



**ASX Announcement  
19 November 2020**

## **GBCo. appointed exclusive distributor for US nailcare to the stars brand ORLY**

### **Highlights:**

- **WNB subsidiary the Giving Brands Company (GBCo.) signs as exclusive distributor for LA based organic nailcare brand ORLY in Australia**
- **Signature US brand with high awareness in Australia**
- **Innovators in nail technology and care**
- **Three-year term with minimum sales targets of \$200K, \$500K and \$1M**

**MELBOURNE: 19 November 2020:** Wellness and Beauty Solutions Limited (ASX: WNB) ("WNB" or "the Company") has today announced its 100% subsidiary The Giving Brands Company (GBCo.) has signed an exclusive distribution agreement for the LA-based signature nail care brand ORLY International.

For more than 45 years founder Jeff Pink and ORLY have pioneered the nail care industry by creating innovative tools and superior nail products. ORLY continues to respond to industry needs with a dynamic colour palette of over 150 shades that are completely free of DBP, formaldehyde and toluene. They've led the way in cruelty free and vegan nail care.

"From the conception of timeless nail looks, such as the Original French Manicure®, to cutting-edge nail colour, treatments, textures and design, ORLY meets the style needs of women in over 100 countries, with the finest and safest ingredients," said Wellness and Beauty Solutions Managing Director Christine Parkes.

"ORLY was the first company to develop the original French manicure in the 1970's. It was the cornerstone to the company's rapid growth with models on the catwalk in Paris and Starlets in Hollywood quickly adopting the new look. This is an exciting addition to our GBCo consumer brands portfolio."

Today ORLY continues that innovation with a unique to the nail polish market, Breathable®, a 1-Step Manicure that does not require a basecoat or topcoat, allowing for quick, salon quality manicures at home. This permeable formula allows excess moisture to escape the nail bed, inhibiting water-logged nails and preventing chipping & peeling allowing for a longer lasting manicure.

The key terms of the distribution agreement are:

- Minimum annual sales targets of \$200K, \$500K and \$1M over the three year term
- Termination by either party can occur in the event of breach of contract with 60 days' notice

ORLY will be available from 1 December 2020. For details [www.orlybeauty.com/](http://www.orlybeauty.com/)

**-- ENDS --**

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.

GBCo.'s portfolio includes TANNED, J bronze by Jennifer Hawkins, MICRQ19, Elle make up, Elle Baby and Kids, Organic Nation, and Novalent Shield+

**About ORLY International**

When Jeff Pink founded ORLY International in 1975, he was motivated by a simple idea: to innovate natural nail care. For more than 45 years, Jeff Pink and ORLY have pioneered the nail care industry. A family organisation where he is now joined by his 3 adult children as part of the management team.

By creating innovative tools and superior nail products, ORLY provides the medium to produce quality manicures, allowing consumers and salon professionals to express their most colourful desires.

ORLY continues to respond to industry needs with a dynamic colour palette of over 150 shades that are completely free of DBP, formaldehyde and toluene.