

ALEXAMI - Set to Launch in International Markets

Australian natural mineral make up brand, Alexami Cosmetics, is going from strength to strength. Inspired by nature, Alexami's professional quality mineral makeup and cosmetics are stocked exclusively through spa and beauty industry outlets across the country and come October/November 2010 the brand will be launching internationally in Europe and Asia (countries of Slovenia and Korea).

According to recent research by Euromonitor, natural and organic cosmetics are becoming increasingly popular in emerging markets with consumers becoming more sophisticated and willing to spend on non-essential items.

Slovenia has experienced a decade of healthy growth in the beauty and personal care market and although the economic downturn has negatively impacted household disposable incomes, increased exposure to Western fashion and beauty combined with a genuine concern for protecting the environment is anticipated to see the trend toward natural mineral cosmetics gain momentum.

Last year South Korea experienced several safety related scandals in the beauty and personal care industry, which has resulted in heightened consumer awareness of product safety and increased demand for natural and organic products. Culturally, many Asian women are already familiar with natural ingredients from traditional medicine and with these ingredients perceived to enhance beauty without harmful side effects, natural products continue to appeal. Despite the economic downturn, Korean consumers still showed a preference for premium products in 2009.

Founder Alenka Dirnbek created Alexami on the philosophy that looking good shouldn't come at the expense of your health or the environment and after carefully researching pure local ingredients, she developed the Alexami mineral makeup range to share Australia's natural beauty secrets with women all over the world.

This ecologically and socially responsible code of ethics is central to the brand, so when looking for distributors in each country, Dirnbek wanted to ensure Alexami would be represented by companies who understood the importance of natural products and non-toxic ingredients and were committed to health and the environment.

Originally hailing from Slovenia herself, Dirnbek was eager to share Alexami products with women in her homeland. Knowing the language and having an existing network was a big advantage and made finding the right distributor much easier. In Slovenia, a family-owned company that runs two modern, natural cosmetic pharmacies called Biotopic will represent Alexami. "Their family background is in medicine, chemistry and business management so there's a mixture of educational background, understanding about business, health and knowledge about ingredients," says Dirnbek. "They would like to expand their store concept within the next few years as the sales in natural cosmetic is increasing. They will also be placing Alexami in quite a few other similar stores owned by other



companies sharing a similar philosophy."

Distribution in Korea came about through Dirnbek's friendship with founder and CEO of Mukti Botanicals - an Australian company who share a similar eco-friendly and pro-organic code of ethics with Alexami. Mukti introduced Alenka to her Korean distributor who fell in love with Alexami products and within months, a deal was done.

Alexami provide Australian distributors with product knowledge training videos and power point brand and training presentations that help them educate their stockists, and international distributors will enjoy the same support. In October, all Slovenian retailers and sales assistants who stock Alexami will receive special product training. Dirnbek hopes to conduct the training personally next year 2011.

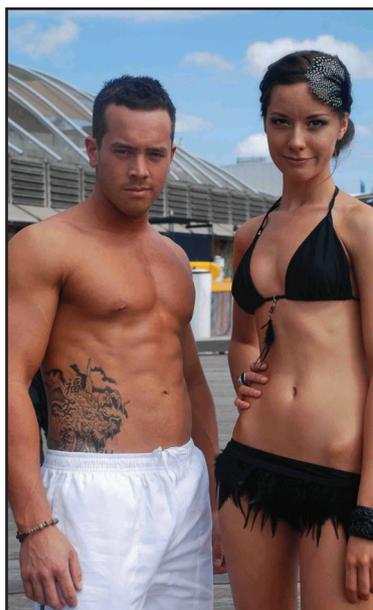
While Korean and Slovenia are the focus for now, Dirnbek aims to expand the brand to other international markets in 2011 and continue developing the high quality, truly natural products that Alexami is known for. "My focus is to develop more unique products, work on limited editions and offer something new on regular basis. This is where my passion is," she says. "We are preparing to launch Alexami in more European countries, as well as Asia and hopefully Middle East."

For further information phone 07 5593 7452.

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THE GODDESS RETAIL RANGE BY NAKED TAN



Naked Tan recently launched a new range of products to meet the needs and expectations of consumers. A line of body care for home!

Goddess Bronze (Instant Tan), Goddess Glaze (Gradual tan) and Goddess Shimmer complete their existing range, the newly packaged Body Cleanser, Body Polish and Crème de la Crème. The launch was held, where beauty editors from all the major trade and consumer media met and were delighted by a trip around the Sydney Harbour on a beautiful boat along with island style entertainment, nibblys and drinks to polish off the day.

For more information got the newly launched website www.nakedtan.com.au