

ADAM & EVE MOVE INTO SOUTH KOREA

Jax Wax directors Tina and Geoff Copland recently hosted new South Korean distributor, Seongjong Choi, and trainer Eunsong Lee for advanced wax training at the company's new training salon in Officer, Victoria, marking the start of a new distributor partnership.

The Coplands have been in extensive negotiations with Choi for some time now, in a bid to extend their brand offering in Asia.

“South Korea has a population of over 51 million. This market offers huge potential, as waxing is only new to Korea,” Ms Copland enthused.

“We are very excited about this new market and look forward to what the future holds.”

