

# Product Launch Enhanced with Chemidex Media

## mibellebiochemistry

**Customer:** Mibelle AG Biochemistry  
**Region:** North America, Europe  
**Industries:** Personal Care & Cosmetics  
**Media:** Cybrary Spotlight  
 eNewsletter Spotlight



*Mibelle Biochemistry, a Swiss company, is specialized in the research and development of innovative, high quality actives for the cosmetic industry. Inspired by Nature, Mibelle Biochemistry transforms naturally derived compounds into truly functional cosmetic ingredients.*

In 2008, Mibelle AG Biochemistry became the first company to launch a new innovative ingredient based on skin stem cells and launched a comprehensive marketing program to build brand awareness and promote the health benefits of their new ingredient. For this significant new product launch, Mibelle Biochemistry utilized seven leading industry publications, four interactive website sponsorships and the Chemidex Personal Care & Cosmetics Cybrary.

While branding was important to this new product launch, Mibelle Biochemistry was ultimately needing to create conversations with formulators and scientists to discuss the benefits of their new ingredient as they begin the product development process.

“ The efficiency of Marketing activities and spending at Chemidex is measurable by the qualified sales leads sent to us. ”

BEATA HURST, SALES & MARKETING MANAGER

### The Results

**9000+ Media impressions** in North America & Europe

**400 Unique sales opportunities** generated from the full media program

**340 Unique manufacturing/Research & Development companies** represented in the sales opportunities

### Why Chemidex?

Chemidex is the most effective way to reach your current and future customers. We pre-qualify all registered members to assure completeness and accuracy and provide actionable high quality sales opportunities at the earliest possible moment in the decision-making process.

And now, with the new Chemidex **Sales Sonar**<sup>®</sup> reporting platforms, our ability to communicate sales opportunities in real-time is more compelling than ever. Learn more at: [www.chemidex.com/media](http://www.chemidex.com/media)

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