

KOKO: Specialist for dermatological cosmetics

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KOKO Kosmetikvertrieb GmbH & Co KG celebrates its thirtieth anniversary on 3 August 2024. The company develops, produces and distributes dermatological cosmetics under the dermaviduals® trademark to cosmetic institutes and dermatological practices, including private clinics with an attached cosmetics department, as well as to authorised pharmacies.

KOKO Kosmetikvertrieb GmbH & Co KG was founded on 3.8.1994 in Freiburg as a subsidiary of Kuhs GmbH, Lörrach. After intermediate stops in Lörrach, Hannover and Pulheim, the company moved to its current location in Leichlingen, a small town between Cologne and Düsseldorf on the edge of the charming Bergisches Land region, in 2000. Dr Hans Lautenschläger has been Managing Director of KOKO Kosmetikvertrieb GmbH & Co. KG since the end of 1998.

Until 2012, the preparations were produced at Kuhs GmbH in Lörrach. Prior to this, in 2011, the shareholder agreement and the object of the company were expanded to include the development, manufacture and sale of dermatologicals and cosmetics of all kinds. At the same time, KOKO established its first own pilot production facility in Leichlingen in 2009. This was followed in 2010 by the installation of a 350 m² clean room, in 2011 by the establishment of filling and packaging and in 2012 by the establishment of complete production.

The company has been completely self-sufficient since 2012 – from the development laboratories to production and the dispatch department. Kuhs GmbH's remaining share in KOKO was transferred to Dr Lautenschläger in 2014. Since then, KOKO has been financially under one roof.

dermaviduals®

Dermatological cosmetics are based on physiological compatibility for both the skin and the dermal microbiome. The products are optimised in terms of the composition of their ingredients and their biophysical compatibility – the creams have a lamellar structure similar to the lipid bilayers of the skin barrier.

Dermatological cosmetics

- dermaviduals® basic: 19 Preparations for basic & home care
- dermaviduals® cabinet: 16 Preparations for treatment at the institute

- dermaviduals® modular: 10 Base creams & gels and 40 active agent concentrates
- dermaviduals® special: 17 Preparations for skin protection & problem skin
- dermaviduals® deco: 12 Foundations, liners & powders
- dermaviduals® various: 13 Aids for the treatment

Dermatology

- dermaviduals® pharma: 1 Base cream DVL-P for pharmacy formulations

Books

- Monograph of dermaviduals® – lamellar base creams with more than 70 compatibility measurements of pharmaceutical drugs according to pharmacopoeia and Drug Master File
- Handbuch dermaviduals® – Dermatologische Kosmetik mit individuellem Konzept
- Handbook dermaviduals® – dermatological skin care with the individual concept
- Advanced Skin Analysis – 3D skin analysis by Florence Barrett-Hill – German edition, KOKO self-published
- Corneotherapie – Bindeglied zwischen Dermatologie und Kosmetik, Publisher: Deutscher Apotheker Verlag
- Corneotherapy – Link between dermatology and cosmetics, Publisher: Deutscher Apotheker Verlag

Corneotherapy – the link between dermatology and cosmetics

In addition to the documentation, a large number of specialist seminars are offered in Germany and abroad for professionals in various languages. The teaching of corneotherapy plays a major role in these seminars. Corneotherapy goes back to the late American dermatologist Prof. A. M. Kligman, who was able to demonstrate the clinical evidence of

cosmetic formulations on atopic skin when they are applied to the skin in an adapted manner. KOKO covers further indications and cosmetic problem areas with modular preparations. The modular system means that many excipients and non-degradable components can be dispensed with. Accordingly, all products are offered without preservatives (EU Cosmetics Regulation), mineral oils and waxes, silicones, siloxanes and polysiloxanes, non-degradable complexing agents, colourants and fragrances.

dermaviduals® with cream character have a lamellar derma membrane structure (DMS) like the skin barrier and are suitable for all age groups, normal, problematic and atrophic skin. The modular system allows customised, individual compositions with liposomes, nanodispersions, extracts, plant oils and lamellar base creams, gels and masks.

DMS hand cream is on the recommendation lists of the employers' liability insurance associations and company doctors. It is part of skin protection plans and is considered an SOS product when it comes to effective skin protection and rapid regeneration in the manufacturing industry.

Development and sales

With 54 permanent employees (as at the beginning of 2024) and almost 4000 m² of operating space, the company has experienced steady growth. The site now has holdings in Gewerbepark Frese GmbH (2014: 26%) and the nearby Alte Glashütte business park (2018: 50%), which serve to secure the future and further expand the debt-free company. Marek Harder has been the second Managing Director since May 2019.

The development staff comprises 3 chemists (Dr rer. nat.) and 2 graduates from universities of applied sciences with Dipl. Ing. and Bachelor's degrees. In addition to its own brand dermaviduals®, KOKO offers private label developments that are produced exclusively and solely at the site under other names.

KOKO is represented by contractual partners in many countries around the world. In addition to Germany, the main sales areas for dermaviduals® are Europe and South East Asia, Arab countries and North America. The dermaviduals® trade mark is registered in more than 50 countries. The export rate is just under 70%.

During the Covid pandemic, global sales have remained virtually unchanged. This high level of stability is due to the preparations' focus on causal, problem-orientated applications.

Worldwide dermaviduals® conferences are held at regular intervals. These are followed by training courses for international specialists

and joint brainstorming sessions among the partners. This means that the partners are actively involved in shaping company policy. Sales partners are kept fully informed through various monthly newsletters in German and English.

Network

KOKO and the Managing Director Dr Hans Lautenschläger are members and/or sponsors of the following associations:

- Industrieverband Körperpflege und Waschmittel e.V. (IKW)
- Supporting member of the Gesellschaft für Dermopharmazie e.V. (GD)
- Working Group for Aesthetic Dermatology and Cosmetology (ADK)
- German Society for Scientific and Applied Cosmetics (DGK)
- German Chemical Society (GDCh)
- International Association for Applied Corneotherapy e. V. (I.A.C.)

The I.A.C. (www.corneotherapy.org) is a globally active non-profit organisation that was founded by KOKO in 2014, celebrated its tenth anniversary in Seville in 2023, now has more than 200 active members and operates completely independently and free of advertising. The aim of the society is to inform the professional public objectively and scientifically about advances in corneotherapy. The I.A.C. regularly organises conferences with renowned speakers from universities, dermatological and cosmetic practices.

KOKO maintains one of the largest informative internet portals of the cosmetics industry (www.dermaviduals.de and www.dermaviduals.com) with more than 300 ad-free publications & manuscripts in html and pdf format, all patent specifications of KOKO and Dr Lautenschläger in full text, media library with application videos and graphically prepared profiles of all dermaviduals® preparations.

Customers` anniversary bonus

The company is celebrating its thirtieth anniversary in its own individual way. To allow all customers to share in this day, orders received on 5 August 2024 by phone, post, email or fax for net purchases of €100 or more will receive a free bonus – consisting of 2 sets of the 3 latest preparations.

Dr Hans Lautenschläger