



Press Release

ANNEMARIE BÖRLIND – Natural Beauty is “Germany’s Best Face Care & Cosmetics Brand”

(Calw, October 27, 2018) “Germany’s Best” was initiated by *Focus Money* in partnership with IMWF Institut für Management- und Wirtschaftsforschung. The study tested 20,000 brands from 258 product segments to determine how customers perceive them.

The study, which will be published in a *Focus* special edition on October 27, 2018, is based on almost 34 million customer statements in online and social media made between December 1, 2017 and May 31, 2018.

The response to ANNEMARIE BÖRLIND – Natural Beauty was extremely positive. A total of 30 brands were able to establish themselves in the “Face Care & Cosmetics” category. With 86.2 points, the natural cosmetics brand from the Black Forest ranked 9th among cosmetics brands, all of which are classified as conventional cosmetics. This makes ANNEMARIE BÖRLIND number 1 among natural cosmetics brands, and the products can now proudly bear the “Germany’s Best Face Care & Cosmetics” seal.

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