



Dear Valued Partners & Clients,

We are celebrating something truly special: **Continental Cosmetics will be turning FIFTY years old in 2026!**

Fifty years in business is an incredible achievement. It fills me with gratitude, pride, and a profound sense of responsibility.

With you, I want to take a moment to reflect on the relationships that have shaped our story since 1976. I think of the dedicated staff who helped build this company, the wonderful clients we have been lucky to serve, and the many friends we have made along the way. But most of all, I think of my grandfather, George Schilke. It's been seventeen years since he passed, yet his presence is felt more deeply in everything we do.

He was a straight-forward man; *you have to be reliable*, he'd say. *Care about the work. Respect the people you serve. Nothing fancy! Just do the right thing, and do it the right way.*

When I stepped into leadership after his passing, I focused on moving this company forward while staying true to the values that built it. His approach was simple, but it remains at the heart of who we are at Continental Cosmetics.

Since our beginning, we have experienced major shifts. The pandemic tested our industry and reshaped how everyone worked. But through every challenge, you, our partners, kept us steady.



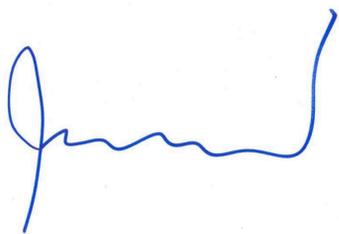
We are so proud of the many brands we have represented, especially our forty-year partnerships with GEHWOL and Thalgo, and our twenty-five-year partnership with Skeyndor. We are just as grateful to every esthetician, small business owner, and distributor who has trusted us for decades, some since the very beginning.

Our partnerships begin with YOU. Your values, your effort, and your trust is what keeps the standard alive, and we strive to honour that every day.

Today, more than 3,000 esthetic partners across Canada rely on us, and more than 50 distributors help us reach the furthest parts of the country. Our European relationships grow stronger, and we remain dedicated to bringing you esteemed brands such as GEHWOL, Thalgo, Skeyndor, TOOFRUIT, Blomdahl, and others. Together with our partners across the beauty, health, and wellness sectors, we are able to support thousands of professionals and clients.

As we enter our 50th year, we want to celebrate with you. **For fifty weeks, we will launch a new promotion, event, or exclusive offer. We'll also be hosting a monthly giveaway!** Our goal is to help make 2026 a year of peak growth and new opportunities for you, and we believe these initiatives will bring real value to your business.

Thank you for your enduring commitment. Thank you for being part of our story.



Jake Vella

President at Continental Cosmetics