

ANA ASLAN

• GEROVITAL •



The main goal of any cosmetic or medical product of that industry is, of course, rejuvenation. Hence the creation by Romanian gerontologist Ana Aslan, many years ago, of vitamin H3, widely known as Gero vital H3, a wonder-working medicine which acts against aging processes highly effectively at molecular and cell level.

Farmec S.A

HISTORY

Ana Aslan—Creator of the First Institute of Geriatrics

Ana Aslan (1897-1988) studied medical science in Bucharest, worked as a gerontology specialist, professor at the Faculty of Medical Sciences in Timișoara, Head of Department at the Endocrinology Institute in Bucharest and, starting 1952, Director of the Geriatrics Institute. She was one of the founders of gerontology as a world-level medical field.

Dr Aslan anticipated and discovered the benefits of procaine, and co-invented with pharmacist Elena Polovrăgeanu Gerovital H3. It is the first medicine designed to prevent and treat typical old-age diseases, an original Romanian product developed between 1946 and 1956 by Dr Ana Aslan and her team, following extensive research.

Dr Ana Aslan's huge work as a medical practitioner and researcher along with her team's contribution were widely appreciated globally. International studies confirmed the results of Romanian research, acknowledging the effectiveness of Gerovital over other products in the world pharmacopoeia. Ana Aslan and Gerovital are registered trademarks in 154 countries.

As for skin beauty, Dr Aslan created an antiaging cosmetic product line and it is the Cluj-based Romanian company Farmec that owns the right to produce and commercialise Ana Aslan cosmetics complying with the original recipe.

Ana Aslan was born on the first day of the year 1897 in the Danube city of Braila, Romania. She was just 13 years old when her father passed away, making her the family's fourth and youngest child. She began her medical studies in Bucharest (Romania) at the age of 18, a choice that went against her mother's.



Research results showed that Gerovital H3 has a stimulating effect on the regeneration processes of the hepatic tissue, of gastric mucosa and bone marrow and that Gerovital H3 promotes and supports the physiological and morphological reconstruction of striated muscle tissue and peripheral nerves. The product also has prophylactic effects

FARMEC S.A.

One of the most well-known and appreciated Romanian brands of health and beauty care products is Gerovitalul, an authentic brand created by the gerontologist Ana Aslan and considered over time a true elixir of youth. Today, the products in the Gerovital range are made by Farmec S.A., a well-known brand, being currently the most significant domestic cosmetics manufacturer.



According to the last finance report, Farmec S.A. in 2020, there was an increase in turnover, which continued its upward trend since 2019. Thus, the cosmetics manufacturer from Cluj ended 2020 with a turnover of 152 million lei (34 million), increasing by more than 10 percent compared to 2019, when it registered a turnover of 138 million lei. According to the general manager Mircea Turdean, the company has thus consolidated its leading position on the Romanian market of cosmetics manufacturers by expanding its product portfolio and streamlining the production process, thanks to an investment of 10 million lei.



GOING WORLD WIDE

The year 2020 also meant for the Farmec S.A. company to receive the Superbrand title in the "Personal care" category for Gerovital, an award conferred after a complex evaluation by Superbrands Romania and which certifies the exceptional performance of the brand both nationally and internationally. Also, last year, the company opened two new stores in the Greek cities of Thessaloniki and Katerini, with Gerovital products currently reaching 30 countries, with the leading foreign markets being Japan, Hungary, Poland, Moldova, Iraq, Kuwait, Greece, and Canada.

PRICING PRODUCTS



When selecting pricing for a cosmetic business, one of the most challenging difficulties in determining a profitable price and connected with the brand's positioning. The selling format influences price setting and customer purchasing decisions, and prices at online retailers are consistently lower than those in traditional stores. We must strike a balance between the e-commerce industry and the pricing of physical stores. Using data and analytics, we've come up with a pricing strategy that does exactly what we need it to. In addition, it consistently yields positive results.

The price sends numerous messages to the customer, all of which is important to how she views the brand such as the level of quality, the social recognition that comes with owning the product, and the value she will get. Therefore, it is important that the price not only generates short-term profits, but also benefits the long-term brand perception by being aligned with the positioning of the product or service.

ADVERTISING

It is no longer an option for brands not to have a solid and regular social media presence; it is now a need. For beauty items and cosmetics, in particular, there are a variety of strategies to find success on social media.

It is easy to see why platforms like Instagram, Youtube, and TikTok are perfect for promoting beauty items when you consider why people buy them. It is a visual-based platform!

Visual social media networks make it easy to demonstrate how your products work in action.



SELLING OUR PRODUCT

Trough direct sales channels



Online

If you don't have the time or money to build a brick-and-mortar store, you can advertise your products online, either through your website, Google Ads, or social network ads. Orders are placed by clients directly on our website or by email, and the products are subsequently delivered to them via postal service, courier, or by one of our cars.

Chain Store

Being one of the largest manufacturing firms in Romania, we open many retail stores in different regions to get to the consumer directly, where they can smell and test our products without needing to buy them.



Franchise

By providing franchise business opportunities, we manage to expand in more the one country. Farmec products can be found through our franchise network in 30 countries like Japan, Hungary, Poland, Moldova, Iraq, Kuwait, Greece, Canada, and many more.



Our indirect sales channels

Our indirect sales are made in collaboration with wholesale dealers and partners that sell our products direct to their customers.

OUR MISSION



Farmerec has partnered with colleges and laboratories worldwide to help them meet their performance goals and maintain a high degree of quality in their products' research, market research, and testing.

OUR VALUES

Each one has a unique beauty and charm that we celebrate. As a result, you will find our products' components that help you express your unique individuality and enhance your natural beauty by adding light, color, and contrast.

Our core values include respect for tradition and the environment and constant research, innovation, and attention to the needs of our customers.



Annually, Farmec launches and modernizes approximately 100 products, with a total production capacity of 27 million units. The integrated technologies of Farmec in recent years contributed to the success of cosmetics manufactured in Romania, appreciated both in the country and abroad.



Reference:

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