



Your European Alliance for Personal Care

iDEA

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A partnership and cooperation of health and beauty, **i-DEA** describes the consolidation of the Personal Care activities of **Lehmann & Voss & Co.** - Hamburg, **BIOPHIL** Group – Milan, Paris, Barcelona, Lugano, Bratislava and **PAROXITE** (LEHVOSS UK) - London. Having a turnover in excess of Euro 30m **i-DEA** is 100% focused on the European Personal Care industry. Employing industry specialists our field sales team of 20 covers 17 European countries from 7 strategically located offices.

With a dedicated laboratory facilities in Italy, **i-DEA** offers support to the European Personal Care market from high quality raw materials and formulation work to cost performance solutions. **i-DEA's** unique positioning allows our supply partners local technical and commercial coverage of single European markets or wider pan European coverage. We pride ourselves on our local strategy delivered by a local sales team for the wider European market. Strong in logistics we are able to deliver from regional stocks across our markets.

A bespoke service from your European partner we bring together the strong reputations for service, flair, innovation and competitiveness that today's customers desire.

i-DEA is the culmination of a dedicated approach to serve the European Personal Care industry in a way that respects local cultures, market differences and meets our customers and partners strong expectations.

i-DEA brings both beauty and health to the Personal Care distribution activities and we are proud to offer our services to meet the local needs of both our principals and customers alike.

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