



Polska Beauty Association

From Europe's Invisible Manufacturing Hub to a Global Premium Category

Initiative: Building a national economic movement and a modern international image for Poland.

Goal: Uniting the Polish beauty sector under a single, powerful national brand.

Team: Maciej Chmura, Zuzanna Ozga, Chris Dodge.

Launch Year: 2026.



One Voice, One Strategy, Global Success

Mission

To unite Polish cosmetics brands to execute a shared strategy, transforming a fragmented market into a powerful, globally recognized „Polska Beauty” category.

Vision

Building a modern ecosystem that bridges advanced science, exceptional craftsmanship, and luxury branding. We want the world to choose Polish products not for low prices, but for their unique value and prestige.



**POLSKA
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Origin of the Name: Why „Polska Beauty”?

Creating a New Category, Not an Acronym

The End of „P-Beauty”

We deliberately reject the acronym „P-Beauty”. In English, the phonetics of the letter „P” (pee) trigger negative associations, creating an immediate psychological barrier in the Premium segment.

The Power of the National Brand

We stand firmly by the full name **Polska Beauty**. It is proud, clear, and instantly positions the country of origin as a guarantor of quality.

Category Building

Just as France owns „French Chic” and South Korea established „K-Beauty”, we are building „Polska Beauty” as a global synonym for clinical efficacy and modern, natural luxury.



The Hidden Power of the European Market

Introduction – Poland's Potential



16.8%

Growth Leader:

The Polish cosmetics market grew by 16.8% in 2024, nearly doubling the EU average of 8.5%.



#5

Scale:

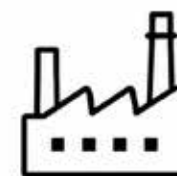
We are officially the 5th largest cosmetics market in the European Union and the 9th largest global exporter.



#9

Foundation:

74% of cosmetics companies in Poland are backed by domestic capital, generating 65% of the entire industry's net profit.



74%

Conclusion:

We have the volume, the infrastructure, and the quality; we are only missing a unified narrative and orchestrated execution.

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Strategic Benchmark – The K-Beauty Blueprint

Understanding the Scale of Global Success

USD 14.12 billion
in 2023

USD 27.99 billion
by 2032

The K-Beauty Growth Trajectory:

According to a market report by Credence Research Inc., the global market for K-Beauty products is projected to double from USD 14.12 billion (\$14,123.95 million) in 2023 to USD 27.99 billion (\$27,999.43 million) by 2032.

Government & Community Orchestration:

This massive expansion began in 2010 when the Korean government launched an active policy to support brands in the West. By 2011, they actively engaged expatriate networks (Korean-Americans), trade shows, and niche influencers to secure an unshakeable foothold.

The Polska Beauty Target:

By replicating this systemic approach—and pairing it with stricter EU standards, scientific rigor, and superior manufacturing quality — Poland possesses the exact same global potential to build a multi-billion dollar brand category.



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Our Solution

Polska Beauty Association as a Three-Tiered Platform



Movement:

A shared narrative, global promotion, and education. We are building deep consumer and industry pride in Polish premium products both at home and abroad.



Institution:

A strong, unified voice for the industry in dialogue with governments and international bodies, actively resolving systemic supply chain bottlenecks (e.g., strategic access to chemical raw materials like surfactants).



Business Platform:

A practical commercial vehicle driving shared international trade shows, standardized retail portfolios, and direct matchmaking with global distributors.



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Strategic Positioning & Key Differentiator

Growth & Export Heavy, Not Regulatory Heavy

PZPK & PSPKD (Existing Organizations):

Current market associations (The Polish Cosmetics Industry Association and The Polish Association of Cosmetic and Detergent Industry) are heavily centered on corporate compliance, legislation, and strict regulatory frameworks (regulatory heavy). While vital, their focus remains purely defensive and administrative.

Polska Beauty Association (Deliberate Non-Duplication):

We intentionally refuse to duplicate these administrative efforts. We do not navigate bureaucracy. PBA is a strictly offensive, commercial, growth-oriented, and image-driven vehicle (growth & export heavy).

Our Exclusive Focus:

We dedicate 100% of our resources to cross-border brand building, transforming Polish products into highly coveted global premium categories, opening doors to untargeted international networks, and directly driving export sales acceleration.



Collaboration Ecosystem

Uncompromising Partnerships Without Borders



Membership:

PBA unites Polish cosmetics brands—from agile indie startups to industrial giants—alongside international partners who share our vision of Poland as a global beauty leader.

Total Openness:

We actively collaborate with every organization, enterprise, and individual who believes in this movement and wants to build Poland's strong international standing.

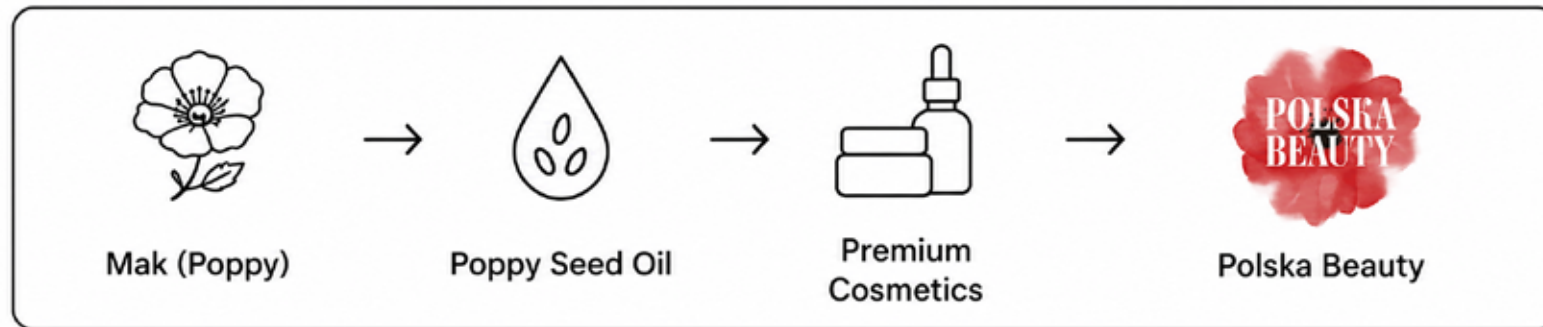
Shared Goal:

We do not compete internally; instead, we stand together to capture global market share from foreign competitors.

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Visual Identity – Symbolizing „The Poppy”

Our National Flower and Ingredient of the Future



The PBA Logo:

The association's official visual symbol is the Poppy (Mak) a striking red flower deeply rooted in Polish nature, landscape, and cultural heritage.

Association IP:

The poppy graphic assets and the name „Polska Beauty” are the protected Intellectual Property (IP) of the association, safeguarding the premium quality standards of our certified members.

Cosmetic Powerhouse:

The poppy represents more than pure aesthetics; it is a highly valuable cosmetic raw material (poppy seed oil, intensive soothing properties), serving as a perfect bridge between traditional heritage and modern clinical science.



Trade Show Initiative – Kraków: The Bologna of the North

A Global Beauty Hub in the Heart of Europe

The Vision:

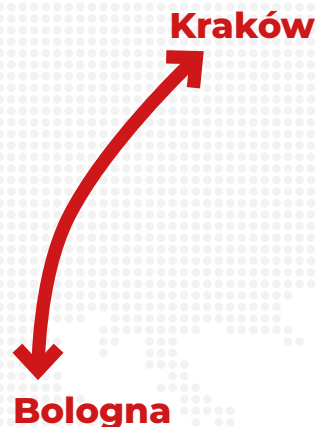
Establishing a world-class international beauty trade show hosted natively in Poland (utilizing venues like Kraków Expo).

Bologna of Northern Europe:

Transforming Kraków into the primary commercial beauty hub for Northern and Central Europe, mirroring what Bologna represents for the South.

Global Reach:

A landmark trade event featuring brands and buyers from all over the world, organized under the strategic guidance and narrative of the Polska Beauty Association.



Value for Members (ROI)

Tangible Growth Engines for Your Business



Trade & Export:

Direct connection pipelines to international distributors, buyers, and major global retail networks.



Shared Pavilions:

Significant reduction in international trade show costs by exhibiting together under a single, highly impactful national umbrella.



Education & Audits:

Access to complimentary Brand & Export Readiness Audits alongside expert consultancy on premium brand scaling.



Credibility:

PBA membership serves as a premium seal of quality, safety, and innovation for foreign markets.

A red flower-shaped logo with the text "POLSKA BEAUTY" in white, bold, capital letters.

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Operations (Key Programs)

Tools for Real Commercial Impact



Polska Beauty Buyer Kit:

A curated, complementary basket of products from various members, presented to global retail buyers as a turn-key shelf solution by a shared export manager.

Showcase Lines:

Highlighting contract manufacturers and laboratories by developing luxury showcase lines that display the absolute peak of Polish formulation technology and research.

The Industry's Voice:

Actively tackling regulatory and supply chain bottlenecks (such as lobbying for strategic domestic access to surfactants and essential chemical components).

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Priority Market: USA & Chicago

Our First Global Foothold



Chicago

Kraków

Why the USA?:

A massive market showing immense openness to innovative concepts, clean beauty, and indie brands.

America's Beauty Show (Chicago):

Our top-priority target event. We will leverage the massive Polish-American diaspora as natural brand ambassadors and business partners to establish an immediate commercial foothold.

Strategy:

Constructing a landmark Polish Pavilion that sells not just standalone products, but the comprehensive, high-end „Polska Beauty” experience.



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Leadership & Governance

The Experts Driving the Transformation

Maciej Chmura

General Director

Brings over 10 years of experience in the startup ecosystem and executive roles within major financial institutions. Oversees macro strategy, institutional relations, and the foundational expansion of the movement. Co-founder of the brand ZANA Cosmetics.

Zuzanna Ozga

Creative Director

Over 15 years of experience in branding and visual identity design, with a proven track record working with prominent Polish cosmetics brands. Manages brand governance, ensuring impeccable aesthetics across the movement and overseeing the „Poppy” identity system. Co-founder of ZANA Cosmetics.

Chris Dodge

International Advisor

Kraków-based beauty industry expert with over 40 years of international trade experience; guarantees global credibility and direct access to major US retail networks.



Summary and Next Steps

From Vision to Execution

Political Foundation:

Advanced discussions have already been initiated with key policymakers and strategic partner organizations to secure structural backing for our industrial agenda.

The Founding Circle:

Finalizing the enrollment of our first „Founding Members”—industry leaders ready to pioneer the unified strategy.

Landing Page & Presentation:

Launching the official digital platform and public campaign promoting the PBA logo and the broader „Polska Beauty” category.

Chicago 2026:

Kicking off operational preparations for the national offensive at America’s Beauty Show.

Polska Beauty Association:

The future of the Polish luxury sector begins here.

