

Change of leadership

A new face at the head of the company and a new direction for further dynamic market development

Yves Vincent BROTTIER, founder and owner of E-SWIN, retired as majority owner in April 2018 and passed the management on to Petra BRUCKMÜLLER. As a business partner and manager of many years, she has extensive experience in the development of the E-SWIN product and sales concept to offer. In becoming president and CEO, Petra BRUCKMÜLLER is taking over the management of the newly structured E-SWIN corporate group with a clear direction and potential to further develop the international export markets.

The founder and visionary Yves Vincent BROTTIER remains in the group as shareholder and counsellor in product development.



Yves Vincent
BROTTIER



Petra
BRUCKMÜLLER

10 years of inventiveness

E-SWIN can be traced back to the vision of Yves Vincent BROTTIER and officially originated and started on the market with the E-SWIN company creation in 2008. Inventiveness and innovative courage made the impossible possible: packing a technology that weighed 50 kilograms into a device weighing less than 6 kilos, while setting completely new standards of effectiveness and safety. It also succeeded in revolutionising the IPL technology that had been the norm on the market until then, as well as in patenting the innovative IRPL® technology and a novel air-cooling system.



All product developments are medically certified and supported by clinical tests that confirm the safety and effectiveness of the application in question.

10 years of product development

E>ONE was launched on the market as the first innovation in 2008: the first hair removal device with professional technology available for home users, and still the only one available worldwide. E>One had been sold over 40 000 times by the end of 2018 and is used nowadays by more than 100 000 private users.

Other innovations for the professional beauty and medical fields soon followed, with devices for lasting hair removal, collagen stimulation, pigment spot treatment and acne. E-Swin devices stand out not only due to their effectiveness and safety, but also to their mobility and ease of use, freedom from maintenance, simple operation and high comfort of use.

In 2015, another market novelty succeeded with the first lasting treatment solution for the dry-eye syndrome. The E>Eye device has become the leading treatment method in ophthalmology after only 3 years and is now sold worldwide in over 50 countries. With a treatment success rate of more than 85 % ^{*)}, E-Eye outshines standard IPL devices of other providers by far.

**) Proven by effects and treatment successes in numerous medical studies and confirmed in more than 150 000 performed treatments.*

10 years of internationalisation

Right from the start, as a French company, E-SWIN was committed to production in France and guaranteed high quality and service standards in accordance with the ISO and medical device manufacturer certification.

By now, the export rate is over 80 % and growing, with more than 40 international distributors. While E-SWIN counts on developing existing customer relationships on the domestic market in France, the continued vigorous development of new markets and the finalisation of difficult product registration processes are the export foci. With the founding of ESW Vision in 2017, a fully owned distribution subsidiary of E-SWIN, opportunities were created for international sales in ophthalmology and the optical sector. ESW Vision now generates 60 % of the operative turnovers within the corporate group.

Our mission for the future

E-SWIN is well set for further growth! The company has been based in Houdan (60 km from Paris) since 2016. The new, modern site offers more space for development, production, storage and shipping, and thus the best conditions for international competition.

For the professional beauty and medical market, new sales and application concepts allow the exploitation of interesting niche markets and innovative reactivity to changing and diverse market requirements.

For the business field of ophthalmology and ophthalmic optics, new concepts are almost ready to be introduced to the market and will also promote further international growth.