PRESS RELEASE

Appointment of Bertrand Frohly as CEO of Patyka

Paris, September 28, 2026 – Finoli is pleased to announce the appointment of Bertrand Frohly as CEO of Patyka, a leading pharmacy skincare brand.

After more than 20 years at L'Oréal, where he held marketing and general management roles across Europe and Asia, followed by 4 years leading Laboratoires Filorga and, more recently, the position of Interim CEO at RoC Skincare, Bertrand Frohly brings over 30 years of experience in the cosmetics industry to Patyka.

Patyka is one of the leading skincare brands sold in pharmacies, distributed through a network of 4,000 points of sale, including 3,000 pharmacies. In France, where the brand generates just over 50% of its revenue, Patyka has a strong foothold, with an international presence extending to Italy, Spain, Switzerland, Morocco, and Mexico. An expert in anti-aging care, Patyka develops its formulas in its own in-house R&D laboratory, with efficacy proven through more than 80 clinical trials and 3 patents.

With the arrival of Bertrand Frohly, Patyka is entering a new phase of development, driven by his experience and leadership. **His mission : to accelerate the brand's growth and strengthen its profitability.**

About Patyka

Founded in Paris in 2002, Patyka is a pioneering clean cosmetics brand, designed to combine efficacy and naturalness. Its high-performance anti-aging dermocosmetic products, formulated in its Parisian laboratory and manufactured in France, combine biotechnological ingredients and botanical actives with proven efficacy.

About Finoli

Founded in 2008, Finoli is a French industrial group active notably in the education, healthcare, and industrial sectors. An independent, privately-owned mid-sized company (ETI) controlled and led by its founders, it has pursued a long-term development vision for 20 years, driven by strong values: excellence, innovation, ethics, and merit.

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