



ANNEMARIE BÖRLIND – Natural Beauty Wins Category at German Brand Award 2016

(Calw, June 20, 2016) The panel of experts at the German Brand Award 2016 selected ANNEMARIE BÖRLIND – Natural Beauty as the winner in the category “Industry Excellence in Branding / Beauty & Care” and in this way honored the brand strategy of the natural cosmetics brand from the Black Forest.

The award was accepted by Nicolas Lindner, managing partner of Börlind GmbH, at a gala event on June 16 in Berlin.

“To meet the growing demands in the natural cosmetics market, we have worked together with the agencies Blackeight and hauser lacour to refine our brand promise. It was important to us not only to rework our product design, but also to incorporate this new design into all of our communication tools. We see this award as confirmation and recognition of our successful brand relaunch,” says Nicolas Lindner about the honor.

The German Brand Award is an award that honors successful brand management in Germany. The goal is to discover, present, and honor pioneering brands and brand makers. The competition was established by the German Design Council. An independent panel of brand experts from a variety of disciplines selects the German Brand Award winners.

Press contact:
Börlind GmbH
Silva Imken
Head of Press and Public Relations
T: +49 (0) 7051 6000-959
s.imken@boerlind.com

BÖRLIND GmbH
www.boerlind.com
T +49 (0) 7051.6000-0
F +49 (0) 7051.6000-60
mail@boerlind.com

DADO-cosmed GmbH
www.dadosens.com
T +49 (0) 7051.590-93
F +49 (0) 7051.590-99
info@dadosens.com

Lindenstraße 15
75365 Calw, Germany
Black Forest

**ANNEMARIE
BÖRLIND**
NATURAL BEAUTY

Börlind Gesellschaft für
kosmetische Erzeugnisse mbH

Court of registry:
Stuttgart, HRB 330215

Managing Partners:
Michael Lindner, Nicolas Lindner

**DADO
SENS**
DERMACOSMETICS

DADO-cosmed GmbH
Court of registry:
Stuttgart, HRB 331040

Managing Partner:
Michael Lindner, Alicia Lindner