

Adam & Eve Wax evolves to...



JAX WAX australia



After 17 years using the trademark Adam & Eve, Jax Wax is launching a new name, Jax Wax Australia, to better reflect the global nature of its depilatory business.

Tina and Geoff Copland, the owners of Adam & Eve Wax have been involved in the manufacture of quality wax products for 30 years. Since the launch of their revolutionary Adam & Eve beaded hot waxes at the Sydney Beauty Expo in August 2003 the company has grown to be major suppliers of wax to the Beauty and Spa Industry worldwide. Their products are available on every continent and further expansion is planned.

As a proud 100% Australian owned company that manufactures all its products in Australia, time has come for Adam & Eve Wax to rebrand. Currently, Jax Wax depilatory products are sold under two different trade names, Adam and Eve Wax and Meticulous. The new name Jax Wax Australia will unite these two brands under one banner with a primary focus on the firm's unique Australian characteristics. Tina Copland said the company chose to use Jax Wax Australia for both brands as "we didn't want to give the impression

that one brand is preferred over the other". From our countless trips overseas we know that Australian products are highly regarded as being of excellent quality, having superior ingredients and ecologically aware. With an emphasis on these three factors combined with the high standards our customers expect from Jax Wax, I am excited with the next phase for the Company". The new Jax Wax Australia logo is remaining true to Adam & Eve Wax history with the new branding still featuring their familiar apple as a core to the new image. "This will confirm to our customers that our products may look a little different but we are remaining true to our heritage and the values and history behind the brand. We are aiming to emphasise the fundamental values of the range and improve elements, making the products more universal", Tina said.

The new brand will begin to appear on our distributors shelves and in salons over the next months. For distributors and salons stocking

and using Adam & Eve Wax the rebrand to Jax Wax Australia will be a smooth transformation with just the logo changing on all the packaging. Rosie Hoppood, National Sales and Marketing Manager for Jax Wax, says "the rebrand has been very well received across all sectors of the business. Our customers are embracing the name change and are excited about the direction the company is taking not only in Australia but globally."

Over the next few months Jax Wax Australia will be reviewing their product range with aim at introducing matching hot wax and strip waxes. The review process will include streamlining their current range to better reflect the global reach of the business allowing for climate and cultural diversities which face an international company.

www.jaxwax.com.au