



Your partner to penetrate the French,
Spanish and Portuguese **cosmetic
market**

With over **10 years of experience** in
the **cosmetic markets** and **proven
successes**, SBS Agency guides you
step by step to successfully enter the
French, Spanish and Portuguese
cosmetic market.



SBS-Agency Consulting Service: Growth Accelerator for Cosmetic Brands in the French, Spanish and Portuguese Markets

SBS-Agency (Skin & Beauty Sales Agency) is a consulting agency specializing in supporting cosmetic manufacturers wishing to enter and develop in the French, Spanish and Portuguese markets. Whether you are a cosmetics company looking to reach the **mass market** or to establish yourself in the specific sector of **pharmacies and parapharmacies**, SBS-Agency offers tailor-made solutions to guarantee you rapid and sustainable growth in these key markets.

The beauty industry is highly competitive, and each European market has its own cultural and regulatory specificities that must be mastered in order to succeed. With its in-depth expertise and knowledge of local dynamics, SBS-Agency is able to offer an approach tailored to the needs of international brands looking to stand out in these countries.

Mass Market Expertise

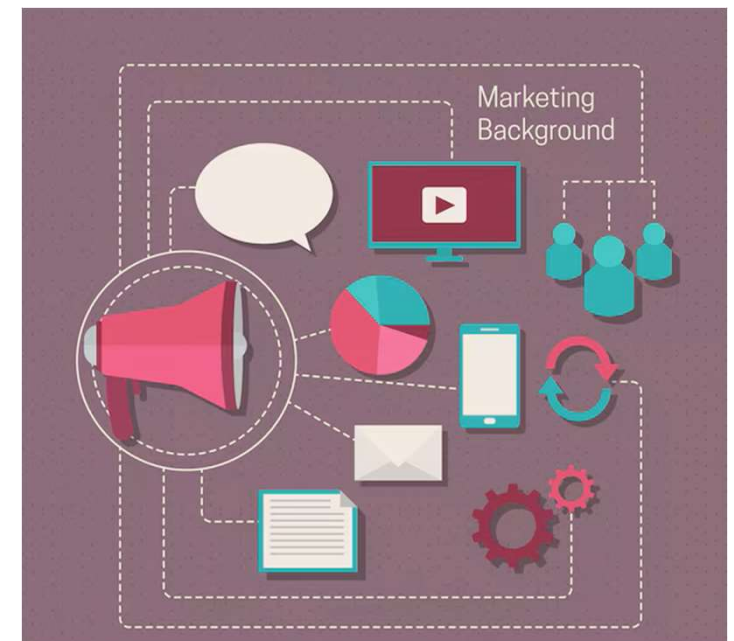
- Mass market is the segment where cosmetic products are distributed through **large-scale retail channels**, such as **supermarkets, department stores, and online platforms**. SBS-Agency helps brands navigate this highly competitive environment with customized services. The agency guides you through the **entire go-to-market process**, from **designing the commercial strategy** to managing relationships with **major GMS retailers**.
- **Market Analysis**
Each market, whether French, Spanish or Portuguese, has its own characteristics in terms of demand, consumer behavior and competition. SBS-Agency helps manufacturers with comprehensive market research to better understand the specific expectations of consumers and buyers. This includes an analysis of high-potential market segments, as well as the identification of emerging trends that could influence demand.
- **Entry Strategy**
The agency offers a market penetration strategy tailored to each brand. Whether you want to enter quickly with a powerful launch campaign or adopt a more gradual approach, SBS-Agency supports you in choosing the most appropriate distribution channels and developing a product offering tailored to local needs.
- **Retailer Management**
Working with the right Retailers is crucial for effective market penetration. With its extensive network of partners in France, Spain and Portugal, SBS-Agency facilitates negotiations with buyers and helps build strong relationships, promoting rapid implementation on store shelves.

Marketing and Communication

Skincare & Beauty Sales Agency

Each market has its own specificities in terms of communication. SBS-Agency offers a service of adaptation of marketing messages and localization of advertising media, in order to ensure that advertising campaigns resonate with local consumers. This includes the creation of content adapted to French, Spanish and Portuguese cultures, as well as the use of local influencers to amplify the reach of campaigns and the expectations of buyers.

SBS-Agency guides you and helps you find the best supports according to your strategy, market needs and your budget.



Pharmacies and Parapharmacies Expertise

The pharmacy and parapharmacy sector is a growing niche market for cosmetic products, particularly in Europe. This channel is recognized for the distribution of dermatological, natural and specialized care products, which often require specific certification and regulatory authorizations. SBS-Agency has all the necessary expertise to support brands in this demanding sector.

Strategy

SBS-Agency helps you create your network of agents or distributors in order to cover the entire territory, whatever it may be, while helping you define the best logistics strategy and ensuring the payment terms to provide you with all possible guarantees. SBS Agency assures you, thanks to its expertise and years of experience, stable and guaranteed growth with turnkey solutions adapted to your products and working methods.

Building Brand Awareness

SBS-Agency helps you to highlight the clinical efficacy and benefits of cosmetic products in this particular context and advises you on participation in trade fairs, specialized conferences, as well as the development of promotional material for the introduction of products intended for pharmacists and consumers. In addition, the agency helps you to ensure an active presence on social networks and in the specialized press to strengthen the visibility of the brands it supports.



Private Label

SBS Agency has a large experience of working in Private label projects with all types of retailers from small to big, from price orientated to high quality products, from niche market to Mass Market.

SBS Agency has developped a strong relation with a number of distinguished retailers and can help offer your products and adapt your solutions to the retailers need.

The Private label projects are generally a middle to long term projects where trust and communication are the most important factor to achieve a successful project. SBS Agency, helps you in achieving that by guiding you through the needs of each customer, the specifities of each projects and the regulations of each market



Benefits of working with SBS-Agency

1. Multi-market expertise

Working with SBS-Agency means benefiting from unique expertise covering three of the largest European markets: France, Spain and Portugal. This allows brands to centralise their expansion strategy whilst accessing specific local knowledge for each country.

2. Network

Over the years, SBS-Agency has built a solid network of partners in the mass market and pharmacy sectors, enabling cosmetic manufacturers to accelerate their entry into these markets. In addition, this network facilitates obtaining listings from key players and strategic points of sale.

3. Customized Support

Each client is unique, and SBS-Agency is committed to offering a tailor-made service, based on the specific needs and objectives of each brand. From market research to sales management, including strategy consulting, the agency offers comprehensive and flexible support.

4. Measurable Results

SBS-Agency makes it a point of honor to provide tangible results to its clients. The agency allows to follow the evolution of sales, brand awareness, and the effectiveness of the marketing actions carried out. This guarantees a continuous improvement of strategies and a permanent adjustment to market realities.





By choosing SBS-Agency, cosmetic manufacturers **secure a trusted strategic partner** to **successfully expand** into the **French, Spanish and Portuguese markets**, whether for the mass market or the specialized pharmacy and parapharmacy sector. With its local expertise and global approach, SBS-Agency **offers tailor-made solutions** to accelerate growth and maximize the chances of success of international beauty brands.





Know me better

Born in France and having lived in 3 different countries, I have always been unwittingly in an international world. Having lived in London then in Barcelona and then studied at the University of Bath, I then specialized in export sales. Having been responsible for markets in Africa, Asia, the United States and also all over Europe, I have specialized since 2017 in the world of cosmetics where I have been able to work for both SMEs and multinationals, always with the mission of opening new markets and establishing the different brands with the main players. Perfumes, Bodycare, Skincare, Haircare or even selftan, I have been able to develop brands as well as work on several White Label projects. I was also lucky enough to be able to specialize in the development of the Pharmacies and Parapharmacies market in France and Spain. All this allows me today to help companies penetrate the different European markets by determining with them the best strategy to follow, the marketing tools to use, the main distribution channels to attack.

Are you ready?

Name Julien Lagomarsino

Nationality: French

Date of Birth: 15/03/82

Studies: Bachelor Degree in International Management at the University of Bath

Residency: Zaragoza, Spain

Languages: Français, Anglais, Espagnol, Italien

Experience: Export Sales Manager for the past 15 ans, for different types of company in charge of all markets : Africa, Australia, Asia, Europe, USA-Canada

In cosmetics:

- Naprodis: 4 years. Organic Cosmetics Manufacturer based in the US (small company, opened ROSS Market USA et Sprouts USA and smaller accounts of Private Label)
- Saphir Perfumes: 3 years- In charge of the French, UK, German & Benelux markets-
- Mibelle (2 years): France-Spain-Portugal-Italy
- SBS Agency- Free Lance: - Fleurance Nature- Aquarius Cosmetics- Diva Int- Naturalia Tantum- Babaria- Aurigame- Ferrari Cosmetics

Specialised markets : Mainly focused on the French, Spanish and Portuguese markets – Mass Market/Pharmacie-Parapharmacie & Private Label



Services- SBS Agency

- Analysis of the French, Portuguese and Spanish cosmetic market.
- Explain the differences and how each market works: Pharmacy, Mass Retail, Perfumeries.
- Design with you the best strategy to attack each market.
- Analyze with you your product assortment and what could best suit the market.
- Advise you on all the marketing material needed to succeed.
- Help you prepare this material: (find suppliers if necessary, check translations, etc.).
- Help you on payment terms and find the best solutions for each client.
- Find the best logistics solution and partners if necessary.
- Prepare a customer agenda and organize meetings with the main buyers.
- Organize a network of sales agents in each country (if necessary, for example in the pharmaceutical market).
- Help you in the product certification process if necessary (process of importing products into the EU, responsible person, etc.).



Proven Records

- Clarel: Referenced selftan and Bodycare products (Spain) 1,000 stores
- Clarel: Private Label Suntan protection
- Druni: referenced Selftan, Bodycare and Haircare products (Spain) 200 stores
- B&M: Referenced Perfumes (France) 150 stores
- Gifi: Referenced Perfumes (France) 600 stores
- Maxi Bazar: referenced Perfumes (France) 150 stores
- Nocibé: referenced Selftan- online (France)
- Douglas: Referenced Selftan- Bodycare and Haircare products – Organic Cosmetic Products (Spain) –
- Saga Cosmetics: Referenced Selftan products (France)- 110 stores
- Perfumes & Companhia: Referenced Selftan (Portugal)- 60 stores
- Aldi France: Advent Calender (1000 stores)
- El corte Ingles: current negotiations Bodycare & Skincare – Private label (Spain)- 30 stores
- Auchan: current negotiations Skincare and Suncare - 1000 stores
- Monoprix: current negotiations skincare and suncare (France)- 300 stores
- Sonae Mc: Referenced Selftan- (Portugal)- online & 300 stores
- Auchan Portugal: referenced Haircare through distributor. Selftan, Bodycare, direct (Portugal) 35 stores
- Primor: Selftan- Bodycare (Spain)- 200 stores
- Tigota: skincare(Italy)- 600 stores
- Acqua Sapone: Skincare (Italy)- 600 stores
- Intermarché: skin and suncare
- Carrefour Parapharmacy: negotiations
- Carrefour: Skincare and suncare & Private Label

