



Two German Brand Awards for Ogænic[®]

Ogænic[®], the pioneer in the “beauty from within” sector, wins in two categories at the prestigious German Brand Award 2019. A milestone for the founders of this Hamburg-based company, Suse Leifer and Claudia Seehusen, who aim to double the size of their range of award-winning organic supplements this year.

Major achievement for Ogænic[®]: This Hamburg lifestyle brand with its health and beauty supplements is among the recipients of the German Brand Award 2019 and has been honoured in two categories – “Excellent Brands – Beauty & Care” and “Excellent Brands – Newcomer Brand of the Year”. The award is organised by the German Brand Institute, which was set up by the German Design Council and the brand consultancy GMK Markenberatung. The German Brand Award pays tribute in a unique manner to excellent brand strategies.



PRESSEINFORMATION

“We started off three years ago as pioneers in the area of ‘beauty from within’, and we have played a major role in shaping the development of this new category in Germany. We are really delighted that our achievements have been honoured in this way,” says Suse Leifer, co-founder of Ogaenics®. The jury were impressed by the brand’s sophisticated overall concept. The committee of leading experts became aware of Ogaenics® even though the company had not actively tried to secure a nomination. “There is no other company in the dietary supplement sector that has such a cohesive market strategy. Accordingly, our success with the German Brand Award is recognition for our successful brand structure with its unique premium design, sustainable packaging and “Clean Beauty” product concept,” explains Suse Leifer.

Ogaenics® uses 100% vegan and natural vitamins and minerals from extracts from organically grown fruits and plants for its food supplement products such as “Timeless Skin Anti-Wrinkle Komplex” and “Calm-A-Lama Plant-Based Magnesium”. Every capsule contains nothing but active ingredients in guaranteed dosages. The unique Ogaenics® “mix and match” principle allows users to combine all products whatever way they wish. “Perfecting and optimising our health and nutrition is becoming increasingly important for many people,” observes Suse Leifer.

The ongoing expansion of their carefully coordinated product portfolio is quite natural for the two dedicated founders – who are nutrition coaches as well and not only marketing specialists. In 2019, eight new products will be added to the Ogaenics® range, yielding a total of 23 products. Anti-Aging for the skin plays just as important a role here as healthy, full-bodied, shiny hair. “However, we are staying true to our holistic approach and will be introducing great new products in the areas of beauty and health, such as our new ‘Adapto-Genie’ organic anti-stress product,” says Claudia Seehusen.



PRESSEINFORMATION

Ogaenics® products are also very popular in Austria, Switzerland, Hong Kong, Singapore and Macau, and its founders are very optimistic about the future – particularly after receiving this internationally prestigious award: “This year, our focus will remain on Europe – but in the long term, we are planning on entering the market in the United States,” says Claudia Seehusen.

About the German Brand Award

Since 2016, the German Brand Award has been honouring successful brand strategies in Germany. It is awarded by the German Design Council. The jury is made up of independent, interdisciplinary experts from commerce, research, consultancy, services and agencies. In 2019, the award attracted major international attention with 1,250 submissions from 19 different countries. In total, 60 projects and brands were recipients of Gold Awards: 24 in the “Excellent Brands” area, and 36 in the category of “Excellence in Brand Strategy and Creation”.

About Ogaenics®

Since 2016, Ogaenics® has been the one and only supplement brand in the luxury and lifestyle sectors that is 100% natural, organic and vegan. All ingredients have a scientifically proven effect. The exclusive collection of highly effective dietary supplements is available in leading perfumeries, at Douglas shops, in luxury department stores such as Kadewe and Breuninger, in concept stores such as Apropos, and at health spas. This German brand and its “Clean Beauty” concept have already been successful in other European countries and in Asia. The current range of health and beauty supplements is being expanded to 23 products by the end of 2020.