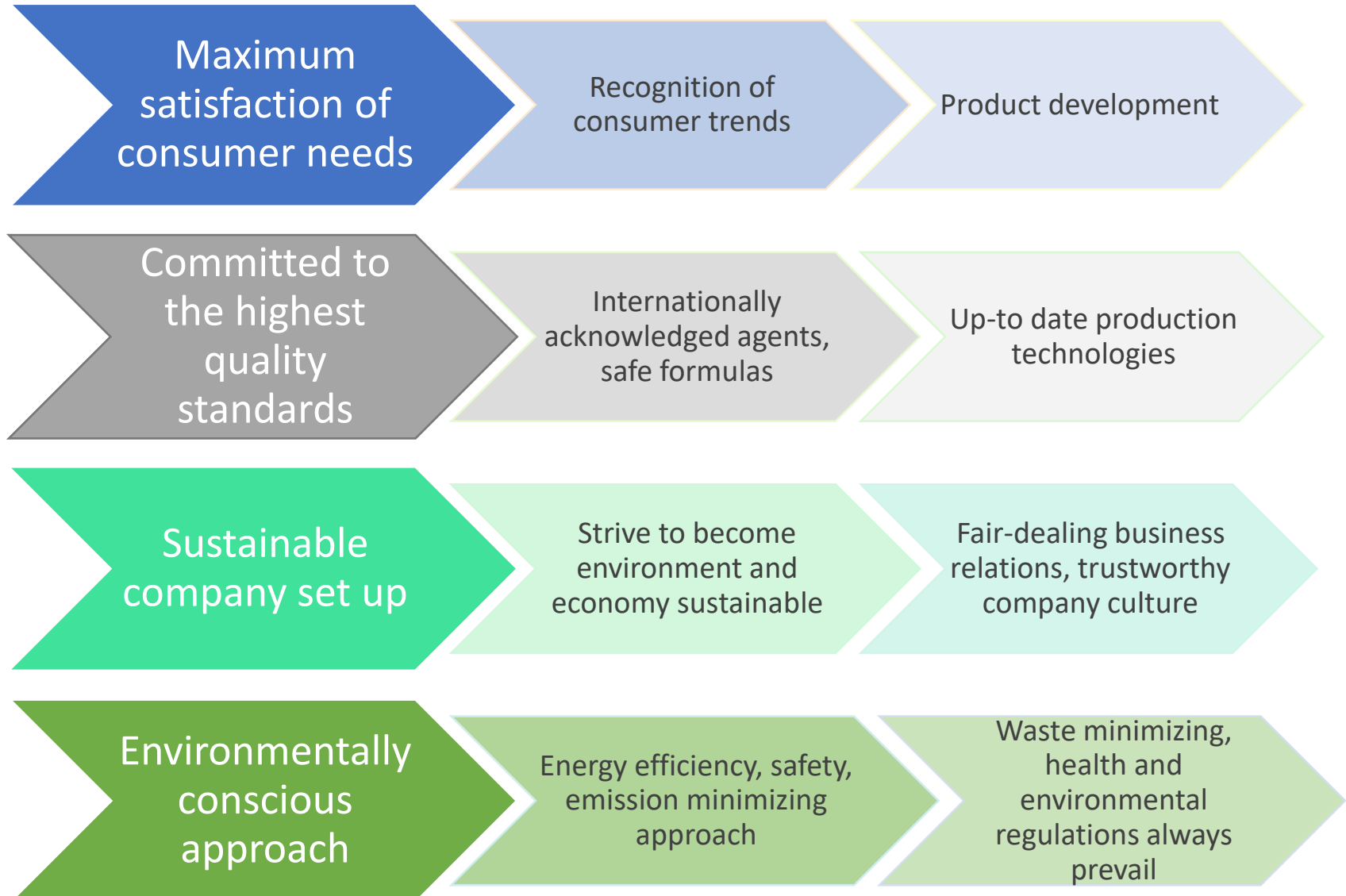
Innovation

- Constant renewing product portfolio
- Adapting to the newest consumer and market trends
- Constant technology and product development

Diversity

- Product families for every age group
- Sinergy of old and new products
- Wide product range in cosmetics and hygiene category

Goals and Guidelines



Current Product portfolio



Hand, skin and multi-surface disinfectant

- Hand and skin disinfectant gel
- Hand and skin disinfectant liquid,
- Multi-Surface Disinfectant Cleaner,
- Disinfectant liquid soap



Baby care

- Diaper rash cream
- Baby bath and shampoo
- Baby shampoo for cradle cap
- Baby lotion
- Baby talcum
- Baby talcum lotion



Hair forming product

- Wet hair gel
- Extra strong hair gel



Body powder

- Caola talcum with chamomile extract
- Caola talcum with chamomile and orange blossom
- Medal talcum



Current Product portfolio



Shaving amenities

- Shaving creams, Shaving foams, after shave, pre shave



Mouth hygiene

- Mouth rinse
- Kids toothpaste



Caola retro

- Stain remover soap
- Hand balm
- Window and glass cleaner



Insect killer and bug repellent

- Mosquito repellent, wasp killer aerosol
- Biorep



HYGIENICS
CAOSEPT

Maximum protection against viruses, germs and bacteria

Caosept hand and skin sanitizer gel kills 99,99% of germs, viruses and bacteria. Infused with Vitamin E and panthenol for a moisturizing feel that won't dry your hands out, and won't stick after use. Based on the inspection of ÁNTSZ Center of Epidemiology and Wessling independent laboratory, it protects against H1N1 virus and the two most defensive virus strain..



- Caosept 50 ml (nature, green tea, for men, kids, hibiscus scent)
- Caosept 90 ml, 110 ml (nature, green tea)
- Caosept 300 ml, 500 ml
- Caosept 1000 ml, 5000 ml, 2 000 ml

Caola, the clearly Hungarian



The gentle care for your little one's

The **CaoNatur babyproducts** due to its natural herbal ingredients is gentle enough to clean baby's sensitive skin. This baby body products contains no harsh fragrances, parabens, silicones and colorants and it is not tested on animals.

PRODUCTS

- Baby diaper rash cream 100 ml
- Baby oil 200 ml
- Baby shampoo to treat cradle cap 150 ml
- Baby talcum 100 g
- Baby bath and shampoo 250 ml
- Baby talcum lotion 150 ml
- Baby lotionalcum 200 ml



Velmetina

Self-confident appearance in your daily routine

- Maximum and flexible hold all daylong for your hair style
- **D-panthenol** content, nourishes the hair, hydrates and regenerates, giving it a smooth, silky touch
- Velmetina extra strong hair gel 100 ml
- Velmetina wet look hair gel 150 ml



Caola, the clearly Hungarian



CAOLA
1831-ŐTA



Caola Talcum body powder 100 g

Caola body powder contains herbal extract for a smooth and dry skin, provides soothing relief and comfort throughout the day

- Caola body powder with chamomile extract 100g
- Caola body powder with chamomile and orange blossom extract 100 g
- Caola body powder with aloe vera extract 100 g

For the lovers of classical shaving

Barbon after shave 100 ml



Barbon after shave cools and regenerates the skin and tightens pores so your face feels and looks healthy. It has disinfectant agents, that protects the skin and supports the blood circulation.

Barbon shaving foam 85 ml



Barbon shaving foam protects and nourishes the shaved skin in one step. Its rich ingredients are calming, styptic and disinfecting. Enriched with aloe vera extract, that fills the skin up with vitamins and minerals.

Barbon pre shave 100 ml



Barbon pre shave improves the electric razor glide. Stands up whiskers for a faster and smoother shave.

Barbon shave cream 85 ml



Barbon shave cream with its rich foam is creamy and easy to apply on the skin. Contains chlorophyll, an excellent antioxidant and natural detoxifier.

Best of companion in the daily routine



Figaro foamy shave cream 85 ml

With Its rich foam it is specially formulated to classic shaving lovers. It helps the razor glide over the skin, delivering a close and comfortable shave even with the toughest beard and leaving the skin feeling fresh and hydrated.



Figaro non foaming shave cream 85 ml

Figaro non foaming shave cream with its skin friendly PH values is specially formulated to soothe and restore sensitive skin with a refreshing scent. Can be used as a face cream as well.



Figaro after shave 100 ml

Figaro after shave helps soothe, cool and tone the irritated skin. It keeps you fragrant all day long

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Ovenall

Professional protection for healthy gums

- ✓ Fights against germs, that thrive in your mouth and causes unwanted breath.
- ✓ Chlorhexidin helps prevent gingivitis
- ✓ Fluoride content prevents plaque
- ✓ Helps to recover an aphtha scar
- ✓ Excellent prevention against tartar



PRODUCTS

Ovenall refreshing mouthrinse 80 ml

Ovenall Plus Professional mouthrinse 500 ml

Ovenall Plus Herbal essence mouthrinse 500 ml

Ovenall Plus Alcoholfree mouthrinse 500 ml



**Ovenall
Huncut**

Toothbrush-fun for kids



- ✓ Bubble gum flavored, gel textured kids toothpaste
- ✓ With a mild bubble gum flavor, this kids toothpaste is designed with funny bunny characters on a convenient stand-up tube with flip-top cap that encourages kids to everyday brush.
- ✓ Contains an enamel safe formula, proven to fight cavities
- ✓ The fluoride-free toothpaste suits the needs from age 0-6

PRODUCTS:

Ovenall Huncut kids toothpaste 50 ml

Ovenall Huncut fluoride-free kids toothpaste 50 ml



1831 óta

HOUSEHOLD

Caola stain remover soap 200 g

The stain remover soap works on white and color textiles, cotton and mixed fibers. Tough on stubborn stains. Every fabric can be handwashed with it, also carpets and upholstery. Avoid wool and silk.



Tükör glass cleaner 250 ml

Tükör Ablaktisztító trusted by generations for an unbeatable streak-free shine. Competes again modern, leading glass cleaners. The optimal concentration of surfactant makes sure the effective cleaning. Its vinegar acid content removes the limescale residues and the alcohol content enables a quick and streak-free shine.

**RO
VA
TOX
X**

For the insect free environment

- The improved version of Chemotoxx product family
- Rapid action, ready-to-use spray to kill and keep bugs out.
- Up to date, high concentrated agent
- Indoors and outdoors use

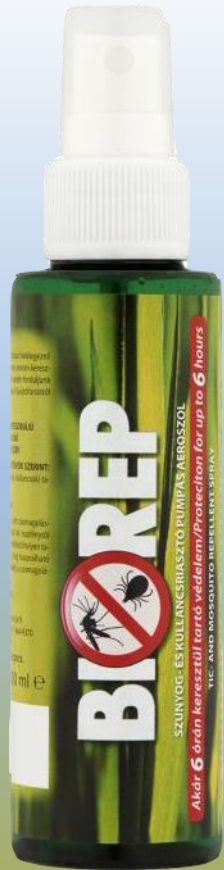
PRODUCTS

- Fly and mosquito repellent aerosol 200ml
- Fly and mosquito repellent aerosol 400ml
- Rovatoxx wesp killer aerosol 200 ml
- Rovatoxx insect killer powder 100 g





Biorep mosquito and tick prevention spray 100 ml



- ✓ **Contains Saltidin**, in other words **Pikadirin** agent
- ✓ Insect killer developed by European scientists
- ✓ Tough on a wide range of ticks, mosquitos, ants
- ✓ Clean and easy use
- ✓ Light doesn't modifies its effect. So it fulfills its function at all times
- ✓ Never feels oily and greasy, nor sticky
- ✓ **No drips left behind:** doesn't harm plastic, glass, or metal. Works on the outer surface of clothing.
- ✓ **No skin irritations**
- ✓ **Safe use:** allowed for pregnant and kids.
- ✓ **Environmental friendly**

Caola, the clearly Hungarian



CAOLA
1831-ŐTA

CAOLA Liquid soap

- Caola liquid soap cleans and treats hands
- Rich, lathering hand soap with a moisturizer that leaves hands feeling soft

Available in three scents:
Orange & Cinnamon
Olive & Milk
Honey & Milk

500 ml pump



Product development principles

Respect of European Union regulations and instructions of authorities in cosmetics

Recognition of market and consumer trends

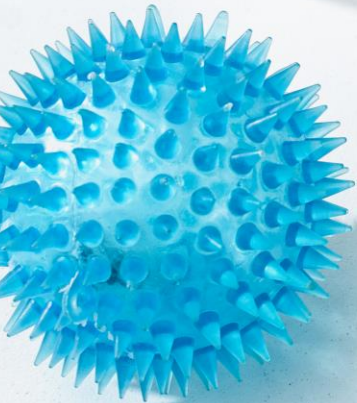
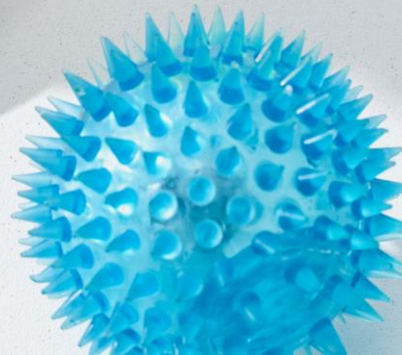
Sorting out agents and ingredients based on serious research background

Safe formulas development

Environmentally friendly formulas and production technologies to develop and use

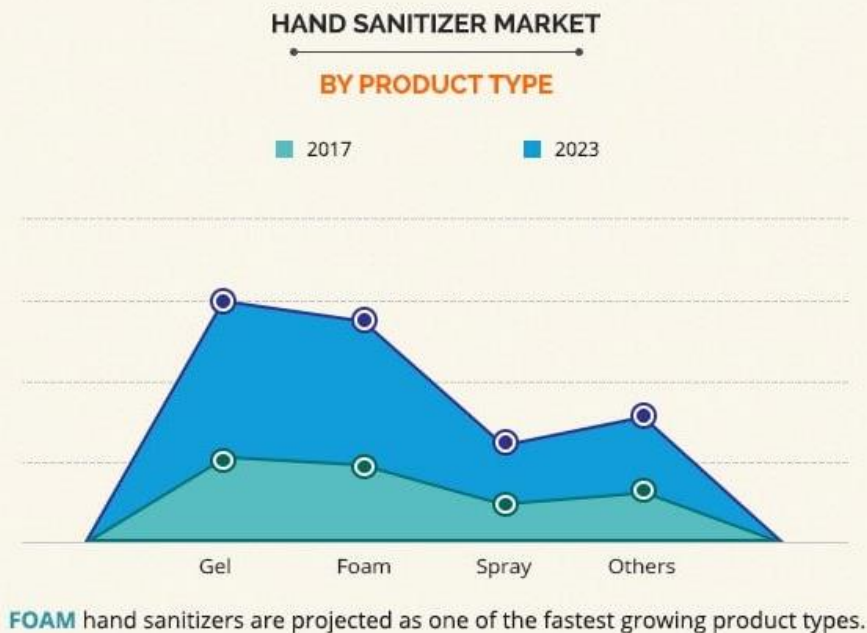


Hand sanitizers overview



Hand sanitizers – global market

Global hand sanitizer market in 2016 were \$ 919 billion USD, by 2023 it is estimated to reach \$1755 billion USD-t, that gives a 9,9 % growths.



- Source: <https://brandongaille.com/15-hand-sanitizer-industry-statistics-trends-analysis/>

Hand sanitizer market segmentation

Product type

Point of Use

Hand sanitizer
gel

Hand sanitizer
foam

Consumer /
Household

Educational
Institutes

Hand sanitizer
spray

Hand sanitizer
towel

Health care
institutions

Work
premises

Sanitizer
liquid soap

Sanitizer
foam soap

Military

HoReCA

Hand sanitizer – market drivers

Health-consciousness
growing, attention to
hygiene

Health measures,
regulations

Growing demand.
Higher spending per
capita on hygiene
products

Warning campaign in
schools and institutes

Spread of viruses

Westernization, make
use of western habits in
evolving countries

Product innovations
(e.g.. Skin friendly hand
sanitizers, smaller
packaging units)



CAOSEPT

Get rid of bacteria and treat your body with health everyday!



Caola, the clearly Hungarian



The **CAOSEPT** Product family

Effective prevention of epidemic, infection and diseases



Products are proven by NNK Epidemiological and Infection control Head office and KVI laboratory

Proven effects:
H1N1 and the two most resistant virus strain

Fungicide, bactericide, mycobactericidal, hygiene's hand sanitation effect

Shooting and moisturizing ingredients: vitamin E and panthenol (B5 provitamin)

Products developed for health care institutions:
Disinfecting liquid soap, hand and skin surgical sanitizer gel

The **CAOSEPT** product family

1

Protects and disinfects

- Kills 99% of bacteria, viruses and fungal infection from the skin
- Virucide, fungicide, bactericide, mycobactericidal and hygiene hand sanitizing effect

2

Hydrates and treats

- Contains hydrating agents to prevent skin drying
- Hydrates the hand, gives a fresh feel after use
- No sticky hands any more

3

Can be used in numerous places according to its purpose

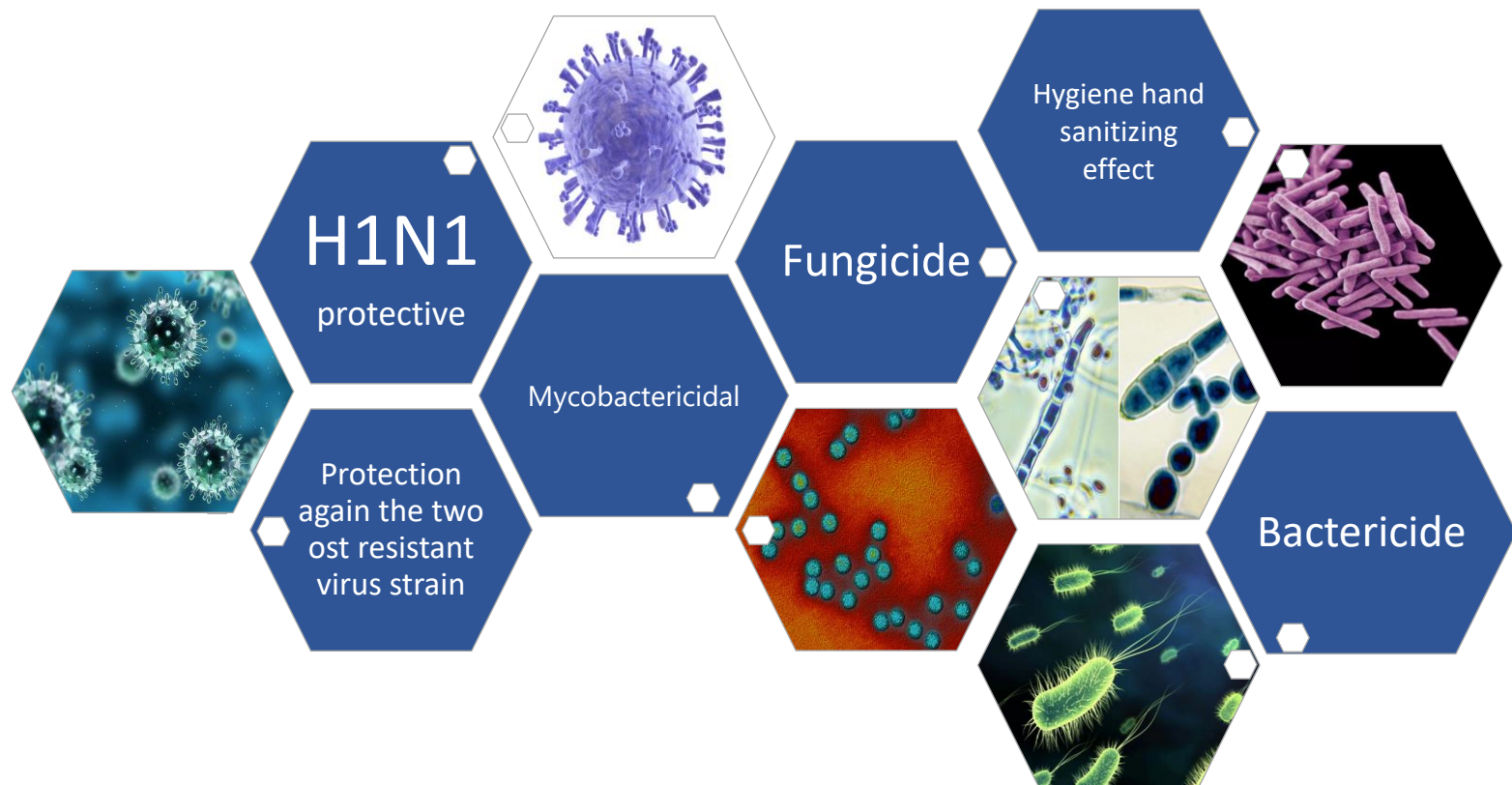
- Smaller packages for travel, sports, public transportation, on the go
- Family unit use at home, office, school, workplace, or anywhere where there is a need to quickly clean hands.

1

Effective prevention against viruses, bacteria and fungal infections



Proven by NNK Epidemiological and Infection control Head office and KVI laboratory our products are:



2

Hidrating components for skin protection

Vitamin-E

Skin protective
components

Soothing
components

✓ Keep hands soft and smooth

✓ No sticky hands after use

✓ Fresh, smooth feel on the skin

Lanolin

B5
Provitamin

3

Always and everywhere at hand Caosept!

WHEN?

Anytime, but especially:

- ✓ Epidemic times
- ✓ Travel
- ✓ Use of public transportation
- ✓ Shopping, playground, etc.



- ✓ Numerous packaging sizes for each occasion

Where?

Anywhere, but especially:

- ✓ At work
- ✓ In health care institutions
- ✓ In public areas
- ✓ If soap and water are not readily available

CAOLA
1831 óta



Caola, the clearly Hungarian

Members of the



product family

CAOLA
1831 óta

Caosept Hand and Skin Sanitizer gel

- Hand sanitizing gel if soap and water are not readily available
- Packaging units: 50 ml, 90 ml 110 ml Flip-top cap
- 300 ml, 500ml, 1000 ml, Flip-top cap, disc cap, pump
- 5L, 20L cans
- Recommended use: on the go, travel, household, public areas, etc.



Members of the



product family

Caosept Hand and Skin Sanitizer liquid

- Hand sanitizing liquid if soap and water are not readily available
- Packaging units: : 250 ml spray
- 300 ml, 500ml, 1000ml Flip-top cap, disc cap, pump
- 5L, 20L cans
- Recommended use: on the go, travel, household, public areas, etc.
- Dispenser stands with sensor



Members of the



product family

Caosept sanitizing liquid soap

- Caosept liquid soap with its characteristic scent and skin friendly agents, plus its sugar tenside components gently cleans the skin.
- Cleans and disinfects in one step
- Packaging units: 110 ml flip-top cap, 300 ml pump, 5 L can
- Recommended use: household, schools, health care, public areas.





Surface disinfectant

scented

5, 10 and 20
liter cans
available

Fast disinfection on alcohol
resistant surfaces

Ready to use liquid for
professional and domestic
use

**Antimicrobial
spectrum:** bactericide,
fungicide and virucide effect

Caosept Plus **hygienical and surgical skin and hand disinfecting gel**

- ✓ Hygienical, surgical hand preparation, skin disinfecting
- ✓ Skin disinfecting function:
 - ✓ Skin disinfection before surgical interventions
 - ✓ Disinfecting of sebaceous skin surfaces

Ingredients:

- ✓ Contains B5 provitamin that hydrates the skin
- ✓ Aldehyde free



Proven virucide, Fungicide,
bactericide, mycobactericidal,
hygienical hand sanitizing
effect

Contains skin caring agents

Hygienical hand disinfecting,
surgical hand preparation, skin
disinfecting



CAONATUR



The CaoNatur product family

Caola's more than 180 years of expertise and the proven effect of herbal ingredients



Active, naturally
components

Rich in minerals, folic acid,
selenium and vitamins

Natural vegetal
extracts

The products does not contain silicon oil, mineral oil, paraben and colorant.



Select active ingredients



Cornflower

- Gives a fresh and toned note
- Has an antioxidant effect, neutralizes the harmful side effects of radicals in the organism.



Chamomile

- Relieves dermatitis and dryness
- Soothes skin irritations



Shea butter

- Rich in vitamin A, E and F
- Rich in nutrients
- Preserves softness and elasticity of the skin
- Great sunscreen and wrinkle preventive



Hibiscus flower

- Restores the natural acidic protective surface of the skin
- Reduces the aging processes
- Cleans the organism from the radicals



Marigold

- Reduces dermatitis
- Soothes skin irritations



Almond milk

- Rich in vitamin E
- Great hydration effect
- Restores skin elasticity
- Reduces the aging processes



Grape seed

- E and F-Vitamin protects skin dryness
- Cleans the pores
- Fades the pigment spots



Nettle

- Anti-inflammatory
- Stimulates the blood circulation of the skin
- Helps the treatment of greasy and dandruff hair

Caola Skin Revival

Magic for a perfect skin



- The youngest product family of Caola Zrt.
- Reliable wrinkle prevention
- Cell renewal, cell protection, skin regeneration
- Revitalization
- Exclusive packaging, dispenser formula
- UV filter
- Vitamin B3, E and C content
- Recommended for each skin type after 30

Awards and Apreciations

- A Caonatur product family won the product of the year in 2015 in the category of nature cosmetics
- Skin Revival won the Hungaropack packaging contest special award in 2017
- Caola acquired the „Magyar Brands” (Hungarian Brands) recognition





HUNGARIAN



PRODUCT



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Thank you for your attention!