

G&M COSMETICS PTY LTD
TRADING AS G&M AUSTRALIAN COSMETICS
A.B.N 74 075 349 165



UNIT 6/ 2-14 ATKINSON ROAD, TAREN POINT NSW 2229
TEL: (02) 9540 3395 FAX: (02) 9524 8949
www.gandmcosmetics.com.au

PRESS RELEASE

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AUSSIE BEAUTY ICON CELEBRATES 25 YEARS DESPITE COVID-19 IMPACT

Despite the saddening impacts that local businesses continue to suffer at the hands of COVID-19, G&M Cosmetics are still finding ways to stay optimistic. This month marks 25 years of the company manufacturing in Australia.

G&M Cosmetics has always relied on their simple ethos of being family-run, which means they keep all the company together. The growing 'family' now includes the Research and Development team, Quality Control, Innovation and the rest of the close-knit employees who make the brand's heart. This ideology of keeping things local follows through on the ingredient front, with natural native Australian components featuring in their products.

With lockdowns extended due to the ongoing COVID-19 outbreaks, G&M Cosmetics like so many other businesses has been impacted from every touchpoint; From Government restrictions, staff's inability to travel to work, border closure and transport & logistics delays. Founder Mr Jordanov adds:

"This has contributed to interruptions in the current everyday running of our company."

The honest and humble roots started as a single production line by a young migrant entrepreneur who put his entire savings into creating the brand. His aim was to produce a value for money, Australian-made Skin and Beauty product. G&M Cosmetics now run 19 production lines, producing over 250,000 units per day. Their line includes Australian Creams, P'URE Papayacare, P'URE Papayacare Baby, Australian Creams MKII, Native Australian, Dr. V, Aussie Defence and Kakadu Plum Collection.

The company partners with associations such as Vegan Society, ACO COSMOS Natural, and Australasian Eczema Association who are leading bodies within their relevant industry.

The Taren Point, Sydney based company has optimistic plans to push harder for clean energy, sustainability, recycling initiatives and minimising waste to produce best in class products with the end consumer in mind.

"In 2020 we reduced our single-use plastic packaging by over 1.5 million pieces and we will continue to work to reduce our environmental impact. Against all the odds G&M Cosmetics is still committed to producing brands in Australia, hiring Australian workers and building reputable products. We are encouraging Australians to get on board and support authentically Australian made brands". - Mr Jordanov

Contact: cmm@gandmcosmetics.com.au