

Dr Irena Eris Cosmetic Laboratories

Our mission is to design skin care products that make women look younger and more beautiful.



We achieve this mission by creating and offering safe, effective cosmetics and professional services.

In building the Dr. Irena Eris brand, we respect people, value their individual needs and understand the importance of the professionalism in our business relations.

We use the latest environmentally-friendly technology, because we respect the environment in which we live.

Customer satisfaction and company success are equally important in establishing Dr. Irena Eris Cosmetic Laboratories as the world's premier skin care company.

Dr. Irena Eris



Dr. Irena Eris began her studies in pharmacology at the Warsaw Medical Academy, and in 1978 received her doctorate in pharmacology from Humboldt University in Berlin, Germany.

It was while working at the largest Polish pharmaceutical plant "Polfa", when Dr. Irena Eris dreamed of creating her own skin care line. After the fall of Communism in Poland, the door to free enterprise was opened. In 1983, together with husband Henryk Orfinger, Irena Eris created Dr. Irena Eris Cosmetic Laboratories with one employee and a homemade manufacturing device. Today, Eris is the best selling skin care company in Poland with an 18% market share. The company produces over one million products a month.

"From the beginning we aimed for excellence on every level," says Dr. Irena Eris. "Our products and our customer service must meet the highest standards. How we treat the people who help us daily in our work; our employees, our business partners and our clients, is of tremendous importance to us. Their satisfaction and happiness is what matters most and we recognize

that our success depends on those relationships."

Dr. Irena Eris and her company have received many prestigious awards from both the Polish and international business communities. In 1996, Dr. Irena Eris Cosmetic Laboratories was granted the ISO 9001 international certificate for outstanding product integrity and quality control by IQ Net, the International Quality Organization. In 1999, the International Association of Female Entrepreneurs recognized Dr. Eris as "Business Woman of the Decade" and in 2000, the Wall Street Journal listed Dr. Eris as one of Central Europe's "Ten Best Executives". In May 2004 *Business Week on Line* dubbed Dr. Irena Eris as "Poland's Estee Lauder".

Having realized her dream, Dr. Irena Eris continues to spend time in the laboratory developing new products and formulations. Dr. Eris says the women she meets daily, whether in the supermarket, at a restaurant or in her spas are her greatest sources of inspiration. She wants them to have the best skin care products possible and continues working to deliver on that promise.

Most important facts

The Dr. Irena Eris Cosmetic Laboratories was established in 1983 as a cottage industry with a single employee and producing only one cream. Over twenty years have passed, and there is nothing left to remind one of the firm's humble beginnings. Currently the company employs over 300 workers, produces a million units a month and offers several hundred skin care products for all skin types and conditions. The Dr. Irena Eris brand is now one of the most highly valued and recognized brands in the world. The company still operates under the same values Dr. Irena Eris Cosmetic Laboratories was founded on two decades ago: quality, reliability and honesty, respect for people, innovation and a modern approach to all aspects of operations.

The history of success

- 1983 - Eris begins operations at the rented site in Piaseczno, Poland with one full-time employee.
- 1987 - Opening of a new plant. Monthly production increases 10 times.
- 1989 - A decisive year in the history of Poland. Fall of Communism opened the door for free enterprise and created unlimited growth possibilities for the company. Construction begins for a new plant.
- 1993 - Opening of a new, modern plant to meet rising demand. Company continues to grow rapidly and expands product line.
- 1995 - The launch of the Forte line, the exclusive anti-aging line, using innovative ingredients. Opening of the first Dr. Irena Eris Cosmetic Institute.
- 1996 - The company awarded the international certificate ISO 9001.
- 1997 - Dr. Irena Eris Cosmetic Laboratories receives "International Grand Prix" award for best image of Industry and Commerce by International Commercial Publications. The Dr. Irena Eris destination SPA in Krynica Zdroj, Poland begins operations.
- 1998 - The company becomes the first firm in Europe to use vitamin K in skin care products.
- 1999 - Dr. Irena Eris named "Business Woman of the Decade by" International Association of Female Entrepreneurs."
- 2000 - President of the Republic of Poland awards Eris the "Corporate Brand Certificate" on the authority of the State Treasury.
- 2001 - The company opens the Dr. Irena Eris Research and Training Center to conduct innovative research on the efficacy of skin care products using an unique in-vitro method on skin cell cultures. The company is granted the international certificate ISO 14001 for outstanding product integrity, quality control and environmental management.
- 2002 - Dr. Irena Eris Cosmetic Laboratories becomes the first in the world to use folacin (folic acid) in skin care products.
- 2003 - The first Dr. Irena Eris Cosmetic Institute abroad is opened in Moscow. The firm celebrates its 20th anniversary!
- 2004 - The first Dr. Irena Eris Cosmetic Institute outside Europe opens in Bogota, Colombia.
- 2005 - Marie Claire Magazine International grants Dr. Irena Eris Yong & Unique line Prix d'Excellence de la Beaute Poland award.

Dr Irena Eris

Laboratories of Innovation

Numbers

Employment: 300 employees in the Dr. Irena Eris Cosmetic Laboratories and affiliated companies

Product range: 200+ retail and professional products

Production: over 1 million units a month

Services:

13 Dr. Irena Eris Cosmetic Institutes in Poland
Dr. Irena Eris Cosmetic Institute abroad (Moscow)
Dr. Irena Eris Cosmetic Institute abroad (Bogota)
Dr. Irena Eris Hotel & SPA in Krynica Zdroj
Dr. Irena Eris Professional Program:
18 copyright protected in-salon treatments

Revenue: 200 million Euro in 2002

Prizes: over 90 prizes, awards and certificates

Export: 18 countries around the world

US Distribution:

SkinCare Systems, Inc. - National US Distributor
Spa Salon Solutions - West Coast
Banner Therapy Products - South East
Products available in over 1000 spas/salons nation wide

Eris in the world

Eris began exporting skin care products in 1989. Our export debut was in the United States and Americans are now the largest consumers of Eris skin care products, which are available in over 1000 selected salons and spas throughout the United States.

Eris products are fully adopted to meet the requirements of the European Union as well as the Food and Drug Administration in the USA. Eris products are presently sold in 18 countries around the world including Australia, Canada, China, Taiwan and Europe (Lithuania, Belarus, Russia, Ukraine, Georgia, Latvia, Finland, Norway, Spain, Ireland, and Germany). Our business partners are very carefully selected, stressing quality and not quantity. We conduct advertising and PR activities on several strategic markets. Advertising and promotional materials are simultaneously prepared in 7 foreign languages.

Foreign distributors are strengthening the position of the Eris brand in the professional market. The Eris line is present in all major cosmetic trade shows as well as industry trade publications. The success achieved by the Dr Irena Eris Cosmetic Institute concept in Poland has encouraged us to expand this network internationally. In November 2002 the first Dr Irena Eris Skin Care Institute abroad was opened in Moscow, Russia. Followed by the opening of an institute in Bogota, Colombia in April 2004.

Products

Dr. Irena Eris products are distinguished by quality, innovation, effectiveness and safety. Each product is carefully researched and developed under exceptionally rigorous procedures before it reaches customers.

Dr. Irena Eris offers a wide range of home care products (100+) as well as, an extensive professional program, ProSystem, that allows skin care professionals to address clients' individual skin care needs. The Eris line is designed to manage skin problems such as acne, rosacea, dilated capillaries, hyper-pigmentation and allergy-prone skin. In addition to treating skin problems, Eris offers an age specific program, the Forte lines, to prevent premature aging due to environmental damage and other factors.

PRODUCT LINES

Lirene Dermoprogram(Basic Skin Care)

Basic Face Care
Folacin (Folic Acid Products for Decreased Elasticity)
Combination Skin
Body Care
Anti-Cellulite
Sun Care
Foundation

Under 20 (Oily-Acne Prone)

Young & Unique (Ages 25-35)

Pharmacis Line (Clinical Skin Care)

A - Allergy-Prone
N - Dilated Capillaries
R - Rosacea
T - Acne
W - Discoloration, Hyper-pigmentation

Forte Line (Anti-Aging)

Young & Unique (Ages 25-35)
35+ (Ages 35-45)
Fortissimo (Ages 45 and over)
Maxima (Ages 55 and over)

ProSystem

ProSystem S

A line of basic, professional skin care products designed exclusively for in-salon use including cleansers, toners, masks, essential oil blends and moisturizers.

ProSystem B

A line of advanced, professional skin care products exclusively for in-salon use including specialized treatment masks, ampules and serums.



Dr Irena Eris Research Center



Innovation

The company strives to be the leader in our industry, which means the introduction of new, innovative products and services before any other skin care company. Dr Irena Eris Cosmetic Laboratories were:

- The first in the world to research and use folic acid in skin care products (2003)
- The first in Europe to introduce vitamin K (1998)
- The first in Poland to create a comprehensive line for care of young skin "Under 20" (1994)
- The first in Poland to create an extensive line for skin with dilated capillaries (1995)
- The first in Poland to create a premium anti-aging line "Forte" (1995)
- The first in Poland to create "Pharmacaris" a line of dermocosmetics based on pharmaceutical grade ingredients (1998)
- The first in Poland to create a line "Fortissimo Maxima" especially designed for skin after age of 50 (2002)
- One of just a few companies in the world that conducts our own "in vitro" research on specially grown cellular cultures.

We have created and continue to expand our network of Dr. Irena Eris Skin Care Institutes.

At the Dr. Irena Eris destination spa we implement our ideas about rest and relaxation combined with advanced skin care.

In building the Dr. Irena Eris brand, we respect people, value their individual needs and understand the importance of the professionalism in our business relations.

In our choice of business partners, we are guided by the principle of obtaining the best specialists in each field, because only such partners are in the position to help us creatively in the development of our company.

Research

Research and development is a key element of product formulation. The Dr. Irena Eris Center for Science and Research opened in 2001, permitting the company to conduct multi-directional research and experiments carried out under the direction of dermatologists, allergists and molecular biologists. The Center is equipped with one of the most modern laboratories and its program includes advanced "in vitro" research on skin cells (fibroblasts and vascular endothelium cells), which allows the study of the effectiveness of active ingredients at the cellular level. This valuable information allows to formulate safe skin care products with syner-gistically acting complexes and optimal con-centrations of active ingredients.

Another goal is to determine the effectiveness of the ingredients in our product. Dr Irena Eris is one of the only companies in the world to have its own cellular research laboratory and to conduct research in different areas on such a broad scale. We confirm the results of our investigations with independent scientific centers.

At the Dr Irena Center for Science and Research we also perform tests on the efficacy of the products and treatments "in vivo". Specialized devices are used after product application to measure skin moisture level, fat content, elasticity and smoothness, and results are compared with effectiveness of placebos and competitive skin care products. These tests are helpful to find out what our prospective consumers think about specific products or treatments and it allows us to make the necessary steps in order to improve the quality of Eris products and services.

In the training facility at the research center skin care specialists from Poland and around the world receive supervised training focusing on Eris products and treatments at six training stations. The educational program covers the latest innovations and improvements of Eris skin care products as well as general training courses to help enhance overall professional skills.

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