



VINOBLE COSMETICS

Brand history and philosophy - a short overview

Vinoble stands for [c]lean luxury: a skin care which is minimalistic, sustainable, and unisex. The exclusive skincare products are based on natural, highly concentrated active ingredients from grapes for healthy skin and quickly visible results.



Vinoble Cosmetics believes, that the secret to healthy skin cannot be found in a lab. It lies in nature. That is why the products are based on vegan ingredients. All products are 100 % made in Austria and produced environmentally friendly according to the highest standards.

The new Vinoble packaging made of glass and wood is not only beautiful to look at, it is also environmentally friendly. The minimalistic product design, the fine textures, and delicate scents provide the user with small moments of luxury with every application. Vinoble Cosmetics does not use plastic tubes or any outer packing.

[connect to nature. share skin happiness.]

The Vinoble slogan [connect to nature. share skin happiness.] is an invitation to get closer to nature. Feel the power of nature with each and every application, at home or at the spa. The mission: skin that feels good and looks fresh. At any age. This is skin happiness. A feeling that Vinoble likes to share.

More information:

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Story

Vinoble Cosmetics has its origins at the Spa. In 2005, the brand was founded by Luise Köfer - to this day owner and CEO of Vinoble – and is available at over 200 premium spa partners in 14 countries worldwide.

1998 Opening of the first day spa

2005 Vinoble Cosmetics founded

2009 Vinoble Day spa founded/ European Health and Spa Award

2013 Opening of the Vinoble Manufaktur

2015/17 Spa Diamond Awards

2017 International expansion: 200 spa partners in 14 countries

2018 Rebranding

2019 Vinoble Cosmetics on board of Hapag Lloyd Cruises' Ocean Spa

[1998] Opening of the first day spa

Luise Köfer opens her first day spa in Leibnitz in the south of Austria. It is her vision to provide a one-of-a-kind spa experience for her guests that meets the highest expectations.

[2005] Vinoble Cosmetics founded

Luise Köfer starts developing her own product line for the face and body as well as complementary treatments by using the highly effective and domestic ingredients from grapes. Originally designed exclusively for her own spa, Luise Köfer starts to offer the products and vinotherapy treatments in selected spa hotels, day spas, and beauty salons and establishes Vinoble Cosmetics as a premium spa cosmetics brand.

[2009] Vinoble Day spa founded/ European Health and Spa Award

With the growth of the brand, the day spa is turned into the flagship spa of the brand, from now on offering its guests Vinoble products and treatments only.

In the same year, the Vinoble signature treatment Vinoble Balance, an energizing full body treatment featuring warm grape seed bags, wins the prestigious European Health and Spa Award.

[2013] Opening of the Vinoble Manufaktur

Vinoble Cosmetics establishes its own production center, the Vinoble Manufaktur, in the South of Austria. It continues to be used as the company's headquarters as well as host to the training spa and competence center.

[2015/2017] Awards

The Vinoble Mini Lifting treatment is awarded with the Spa Diamond Award in the category Best Green Spa Treatment for its efficacy. In 2017 Vinoble Cosmetics wins the renowned Spa Diamond Award yet again, this time for its detox treatment Vinoble Vinotherapy, which is based on the ancient knowledge of Traditional European Medicine (TEM).

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[2017] International expansion: 200 spa partners in 14 countries

In addition to the core markets of Austria and Germany, Vinoble expands internationally, offering products at over 200 spas and beauty salons in 12 more countries worldwide: Belgium, Netherlands, Luxembourg, Moldova, Italy, Portugal, Croatia, France, Hong Kong, Macau, Turkey and Russia.

[2018] New brand identity

Vinoble gets a new brand identity. [connect to nature. share skin happiness.] becomes the brand's new slogan and underlines the company's philosophy which is characterized by a deeply rooted respect for nature.

[2019] Vinoble Cosmetics on board of Hapag Lloyd Cruises' Ocean Spa

Vinoble Cosmetics sets sail for the first time and will be available at the Ocean Spas, located on board Hapag-Lloyd's brand-new expedition ships HANSEATIC nature and HANSEATIC inspiration.

ABOUT VINOBLE COSMETICS

Vinoble stands for [c]lean luxury skincare: minimalistic, sustainable, and unisex. Concentrated antioxidants from grapes make the products highly effective. Vinoble Cosmetic products are vegan. The minimalistic product design, the fine textures, and delicate scents provide the user with small moments of luxury with every application. A strong connection to nature and the respectful allocation of resources lie at the core of the brand. All products are 100 % made in Austria and produced environmentally friendly according to the highest standards. Vinoble does not use plastic packaging or outer packaging, thereby setting new standards not only in design, but also for sustainability. Vinoble Cosmetics is a premium lifestyle brand with over 200 partners in 14 countries, selling its products and treatments exclusively at spa hotels, day spas and beauty salons. Vinoble Cosmetics has an online shop. The brand was founded in 2005. In 2018, Vinoble Cosmetics had a complete relaunch. vinoble-cosmetics.com.

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