The Cosmetics and Toiletries Sector in Croatia

2014

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1. Introduction to the Croatian cosmetics market

The cosmetic sector in Croatia is already well integrated on the market however it is interesting to know if there are opportunities and segments that have not yet been introduced in the country. This paper gives an overview of the cosmetic sector in Croatia.

The study starts with some general information and figures about Croatia. More precise information about the cosmetics market is disclosed later.

The following chapters deal with the general regulations, policies of the market and the import/export activity in Croatia. This information will be of a great help in identifying the trends in this sector.

Furthermore, the fourth chapter talks about the regulations concerning the import of cosmetic products in the country and on the market.

The last chapter consists of a list of contacts of companies on the market, which can be very useful if wanting to start a business with them.

Croatian’s accession to the EU is certainly having a strong influence on the Croatian cosmetic market, its production structure and competitiveness, measured by producer price levels.

2. Figures about Croatia

General information about Croatia
Croatia covers 56 542 km² of south Eastern Europe and has diverse, mostly continental and Mediterranean climates. It is bordered by the Adriatic sea and Italy to the west and southwest, Slovenia and Hungary to the north, Serbia to the east, Bosnia & Herzegovina along Croatia’s inside arc, and Montenegro for all 25 km in the far south.

The capital of Croatia is Zagreb (780 000 inhabitants). This city is Croatia’s administrative, cultural, academic and communications center.
The country’s population is approximately 4.28 million, most of whom are Croats, with the most common religious being Roman Catholicism.

The national currency is Hrvatska Kuna (HRK). The exchange rate is 1 EUR = 7.62 HRK on 29th of April 2014.

Croatia has an unemployment rate of 19 percent. This entry contains the percent of the labor force that is without jobs. Substantial underemployment might be noted. In 2011 it was 17.8 percent, so it has increased in 2012.

**Main economic figures**

<table>
<thead>
<tr>
<th>Economic Indicator</th>
<th>Croatia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>4 284 889 (2011)</td>
</tr>
<tr>
<td>Human Development Index (IDH)</td>
<td>0,805 (2012)</td>
</tr>
<tr>
<td>GDP growth rate in:</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>-1,9%</td>
</tr>
<tr>
<td>2013</td>
<td>-1,0%</td>
</tr>
<tr>
<td>GDP 2013</td>
<td>€ 43,9 billion</td>
</tr>
<tr>
<td>GDP (per capita)</td>
<td>€ 10,3 billion</td>
</tr>
<tr>
<td>GDP (Composition by sector)</td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>5,1%</td>
</tr>
<tr>
<td>Industry</td>
<td>24,9%</td>
</tr>
<tr>
<td>Services</td>
<td>70,0%</td>
</tr>
<tr>
<td>Inflation Rate</td>
<td>2,3% (2013)</td>
</tr>
<tr>
<td>Average Monthly Salary (gross)</td>
<td>7 909 HRK/€ 1 037,92 (February 2013)</td>
</tr>
<tr>
<td>Average Monthly Salary (net)</td>
<td>5 522 HRK/€ 724,67 (February 2013)</td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td>22,3% (2014)</td>
</tr>
<tr>
<td>Exports, m EUR</td>
<td>€ 9,63 billion (2012)</td>
</tr>
<tr>
<td>Imports, m EUR</td>
<td>€ 16,22 billion (2012)</td>
</tr>
<tr>
<td>Global Competitiveness Index</td>
<td>4,04</td>
</tr>
<tr>
<td>Main Commercial Partners</td>
<td>Germany, Italy, Bosnia and Herzegovina, Serbia, Slovenia, Hungary and Austria</td>
</tr>
</tbody>
</table>
3. **Overview of the Croatian cosmetics market**

According to the latest data from the European Federation for Cosmetic Ingredients market is worth a total of € 72 billion as of the end of 2012, while the annual growth rate is 0.8 percent for 2012 increased in comparison to the growth rate of 0.5 percent in 2011.

The largest producers are Germany (€ 13 billion), France (€ 10.6 billion), Great Britain (€ 10.2 billion), Italy and Spain. The growth of the market has slightly slowed down, but it is continuous and moderate. Skin care products, hair care, bath and natural products are expected to have the fastest growth.

The average European spends € 130 per year on toiletries (products for personal hygiene, which includes bathing, hair and teeth care) and cosmetics (skin care products, perfumes, make up). The average consumption of cosmetics and toiletries in Croatia is € 50 per capita. The Croatian GDP has not been growing in the year 2013. Croatia’s economy will continue shrinking during 2014, as the European Union’s recession continues to hurt investment and exports. In this atmosphere, beauty and personal care can be considered to do fairly well. Euromonitor, the market research company, still attributes this to the “lipstick effect” phenomenon, where Croatian consumers resort to small pleasures of buying some non-essential items to please themselves, without doing much damage to their household budgets.

Due to the continuous economic downturn in Croatia, consumers are adapting to the situation of prolonged decrease in disposable income by lowering their consumption of beauty and personal care products. One might expect that Croats turn to private label but the reality is reverse; although this is actually happening, the effect is moderate. Consumers might cut their expenditures on preferred brands and switch to cheaper alternatives.

However, Croats, like consumers in most of the neighbouring nations, have a special relationship to branded products. It is all rooted in the pre-independence era, when most of the global brands could only be acquired across the border and half-smuggled into the country from shopping destinations like Trieste (I) or Leibniz (A).
After the independence, Croats continued enjoying using the most popular global brands, this time legally obtainable at their corner shops.

The current economic situation has suppressed their desire for high-quality products via objective financial reasons, although the consumption has not decreased significantly. Croatian consumers prefer branded products, but at the same time people try to get the sales benefits by following smart offers which provide them with promotions. Whenever the economic recovery may happen, Croats will most certainly return to buying branded products as much as their financial means allow it.

**Main players on the market**
Multinational players dominate on the beauty and personal care market in Croatia. In 2012, the top five companies were all multinationals and accounted for almost 50 percent of sales, and the trend is increasing.

L’Oréal Adria is the leader on the Croatian market, taking over all the brand-loyal consumers from other multinationals. Mainly through intensive advertising campaigns, L’Oréal Adria managed to extend the leading position from 20 percent share in 2011 to 21 percent in 2012. The other consumer segment, price-aware buyers, are attracted to Cosnova (TM Essence and Catrice), the second main player with an 11 percent share as of 2012, which was also an increase if compared to the previous year’s 10 percent.

Meanwhile, Croatian domestic companies tend to focus only on a few chosen areas. Small local companies obviously cannot afford to finance the R&D process and advertising on a constant basis, which multinational companies can and thus have a great advantage.

**Domestic production of cosmetic products**
Croatia’s annual production of beauty and personal care products amounts to € 50 million. The largest producers are Saponia (www.saponia.hr), Neva (www.atlanticgrupa.com), Labud (www.labud.hr), Annyer (www.annyer.hr) and

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1. www.loreleparis.hr
2. www.cosnova.com/brands.html
Biokozmetika ([www.biokozmetika.hr](http://www.biokozmetika.hr)). Their total production in 2010 was about 4957 tons, and half of that amount is intended for export, mainly to the countries of the former Yugoslavia, Albania and some EU countries.

Meanwhile, as of the end of 2011 21 companies in Croatia were authorized for the production of bath soap, detergents and other cleaning agents, generating a revenue of € 93.4 million.

Within two decades after the Croatian independence, once dominating domestic manufacturers have been cleared from the scene and left with no more than 5 percent of the market value in 2011. The companies are now not even trying to directly confront the dominating multinationals, but resort to focusing on categories that have retained popularity, like for instance oral care, or seek narrow niches like organic skin care. In the future, domestic companies will definitely have to sell a story that goes with each of their new launches. Currently, one of those stories is olive-based skin care, relying on a centuries-old tradition of olive cultivation on the coast.

As depicted in figures 1 and 2, the colour cosmetics products are having a moderate downturn while the bath and shaving products are showing a stable growth.

![Production in tons of products for shaving, bathing, deodorants and other](image)

Figure 1. Production of products for shaving, bathing, deodorants and other in Croatia in the period of 2000-2010, in tons
High purchasing incidence through grocery retailers
Although health and beauty retailers were the single biggest retail channel in Croatia in 2011, the majority of transactions are still made in groceries, with an increasing trend. One reason for this may be the fact that there are currently only two significant health and beauty chains operating in Croatia – DM-Drogerie Markt\(^3\) and Kozmo\(^4\). The other reason is that the consumers are used to the convenience of purchasing their beauty and personal care products on their supermarket shelves, where most of the brands can be obtained. Giving the lucrative business of current leading health and beauty specialists, the forecast period may bring another chain or two into the market, redirecting some of the traffic to non-grocery retailers.

Optimism grows weaker every day
As the year 2014 progresses, all the initial economic forecasts are being corrected downwards. GDP, initially declared as a surely positive indicator of the country exiting from the downturn, is now being corrected into negative growth. Retailing is dwindling again after a short period of positive growth at the end of 2011. The situation may be transposed to beauty and personal care as well.

\(^3\) [www.dm-drogeriemarkt.hr](http://www.dm-drogeriemarkt.hr)

\(^4\) [www.kozmo.hr](http://www.kozmo.hr)
The market researcher Euromonitor International sees forecast growth at the edge between decline and increase, possible to go in either direction. Companies are well aware of this and prepare for yet another survival year.

**Organic cosmetics**
The largest European natural cosmetics market is currently in Germany with the annual sales of up to € 815 million, followed by France and Italy. Globally, sales of natural cosmetics have been experiencing significant growth and the forecast is an increase by 60 percent by 2015.

The growth of the Croatian organic market is estimated at the rate of 20 percent (according to the data at the recent trade fair BioFach), which is one of the leading figures on the European market followed by the 15 percent growth in the Netherlands. However, the domestic production is powered by dozen of small producers generating sales at several tens of million.

Many consumers still do not pay attention to the ingredients that are found in the cosmetic product and their quality. They believe the inscription on a product and often are fooled with the appealing appearance which is a marketing trick.

Barbara Bolf, founder and director of the organic company BB Natura Vera, states “The average annual consumption of each Croat 19 euros for the purchase of an ecological product”. Moreover, GfK, a market research company, has presented a valuable data from 2012 which completed a study saying that 15 percent of Croatian respondents occasionally buy eco products and 19 percent of respondents are conscious about the importance of the environment that in turn shows their concern of environmental protection regardless of the economic crisis.

The organic cosmetics are available in popular drugstores like Bipa (www.bipa.hr), Kozmo, DM, supermarket Plodine (www.plodine.hr), polyclinic Poliderma (www.poliderma.hr), well-known chains of pharmacies, as well as in several smaller private stores and gift shops. The internet environment is not attractive due to the high rate of expenses for the postage. This is not appealing to the customer who can buy the product in real shop at a lower price level.
**Colour cosmetics**

In colour cosmetics the increasing presence of private label products and economy brands empowers customers with the possibility to acquire good-value-for-money products. This trend will continue to decrease the demand for standard and premium colour cosmetics in Croatia during the crisis time, although there are consumers who prefer to stick to the well-known brands and stay loyal.

**Tooth care products**

Nowadays, three Croatian brands of toothpaste – Plidenta, Zirodent and Saponia – are holding 80 percent share of the market. Nevertheless, in 2010 Croatia has imported 1591 tons of toothpaste valued at €11 million in comparison to 483 exported tons, mainly to Bosnia and Herzegovina. The biggest amount of toothpaste was imported from Germany, the UK and Poland.

According to the data in 2011, the average Croat spends 3.5 tube of toothpaste a year, which shows that Croatia is performing below world standards.

**Detergents**

Recent market analyses show that in 2010, soaps and detergents together represented around 15 percent of consumer expenditure on household goods in most European countries.

Concerning the shampoos category, European sales have been adversely affected by the economic recession, with consumers choosing cheaper and less known brands offered, at the expense of premium products.

In the toilet care industry, SC Johnson & Son Inc (www.scjohnson.com) with two brands, Anitra and Mr Muscolo WC, has suddenly emerged at the top in 2013 with 17 percent value share, due to a lapse by the previous leader Henkel Croatia (www.henkel.hr). The change can be attributed to SC Johnson & Son’s advertisements in electronic media. Estimations of the Euromonitor International forecast an increase of consumption in 2014 due to changing economic climate and thus rising disposable income.

Although with declining importance, laundry care is the dominating segment of home care in Croatia. Considered as the essential products that cannot be replaced by alternatives, laundry care detergents are showing least elasticity for the population with decreased disposable income.
With the retail share of 30 percent P&G was at the top in 2013. The company’s leading brand is Ariel, the most sold brand in home care, which enjoys a high level of popularity and consumer brand awareness in Croatia. Croatian producer Saponia is ranked as the second company on the market in 2013 with a retail share of 28 percent.

### 4. Foreign Trade

**Trade between Croatia and other EU-members**

Production of cosmetics in Croatia is a rapidly growing propulsive industry with exports of €25 million, but the industry is characterized by a negative trade balance even in 2010, since in 2009 imported beauty care products were €157.3 million worth.

“The problem is that in Croatia fragrances and colour cosmetics are almost not produced, and these products are only imported,” said Dubravka Marijanović, president of traders and producers of cleaning products, washing products and cosmetics in Croatian Chamber of Commerce. Marijanović also added that domestic producers like Saponija and Neve significantly compete with products of importers only in the segment of toothpaste, holding a share of 35 percent on the market.

Croatia annually produces cosmetics for a total value of €50 million. 40 percent of the total production is intended for export, mainly to the countries of the former Yugoslavia, Albania and in some EU countries (Germany, Austria and Italy). Domestic demand is actually much higher than production; significant amounts of cosmetics are imported. Thereby, in the first eight months of 2010, according to the Croatian Chamber of Economy, Croatia imported €73.3 million worth of cosmetics. The lion’s share in imports is occupied by facial creams, lotions and tonics, total worth of €36 million, closely followed by shampoos and hair care products, €29 million worth. Makeup products are imported at the total value of €20 million, and the perfumes – €18 million. As depicted in the figure 3, Croatian import of shaving, washing and deodorant products has been increasing through the years and struggled decline in 2009 due to the world crisis reaching the maximum of $45 million, therefore the next years are followed by the increasing consumption of beauty products. Moreover, Croatia’s EU membership will provide cosmetics manufacturers with new opportunities for expanding and entering new markets.
Last but not least, Croatian market with an extending educated middle class is an attractive market for cosmetics and personal care products.

![Graph showing import and export connection in Croatia during 2000-2009](image)

**Figure 3.** Connection between import and export (shaving, washing and deodorant products) in Croatia during 2000-2009 years, million USD

The largest importers of cosmetics in Croatia are DM, followed by Beiersdorf (www.beiersdorf.com.hr), Procter & Gamble, Prodis (www.prodis.hr), AWT Int. (www.awt.hr), L’Oreal, Henkel, Everet (www.everet-group.com), Laura Cosmetics (www.laura.hr) and others.

**Import opportunities**

The country currently has a strong domestic base of approximately 70 companies registered for the production of cosmetic products, according to the Society of Traders and Producers of Cleaning Products, Washing Products and Cosmetics at the Croatian Chamber of Commerce.

In Croatia personal care product manufacturing dominating products are hair care, skin care preparations, toothpastes and soaps.

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5 [https://www.hgk.hr/category/zajednice/zajednica-proizvodaca-i-veletrgovaca-sredstvima-za-pranje-ciscenje-i-kozmetiku](https://www.hgk.hr/category/zajednice/zajednica-proizvodaca-i-veletrgovaca-sredstvima-za-pranje-ciscenje-i-kozmetiku)
Currently, the most commonly imported products are skin care, make-up, shampoo and hair care products, bath products and fragrances. Overall, almost all raw materials for Croatian production of cosmetics are imported from the EU.

Croatia’s EU membership is not believed to change dramatically the cosmetics and soaps sector. Almost all the world's major personal care companies, such as Henkel, Procter & Gamble, Unilever, Beiersdorf, L’Oréal, Beecham, Colgate, Reckitt Benckiser and Revlon, are in fact already represented on the Croatian market. “…the Croatian producers could more easily reach the EU market when Croatia is a member but the market is already saturated and so divided that it is more likely that they will remain only in a regional framework,” said the Croatian trade association’s director Dubravka Marijanović.

Since the accession to the EU in July 2013, it is believed that the EU brings opportunities, as well as some significant challenges for Croatian cosmetics producers; the export potential is believed to increase due to the fact that EU products are much more appreciated in non-EU markets.

The biggest challenge is that the EU market is already saturated and very competitive. “It will be very hard for small companies to compete,” said Milan Cakić, a Croatia based research analyst for Euromonitor International, although he believes these companies will benefit from a completely open market. One of Croatia’s strengths, he said, is its natural cosmetics derived from olive oil, essential oils, plant extracts and bee products.

**General Trade Regulations**

After the accession of Croatia to the EU, the legislation has been adopted and aligned with the existing European law. Therefore the main legal regulations are in force for the cosmetics market as well. The most important legal documents regulating the cosmetics industry are the following:

In accordance to the Regulation No 1223/2009, in addition to the labeled information, consumers should be given the possibility to request certain product-related information. As the most crucial part of the document, restrictions concerning prohibited and restricted substances, colorants, preservatives and UV-filters are listed in annexes of the Regulation. The Regulation prohibits the use of substances recognized as carcinogenic, mutagenic or toxic for reproduction (classified as CMR), apart from in exceptional cases. It provides for a high level of protection of human health where nanomaterials are used in cosmetics.

Containers or packaging must bear written information in indelible, easily legible and visible lettering. The information must contain:

- the name or registered name and the address of the responsible person;
- the country of origin for imported products;
- the weight or volume of the content at the time of packaging;
- a use-by date for products kept in appropriate conditions;
- precautions for use, including for cosmetics for professional use;
- the batch number of manufacture or the reference for identifying the cosmetic product;
- the list of ingredients, i.e. any substance or mixture intentionally used in the product during the process of manufacturing.

The language of the information shall be determined by the Member State where the product is made available to the end user.

Prior to placing the cosmetic product on the market the responsible person shall submit, by electronic means, the following information to the Commission:

- the category of cosmetic product and its name or names, enabling its specific identification;
- the name and address of the responsible person where the product information file is made readily accessible;
• the country of origin in the case of import;
• the Member State in which the cosmetic product is to be placed on the market;
• the contact details of a physical person to contact in the case of necessity;
• the presence of substances in the form of nanomaterials and their identification including the chemical name (IUPAC) and other descriptors as specified in point 2 of the Preamble to Annexes II to VI;
• the reasonably foreseeable exposure conditions;
• the name and the Chemicals Abstracts Service (CAS) or EC number of substances classified as carcinogenic, mutagenic or toxic for reproduction (CMR), of category 1A or 1B, under Part 3 of Annex VI to Regulation (EC) No 1272/2008;
• the formulation allowing for prompt and appropriate medical treatment in the event of difficulties.

Animal testing must be replaced by alternative methods. The Regulation prohibits the performance of animal testing in the EU for finished products and ingredients or combinations of ingredients.


The Regulation is strengthening the safety of cosmetic products and is imposing safety requirements for cosmetic products, identification of the “responsible person”, introduction of the centralized notification (via Cosmetic Products Notification Portal) and new rules of the use of nanomaterials. Nanomaterials must be labeled with the word “nano” in brackets following the name of the substance.

The document regulates protection of consumers against fragrance substances and preservation agents that can cause allergies. Manufacturers must list on the labeling all components in decreasing order of concentration as well as the address of a website where consumers can obtain the complete list of ingredients. All allergens must be indicated on the label.


4. Consumer Protection Law: [http://narodne-novine.nn.hr/clanci/sluzbeni/298920.html](http://narodne-novine.nn.hr/clanci/sluzbeni/298920.html) (Croatian). According to the law the information on the product should at least contain the following:

- manufacturer’s product name, the name under which the product is sold;
- type and model of the product and the product label measures;
- production date and shelf life, if prescribed;
- for domestic products, the name and address of producer and country of origin;
- for imported products, name and registered office of the importer, manufacturer’s name and country of origin.

All information data on the product must be truthful, clear, visible, legible and written in Croatian language and Latin script, which does not exclude the possibility of use of other languages and characters easily understandable to consumers.

5. Ordinance on the safety of consumer goods: [http://narodne-novine.nn.hr/clanci/sluzbeni/2009_10_125_3093.html](http://narodne-novine.nn.hr/clanci/sluzbeni/2009_10_125_3093.html) (Croatian). According to the Ordinance, the declaration shall be placed on the packaging in the form of a label or tag on the item itself.
The date shall be clearly expressed and shall consist of the month and year or the day, month and year specified in that order. If necessary, stating the conditions under which to achieve specified durability. For products with a minimum validity period of more than 30 months, it is not necessary to specify the period of validity, but the stated time period from opening during which the product can be used without any risk to consumers.

Special evaluation must be made for cosmetic products intended for use of children younger than three years and cosmetic products intended exclusively for external intimate hygiene.

Associations in Croatia related to the cosmetics market
1. Society of Traders and Producers of Cleaning Products, Washing Products and Cosmetics at the Croatian Chamber of Commerce.
   www.hgk.hr/category/zajednice/zajednica-proizvodaca-i-veletrgovaca-sredstvima-za-pranje-ciscenje-i-kozmetiku

2. Croatian Society of Cosmetic Chemists www.hdkk-cscc.hr

3. Association of Croatian beauticians www.udruzenje-kozmeticara-rh.hr

5. Contacts

Importers and distributors of medical cosmetic products and products for skin problems

ALERION d.o.o.
Tajana Trupković
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www.alerion.hr

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sanimed@ri.t-com.hr
www.sanimed.com
SAXA (skin care, hair care)
Heinzelova 2, 10000 Zagreb
Tel.: +385 (1) 46 51 309
info@aromateka.hr
www.aromateka.hr

TILIA - FARM d.o.o.
CMP Savica Šanci 119, 10000 Zagreb
Tel.: +385 (1) 24 09 800
Fax: +385 (1) 24 09 326
info@tilia-farm.hr
www.tilia-farm.hr

Main distributors of cosmetics (grocery stores)

BIPA d.o.o.
Jadranska avenija 2, 10020 Zagreb
Tel.: +385 (1) 655 6331
bipa@bipa.hr
www.bipa.hr

DM – drogerie markt d.o.o.
Mr. Mirko Mrakuzic
Kovinska 5a, 10000 Zagreb, Croatia
Tel: +385 (1) 36 70 100
Fax: +385 (1) 36 70 102
www.dm-drogeriemarkt.hr
DOUGLAS PARFUMERIJE d.o.o.
E.Podaupskog 4, 10000 Zagreb
Tel.: +385 (1) 56 25 630
Fax: +385 (1) 29 24 066
info@douglas.hr
www.douglas.hr

KOZMO d.o.o.
Marijana Čavića 1a, 10000 Zagreb
Tel. +385 (1) 472 3139
Fax: +385 (1) 248 2372
www.kozmo.hr

IRIS d.d.
Mr. Vladimir Babic
Eugena Podaupskog 4, 10000 Zagreb, Croatia
+385 (1) 63 08 412
+385 (1) 24 02 200
iris@zg.htnet.hr
www.iris.hr

MARTIMEX d.o.o.
Dubravko Škare, Željka Baričak
Hrvoja Macanovića 12-14, 10000 Zagreb
Tel.: +385 (1) 36 70 600
Fax: +385 (1) 36 39 890
marketing@martimex.hr
www.martimex.hr
MÜLLER TRGOVINA ZAGREB d.o.o.
Nadinska 29, 10010 Zagreb
Tel.: +385 (1) 37 94 340
Fax: +385 (1) 37 94 362
service@mueller.hr
www.mueller.hr

Pharmacies and importers of pharmaceuticals and cosmetics

ADRIA- PHARMA d.o.o.
Mrs. Ana Banovic
Put Orisca 11a, 21000 Split, Croatia
Tel.: +385 21 31 67 99
Fax: +385 21 31 63 28
adria-pharma@inet.hr
www.adria-pharma.hr

BAUERFEIND d.o.o.
Mr. Vladimir Marin
Goleška 20, 10000 Zagreb
+385 1 65 42 855
+385 1 65 42 856
info@beuerfeind.hr
http://www.bauerfeind.hr
BELUPO d.d.
Mr. Sani Pogorlic.
Josipa Vargovica 4/3, 48000 Koprivnica
+385 48 65 22 00
+385 48 65 90 11
marko.smetisko@belupo.hr
www.belupo.hr

BIO CLINICA d.o.o.
Mrs. Katica Aga
Marijana Lanosovica 24, 35400 Nova Gradiska
Tel.: +385 35 33 00 30
+385 (035) 210 888
narudzbe@bioclinica.hr
www.bioclinica.hr

BIOFARM d.o.o.
Ventilatorska cesta 14, 10250 Zagreb
Tel.: +385 (01) 65 96 333
+385 (01) 65 36 361
info@biofarm.hr
www.biofarm.hr

EKOHERBALIA d.o.o.
Mr. Zeljko Sobotka
Zavrtnica 7/2, 10000 Zagreb
Tel.: +385 1 46 17 006
info@ekoherbalia.hr
www.ekoherbalia.hr
FARMACON d.o.o.
Jablanova 25, 31000 Osijek
Tel.: +385 (031) 29 77 44
Fax: +385 (031) 29 74 93
farmacon@os.t-com.hr

FARMIS d.o.o.
Tometici 15b, 51215 Kastav
Tel.: +385 (051) 69 12 62
Fax: +385 (051) 69 16 77
farmis@zg.t-com.hr
www.farmis.ba

G-M PHARMA ZAGREB d.o.o.
Stevo Kosanović
Velika cesta 74, 10020 Zagreb
Tel: +385 (01) 62 60 675
Fax: +385 (01) 62 60 667
stevo.kosanovic@g-m-pharma.hr
ranka.jelovcic@g-m-pharma.hr
www.g-m-pharma.hr

GRADSKA LJEKARNA ZAGREB
Kralja Drzislava 6, 10000 Zagreb
Tel.: +385 (0)1 6626-157
+385 (0)1 4555-033
Fax: +385 (0)1/4555-043
weltingers@gljz.hr
ravnateljstvo@gljz.hr
www.gljz.hr
JADTRAN - PHARMA dd
Osjecka bb, 51000 Rijeka
Tel.: +385 (051) 226 100
+385 (051) 51 22 68
info@jadran-pharma.hr
jadran-pharma@ri.t-com.hr

KEMIG d.o.o.
Prigorska 7, 10360 Sesvete Soblinec
Tel.: +385 (01) 20 43 322
Fax: +385 (01) 20 43 220
kemig@kemig.hr
kemig@zg.t-com.hr
www.kemig.hr

LEK – ZAGREB d.o.o.
Mr. Vojmir Urlep Maksimirka 120
10000 Zagreb, Croatia
+385 1 23 53 111
lek-zagreb@lek-zg.htnet.hr
www.lek.hr

MEDIAS d.o.o.
Mr. Darko Knezovic
Trg J. F. Kennedyja 6b, 10000 Zagreb
Tel.: +385 (01) 23 95 746
Fax: +385 (01) 23 95 709
medias@medias.hr
medias@zg.t-com.hr
www.medias.hr
MEDICAL INTERTRADE d.o.o.
Dr. Franje Tudjmana 3, 10431 Sveta Nedelja
Tel.: +385 (01) 33 74 010
Fax: +385 (01) 33 74 002
prodaja@medical-intertrade.hr, medical-intertrade@zg.t-com.hr, nabava@medical-intertrade.hr, marketing@medical-intertrade.hr
www.medical-intertrade.hr

MEDIKA d.d.
Mr. Kresimir Draskovic
Capraška 1, 10000 Zagreb
Tel: +385 (1) 24 12 555
+385 (1) 24 12 666
medika.uprava@medika.hr, medika@medika.hr
www.medika.hr

NOVA OPREMA d.o.o. (importer)
Dragutina Golika 101, 10110 Zagreb
Tel.: +385 (1) 364 99 50
Fax: +385 (1) 364 99 53
info@nova-oprema.hr
www.nova-oprema.hr

VALIDUS SOLARIJ d.o.o.
Mr. Drazen Peric
Kaptol 18, 10000 Zagreb
+385 1 48 12 638
validus-solarij@zg.htnet.hr
www.validus-solarij.hr
Wholesalers and retailers of perfumery, skin care and colour cosmetics

AFRODITA COMMERCE d.o.o.
Getaldićeva 8, 10000 Zagreb
Tel.: +385 (1) 36 94 399
Fax: +385 (1) 36 94 400
afrodita-commerce@kozmetika-afrodita.com
www.kozmetika-afrodita.com

ALKAZAGREBd.o.o.
Mr. Slobodan Markota
Zitnjak bb, 10000 Zagreb, Croatia
Tel.: +385 (1) 24 81 111
alca@alca.hr, info@alca.hr
www.alca.hr

ATLANTIC GRUPA d.o.o.
Miramarska 23, 10000 Zagreb
Tel: +385 1 2413 900
Fax: +385 1 2413 901
grupa@atlanticgrupa.com
www.atlantic.hr

AVONKOZMETIKA d.o.o.
Bani 75, 10000 Zagreb
Tel.: +385 (01) 6650 000
+385 (01) 4680343
avon-kozmetika@zg.t-com.hr
avon/hrvatska@avon.com
www.avon.hr
AWT INTERNATIONAL d.o.o.
Mr. Miho Glavic
Slavonska avenija bb, 10000 Zagreb
+385 1 24 81 500
awt@awt.hr
sjosipovic@awt.hr
www.awt.hr

BILJEMERKANT d.o.o.
Ivana Gundulića 32, 31000, Osijek
Tel.: +385 (031) 202 866
biljemerkant@biljemerkant.hr
http://www.biljemerkant.hr

BIOAROMATICA d.o.o.
Samoborska cesta 145
Tel:  + 385 1 3496 904
Fax: + 385 1 3496 363
bioaromatica@zg.t-com.hr
www.aromatica.hr

BEIERSDORF Hrvatska d.o.o.
Mr. Branko Kotarac
Krizna 18, 10000 Zagreb
+385 1 60 01 000
info@zagreb.beiersdorf.com
http://www.beiersdorf.com
http://www.nivea.com
CISS d.o.o.
Mrs. Alba Beakovic
Mate Vlasica 30, 52440 Porec
+385 52 45 13 15
+385 52 45 18 26
info@ciss.hr
www.ciss.hr

DR. SCHELLER COSMETICS ZAGREB d.o.o.
Podbrezje 15, 10000 Zagreb
+385 (01) 6593 930
+385 (01) 6593 940
info@dr-scheller-cosmetics.hr
alfa-kozmetika@zg.htnet.hr

ELUENA d.o.o.
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Miroslava Krleže 1/2, 42000 Varaždin
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+385 (042) 321 888

FULMIN d.o.o.
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Nikole Tesle 6, 10000 Zagreb
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fulmin@fulmin.hr
info@fulmin.hr
www.fulmin.hr
GROS d.o.o.
Mihanovićeva 55/a, 51000 Rijeka
Tel.: +385 (51) 21 71 80
Fax: +385 (51) 21 74 31

gros@gros.hr
www.gros.hr

HAINA d.o.o.
Jadranka Maranić
Medvedgradska 1c, 10000 Zagreb
Tel.: +385 (1) 46 66 473
+385 99 3175 357
Fax: +385 (1) 46 69 021

info@haina.hr
www.haina.hr

HENKEL CROATIA d.o.o.
Valentina Ćosić
Budmanijeva 1, 10000 Zagreb
Tel.: +385 1 6008 104
Fax: +385 1 6008 242

http://www.henkel.hr/beauty-care-kontakti-1335.htm
www.henkel.hr
KAMEJA d.o.o. - Artdeco i Phyris
Nkomedis Odak Kovačić
Tomislavova 3, 10000 Zagreb
Tel.: +385 (1) 30 12 191
Fax: +385 (1) 30 42 148
kameja@kameja.hr
www.artdeco.de
www.phyris.de

ISTRACOMMERCE d.d.
Mr Vladimir Fornažar
Trg slobode 2, 52000 Pazin
Tel.: +385 (052) 624 322
Fax: +385 (052) 624 007
istracommerce@pu.t-com.hr
www.istracommerce.hr

KOZMETIKA FENIKS d.o.o.
Čulinečka 6a, 10040 Zagreb-Dubrava
Tel.: +385 (1) 29 11 537
Fax: +385 (1) 29 11 121
kozmetika.feniks@zg.t-com.hr
www.kozmetikafeniks.hr

LAURA COSMETICS d.o.o.
Mr. Zdravko Primorac
Poduropskog 4, 10000 Zagreb
+385 1 63 08 455
laura-cosmetics@zg.htnet.hr
LIMONI d.o.o.
Karlovacka cesta 2 e, 10000 Zagreb
Tel.: +385 (01) 34 75 350
Fax: +385 (01) 65 00 359

LIPOST d.o.o.
Mr. Marti Bosnic
Krizeva 8, 21000 Split
Tel.: +385 21 24 47 90
lipost@inet.hr
www.lipost.hr

L’OREAL ADRIA d.o.o.
Zavrtnica 17, 10000 Zagreb
Tel: +385 (01) 6064 920
Fax: +385 (01) 60 64 922
loreal.zagreb@hr.loreal.com
www.lorealparis.hr

MACAL PALMA CO d.o.o.
Marinići bb, 51216 Viškovo
Tel.: +385 (51) 25 70 49
Fax: +385 (51) 25 83 80
dubravko.sokolic@macalpalma.t-com.hr

MAGDIS d.o.o.
Vladimira Nazora 12, 10431, Sveta Nedelja
Tel.: +385 (1) 33 25 294
kontakt@magdis.hr
MARRAI d.o.o.
Mrs. Radojka Raicevic
Tizianova 58, 51000 Rijeka
+385 51 55 14 00
marrai@ri.htnet.hr
http://www.marrai.hr

MARTIMEX d.o.o.
Dubravko Škare, Željka Baričak
Hrvoja Macanovića 12-14, 10000 Zagreb
Tel.: +385 (1) 36 70 600
Fax: +385 (1) 36 39 890
marketing@martimex.hr
www.martimex.hr

MIKRO d.o.o.
Klanjčić 47 a, 10000 Zagreb
Tel.: +385 (1) 23 13 097
Fax: +385 (1) 23 12 368
info@mikro.hr
www.mikro.hr

MILLA d.o.o.
Goran Hladnik
S. Draganića 5, 10090 Zagreb
Tel.: +385 (1) 38 85 900
Fax: +385 (1) 37 34 914
milla@milla.hr
www.milla.hr
MONDICOM d.o.o.
Svetonedjeljska 16, 10431 Sveta Nedelja
Tel.: +385 (01) 33 73 815
Fax: +385 (01) 33 73 814
mondicom@zg.t-com.hr, mondicom@zg.htnet.hr

NEBESKI SJAJ d.o.o.
Novačka 44, 10040 Zagreb
Tel.: +385 (1) 29 20 652
Fax: +385 (1) 28 64 826
info@nebeskisjaj.hr

OLIVAL d.o.o.
Trebež 20, 10090 Zagreb
Tel.: +385 (1) 3438 273
Fax: +385 (1) 3795 623
info@olival.hr
www.olival.hr

OKTAL PHARMA d.o.o.
Utinjska 40, 10000 Zagreb
Tel.: +385 (01) 65 95 777
Fax: +385 (01) 65 95 701
oktal-pharma@oktal-pharma.hr
marketing@oktal-pharma.hr
http://www.oktal-pharma.hr
ORBICO d.o.o.
Koturaška 69, 10000 Zagreb
+385 (01) 34 60 910
+385 (01) 34 60 931
info@orbicobeauty.hr
stjepan.roglic1@orbico.t-com.hr
www.orbico.hr

ORVAS PLUS d.o.o.
Mrs. Silvija Plestina
Koturaška 69, 10000 Zagreb, Croatia
Tel.: +385 (1) 34 60 910
gordana.zvonarevic@orvas-plus.hr
info@orbicobeauty.hr
www.orvas-plus.hr

PHOENIX FARMACIJA d.d.
Mr. Stjepan Talan
Heinzelova 47b
10 000 Zagreb
Tel.: +385 (1) 2413 357
Fax: +385 (1) 24 13 398
eticko.povjerenstvo@atlanticgrupa.com
www.farmacia.hr

PHOENIX TRADE d.o.o.
Mr. Gordan Bubek
Kukuljanovo bb 29/1, 51000 Rijeka, Croatia
+385 51 20 74 00
+385 91 218 2023
phoenix-trade@ri.htnet.hr
www.phoenix-trade.hr
PROCTER & GAMBLE d.o.o.
Bani 75, 10000 Buzin Zagreb
+385 (01) 66 90 300
+385 (01) 66 90 330
premec.g@pg.com
infocroatia.im@pg.com
www.pg.com

PROMANDS d.o.o.
Fallerovo setaliste 22, 10000 Zagreb
Tel.: +385 (01) 36 45 920
Fax: +385 (01) 36 67 974
vesna.knezevic@promands.hr
maja.goljevscek@promands.hr

RIWELLA d.o.o.
Industrijska zona bb, 51227 Kukuljanovo
Tel.: +385 (51) 25 17 90
riwella@riwella.hr

SANOV A OTC d.o.o.
Orehovečki brijeg 2, 10000 Zagreb
Tel.: +385 (01) 48 29 880
Fax: +385 (01) 48 29 884
sanova.otc1@zg.t-com.hr

SAXA (skin care, hair care)
Heinzelova 2, 10000 Zagreb
Tel.: +385 (1) 46 51 309
info@aromateka.hr
www.aromateka.hr
SILVEX d.o.o.
Marija Pičak
Paška 21, 48260 Križevci
Tel.: +385 (48) 68 26 05
Fax: +385 (48) 68 12 98
silvex@kc.t-com.hr
www.silvex.hr

SIONA d.o.o.
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Gornje Prekrižje 49, 10000 Zagreb
Tel.: +385 (1) 46 73 850
Fax: +385 (1) 24 04 234
siona@zg.t-com.hr

TRGOANTE d.o.o.
Trg Kralja Tomislava 41, 10410 Velika Gorica
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trgoante@zg.htnet.hr
www.frizerskisvijet.com

TUS d.o.o.
Mrs. Suzana Lazic
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VEL - KOZMETIKA d.o.o.
Cebini 37, 10010 Buzin Zagreb
Tel.: +385 (1) 23 36 430
ivan.kontek@vel-kozmetika.hr

VELIR d.o.o.
Gospinica 42, 21000 Split
Tel.: +385 (021) 490 524
velir@st.htnet.hr

Hair-care products

APROPOS d.o.o.
dr.sc. Dario Maršić
Radićeva 5, 10000 Zagreb
Tel.: +385 (1) 48 30 969
Fax: +385 (1) 23 10 719
apropos@mail.inet.hr
www.apropos-hairland.hr

ESTETIC UVEMA d.o.o.
Silva Belančić
Zeleni trg 2, 10000 Zagreb
+385 1 61 99 391
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eu@zg.htnet.hr
www.estetic-uvema.hr
LOLITA d.o.o.

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