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New Image buys a controlling interest in Living Nature

Health and wellness products manufacturer and exporter New Image Group (NZX:NEW) has acquired 50.01% of New Zealand natural skincare company Living Nature.

Kerikeri-based [Living Nature](#) has developed natural, safe and effective skin care products for more than 20 years. In its Living Nature range it uses unique New Zealand bio-active ingredients, which are attractive to international customers.

It also has natural ranges Nurture and Nature Being, which are sold through health shops, chemists and department stores.

Graeme Clegg, New Image's executive chairman, told the company's annual meeting in Auckland that Living Nature is a good fit with the group and will add \$6 million to its annual revenue. It will also provide production capacity for New Image's existing colostrum-based skincare range, Bio-Rejuv and will support expanding the brand's potential in the direct selling business channel.

"It completes our 'inner health-outer beauty story'," Mr Clegg says. "A key feature of our strategic direction, developed in the past 12 months together with NZTE's "Better By Design", is coming to fruition."

Living Nature has a modern, highly specialised manufacturing plant for natural cosmetics, which has international certification from BDIH in Germany.

Living Nature currently sells in the New Zealand, Australia, United Kingdom, Europe, United States, and areas of Asia. New Image's own established direct selling distribution channels in Asia will help grow the business.

"The redevelopment of the Living Nature range, together with new marketing and sales initiatives including the introduction of technologically advanced display units and a soon-to-be-announced new promotional activity, will also help drive growth," he says.

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