

Information for Media

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### **Natural Cosmetics Brand Attirance Commences Development of Franchise Network in Baltic Countries**

Premium-class body, facial and hair care cosmetics brand Attirance plans to open 10 franchise stores in the Baltics by the end of 2012, whereas currently in Lithuania, the cosmetics retail chain's Douglas shops hold the right to distribute Attirance products.

“At the moment, we are looking for and evaluating suitable franchise partners in the Baltics, yet we do not rule out that an Attirance flagship store could open in Latvia in the coming months,” informs Attirance Sales Department head Mārtiņš Jaunzems.

The consolidation of the brand in the Baltic countries is one of the company's strategic goals for this year. Since 2007, when the franchise business model was developed, the company's products have been distributed under franchise in 43 countries, including Italy, France, Finland, Germany, Canada, Russia, CIS countries, Turkey, Lebanon, RSA and United Arab Emirates.

This year, the company has decided to increase the total number of franchise stores around the globe from 35 to 60, and to invest up to LVL 50,000 into the development of new services and training of employees and franchise holders.

At the moment, 93% of the company's products are exported, but next year the company plans to increase exports at least twofold. The main markets for Attirance are Russia, Germany, France, Finland and the Republic of South Africa. Attirance sales on foreign markets so far this year have increased 35% from the same period last year. In Latvia, Attirance cosmetics are available at stores of cosmetics distributor Douglas, a franchise store at the supermarket Sky & More in Riga, shopping mall Ostmala in Liepaja, and small boutiques all over Latvia.

Attirance offers more than 36 product groups and 300 products, including face creams, body care products, bath cosmetics, hair care products, candles, massage and essential oils, as well as dedicated product lines for children and men, whose formula is over 90% natural ingredients from France.

“Our international experience evidences that consumer taste differs greatly among various world regions. On the Baltic market, we expect that products with chocolate and grapefruit fragrance will be in demand. We also believe that our product line for men has great potential, and we will definitely add new products to it,” comments Attirance Sales Department head Mārtiņš Jaunzems.

In 2011, Attirance SIA had an annual turnover of 1.08 million lats.

During the “Latvji, Brauciet jūriņā!” competition organized by the Latvian Chamber of Commerce and Industry as part of the Export Day on February 23 this year, SIA Attirance received Citadele Bank’s special award as a competitive, export-oriented and rapidly-developing Latvian cosmetics producer and exporter.

The Export Day forum is organized to provide Latvian companies with the opportunity to find out more about the new foreign trade activities undertaken by the state and bank support for exporters.

Further information:

Mārtiņš Jaunzems

SIA Attirance

322b Maskavas Street

Phone: (00371)67139187

Mobile:(+37120223427)

Fax: (00371)67186700 67

Skype: Martins\_1981

[www.attirance.com](http://www.attirance.com)