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LORNAMEAD APPOINTS EX-GILLETTE DIRECTOR AS MANAGING DIRECTOR, UK

Lornamead Group, the global marketer of personal care brands, has appointed Guy Revis as Managing Director for its UK division, Lornamead UK Limited.

Mr Revis, who took up the newly created role on 22 October, will be responsible for the operation of the business in the UK and Eire as well as the exports business into Western Europe. Based at the company's UK head quarters in Surrey, Mr Revis will be specifically focused on driving investment and growth of the companies core brand's including Yardley, Woods of Windsor, Vosene, Finesse and oral care brands, Rapid White and Brilliant.

Jon Osborne, Chief Operating Officer for Lornamead Group, comments: "Guy brings with him a wealth of experience and knowledge that will be invaluable to our business. Our UK division is hugely important for our company as we continue to grow our business from a domestic and export perspective. With our ongoing plans for future acquisitions and organic growth of our brands, Guy's leadership and strategic direction will be instrumental in helping to ensure we maximise all our opportunities."

Mr Revis brings with him extensive experience in management with a sales and marketing focus as well as in depth knowledge of multi national corporations within the FMCG and personal care sectors. Prior to joining Lornamead, Mr Revis' director roles have included his position as Managing Director for mobile computing accessories provider, Targus Europe Ltd, where he was responsible for Europe and the Middle East, and working with Gillette UK Ltd for over 20 years where he was latterly Sales Director for UK and Eire.

Established in 1978, Lornamead UK Limited forms part of Lornamead Group, which owns over 30 brands across personal care categories – hair care, cosmetics and skin care, fragrance and bath luxuries and oral care. The company focuses on acquiring and investing in heritage brands in order to maximise their growth potential.

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For further information please contact Helen Maddin at Lornamead's press office on 01276 674 055 or email Helen.maddin@lornamead.co.uk

Notes to editor

Company Background

- Founded by the Jatania family in 1978, the Group was conceived originally as a trading house to represent the interests of blue chip brand owners on the African continent.
- Since 1985, Lornamead has been developing and launching its own brands in various international markets and has built a strong management team, all of whom have a proven track record in a variety of companies and disciplines.
- Since 1998, the Group has focused on acquiring brands from multinational companies including Unilever, Bristol-Myers Squibb, Procter & Gamble Sara Lee and Henkel. These brands are typically household names with strong brand equities which when focussed on by Lornamead can deliver growth and sustainable profitability.
- In the recent past, the Group has acquired the following brands:

Brand	Category	Vendor	Date
Harmony	Haircare	Unilever	October 1998
Once	Haircare	Henkel Schwarzkopf	December 1999
Precision	Haircare	Henkel Schwarzkopf	December 1999
Ingram	Shaving Cream	Bristol-Myers Squibb	April 2000
Amplex	Oral Care	Sara Lee	May 2000
Goldspot	Oral Care	Sara Lee	May 2000
Lypsyl	Lipcare	Unilever	December 2000
Dubro	Hand Dishwash	Unilever	December 2000
Stergene	Fabrics	Unilever	December 2001
Natural White	Handwash	Natural White Inc.	December 2002
Christy	Skin care	Network Health and Beauty	June 2003
Te Tao	Hair and body care	Network Health and Beauty	June 2003
Sally Hansen	Nail care	Licensed brand	June 2003
CD	Bath and body care	Unilever	December 2003
Herbal Essence			
Brisk	Hair care	Lever Faberge	July 2004
P&G Brands (licensing)	Personal care	Procter & Gamble	
Fixonia	Hair care	Procter & Gamble	July 2005
Handsan, Crisan	Hair and skin care	Procter & Gamble	July 2005
Bristow, Vosene	Hair care	Procter & Gamble	July 2005
Yardley		Procter & Gamble	October 2005
Finesse & AquaNet	Haircare	Unilever	May 2006
Woods of Windsor	Fragrance and bath luxuries	Disperse Group	March 2007

- The Group is now headquartered in Surrey with affiliate offices in Dubai, Connecticut, Hamburg, Lagos, Moscow, Hong Kong and Mumbai and has a distribution network that spans over 50 countries, employing over 400 people directly.