



COMPANY INTRODUCTION



HISTORY OF CAOLA

The history of Caola began in **1831**, dating back to the Reform Era. The Hungarian cosmetics industry began with the establishment of the very first factory, which is associated with the name of soap maker József Hutter. Although it started as a small family business, it quickly outgrew its framework and became a joint-stock company in 1906.

In **1918**, the brand name Caola was born. Among the most popular Baeder products were Ovenall toothpaste which brand has been on the Hungarian market since 1927 and is still available today.

In 1950, the Budapest Perfume and Soap Factory (BIP) was established and by the **1960s**, it had become one of the largest companies in the country in terms of turnover. In 1961, the company launched the CAOLA brand name. The company itself adopted the name Caola in 1981.

Until the **1990s**, Caola Ltd. played a decisive role not only in the lives of Hungarians, but also in those of the inhabitants of neighbouring countries, with generations growing up on its products. The company had significant export activities not only to former socialist countries but also overseas. Caola even had a showroom in New York at one point. After the fall of communism, the former Comecon market collapsed, causing a significant decline in Caola's export turnover. Following the privatizations that followed the change of regime and the expansion of multinational cosmetics and household chemical companies in Hungary, Caola's market leadership changed radically.



HISTORY OF CAOLA

In **2020**, the company gained a new majority owner but remained in Hungarian hands. The change of ownership marked the start of important developments and investments.

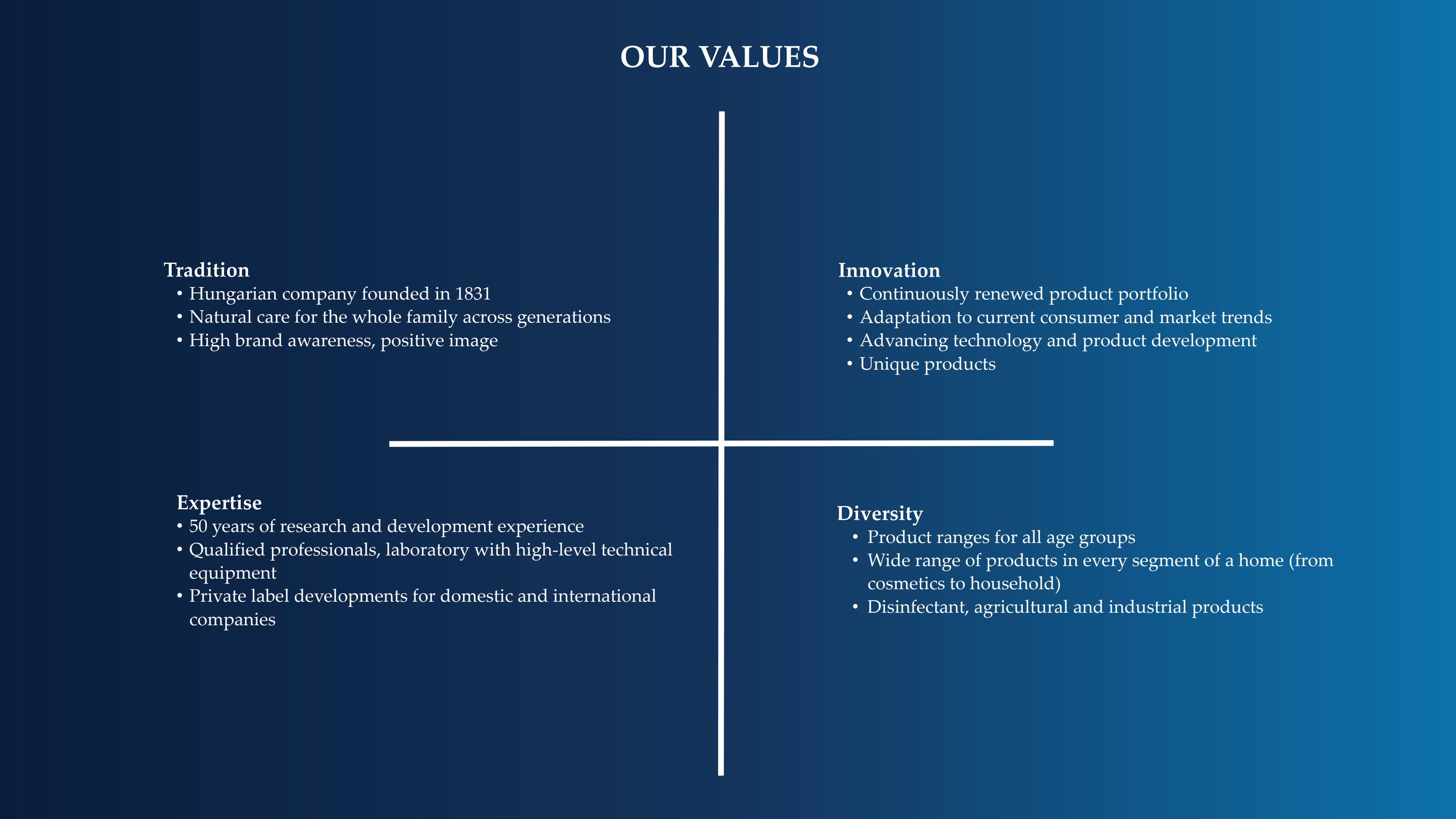
In **2023**, a new production hall was handed over in Martonvásár, where products are manufactured in modern conditions that meet all current requirements.

In **2024**, in accordance with a contract signed with the Prison Service, the production of Vivaclean products began, enabling state-run institutions to purchase high-quality cleaning and cosmetic products manufactured by prisoners.

The **solar park**, which was handed over in **2025**, enables us to obtain 100% of the energy required for production from renewable sources, making Caola one of the few chemical companies in Hungary that manufactures its products using purely green and renewable energy. For the 2025 season, we chose recyclable packaging for our sunscreens, which we also used for our multinational partner's own-brand products.



OUR VALUES



Tradition

- Hungarian company founded in 1831
- Natural care for the whole family across generations
- High brand awareness, positive image

Innovation

- Continuously renewed product portfolio
- Adaptation to current consumer and market trends
- Advancing technology and product development
- Unique products

Expertise

- 50 years of research and development experience
- Qualified professionals, laboratory with high-level technical equipment
- Private label developments for domestic and international companies

Diversity

- Product ranges for all age groups
- Wide range of products in every segment of a home (from cosmetics to household)
- Disinfectant, agricultural and industrial products

WHY TO CHOOSE CAOLA?

- Traditional Hungarian brands with almost 200 years of history
- More than 50 years of experience in export sales
- Products with high quality on a reasonable price
- Unique products (liquid talc powder, mouthwash concentrate, shaving cream)
- Research and development in the focus → new products, new trends, innovation
- Diversity → products ranges for all age group
- Diversity → wide range of products in every segment of a home (from cosmetics to household products)
- Diversity → disinfectant, agricultural and industrial products
- Production machinery for packaging in line with Industry 4.0+
- Automated recipe tracking, automated software-controlled workflows
- Sustainability → green energy with the solar panels



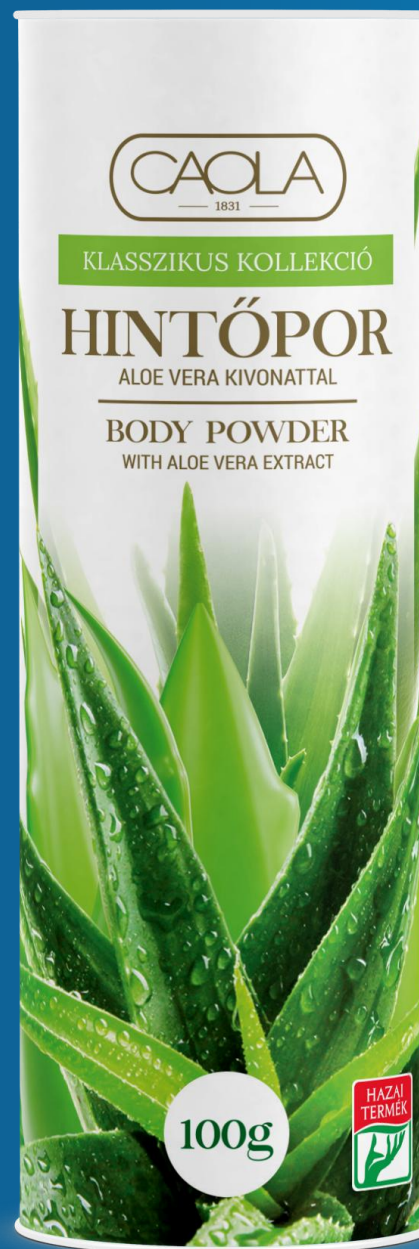
MAIN PRODUCT CATEGORIES

- **Shaving** (shaving foam, shaving cream, after shave, pre shave)
- **Body care** (talcum powders, liquid soap)
- **Hand care** (hand balm)
- **Foot care** (foot caring gel, foot talcum powder)
- **Nail care** (nail polish remover)
- **Oral care** (mouth wash, toothpaste for kids and for adults)
- **Hair styling** (hair styling gel)
- **Baby care** (baby powder, liquid powder, baby bath, cradle cap cream, baby oil)
- **Suncare** (sun cream, sun protection face cream, after sun body lotion, bronzing)
- **Household** (laundry, cleaning products)



KEY PRODUCT ADVANTAGES

- Our talcum powders contain 99 % **natural ingredients**.
- Barbon Classic shaving cream contains **anti-inflammatory** plant **chlorophyll**, **skin-nourishing glycerin**, and real **coconut fatty acid**.
- Barbon Classic and Sport shaving foam protects irritated skin thanks to **aloe vera extract**.
- Barbon Classic aftershave contains **antiseptic ingredients**, while Barbon Sport aftershave's **antibacterial protection** helps keep the skin clean. Using these products can prevent skin breakouts after shaving.
- Overall mouthwash concentrate is unique on the Hungarian market. Mix 3-4 drops in a glass of water for fresh **minty breath**. It can also be used for aphthous ulcer, helping it to heal quickly.
- CaoNatur Baby liquid talcum powder is unique on the Hungarian market, providing the same dry feeling as powder-based talcum powder. Its **cornflower** and **calendula** content soothes and **nourishes the skin**.
- Our sunscreens contain **vitamin E** and **panthenol**, as well as skin-nourishing ingredients. They provide a high level of protection against **UVA** and **UVB** rays.



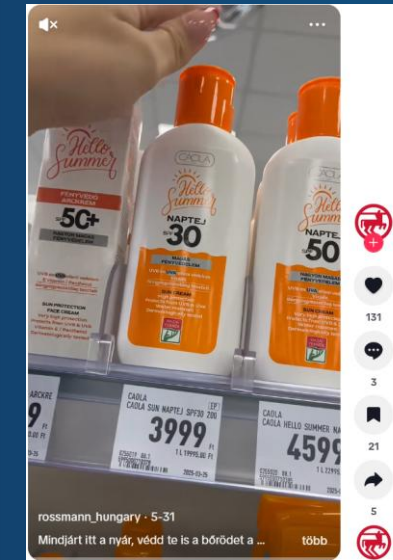
MARKETS

EXPORT MARKETS:

- Romania
- Bulgaria
- Yemen
- Nigeria

RETAILERS distributing CAOLA products on the HU market:

- Hypermarkets: Auchan/Tesco/Metro/Spar/Interspar
- Drugstores: Dm/Rossmann
- Discounters: Lidl/Penny Market
- Supermarkets: CBA/COOP/REAL
- Wholesalers
- Pharmacies



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