

ADAM & EVE REBRANDS

After 17 years trading as Adam & Eve Wax, the popular brand has been renamed Jax Wax after its parent company “to better reflect the global nature of its depilatory business”.

Tina and Geoff Copland, the owners of Jax Wax, have been involved in the manufacture of wax products for 30 years.

Since the launch of Adam & Eve beaded hot waxes at the Sydney Beauty Expo in 2003 the company has grown “to be a major supplier of wax to the beauty and spa industry worldwide”.

Until the rebranding Jax Wax depilatory products were sold under two different trade names.

According to Tina, the new Jax Wax Australia name for both its depilatory brands (Adam and Eve Wax and Meticulous) will “unite the two brands under one banner with a primary focus on the firm’s unique Australian characteristics”.

“As a proud 100 percent Australian owned company that manufactures all its products in Australia, the time has come for Adam & Eve Wax to rebrand,” she says.

“Australian products are highly regarded overseas 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.

She said the company chose to use its name for both brands as “we didn’t want to give the impression that one brand is preferred over the other”.

The new Jax Wax Australia logo features Adam & Eve Wax’s familiar ‘apple’ image as a ‘core’.

“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,” says Tina.

