



R U B E L L A[®]

Company
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Rubella Beauty AD

COMPANY PROFILE

RUBELLA BEAUTY AD is the largest Bulgarian producer of cosmetics and toiletries with more than 37-years-long experience and traditions.

During the years we have gradually come to build the company image of a market leader, offering a rich portfolio, that comprises of dental hygiene, hair care and hair color ranges, skin care, body care lines, as well as a large variety of men products, sun protection, kids & baby care lines.

1980

Establishment of Rubella as a state company.

1997

Rubella enters privatization procedure and through it becomes 100% privately owned company.

2001

Strong development on the Russian market. Our brand DENTAL achieves 33% share of the market sales

2001

The company becomes a market leader in Bulgaria. Establishment of its own distribution company covering the whole territory of Bulgaria with 150 people working in its structure.

2005

Enters PL production and starts working with more and more international retailer groups.

Achieves new quality standards and improves the quality of the products.

2015

Rubella wins the Bulgarian award Exporter of the Year for 2014.

2016

Rubella wins the Bulgarian award Exporter of the Year for 2015 as well as Dynamics of Development for 2015.

Rubella Beauty AD

PRODUCT PORTFOLIO

Within the last seven years Rubella has gradually come to establish successful business relations with major international chain stores and companies, creating a variety of products for the latter.

Our product portfolio includes more than 1000 items in the following product lines:

Skin Care Product Lines – face & eye creams, serums & lotions, cleansing products, face milk

Body care Product Lines – lotions, creams, slimming & anti-cellulite products; depilatory products; hand & foot creams; shower gels; deodorant roll-ons

Hair Care Products – shampoos, masks, conditioners, styling products

Hair Colorant Ranges – permanent (with ammonia and without ammonia); semi-permanent mousse; 10 minutes; 5 minutes for men & women; color stripes; coloring shampoos

Oral Care Products – toothpastes and mouthwashes

Cosmetics for Men – shaving & after shaving products; face creams & balms

Cosmetics for Babies and Kids – shampoos, toothpastes, creams

Sun Protection Line

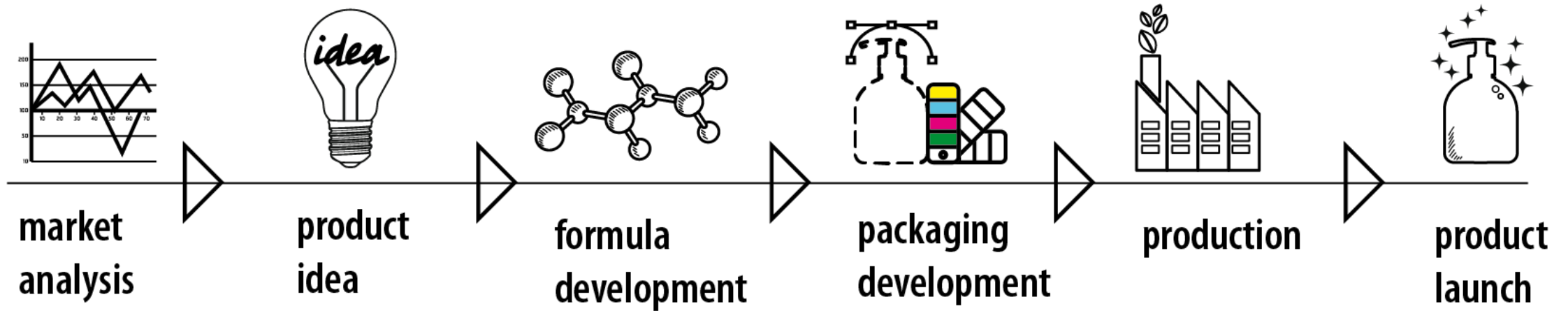
Gift Sets

OUR PRODUCT PORTFOLIO INCLUDES
MORE THAN 1000 ITEMS



RUBELLA®

We provide full service to our customers:



Rubella Beauty AD

TRADEMARKS

Rubella's trademarks are well-known and established on the market for their high quality and attractive prices which allows them to successfully to compete with the global brands.

Our trademarks are: Dental, DeBa, Rubelia, Simply Essentials, Rubella Fashion Color, Rubella Easy Colour Mousse, Rubella Express 10, Holiday, Sprint, Top Ten, Tra-La-La



Rubella Beauty AD

QUALITY STANDARTS

As a responsible and modern cosmetic company, Rubella is certified with many global standards, amongst which are:

- Quality Management Certificate ISO 9001 issued by Lloyds Register in 2001
- Environmental Management System according to ISO 14001
- A certificate in OHSAS 18001 – for health & safety conditions of work
- BRC Standard
- A certificate in BDS EN ISO 22716:2007 C GMP since 2008
- On PETA list of cruelty free companies
- A SEDEX member - a not-for-profit organization based in London, UK for companies committed to continuous improvement of ethical performance of their supply chains



**WE PRODUCE
ACCORDING
TO THE HIGHEST
QUALITY STANDARDS.**



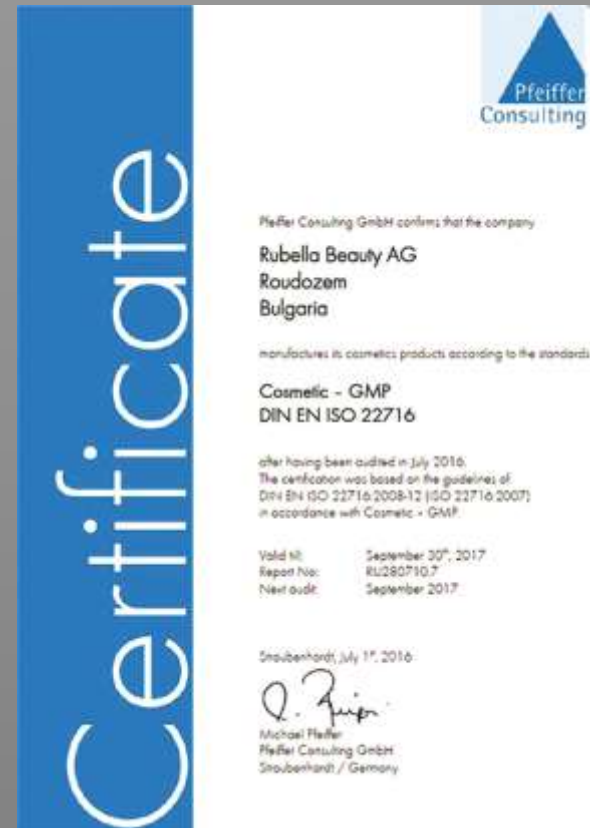
Rubella Beauty AD

QUALITY STANDARTS

Rubella follows the requirements of the Cosmetic GMP, which is also documented by: BRC - Global Standard Certificate 2010

This standard encompasses the fundamental principles for the production of safe and legal products with the required quality characteristics. The criteria for this certificate are:

- The adoption of a hazard and risk management system and the establishment of appropriate controls
- A documented and effective quality management system
- Effective control of the site environment, product, process and personnel





Over **85%**
of our products are
exported in about
55 countries



Rubella's market share expansion provides key positions not only on the domestic, but also on the international markets. Over 85% of RUBELLA's products are being exported in about 55 countries, either as PL or our own brands. Some of the countries we export to are:
The Netherlands, UK, France, Spain, Germany, Italy, Finland, Sweden, Belgium, Greece, Hungary, Croatia, Monte Negro, Czech Republic, Romania, Serbia, Turkey, Russia, Australia, Algeria, South Africa, some of the countries in Latin America, the countries like Georgia, Estonia, Belarus, Azerbaijan, Kazakhstan, Ukraine, Armenia, Iran, Iraq, Libya, Yemen.

Rubella Beauty AD

OUR FACTORY

The factory is located in the city of Rudozem, situated in the south-western part of Bulgaria, in the heart of the beautiful Rodopi mountains. The administrative building, production sites, warehouses and re-construction mechanical department cover an area of 75 000 sq.m. or 75 ha.



Rubella Beauty AD

PRODUCTION

There are **5 types of production**:

1. Toothpaste and mouthwash production
2. Skin care and toiletries production
3. Liquid production - shampoos and shower gels, soaps and foams
4. Hair colorant production
5. Packaging production:
 - Bottles
 - Caps
 - Plastic foil - ABL and PBL
 - Sachets and labels



Rubella Beauty AD

PRODUCTION

Annual Production capacity – One shift working time

1. **Toothpastes and mouthwashes**
– about 100 000 000 pcs.
2. **Skin care and toiletries**
– about 35 000 000 pcs.
3. **Liquid – shampoos and shower gels, soaps and foams** – about 18 000 000 pcs.
4. **Hair colorant production**
– about 30 000 000 pcs.
5. **Packaging production, designed mainly for our own production needs :**
 - Bottles
 - Caps
 - Tubes ABL and PBL
 - Labels
 - Sachets



Skin care and toiletries Bulk Production



Toothpaste Bulk Production



Tube packaging



Jar packaging



Tube filling



Finished Products Warehouse



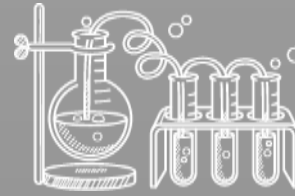
Finished Products Warehouse

Rubella Beauty AD

OUR R&D AND LABORATORIES

Our **R&D team** of highly qualified specialists works on the development of every single Rubella's product based on modern technologies within the cosmetic industry.

15 people are currently working in our **Physic-Chemical** and **Microbiological** Laboratories. It gives us the advantage of having control over product quality and development.



WE HAVE
OUR OWN TEAM OF
GREAT SPECIALISTS,
CREATING NEW FORMULAS





Chemical Laboratory



Chemical Laboratory



Laminar Flowing



Celsis Advance – apparatus for Microbiological Control



Raw Materials reception



Raw Materials reception



Central Weighting area



Raw Materials Warehouse



Central Weighting area



Central Weighting area

Rubella Beauty AD

ENVIRONMENTAL CARE AND CONSIDERATION

Since its creation, Rubella has always been working on maintaining an environmentally friendly production system. Its efforts were rewarded 5 years ago by achieving the certificate for Environmental Management System according to ISO 14001. Based on it, every stage of the production is being checked and classified in accordance with these standards.



**WE HAVE
OUR IN-HOUSE
WATER PURIFICATION
STATION**



OUR CUSTOMERS:





THANK YOU FOR YOUR ATTENTION!