

Graphit Lifestyle Invests in IONIQ Skincare: A Strong Partnership for the Future of Skincare

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Graphit Lifestyle acquires a 20 percent stake in IONIQ Skincare, merging pioneering skincare technology with strategic brand expertise.

Markdorf – A strong brand is built not only through innovation but also through visionary partnerships. Graphit Lifestyle, both an investment company and a marketing agency, has demonstrated this by acquiring a 20 percent stake in IONIQ Skincare, a company that is redefining skincare with its patented Magnetic Skin Technology.

Innovation meets Brand Power

Originally founded as a corporate start-up within the WAGNER Group, IONIQ Skincare has firmly established itself as a pioneer in skincare technology. After eight years of intensive research, the company launched its award-winning skincare system in 2021, combining cutting-edge electrohydrodynamic (EHD) spray technology with Magnetic Skin Technology to enable even, efficient, and touch-free application – both resource-efficient and innovative.

“Our goal is not only to position the brand internationally but also to drive its sustainable growth”, explain **Franziska Piëch and Taskin Yüksel**, founders of Graphit Lifestyle. **Guido Bergman**, CEO of WAGNER, adds: “With Graphit Lifestyle as a strong partner, we will unlock IONIQ Skincare’s full potential and elevate the brand to a new level.”

Strategic partnership for growth and expansion

The partnership with Graphit Lifestyle grants IONIQ Skincare immediate access to a premier network of industry experts, marketing strategists, and investors, unlocking new growth opportunities. At the heart of this collaboration is the strengthening of brand identity, positioning IONIQ Skincare as an iconic, technology-driven beauty brand.

More information via www.ioniqskin.com and <https://ioniqskin.com>

Pictures are available in the [media database](#)

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Contact:
leisure communications
Helena Zacher
Tel.: +4917630427819
mailto:hzacher@leisure.at

<https://www.leisure.at/presse>

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