

- **PRODUCT SUCCESS STORY**



Korott Labs - Nutricosmetics go Mainstream

KOROTT was established in 1991 as a pharmaceutical company. It was founded as the result of the initiative of several professionals from the world of pharmacy and medicine. Initially launching a range of pharmaceutical products they have now expanded into the nutricosmetics market.

Korrott has designed and produced a line of "Beauty from Within" products based on skin, hair, sun, and anti-aging, under the product name Belleza Interior. Their product line used Licaps® DDS or two-piece capsules, both of which are printed and colored. In a marketing coup, they have begun distributing these products in Spain through the Mercadonna supermarket chain. This groundbreaking deal was brokered with the assistance of Capsugel.

Javier Blanes Puig
Gerente Farmaceutico,
Korott, Spain



Javier Blanes Puig from Korott was interviewed about their partnership with Capsugel, Belleza Interior and their decision to use capsules in their new product lines.

1. Who are you targeting Belleza Interior at?

People who want to take care of their body, to embellish their skin and hair and to attenuate the symptoms caused by the passage of time. Generally they are women consuming other cosmetic products as well.

2. How does it fit with your existing products?

We market natural ingredient products, including food-stuffs. Belleza Interior uses ingredients with natural origins. Additionally, they are complements to a healthy diet and the format of a capsule fits with other products.

3. Why do you think it will be successful?

Because nowadays, people in addition to obtaining their daily nourishment, are looking beyond just nutritional value, they also look for functionality. Nowadays, we are very worried about our body, supporting our beauty and for relieving the fingerprints that the stress, the environment and age are leaving on our skin. It is a new concept of skin and hair care from the inside, by means of our nourishment, a mixture of active, carefully selected principles and numerous studies that support its properties!

4. Why have you decided to choose capsules as a delivery system instead of creams or lotions?

Because of their easy administration and ingestion. Also it allows for the possibility of good packaging and presentation of the product. Coloured capsules facilitate the identification of the different products at the moment of use. Plus you have the possibility of including a representative logo or image of the product.

5. What attracted you to Capsugel?

Firstly, their experience in hard gelatine capsules. Secondly, their marketing capabilities i.e. incorporation of logos onto the body of the capsules and the new format Licaps®.

"Consumers are looking beyond nutritional value to functionality"

Javier Blanes Puig, Korott, Spain

6. **What support have you received from Capsugel?**
We have received advice on innovation and development of formulae as well as about the image of the product.
7. **What do you see as the advantage of using Licaps® and hard capsule formulations?**
Its new aspect, the availability and absorption of the ingredients and the possibility to use a number of ingredients that because of its form of presentation and administration is only possible in capsules of soft gelatine.
8. **What scientific information concerning Licaps® and hard capsule formulations do you want to communicate to your clients?**
The technology, method of production, materials used and the advantages of its utilization.
9. **What were the selling points that saw "Belleza Interior" accepted for distribution by a major supermarket chain?**
The two main points were that it is a new product, which fits to the new trends of functional products and it is complementary to the cosmetics products already for sale.
10. **How do you expect the market to develop in the coming years?**
We expect to see an increase in the demand for functional products such as nutricosmetics.

