



**MEDIA RELEASE – TUESDAY, 5<sup>th</sup> AUGUST 2014**

## **Pharmacy gets hotter with The Heat Group's NEW acquisition**

The Heat Group, Australia's largest cosmetics company, has today announced the acquisition of OZK.O – an Australian owned eyewear company, effective immediately.

The addition of OZK.O to The Heat Group portfolio will further strengthen the Company's Australian pharmacy footprint. OZK.O is currently in over 600 pharmacy locations throughout Australia, some of which are new accounts for Heat.

"Pharmacy is a priority for The Heat Group and is one of our core business channels," says Gillian Franklin, Managing Director of The Heat Group. "This acquisition is an important part of the growth strategy for Heat, and is our first foray into eyewear. In order to ensure a smooth transition and to optimise further growth opportunities, we are delighted that we have retained the core OZK.O employees, as well as the expertise of the founders of OZK.O, Carl and Kay Gasper, who will consult to Heat. Also, as pharmacy seeks new avenues to cover the profit lost as a result of the PBS reform, we feel that expansion in eyewear is a great new avenue for stores to pursue. Consumers love to shop in pharmacy for quality product, convenience and service, and the OZK.O brand meets all of these requirements."

The OZK.O business has grown exponentially since it was founded in 2004. The ongoing OZK.O mission to supply pharmacy with a quality brand of eyewear, has been constantly evolving with a new innovative display and planogram system unlike no other in the market place. "With the resources and support from The Heat Group, we believe the OZK.O brand and associated products will grow from strength to strength," said Carl and Kay Gasper.

OZK.O specialises in ready-made reading glasses and designer sunglasses, as well as range of specialised accessories including cases, microfibre cloths, chains and treatment cloths/wipes, available exclusively in pharmacy and priced from \$7.95 to \$59.95. To view the current collection, visit <http://ozko.com.au/>

The Heat Group has extensive experience in the pharmacy distribution channel, having purchased cosmetics brand *ulta3* in December 2005 and skincare brand *Billie Goat Soap* in February 2012. These Heat-owned pharmacy brands complement the Company's distributor portfolio, which includes global cosmetic giants *Max Factor*, *COVERGIRL*, *Bourjois*, *Coverderm* and *essence*, as well as fragrance house, *Jeanne Arthes* and the licensed *Warner Bros* brand.

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### **ABOUT HEAT GROUP**

Despite being relatively unknown to the everyday shopper, Heat is a brand that touches millions of lives each year. Industry data shows that someone, somewhere will purchase a product that was distributed by Heat every 2.6 seconds. The Heat Group is the exclusive Australian distributor of *Max Factor*, *COVERGIRL*, *Bourjois*, *essence*, *Coverderm* and *Jeanne Arthes* fragrances, the official licensee of *Warner Bros*. personal care, and the owner and distributor of *ulta3*, *Billie Goat Soap* and *MUD*. Heat is recognised as one of Australia's most successful entrepreneurial companies and works to make a difference to the lives of Australian women every day.