

## **GOTHA COSMETICS STRENGTHENS ITS INDUSTRIAL CAPACITY FURTHER WITH A NEW ACQUISITION.**

The international contract development manufacturer in the field of colour cosmetics is continuing to enlarge its production processes with the acquisition of Beauty Rain. This acquisition allows Gotha to consolidate its technical and industrial know-how by insourcing some assembling activities, accelerating the process of integration and simplification of its supply chain.

Lallio (BG), 13 March 2023

Following the acquisition in 2022 of iColor Group, a make-up and skincare company with two main sites in Shanghai and Suzhou, and Mia Cosmetic Srl, a specialized filling company in hot-poured, foundation, mascara, gloss and highlighter products, Gotha is proceeding with the integration plan of its most strategic production processes with the acquisition of Beauty Rain Srl, based in Chieve (Cr), Italy.

Beauty Rain Srl, was founded by the Scandelli family and is active since almost 20 years. It has a total workforce of about 80 employees and is specialized in assembling activities: creating and providing innovative solutions and efficient automations.

“This acquisition” says Paolo Valsecchi, CEO of Gotha Cosmetics “allows us to consolidate our technical and industrial know-how by insourcing some assembling activities, accelerating the process of integration and simplification of the supply chain. This is a further step in the company’s enlargement of its production processes started with the acquisition of Mia Cosmetics.”

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### **About Gotha**

Gotha Cosmetics is an international contract development manufacturer in the field of colour cosmetics, active in creating, producing, and commercializing make up products for third party brands. The company has rapidly grown since its launch in 2005. Today Gotha is the partner of the most important and innovative make up brands in the world, thanks to its global presence across Italy, France, the USA and China.

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

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