



Paris, July 2nd 2024

**ANJAC HEALTH & BEAUTY GROUP JOINS FORCES WITH CANADIAN COMPANY APR BEAUTY TO STRENGTHEN ITS TURNKEY COSMETICS OFFERING AND EXPAND ITS PRESENCE IN THE NORTH AMERICAN MARKET**

**ANJAC Health & Beauty (ANJAC), an industrial group specializing in the formulation, manufacturing and filling of cosmetics, medical devices, drugs, and food supplements, announces a major new investment in Canadian company APR Beauty. This partnership strengthens the Group's make up and skin care expertise, at the service of its customers.**

**APR Beauty, cosmetics expertise, and remarkable turnkey services**

Founded in 2019 and based in Toronto, APR Beauty specialises in make-up and skincare products. It offers a range of high value-added services in formulation, manufacturing and filling. Its speciality is turnkey services, offering the flexibility and time-to-market recognised by its customers. It has expertise in a wide range of technologies, including powders, hot-pouring, emulsions and gels.

APR Beauty shares with ANJAC a strong ambition for growth, a high level of service, and a dynamic of innovation at the service of its customers. Certified by the FDA (Food and Drug Administration) and COSMOS (Organic and Natural Cosmetics), APR Beauty supports its customers with technical solutions such as UV protection OTC products.

The company is headquartered in Toronto, where it has a Research & Innovation laboratory, a manufacturing and a filling site, employing 40 people. APR Beauty have one packaging design and sales office in New York, a sales presence in Los Angeles and an operations office in Shanghai.

APR Beauty 's globally located packaging design and innovation team is able to quickly respond to creative solutions based on customers queries and requirements. This nimbleness to provide innovative product solutions, is a huge strength that enables APR Beauty to quickly respond to customer queries.

In 2025, APR Beauty will relocate its Toronto site a few kilometres away to open a 100,000 sq. feet refurbished site offering extra production capacity and a 20 000 sqf (2000 m<sup>2</sup>) Research & Innovation laboratory to support its growth.

APR Beauty's customers include international cosmetics leaders as well as local independent brands (Indie brands).

Irene Zheng and John Shen, co-founders of APR Beauty, remain shareholders and are delighted with this major move, which will enable the two companies to accelerate their growth. As President and CEO, Irene Zheng will continue to drive the company's development with passion.

*"This adventure with ANJAC Health & Beauty is based on a shared ambition to provide 360° service, high added value and innovation for our customers. It represents a tremendous lever for acceleration through the sharing of know-how, commercial synergies, and the strengthening of*



our respective presences on the American market for ANJAC, and on the European market for APR Beauty" explains Irene Zheng, co-founder and President of APR Beauty.

### **An ambition taking shape in the North American market**

The acquisition in 2022 of Canadian companies APOLLO and Pillar5 Pharma marked an important step for the Group, with an extension of its presence on the North American continent that strengthens APR Beauty in the make-up and skincare segment.

This investment is part of an overall strategy to develop ANJAC's expertise in other markets and strengthen its turnkey offering, especially turnkey with innovative packaging. 30% of the Group's make-up customers are already American brands.

It is also part of the Group's drive to offer an ever more comprehensive and innovative range of services and comes just a few weeks after the inauguration of a Make-up innovation and customer care center in Paris (Clichy), France.

*"We are delighted with this new step for the ANJAC Group, which is in line with our strategy of strengthening our service offering, pooling our expertise and expanding internationally. Irene Zheng is a seasoned entrepreneur with whom we share the same ambition: to offer our customers ever more innovative, healthy, natural, high-performance and turnkey beauty solutions,"* says Aurélien Chaufour, President of ANJAC Group.

### **Key figures**

#### **ANJAC Group (including APR Beauty)**

- Expected turnover in 2024: close to €800 million (including €40 million for APR Beauty)
- 16 companies
- 16 R&D and 22 manufacturing sites
- 3,200 + employees
- 150+ R&D experts

#### **About ANJAC Health & Beauty**

ANJAC Health & Beauty is a French family-owned industrial Group and a partner to health laboratories, beauty and wellness brands. It creates, develops and manufactures raw materials to finished products. ANJAC is made up of the following 16 experts and complementary companies with 22 R&D and production sites in the fields of health, beauty, personal care and food supplements: Aircos, Apollo, Chemineau, Cosmetix West, Eurowipes, Feltor, Innovi, LPEV, Pascual Cosmétiques, Pillar5 Pharma, Roval Cosmétiques, Shadeline, Sicaf, Stephid and APR Beauty. Founded in 2008, the Group now has a workforce of over 3,200 and a turnover of almost €800million.

For more information: [www.anjac.com](http://www.anjac.com)

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