

# COMPANY PROFILE IONIQ

## OUR MISSION

„We want to revolutionize the skin care market with IONIQ, be present in every bathroom worldwide until 2030 and replace the aerosols of this world with our innovative and sustainable spraying technology. We want you to feel good in your own skin, by making it easier and at the same time more fun and convenient to care for your skin“.

### **Skincare revolution for the body and digital transformation for a traditional company**

IONIQ was founded as a corporate startup within J. Wagner GmbH, one of the world's leading manufacturer of tools and systems for surface coating.

## 2013

Head of IONIQ Dr. Valentin Langen remembers how it all began: „I sat down with Guido Bergman, the current CEO for the Decorative Finishing division of J. Wagner GmbH, and we questioned why sunscreen is still applied by hand. Especially when you come across people with sunburn on the street each day in the summer. As a coating expert you quickly come to the conclusion: „That must be a coating issue.“ That was in 2013 - and the challenge of finding a solution was on.

## 2014

In 2014, a joint development agreement with a large cosmetics group was signed. Their task was to develop intelligent and sprayable sun protection, IONIQ took care of the corresponding hardware. The cooperation failed. But for Bergman and Langen this was just another challenge, which they wanted to take on. Within the coming years, the idea to work on the hardware went on.

## 2016

A very early prototype of IONIQ One's technology evolved within the J. Wagner GmbH. Its innovative Magnetic Skin Technology already transformed skincare products into little intelligent droplets that got attracted to the skin.

## 2017

In spring 2017 Bergman and Langen presented the board of J. Wagner GmbH the idea for an interdisciplinary team of entrepreneurs to implement the revolutionary idea of IONIQ and what it has become today, far away from the core business. This was approved and a corporate start-up was launched. „The idea of revolutionizing the skincare industry with a highly innovative spraying technology and own skincare products, and thus digitizing the hardware, inspired me right from the start.“ emphasizes CEO Guido Bergman. „However, I was aware that the business model around IONIQ had to be more radical, innovative and dynamic in order to understand the needs of the customers and to be able to implement them in product development. That's why we chose a corporate startup. IONIQ is a prime example of how a midsize company can successfully realize its vision“.

In addition to the hardware, the team now was also in charge of developing suitable smart cosmetic products that were adapted to IONIQ's innovative skin technology and were not yet available on the market. This was J. Wagner GmbH's entry into the cosmetics market. Langen: „We knew that the challenges will be big. The skin is a very exciting but also very sensitive surface. However, we have the support of the most renowned German medical institutes and cosmetic research and development laboratories as well as world-leading innovation institutes in the development of our products.“

## 2018

Within only a few months, the IONIQ team was steadily growing by new employees in order to develop the innovative sprayer, intelligent IQ skin care products and a brand. The brand has officially launched in May 2018. The goal from now on was to make the application of sunscreen and other skincare products easier, more fun and convenient.

### OUR GOAL: GET THE SUNSCREEN WHERE IT'S SUPPOSED TO GO

Decades of research have shown that the reason for sunburn are not inferior products, but the way they are applied. The hand as an applicator is limited in reach and precision - a study by DAK in cooperation with the Forsa Institute Berlin from 2016 has shown that 40 percent of users in Germany get sunburn, even though they have applied sunscreen.

## MAINLY THIS HAS FOUR REASONS



### **Rub-in effect**

The protective layer is not homogenous when the sunscreen is rubbed in manually.



### **Unreachable body parts**

Body parts such as between shoulder blades are either impossible or very difficult to reach.



### **Wrong dosage**

The recommended amount of 2mg/cm<sup>2</sup> is usually undercut by 70-80 percent.



### **Low frequency**

We do not apply regularly enough.

”These user pain points were the starting point of IONIQ. After consumer surveys and intensive research, we concluded that in addition to the known user problems, people also want more convenience when it comes to skincare. Applications should be faster, simpler and more enjoyable than current sprays and tubes - not only for sun protection, but for practically all products that we apply onto the skin. Based on these findings, the assignment was clear. Langen says “We are developing a spraying device and adjustable skincare products that can overcome these potential downsides of a human hand.”

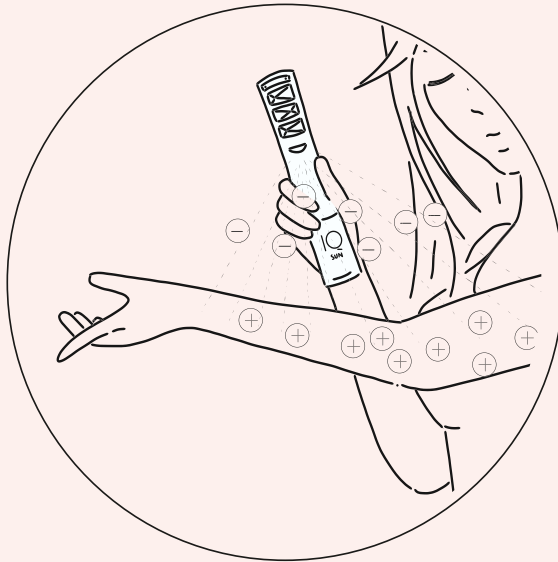
## HOW DOES THE TECHNOLOGY WORK

The technology works like a magnet and is based on the attraction between skin and fluid. The basic principle: The liquid is being ionized in the sprayer and then adheres to the oppositely polarized skin. This creates such a strong attraction that the droplets turn to the skin and spread evenly over the exposed body. Thus, sunscreen and many other skincare products can be easily sprayed onto the skin - even on areas where people cannot reach by hand, as the back. We were able to draw on the expertise of our parent company J. Wagner GmbH, a specialist in surface coating.

The application of the sprayer is very simple: You screw in a cartridge with the desired skin care product, hold the sprayer about 15 centimeters away from your skin and press one of the metallic buttons – and the fog is already on its way to the skin. Final rubbing is not necessary because the fine ionized particles accumulate very evenly.

Compared to classic aerosols, there is much less spray loss because the ions are attracted to the skin and also fly curves, even in strong winds.

Immediately after spraying, the sprayer pumps all liquid residue back into the cartridge. Manual cleaning is not necessary, and after screwing another cartridge in, you can start immediately to spray.



IONIQ One is a smart skin care spray device based on the Magnetic Skin Technology. IONIQ's patented technology forms liquid skin care products into "intelligent droplets" that can spread evenly across the body.

## A CORPORATE STARTUP AS PILOT FOR HOLISTIC DIGITALIZATION

IONIQ now completely operates as an independent cosmetics company. But that's not all: IONIQ is considered a pilot of integrated digitalization at WAGNER. In the future, the built-in sensors will enable a connection between IONIQ One and the smartphone. The skin care consultant app reminds the user for example, to add sun protection. Features such as the "digital diagnosis" can set new standards in the individualization of skincare. Sales is digitally driven by the integrated e-commerce platform and other retail channels. The focus of communication, customer acquisition and retention will also be on digital channels. However, digital transformation not only involves changes in production processes and business models, but also includes the mindset of the team: "We want to deliver innovations, get the freedom we need to do so, and then just do it." emphasizes Langen.

Today 15 people work in the IONIQ team to fight sunburn and give skin better care - a mix of creators, lateral thinkers and storytellers from a variety of disciplines. While we have many experts in our team explicitly working for IONIQ, we still have many interface functions within WAGNER to develop our technology and business structure.

# 2019

## CES, FINAL PRODUCT DEVELOPMENT AND PRE-LAUNCH

In January 2019, IONIQ displayed the IONIQ One skincare sprayer prototype for the first time at CES in Las Vegas. CES is the world's biggest Consumer Electronic Show and the global stage where next-generation innovations are introduced to the marketplace. During the four-day exhibition at Eureka Park's startup corner, visitors, industry attendees and media were able to try out the skincare sprayer.

Early summer the sprayer and IQ Sun, IQ Body and IQ Tan skincare products can be pre-ordered to a discounted price over Kickstarter. Everyone who pledges to the campaign will be able to receive a starter kit with our IONIQ One sprayer, an IQ cartridge and a cosmetic bag to a discounted price. Moreover, everyone who pledges to the campaign will receive the products ahead of the official launch.

The official launch is scheduled towards early 2020. We will initially be offering sunscreen cartridges with various sun protection factors, nourishing body moisturizer for dry and normal skin, gradual self-tanner with three different levels of tanning and later on mosquito repellent in a partnership. We plan to add many more skincare products to our IQ skincare line and aim to cooperate with other brands to offer their products in our cartridges too.

For the beginning, all products will be available for purchase through our own digital platforms as well as other online retailers.

In the meantime, our beauty and technology teams work along many sparing partners within the Wagner Group and external ones on finalizing the products to the best German standards.



# THE MINDS BEHIND IONIQ

**Guido Bergman**

CEO Wagner International AG

**Dr. Valentin Langen**

Founder & Managing Director

**Roland Frotscher**

Managing Director

**Philipp Groß**

Co-Founder & Customer Experience

**Christina Wanke**

Brand Manager

**Charlotte Wille**

R&D Cosmetics

**Annabella Goetzke**

Junior R&D Cosmetics

**Christoph Rink**

Product Management Hardware

**Sebastian Mangold**

Head of Engineering

**Manuel Fiesel**

Project and Development Engineer

**Gregor Koenig**

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**Timo Salwik**

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