

# BUSINESS SOUTH-EAST

## They'll wax lyrical about brand change

An Officer-based wax manufacture is changing its name to better align with its business objectives.

Adam and Eve Wax will now be known as Jax Wax Australia to reflect the global nature of its depilatory business.

With their beauty products now available on every continent, and further expansion on the horizon, owners Geoff and Tina Copland decided it was the perfect time 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.

"Australian products are highly regarded overseas as being of excellent quality, having superior ingredients and ecologically aware," Ms Copland said.

"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 will pay homage to Adam and Eve Wax's history with the new branding still featuring its familiar apple.

"This will confirm to our customers that our products may look a little



Company owners Geoff and Tina Copland.

different but we are remaining true to our heritage and the values and history behind the brand," Ms Copland said.

"We are aiming to emphasise the fundamental values of the range and

improve elements, making the products more universal."

The new brand will begin to appear on distributor shelves and salons over the next month.



Thida Lim is back in business, serving coffee from a coffee cart while repairs are underway inside her fire-bombed Heritage Springs cafe.

## Coffee cart courage

By Helena Adejoju

The owners of a fire-bombed Heritage Springs cafe have bounced back, opening a coffee cart while the damage is repaired.

Thida Lim's coffee cart opened for business on Tuesday 27 June, restoring the local shopping precinct's coffee supply for shoppers and workers.

"It's good to at least have something going," Ms Lim said.

"Everyone has been so nice helping to raise money for us."

She said Heritage Springs was a beautiful community.

"Mums, teachers and workmen have been coming to buy coffee from our cart," she said.

"Thankyou to everyone for supporting us."

Three men who were captured on CCTV vision entering the premises at 2.30am on Sunday 11 June are believed to have sprayed accelerant throughout the shop, and set it alight.

The Pakenham and Nar Nar Goon CFA crews attended to fight the initial fire, and helped to clean up the area in the aftermath. The arson squad was also called into investigate.

Despite the setback, Ms Lim's smile and cheery disposition are the hallmarks of her optimism.

"We are still hoping to be able to open in July," she said.



## Creativity For Business Success

Guest speaker: Clare Bowditch, Founder of Big Hearted Business

We're delighted to announce that our 2017 Women's Lunch is open for business and bigger than ever!

Proudly hosted by the Casey Cardinia Region and presented as part of the annual Victorian Small Business Festival running state wide from 1-31 August, this lunch will provide you with the perfect opportunity to network with other local business women (and men), enjoy a beautiful two course lunch, along with a glass of bubbly on arrival.

I think we could safely say that this years guest speaker Clare Bowditch is an extraordinary and inspiring person!

She has managed to combine her artistic talents with the qualities of a successful businesswoman. She is an ARIA award winning songwriter, performer, radio broadcaster and Logie-nominated actor. Clare is also the founder of Big Hearted Business. Her corporate character teaches creative people about business and business people about being creative as one of the new pathways to success.

Apart from her music, radio and her acting, Clare has been mentoring business people for more than a decade. She is passionate about innovation, problem solving and the benefits of right-brain thinking in everyday business. Like so many, Clare juggles being a CEO, business owner, broadcaster, actress, musician and full time mum to three little ones. How does she switch off!

So why not join us for lunch to hear ARIA Award winning musician, logie nominated actress, founder of Big Hearted Business and ABC Radio Melbourne presenter Clare Bowditch as guest speaker at this fabulous networking lunch along with the gorgeous Marianne Van Dorsler as our MC for the day.

Not to be outdone - you will also have the pleasure of hearing from some of the region's top female business leaders as we take Q&A to a whole new level!

With some brilliant prizes on offer throughout the day, not to mention your chance to purchase some awesome local products or sample services - and all while enjoying the company of some fabulous local business leaders. There's just one thing left to do - secure your seats today!

Secure your ticket to the 2017 Casey Cardinia Business Lunch



Date: Friday 4 August 2017

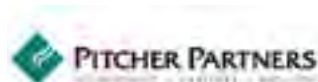
Time: 11.30 am - 2.00 pm

Venue: Cardinia Cultural Centre, Lakeside Boulevard, Pakenham

Cost: \$99 incl GST  
\*CCBG discount applies

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