

**ASX Announcement  
25 November 2020**



## **WNB appointed exclusive distributor for leading French organic and natural make up brand Couleur Caramel**

### **Highlights:**

- **WNB signs exclusive distribution for French organic and natural make up brand Couleur Caramel**
- **Couleur Caramel is the number 1 organic and natural make up brand in France<sup>1</sup>**
- **50% margin with sales target for 3-year term of \$400K, \$500K, and \$600k in the third year.**

**MELBOURNE: 25 November 2020:** Wellness and Beauty Solutions Limited (ASX: WNB) ("WNB" or "the Company") has today announced its subsidiary company True Solutions Australia has signed an exclusive agreement with NATURECOS.COS, Limited Liability Corporation, to distribute the number one French organic and natural make up brand Couleur Caramel. The exclusive distribution rights are for Australia and New Zealand only.

All Couleur Caramel products are Eco-cert certified, are not tested on animals and eco-friendly which aligns with WNB's purpose to provide beautiful products that contribute to the greater good of the world.

Couleur Caramel's range includes foundation and complexion, blush, eyes, and lip products as well as a range of accessories and brushes.

WNB Managing Director Christine Parkes said, "Couleur Caramel has become the benchmark of organic professional makeup at prestigious events illustrating its current rise and standing amongst the professional market."

"Over the last 5 years, Couleur Caramel has established itself as a reference brand in professional makeup for major events, including NRJ Music Awards, the Cannes Film Festival, France's Dancing With The Stars for the last 4 years, The Best, the Alpe d'Huez International Comedy Film Festival and Paris Fashion Week. We are so excited to offer this beautiful brand to the Australian professional make up industry."

The key terms of the distribution agreement are:

- 3-year term with minimum annual sales targets;
- Sales target for 3-year term of \$400K, \$500K, and \$600k in the third year. The Sales targets are based on minimum guaranteed purchase order requirements. In the event that the minimum sales targets are not met, the two parties will negotiate next steps;
- Termination by either party can occur in the event of breach of contract with 60 days' notice.

For details [www.couleur-caramel.com](http://www.couleur-caramel.com).

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<sup>1</sup> <http://www.couleur-caramel.us/>

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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. Our suite of brands is sold to the professional and retail markets via our wholly owned subsidiaries The Giving Brands Company Pty Ltd and True Solutions (TSA) Pty Ltd.

TSA's portfolio includes Organic Naation, Priori, Aesthetics RX, Ilcsi, Omnilux, Nanopore, lightfusion, ORLY, J bronze, Tanned, Novalent Shield and MICRO19.