Bora Creations – South African trademarks

Updated 8 November 2026

Bora Creations is a German cosmetics company that makes the affordable make-up and nail brands essence and Catrice.

How Bora Creations has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#255
largest trademark owner in South Africa (of 121,626)

232
trademarks filed

10
different logos published since 2020

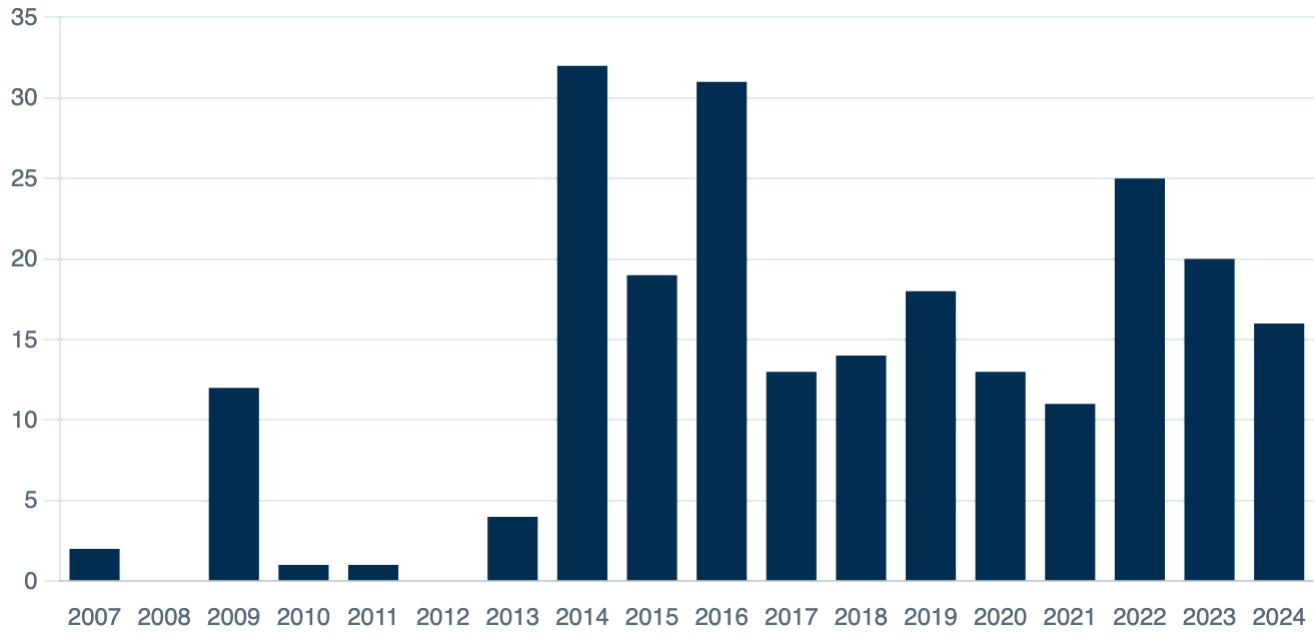
15
of 45 classes used

2007
first trademark filed

161
filed in the last 10 years

A portfolio built over time

Bora Creations filed its first South African trademark in 2007 and has filed 232 since; its busiest year was 2014, with 32 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

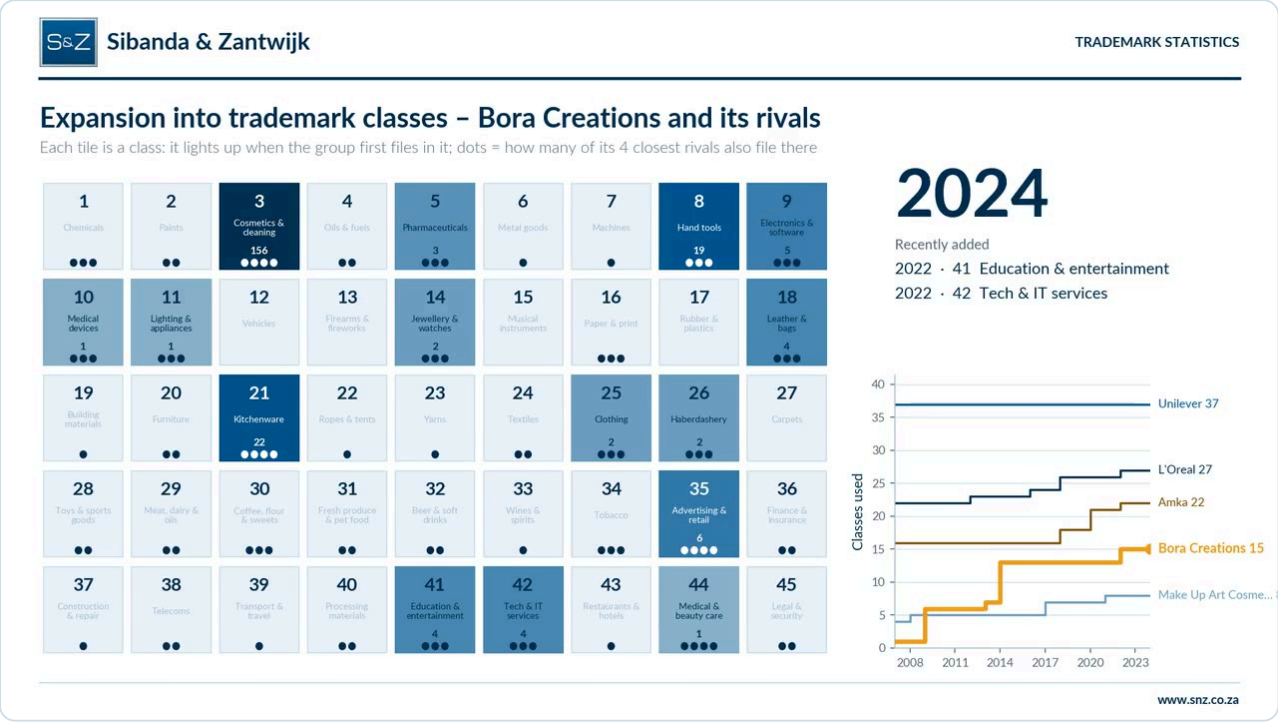
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Bora Creations	234	2007–2024

Where Bora Creations expanded its business

Trademark classes show what a business sells. Bora Creations' portfolio is concentrated in cosmetics & cleaning (class 3), kitchenware (class 21), hand tools (class 8). Its most recent moves were into education & entertainment (2022), tech & it services (2022), advertising & retail (2014).

Bora Creations trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bora-creations-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
3 Cosmetics & cleaning	156	67.2%	2007
21 Kitchenware	22	9.5%	2009
8 Hand tools	19	8.2%	2009
35 Advertising & retail	6	2.6%	2014
9 Electronics & software	5	2.2%	2014
18 Leather & bags	4	1.7%	2014
41 Education & entertainment	4	1.7%	2022
42 Tech & IT services	4	1.7%	2022

The brands Bora Creations protects most

The word marks and logo names Bora Creations has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CATRICE	25	12	2007–2022
2	ESSENCE	13	7	2007–2024
3	L.O.V	9	3	2015–2015
4	GIRL SQUAD	4	4	2018–2018
5	IT'S NOT MAGIC, IT'S MAKE-UP	4	4	2022–2022
6	STUDIO NAILS	4	4	2013–2013
7	LASH PRINCESS	4	3	2014–2023
8	BE THE CREATOR OF YOUR OWN MAGIC	3	3	2024–2024
9	BEAUTY GREAT AGAIN	3	3	2021–2021
10	CALL ME QUEEN	3	3	2023–2023
11	ESSENCE ALL YOU NEED!	3	3	2014–2014
12	ESSENCE NAIL ART	3	3	2009–2009
13	ESSENCE PURE SKIN	3	3	2009–2009
14	INAO	3	3	2021–2021
15	LOVT	3	3	2014–2014

Logos filed most often (since 2020)



13 filings · 7 classes



5 filings · 5 classes



3 filings · 3 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class


1 filing · 1 class



1 filing · 1 class



1 filing · 1 class


1 filing · 1 class

Bora Creations' logos

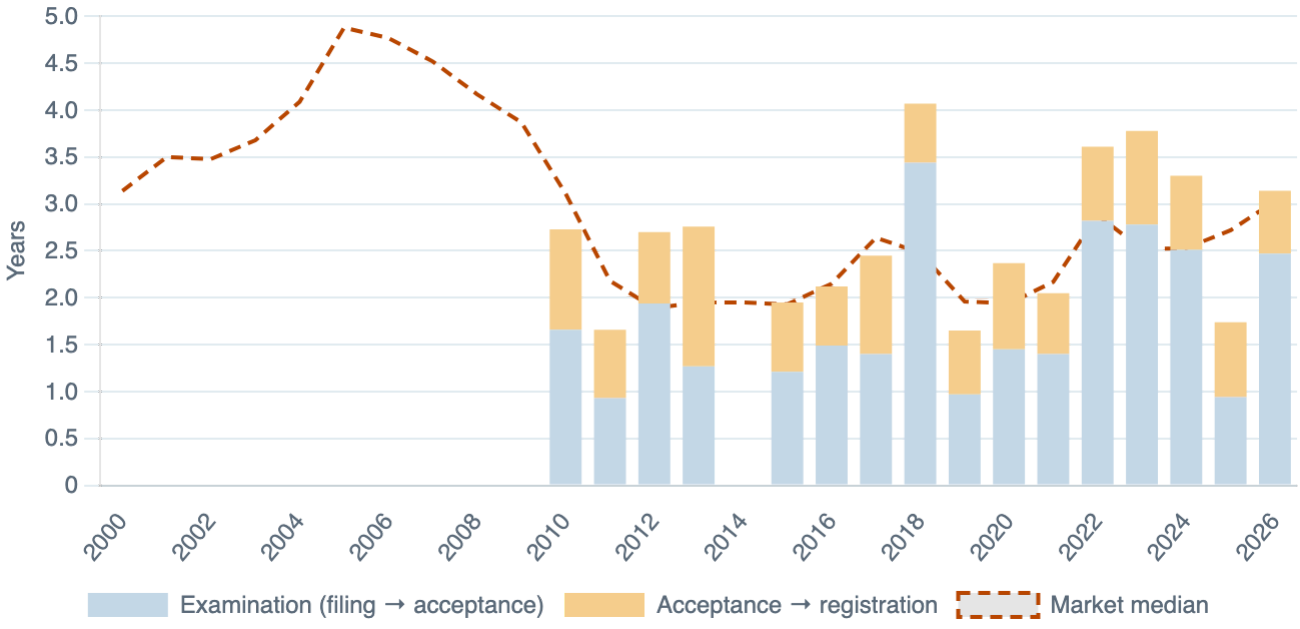
The 10 different logos Bora Creations has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

7 classes	5 classes	3 classes	1 class	1 class
1 class	1 class	1 class	1 class	1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Bora Creations' marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

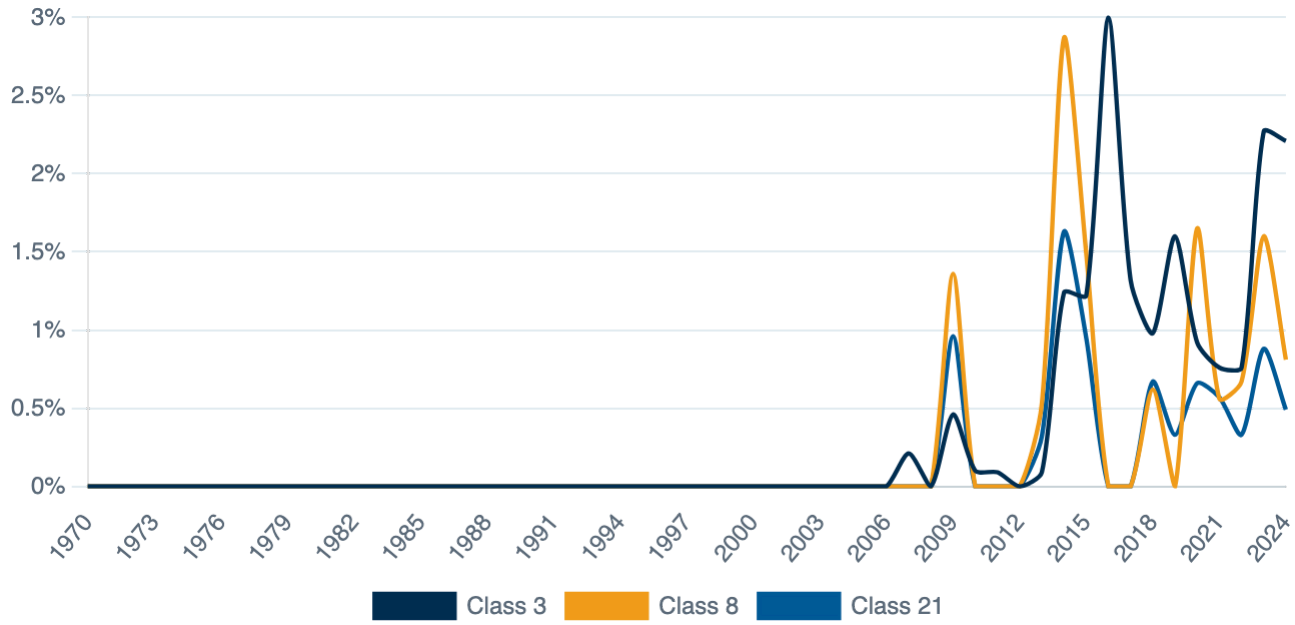


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Bora Creations' classes

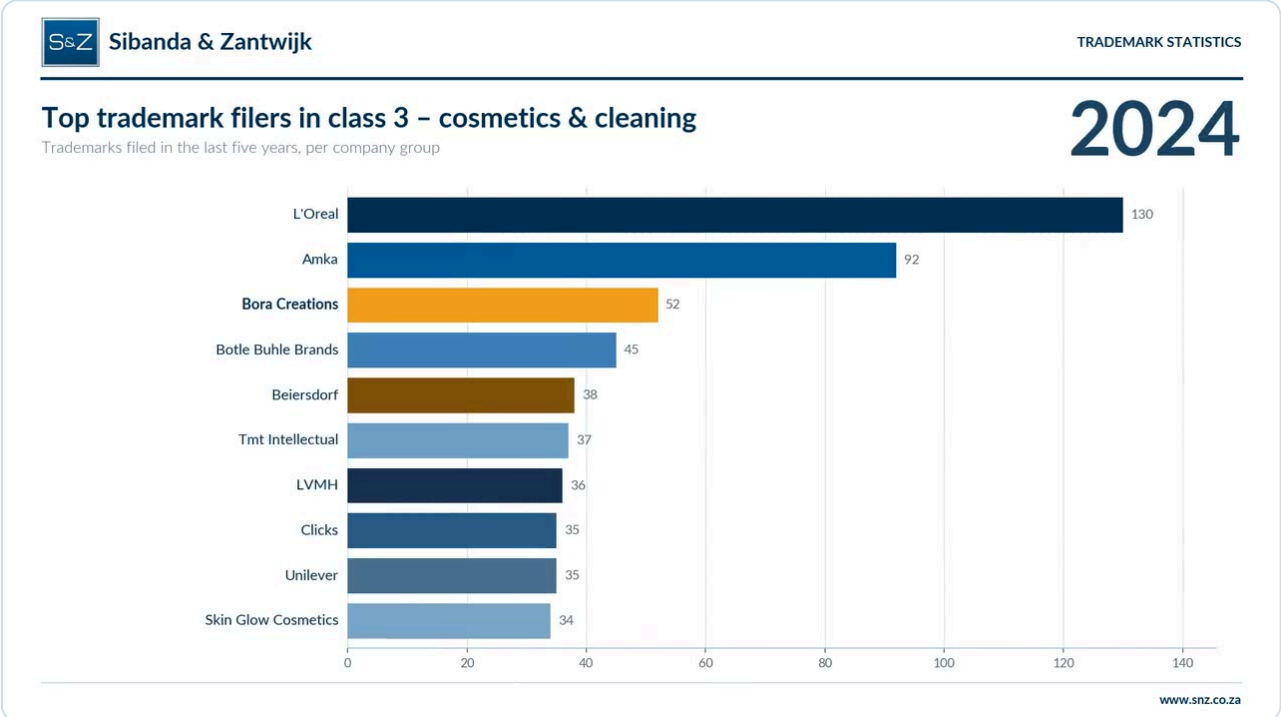
> Ranked by **number of trademarks filed in Bora Creations' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Bora Creations' market position, not who is most like it.

In the last five years, Bora Creations was #3 of 1,836 filers in class 3 (cosmetics & cleaning), with 52 of 3,958 trademarks; #12 of 817 filers in class 21 (kitchenware), with 8 of 1,364 trademarks; #7 of 395 filers in class 8 (hand tools), with 7 of 691 trademarks.



Bora Creations' share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: Bora Creations



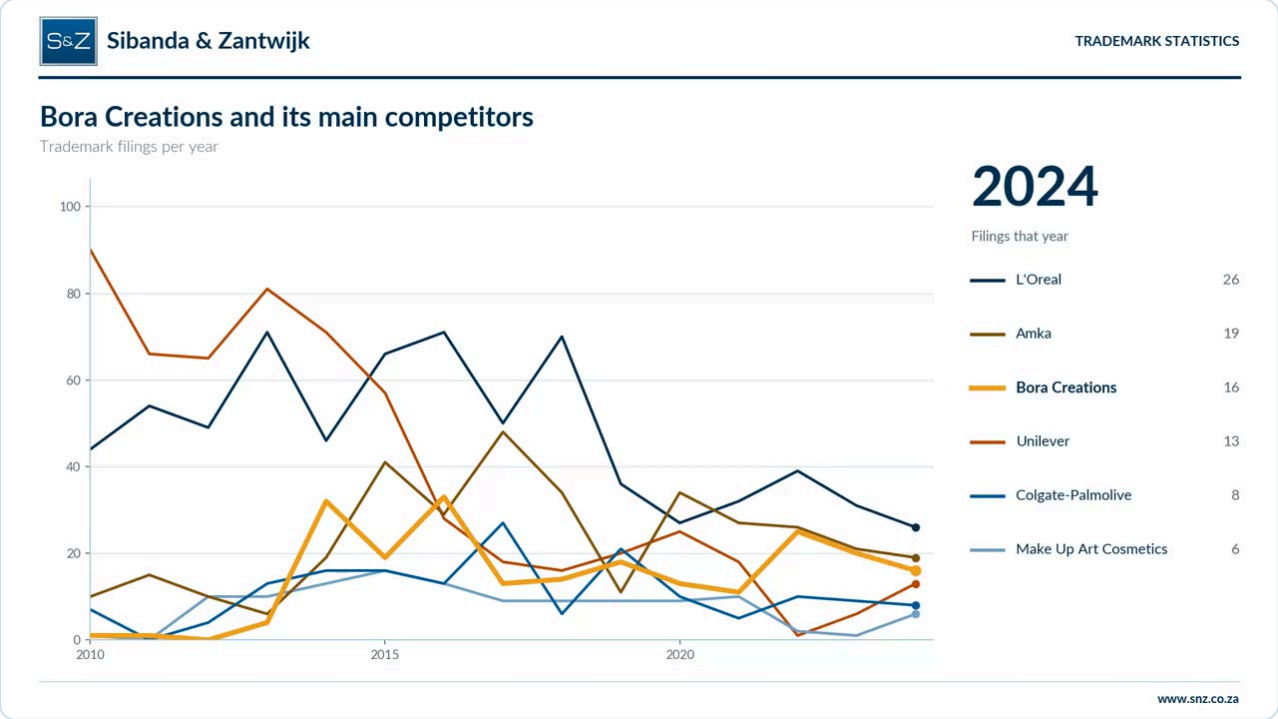
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bora-creations-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Bora Creations

> Ranked by **how similar their whole trademark portfolio is to Bora Creations'** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Bora Creations' closest competitors in South Africa are L'Oreal, Unilever, Make Up Art Cosmetics and Amka.

Bora Creations trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bora-creations-south-african-trademarks/competitors-video.html

Trademark filings per year: Bora Creations (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Direct competitor	99%
2	Unilever	Direct competitor	82%
3	Make Up Art Cosmetics	Direct competitor	81%
4	Amka	Direct competitor	80%
5	Colgate-Palmolive	Direct competitor	76%
6	LVMH	Direct competitor	76%
7	Clinique Laboratories	Direct competitor	74%
8	Beiersdorf	Direct competitor	74%
9	Indigo Brands	Direct competitor	74%
10	Doterra	Direct competitor	74%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Bora Creations – relevant export countries

South Africa exported **US$1.8 billion** of the goods Bora Creations' main classes cover in the last year – cosmetics; mascara; make-up; face (class 3); brushes; sponges; cosmetic; combs (class 21); nail files; eyelash curlers; hand-operated; scissors (class 8); computer software; downloadable software; computer programs; eyewear (class 9); bags; empty (class 18). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Bora Creations' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	79	US$148 m	+3%	National	US$2,388
2	United States of America	74	US$90 m	-2%	National	US$3,425
3	United Kingdom	69	US$36 m	+2%	National	US$1,371
4	Namibia	65	US$221 m	+8%	ARIPO	US$450
5	Japan	64	US$12 m	+1%	National	US$1,774
6	Botswana	62	US$218 m	+0%	ARIPO	US$450
7	Zimbabwe	62	US$164 m	+2%	ARIPO	US$450
8	Canada	62	US$8.1 m	-2%	National	US$2,192
9	United Arab Emirates	61	US$126 m	+5%	National	US$14,375
10	Australia	60	US$16 m	-3%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	65	US$221 m	+8%	ARIPO	US$450 S&Z
2	Botswana	62	US$218 m	+0%	ARIPO	US$450 S&Z
3	Zimbabwe	62	US$164 m	+2%	ARIPO	US$450 S&Z
4	Mozambique	59	US$138 m	-2%	ARIPO	US$450 S&Z
5	Lesotho	57	US$68 m	+9%	National	US$326
6	Nigeria	57	US$23 m	-8%	National	US$1,015 S&Z
7	OAPI (17 states)	55	US$15 m	+6%	National	US$1,563 S&Z
8	Malawi	55	US$33 m	+10%	ARIPO	US$450 S&Z
9	Tanzania	54	US$34 m	-9%	ARIPO	US$450 S&Z
10	Morocco	54	US$2.2 m	+15%	National	US$1,408

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign

trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
CATRICE	12	US$2,436	US$2,856
ESSENCE	7	US$1,421	US$1,932
L.O.V	3	US$609	US$1,194
GIRL SQUAD	4	US$812	US$1,378
IT'S NOT MAGIC, IT'S MAKE-UP	4	US$812	US$1,378

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Bora Creations' five most-filed brands: word marks of **other companies** (not Bora Creations' own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to CATRICE (classes 3, 8, 9, 21, 35; searched 2019-05-29 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to ESSENCE (classes 3, 8, 9, 21, 35, 41, 42; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to L.O.V (classes 3, 8, 21; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to GIRL SQUAD (classes 3, 8, 18, 21; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to IT'S NOT MAGIC, IT'S MAKE-UP (classes 3, 8, 21, 35; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they

are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

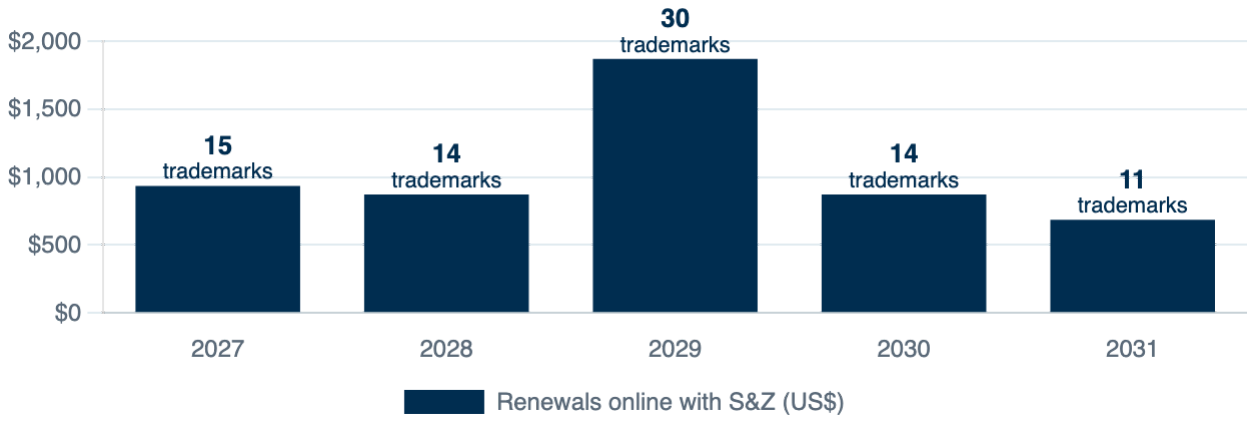
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Bora Creations' next five years of renewals

84 of Bora Creations' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$5,232 over the five years.



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