

ASX Announcement
16 June 2020

COLES to roll out WNB's Jbronze by Jennifer Hawkins **Nationally across 800+ stores**

Highlights:

- **COLES to range Jbronze by Jennifer Hawkins across 800+ stores**
- **Products will be on shelves and also sold via the online stores from August 2020**
- **WNB expects initial sales of over \$2M in FY2021.**

MELBOURNE: 16 June 2020: Wellness and Beauty Solutions Limited (ASX: WNB) ("WNB" or "the Company") is pleased to announce its wholly owned subsidiary, The Giving Brands Company Pty Ltd (GBCo), has been advised that Jbronze by Jennifer Hawkins, (Jbronze) will be sold in COLES following the supermarket's recent range review for its tanning category.

Jbronze is expected to be on sale in about 800 COLES stores from mid-August 2020 and the Company expects the brand will achieve annualised sales of over \$2M in FY2021.

Jbronze is proudly Australian made and owned and has a unique proposition of being all natural 100% vegan friendly, and palm oil and paraben free. The current retail range includes 11 products and Australian supermodel Jennifer Hawkins has been intimately involved in the creation of the Jbronze range which includes self-tanning mousses, creams, illuminiser, and oils that are applied to create a sunless golden tan all year.



GBCo currently retails Jbronze via an omnichannel strategy that includes online, in major pharmacy banner groups, and in grocery at Woolworths.

WNB Managing Director and Chief Executive Officer Ms Christine Parkes said, "There has been strong growth in the Australian self-tan market in recent years. This has been driven by consumers wanting the look of a golden tan, without exposing themselves to the dangers of extended sun exposure.

"Since Jbronze was launched in the market in 2013, the tanning brand has built a strong retail presence in pharmacy and today's announcement further extends this standing in grocery," Ms Parkes said.

Wellness and Beauty Solutions has a growing portfolio of beauty and wellness products with strong cross promotion across its retail network.

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This announcement has been approved for lodgement by the Board of WNB.

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About Wellness and Beauty Solutions Limited

Wellness and Beauty Solutions Limited has a suite of owned and licensed wellness, beauty and lifestyle brands and a network of nine *Immersion Clinical Spas* in Australia.

Our suite of brands is sold to the professional and retail markets via our wholly owned subsidiaries The Giving Brands Company (GBCo) and True Solutions Australia (TSA). Our expanding brand portfolio includes, MICRO19, ELLE Makeup, ELLE kids, ELLE Baby, Jbronze, TANNED, nailKALM, Priori, Aesthetics RX, Glo Skin Beauty, Nanopore, Ilcsi, Lightfusion and OMNILUX.