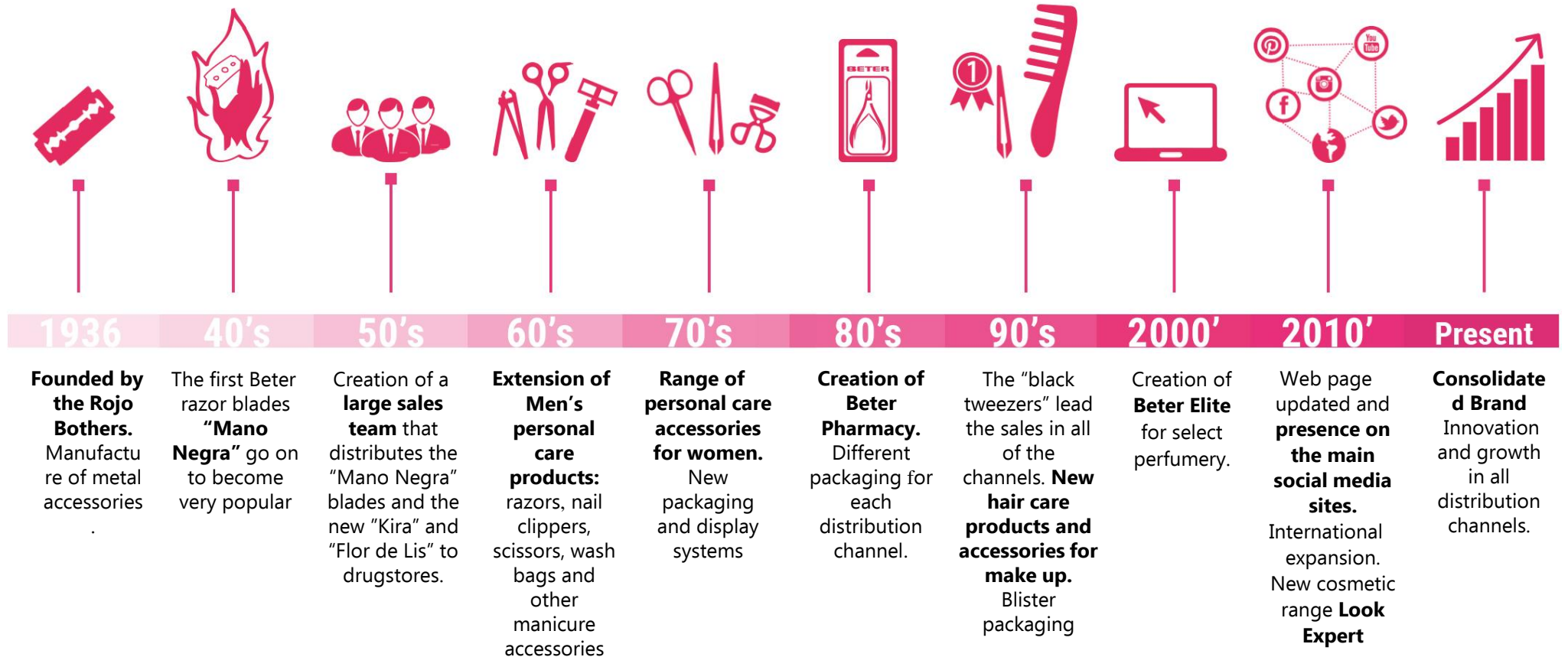


BETER
YOUR BEAUTY PARTNER



HISTORY



LEADING BRAND FOR BEAUTY ACCESSORIES

We are a company based in Barcelona founded in 1936 and run by the **third generation** of the family. Over a period of 80 years we became experts in personal care and extended our product range and consolidated our **brand**, making it stronger and better known to consumers.

We offer high value concepts for a global project:

- 80 years of brand expertise in the beauty care sector
- Trendy beauty care tools
- Customized Partner Program:
 - Space management: ***tailor made*** solutions enhancing ***cross selling***
 - Non stop training; communication support
 - Online & Offline visibility
- Seasonal launches of original and always high quality products

Time and experience have shown us that maintaining complicity with each and every one of our clients is **our commitment** with continuous **innovation** and **growth**.

COMMITMENT AND TRUST

Beauty can be many different things or the sum of all of them.

That is why we work to enhance it, to be an aid to the consumer's beauty and form part of their daily routine.

- With **innovative accessories** and cosmetic adapted to different needs and market trends.
- With simple, clear communication; on the packaging, the display at the point of sale, and presence in the **most dynamic media**, a frequent meeting point with consumers.



INTERNATIONAL

Ten years working on the global market has made our brand internationally recognized in 40 countries.



PRODUCT RANGE

Manicure &



Face & eyebrows



Haircare



Bath & body



DISTRIBUTION CHANNELS



Beter Beauty Care PERFUMERY & MASS MARKET

The most extensive range
of must haves for daily care.



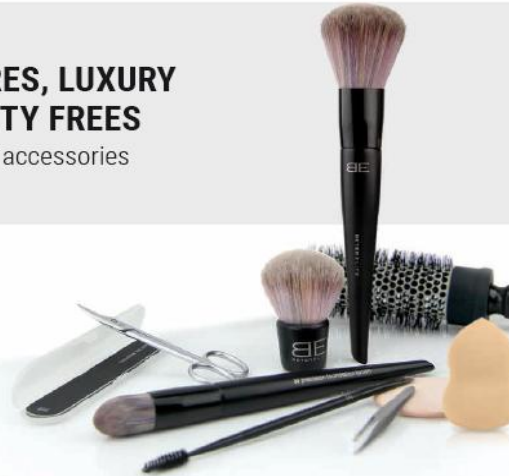
Beter Pharmacy DRUGSTORES, PHARMACY & PARAPHARMACY

The optimal assortment for health
and beauty.



Beter Elite DEPARTMENT STORES, LUXURY PERFUMERIES & DUTY FREES

The only Premium brand of accessories
for high end stores.



AT THE POINT OF SALE

Perfumery-Mass Market
Beter Beauty Care

Instruments and cosmetics that place
beauty accessories at the level
demanded by today's perfumery sector.



MANICURE-PEDICURE · MAKE UP · HAIR CARE · BATH & HOUSEHOLD



BETER

AT THE POINT OF SALE



AT THE POINT OF SALE



AT THE POINT OF SALE



AT THE POINT OF SALE

Select perfumery
Beter Elite

The only Premium brand of accessories
for high end stores.

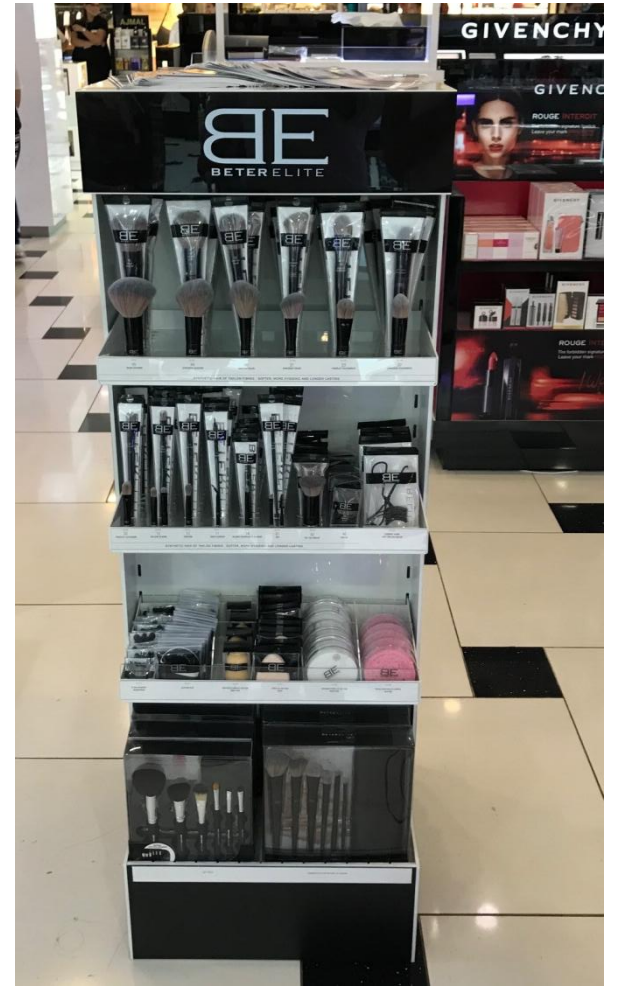


BETER

AT THE POINT OF SALE



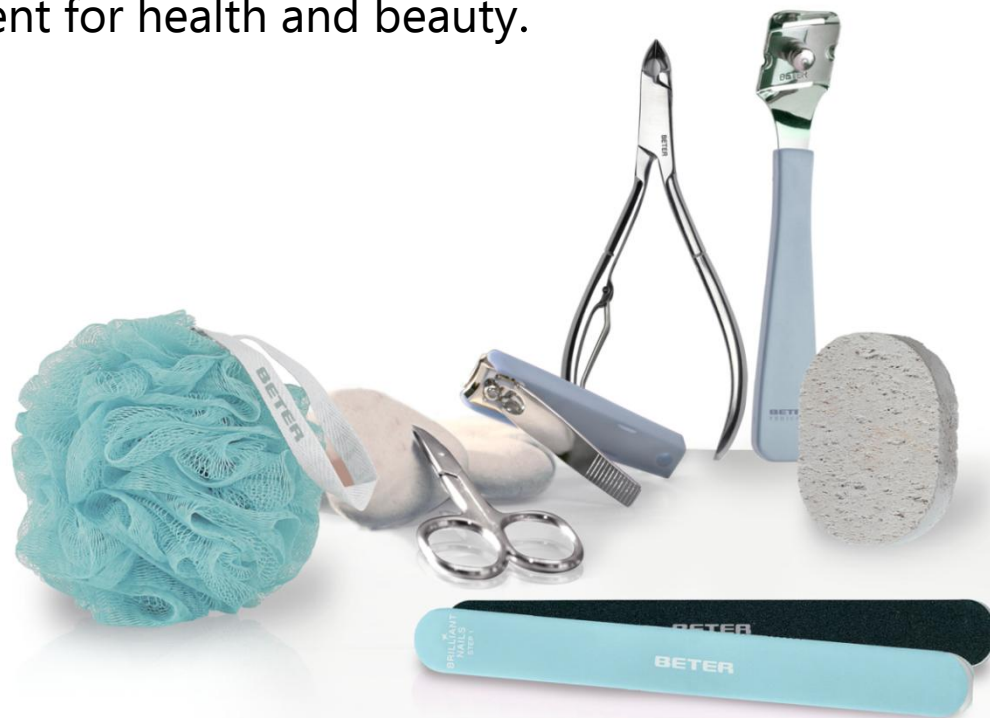
AT THE POINT OF SALE



AT THE POINT OF SALE

BETER PHARMACY

The most practical, ergonomic and safe beauty accessories.
The optimal assortment for health and beauty.



BETER

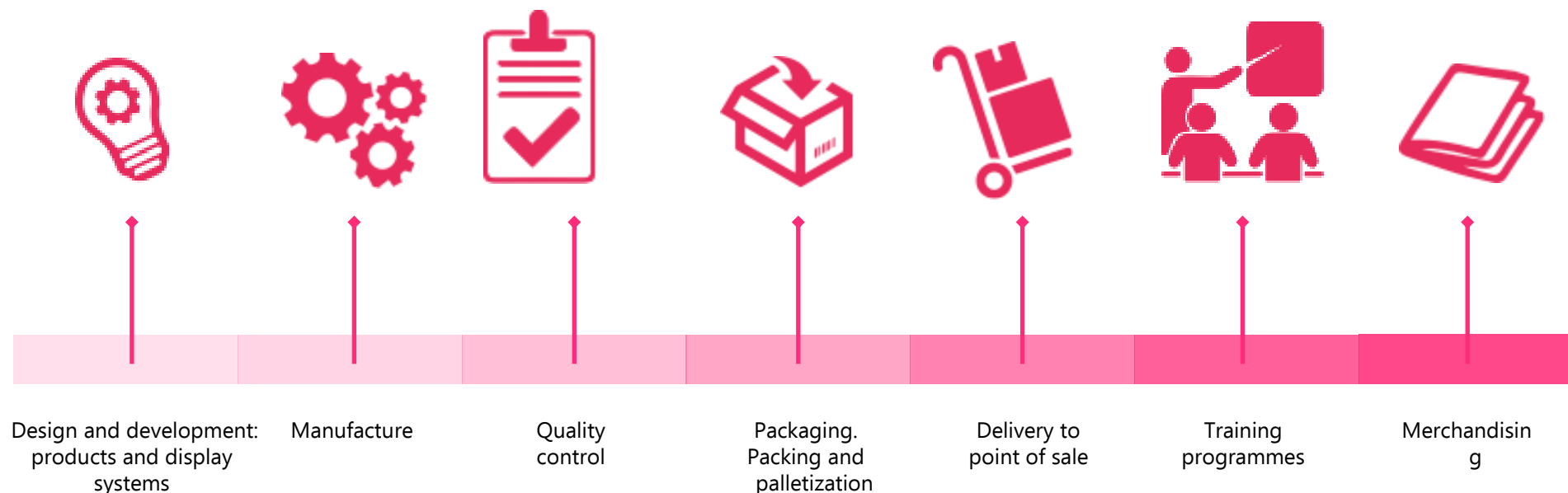
AT THE POINT OF SALE



SERVICES AND SOLUTIONS

The human team that forms the company, professionals with an eagerness to succeed and exceed expectations, carries out its activities in order to provide an efficient service, profitability and value for our clients.

Products designed in Barcelona and distributed worldwide



COMMUNICATION

- Constant and coherent with brand values. Adapted to different target audiences

Offline/Online publicity



COMMUNICATION

- Constant and coherent with brand values. Adapted to different target audiences

Consumer advertising



Trade/ Training programs



COMMUNICATION

- Getting to know consumers, listening to them every day is essential for discovering preferences and concerns.



Special events



Media



Newsletters

SOCIAL MEDIA

TRAINING



COMMUNICATION SOCIAL NETWORKS

We maintain a close and lasting relationship with consumers



Over 3.000
followers



22 boards
with over
1.400 beauty
pins



Multilingual
video
tutorials



Over
55.000
followers



Over
51.000 fans



More than
35.000 members
on
www.beter.es

Our strategic proposal:

Build a strong business based on Beter's quality assurance for a long term success.

Competitive beauty accessories with high standard quality deserve a prominent position at the point of sale

BETER
YOUR BEAUTY PARTNER