

Becutan

Gentle from the first touch



Market

Becutan is a top quality collection, aimed for care of infant skin from as early as the first day of birth. It is a product of Alkaloid AD Skopje, a company that has had its market presence for more than 70 years now, offering products recognizable for the synergy of long tradition and top quality preferred not only by consumers on local, but on many foreign markets as well.

The Becutan collection has a tradition of more than 30 years. The trust in this brand has been passing from one generation to the next and it may be proudly said that the impeccable product quality has had the greatest contribution thereto.

Achievements

Becutan is by far the most recognizable and widely spread brand from the cosmetics made by Alkaloid AD. The Becutan collection is an absolute leader on the Macedonian market. The products under this brand are a first choice of consumers in Bosnia and Herzegovina and make for excellent sales in Croatia, Montenegro, Serbia, Kosovo and Slovenia, speaking of the fact that Becutan is a well established brand on the international market, considering all aspects which build on its value: tradition, permanent quality, high level of recognition with the consumers, distinctiveness, credibility, loyalty.

History

Alkaloid AD Skopje started

producing cosmetics in 1972, and Becutan celebrated its 30th birthday in 2008.

In its beginnings in 1978, the collection contained: Becutan shampoo, oil, bath foam, powder and cream. Then the Becutan milk, toothpaste, soap, the Becutan tea for infants and the Becutan baby wipes were introduced. In the summer of 2008, the 30th anniversary of Becutan was marked with the launch of a new product – Becutan baby diapers whose attributes fit within the recognizable quality of Becutan. The launch of three new products is planned soon: Becutan cream and SPF 50 sunscreen and after sun milk.

Product

The Becutan baby cream is an absolute leader of the collection, selling more than 40 million packages. With the original recipe and technology, the successful story of Becutan commenced three decades ago.

Expanding the range of Becutan products and the launch of complementary products in the Becutan

portfolio has been always performed in cooperation with clinical specialists from the area of paediatrics and dermatology. All Becutan products are fully adjusted to the needs of sensitive skin of newborns and children, and their basic formula is extremely mild and gentle. They thus protect, nurture and strengthen the skin's protective function. One of the basic features of the Becutan products is the adjusted pH value of the physiologically healthy skin, thus providing complete hygiene and care, without the danger from drying and saturation even with frequent use.

The Becutan diapers are also designed and produced in compliance with such strict norms. They are anatomically shaped, with elastic bands on the back and side barriers following the movements of the child, and they also improve the night function of the diaper. The diapers contain two absorbing cores, higher percentage of natural materials and a lotion enriched with vitamin E.

Quality is the distinguished attribute of the alcohol-free Becutan baby wipes, whereas the incorporated chamomile extract and the unique hydrating emulsion provide hygiene, toning and care even of the most sensitive baby skin.

The Becutan products and clinically and dermatologically tested. Their composition is a unique combination of materials of top and affirmed quality in compliance with the European quality norms for child care products. They are manufactured by unique recipe providing for maximum skin care and protection.

Linking tradition with quality is the basis of the development strategy of Alkaloid AD for the Becutan brand. Integral part of this vision is the forthcoming launch of a new range of children's sun care products by Becutan, as well as the commencement of the long lasting initiative for redesign of the collection as a new stage in upgrading the already proven tradition of the brand.

Recent Developments

Alkaloid AD has always invested in research and



development. The production of cosmetics is carried out in accordance with the ISO 9001 and ISO 14001 quality standards, and we soon plan to introduce the GMP standards for good production practice in the industry.

By working in the segment where they have proven expertise, Alkaloid AD has spent several years working on two new formulae of child creams which were launched in 2009: Becutan child vitamin cream and Becutan protective child cream with zinc oxide.

The Becutan child vitamin cream is a unique formula aimed for daily care of baby skin, especially in the nappy area. It is clinically confirmed that it may be used as early as the first day of birth and is maximally safe - does not contain boric acid. Its specifics and efficiency is provided by the vitamins A and E nourishing the skin and maintaining its elasticity, as well as the mangold oil calming rash and irritation, by simultaneously nourishing and regenerating the skin. The Becutan child vitamin cream nurtures mildly and naturally, and clinical tests have confirmed its efficiency even in the first 24 hours of its use.

The Becutan protective child cream with zinc oxide helps healing irritated and rash parts of baby skin. As the other products from the collection, this cream can also be used from the first day of birth. It contains aloe and d-pantenol extract which hydrates, calms and protects the skin from external irritation. The specifics of the Becutan protective child cream with zinc oxide and its power to prevent the appearance of red skin, rash and irritations arises exactly from the zinc oxide which is present in every skin cell and is necessary for its normal functioning.

The development team of Alkaloid AD prepares several novelties in the Becutan brand under the slogan "Gentle from the First Touch", following modern trends, whereas continuing the successful and safe story of Becutan is the greatest responsibility.

Promotion

The top quality of the Becutan product line, its safety and the high level of recognition, combined with maximum trust, are the bases in the communication with the consumers. The overall image of this brand recognizing strong emotional connection with reminiscences from childhood is completed with slogans and promotional campaigns focused on child care from the first day. The Becutan collection is recommended by the Macedonian Paediatric Association.

За здрава кожа уште од првото дете

Becutan

Клинички тестирано

Витамински крем за деца • Клинички тестирано • Клинички тестирано • Клинички тестирано

Детски витамински крем
со витамин А, Е и масло од невен
цвет специјално наменет за нега на правците на бебешката кожа и пределите покриени со пелена

Заштитен детски крем
со цинк оксид, екстракт од алое вера и Д-пантенол наменет за превенција од пеленски исуш и нега на иритирани и оштетени делови од бебешката кожа

АЛКАЛОИД СКОПЈЕ
www.alkaloid.com.mk

*Препорачано од Здружението на педијатрите на Македонија

Brand Values

For a brand to survive on the market throughout the years what is needed is the trust from its consumers, which can be acquired and preserved only if the product guarantees top and consistent

quality. Research has demonstrated that is one of the major reasons why the Becutan products are used for care by people of all ages, especially by people with sensitive skin. Years of trust and proof through quality are the strongest factors for the consumers placing the Becutan collection at the same level with the best world brands from this product category.

www.becutan.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Becutan

- More than 40 million packages of Becutan child cream have been sold so far.
- In 1978, the Becutan portfolio contained five products (shampoo, oil, powder, cream and bath foam for children) and in 2009 it was complemented with 13 more products, thus totalling 18 products.
- In 2008, Becutan received the recognition Superbrand for Bosnia and Herzegovina.
- All Becutan products are dermatologically and clinically tested.
- The Becutan collection is recommended by the Macedonian Paediatric Association.

