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fragrance Léa Vignal-Kenedi

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Investing for the future

Anisa International is putting the focus on sustainable manufacturing and bringing new types of product to the market

US-based beauty tool manufacturer Anisa International has been stepping up its sustainable initiatives with major investments at its manufacturing sites in China. In May 2018, the company opened a new ferrule anodization facility for brushes in Jinghai boasting a fully automated anodization process. This is safer, cleaner and more efficient and replaces the manual anodization system, according to Anisa International founder and ceo Anisa Telwar Kaicker. The facility features an on-site water reclamation system enabling it to use 50% recycled water and 50% treated water, has a 20% reduction in scrap metal, and reduces its overall environmental footprint by one third compared to the previous site. "Our Jinghai facility is environmentally sound with sustainable manufacturing where it has a closed loop for water and air and is automated; for me it is one of its kind when it comes to the brush industry; it is a big deal. A lot of the products that are out there are not regulated, and their manufacturing process is not regulated," says Telwar Kaicker.

The company has also been investing to replace its current production and design facility in Tianjin, which opened 15 years ago. The new site, scheduled to open in early 2020, is set to be more efficient and will be socially, environmentally and sustainably compliant. "It is a big investment but it is worth it, I need to support my customers and their growth. The more we invest, the more that they believe in us as a strategic partner, not just a vendor," says Telwar Kaicker.

Looking to consumers

Anisa has also strengthened its executive team, while in February it opened a studio in Los Angeles, US aimed at providing more support to its clients on the west coast.

The company also has new launches in the pipeline. "You'll see more aesthetic fashion innovation, skincare innovation, storage innovation and brush cleaner innovation. Each launch will have something not seen in the

industry before," explains Telwar Kaicker.

Although the bulk of its business is in make-up, the company has been pushing to diversify into different brush or product categories and is exploring more fiber innovation and products for different demographics like the 35+ consumer, who Telwar Kaicker feels has been under-served.

Last year the company launched a private-label brand in partnership with Amazon to gain a better understanding of the consumer. "Direct-to-consumer is important for everybody. The beauty industry is changing weekly. If at the end of the day I have to support my client base which is my B2B customer, they expect us to be the expert in the category and they want us to give them the innovation and the intelligence. If I am not speaking to the consumer directly, then I consistently don't know how to serve my customer," says Telwar Kaicker. ■

Anisa's new launches

QD Fiber (patent-pending) is designed for high-impact powder performance and claims to offer superior pigment pickup and less product fallout.

Feathering brush is designed for light layering. It offers a soft-focus effect and vapor sheer finish. The laser-cut ferrule allows for extra control, while the fibers are engineered for a non-disruptive application.

Diffusion brush improves on the traditional dual-fiber brush head. The fiber tips have been extended by 50% to optimize pickup.



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