



Press release

12 October 2020

### Mix Limited to rebrand under name of flagship brand, Essano

**The parent company of the hugely successful Kiwi skincare range, essano™, has announced it will adopt the brand's name.**

Mix Limited, which counts essano™, Dominate™ and Shockwaves™ brands under its portfolio, will rebrand to Essano Limited in a bid to harness the success of the essano brand as it moves on expansion plans internationally, says CEO Craig Langely.

“Our recent expansion into the US – the single largest skincare market in the world is only the beginning and we felt the time was right to update our operating name to one that reflects the tremendous success of the essano brand and future growth plans of the wider business.”

In just seven years, essano has become the number one natural skincare range in New Zealand\*, outselling industry stalwarts like L’Oreal and Olay in the grocery market and has been recognised as a Deloitte Fast 50 “Master of Growth” for continuous and exceptional growth over a 5-year period.

Alongside the US, essano retails in NZ through Countdown, New World, Pak’N’Save, The Warehouse and Chemist Warehouse. Across the Tasman, essano is available in the two largest supermarket chains, Coles and Woolworths, and major pharmacy retailers, and it continues to grow in popularity and sales volume throughout Asia.

Progressive Enterprise’s Head of Grocery, Angela Deehan, supports the company’s move.

“essano has gone from strength to strength since it launched in Countdown seven years ago. We’ve enjoyed watching the brand grow and expand – it has always been popular with our shoppers and continues to be a NZ favourite.”

The company’s name change is only the latest in a series of milestones for the company that was founded by Anthony Gadsdon and Shane Young, which celebrates 20 years in business this month.

Reflecting on their growth, Langley says the Mangere-based manufacturing operation has been instrumental to their success.

“Making our own products might add complexity but it also means we can be incredibly agile and flexible. In an industry that can be revolutionised by an Instagram post, that gives us a real commercial advantage because we can quickly pivot and develop new products that capitalise on rapidly emerging trends.”

Another watershed moment came in 2017 when Gadsdon, Young and business partner Peter Borrell sold a 50 percent stake in the company to local private equity firm, Pencarrow.

“The business benefits went well beyond a simple capital injection. Pencarrow’s expertise has been invaluable in helping us step up. We always had strong brands, great people and awesome products – but now we also have the organisational infrastructure needed to do business with the kind of Fortune 500 companies we’re dealing with in the US,” Langley says.

“The company started off mixing hair wax in a flat bathtub and while so much has changed, the basics remain the same. To succeed you need to really understand the consumer and develop effective products – as a company we have nailed that - and across the world retailers and customers want what we’re selling,” Langley says.

All branding, the trading name, website and email addresses will change over from Monday 12<sup>th</sup> October 2020.



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