

*Purpose of
the makeup art
is to glorify
an inherited
beauty**



*(Galeno, The medical art)

WHO
WE ARE

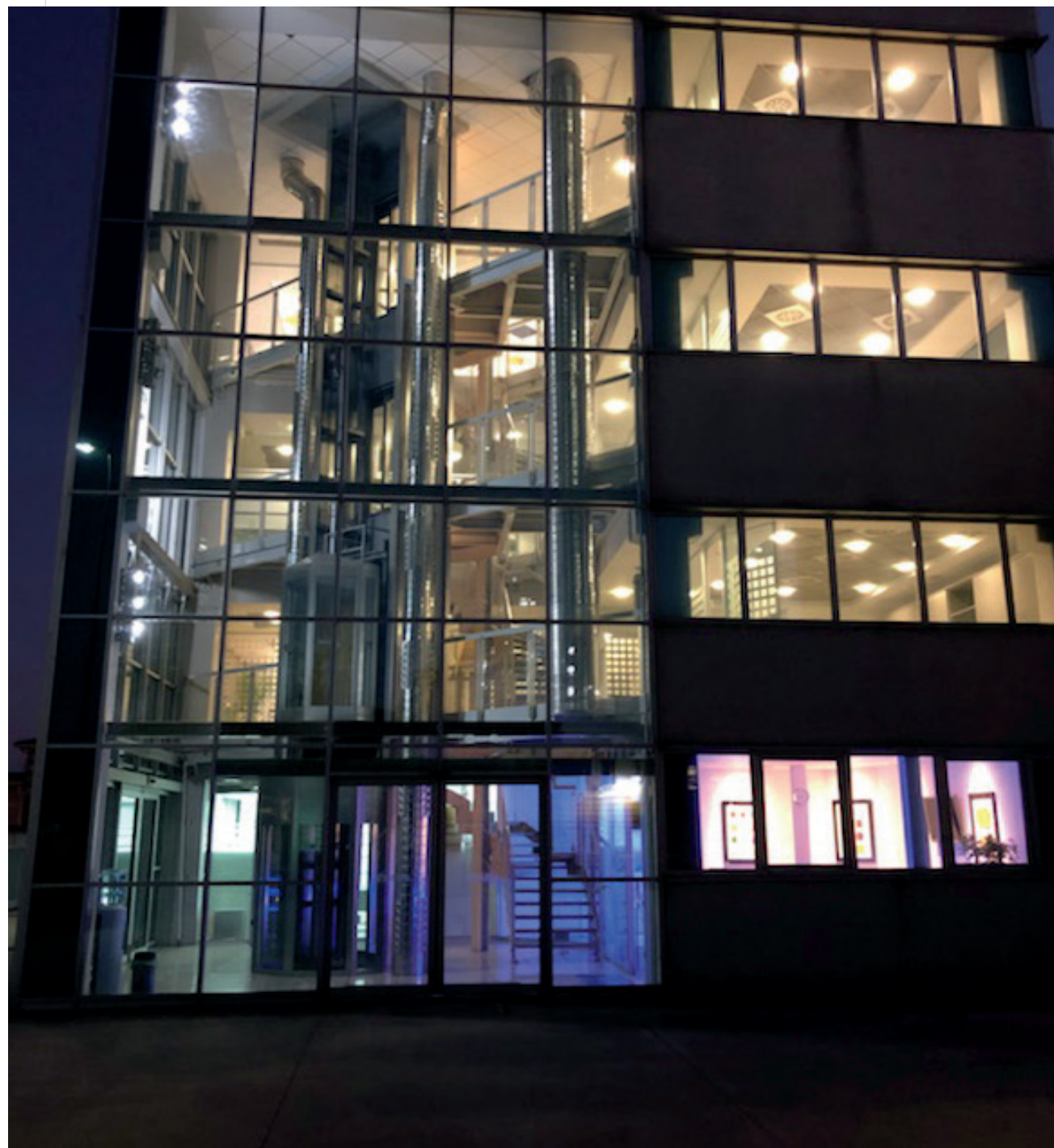
ETHRUSKA

C O S M E T I C S HIGH
TECH
KLRS

An innovative start-up with a Patented Technology and customizable formulas. A team of professionals with a profound cosmetic culture

R&D and production, filling and assembling; full service projects from concept study to "Ready-to Market" products through s.w.o.t. analysis, pack selection, design proposals; avant-garde inspirations based on consumers needs supported by trend & style experts, strategic marketing, high rated formulators, certified quality lab.

Additional R&D team dedicated to the study and development of our patented technology, translating it in make-up and skincare formulas 100% free from chemical/artificial additives and preservatives. Deep, strong and targeted values, always distinctive.



KEY WORDS
VISION**ETHRUSKA**
C O S M E T I C S 

The logo summarizes the perfect synthesis of

our company's vision:

deep, strong and targeted values,
always distinctive

- **Culture and Cosmetic Heritage**
- **Innovation and Research**
- **Evolving Formulas**
- **Avantgarde proposals based on consumers trends**



**KEY LETTERS
MISSION**

H (high-tech) and K (kolors)

Perfectly integrated into

ETHRUSKA HIGH
TECH
KLRS
COSMETICS

Becoming the symbol of

our company's mission

- **Technological study**
- **Cross and global vision of beauty**
- **Responses to consumers' needs**
- **Offer ideas to create needs**
- **Must have products**



THE TEAM**An innovative start-up with
a team of professionals**

gifted with both a profound cosmetic culture
and a continuous attention to technological
innovation

- **Consumers Trend&Styles
Experts**
- **Strategic Marketing**
- **High rated Formulators**
- **Avant-guard Labs Patented**
- **Technology and Products**



OUR BUSINESS

R&D and Production of Innovative Formulas

- Foundation
- Face Products
- Lipstick - Lipgloss
- Eyeshadows
- Hot Poured Products

Filling and Assembling

- Of all kind of cosmetic products

Full Service Projects

- From concepts to final products
- Market analysis
- Pack selection and Design proposals





A world of

Colors