

Gerovital *brand story*



“Being young doesn't mean being 20. Being young means being optimistic, feeling good and having an ideal to fight for in order to achieve it.”

Ana Nolan

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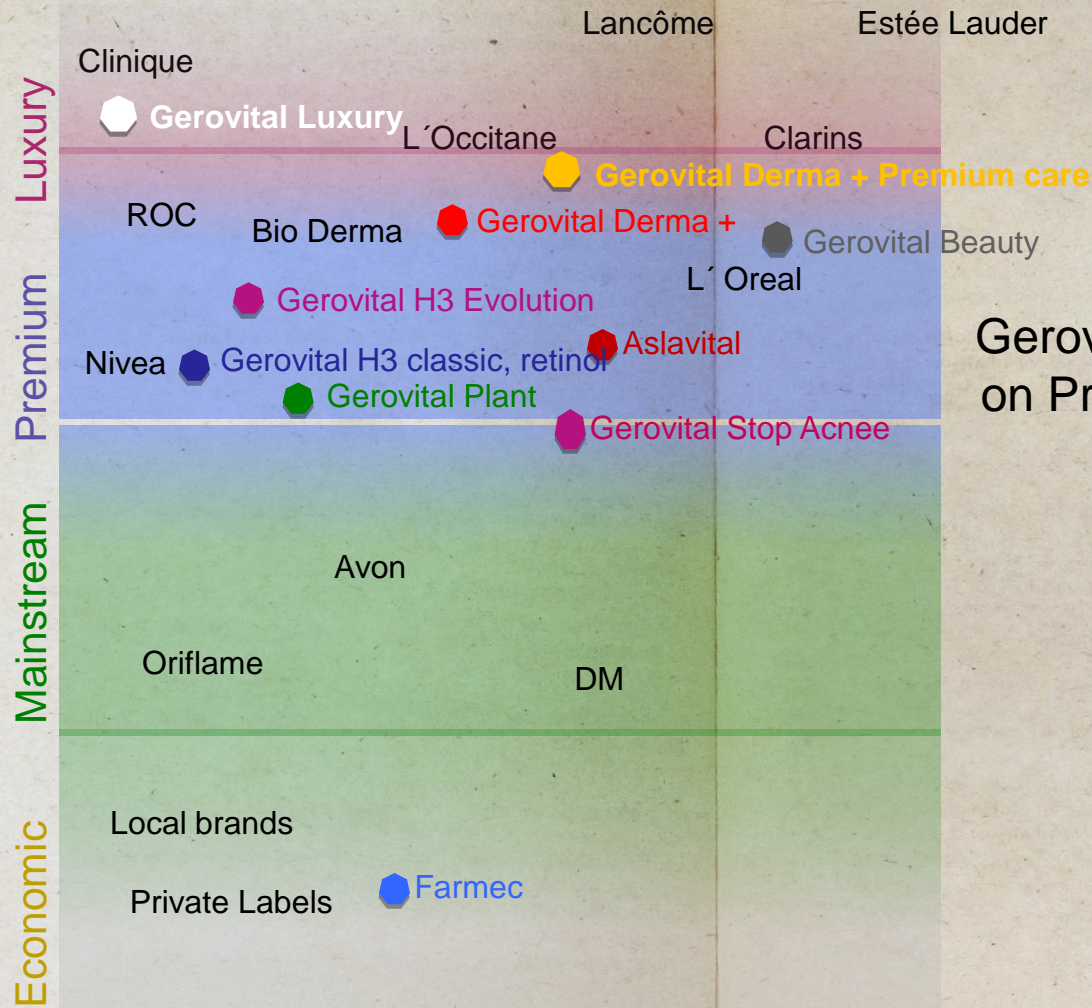
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Chapter 1 Our history

- ✓ Gerovital history is related to the innovation and discoveries of Ana Aslan, who is a world famous geriatrician and gerontologist, known for her fight against ageing.
- ✓ In 1952, she founded the Geriatric Institute of Bucharest. This institute was the first of its kind in the world and was recognized by the **World Health Organization**.
- ✓ **In 1952, Ana Aslan prepared the Vitamin H3**, a product whose formula was based on procaine which until then was used only as a local anesthetic. Ana Aslan studied the way in which procaine could be used in the fight against ageing and found the composition to make the most of its effects over beauty. Gerovital H3 concept was introduced for the first time in 1957, in Verona, Italy, at the Gerontology International Congress.
- ✓ Soon afterwards the new anti-ageing formula was entrusted by the famous researcher to Farmec Company in Cluj-Napoca, to begin the mass production of anti-wrinkle cosmetic creams.
- ✓ In 1967, the first Gerovital H3 cream was produced in Farmec laboratories.
- ✓ And thus begins Gerovital story, a brand that will become an ambassador for Romania.
- ✓ Gerovital H3 products rapidly became famous in numerous countries. Gerovital history is linked to the names of celebrities like Marlene Dietrich, Claudia Cardinale, Jacqueline Kennedy, Charlie Chaplin, Salvador Dali, who came to Bucharest to benefit from Gerovital effect



Chapter 2 Brand positioning



Gerovital is present both on Premium and Luxury segment.

Chapter 2 The pillars of our brand

Ana Aslan

- ✓ Passionate about her work
- ✓ Declared a "war against ageing"
- ✓ Developed the first anti-ageing concept in the world
- ✓ Developing a new life philosophy

Tradition

- ✓ Since 1967
- ✓ Keeping our promise, constantly developing and innovating
- ✓ Commitment to continue Ana Aslan's work

Science

- ✓ Discovery
- ✓ Innovation
- ✓ Original formulas

Chapter 3 Mission and values

Mission: To continue, through our specialists and researchers, the work of Ana Aslan, the fight against aging and to help women be beautiful in every moment of their lives

Values:

- ✓ **Optimism** - women can be beautiful at each age
- ✓ **Innovation** - first anti-aging cosmetics in the world
- ✓ **Expertise** - 49 years of dedicated work
- ✓ **Honesty** - we are a trustworthy brand
- ✓ **Passion** - dedicated researchers and beauty specialists

Chapter 4 Story of our brand

GEROVITAL – BEAUTY SPECIALIST

Gerovital stands for tradition, for Romanian innovation, being recognized at an international level. Innovation is part of the brand DNA, following Ana Aslan's work of developing the first anti-age cream in the world.

But... behind every innovation there are people.

Gerovital beauty specialists are beauty innovators, fighting against the aging process. They know that when a woman is feeling beautiful, she is powerful and confident. Nobody and nothing can stand in her way, when she is feeling beautiful... And women who feel beautiful are also loved, which is the most important for every woman, at every age, in every moment. This is why, our specialists add in each product, among the ultimate generation ingredients, a little bit of their love for beauty.

Gerovital - declination of our story in communication

Our brand statement -> ***Gerovital - beauty specialist***, highlights the differentiator of Gerovital innovation, like a signature of the expertise and passion of Gerovital specialists for women's beauty

-> appears on all the materials: catalogues, brochures, flyers, promotional materials, TV commercial

Our characters -> The specialists from Gerovital, are the successors of Ana Aslan, continuing her work, they are endorsers of our tradition and innovation and appear in our brand manifesto (<https://www.youtube.com/watch?v=vvfZuX6mNCM>)

-> For each range of products, we will have a dedicated spot, with an endorser, who will always be a beauty ambassador and will need the specialist's innovation to maintain her natural beauty. We will use a popular figure, with high credibility among the consumers, with a solid career, so she could be recognized as successful role model for women. For example, for the launching of GH3 classic in Romania, the brand ambassador will be Ramona Badescu, a famous Romanian actress, singer, former model

*Thank you for
continuing our
story*