

Our mission

To create a world where technology is so precise and effective that it works naturally with your body and the world around you, helping you thrive to your fullest potential.

Our vision

To become the world's first fully integrated, sustainable, science-based company spanning beauty, health and wellness industries.

What we do

As a global leader in enhanced delivery technologies, we have developed a dedicated infrastructure covering:

- advanced research and development centres;
- in-house product development and design;
- industrialisation and manufacturing; and
- distribution and marketing platforms.

We engage with the market via industry collaborations (licensing, ODM and OEM activities), and our own brands (RÉDUIT in beauty and SWISSWELL in health and wellness).

Our innovative Réduit and Swisswell products improve the health and wellbeing of people by removing unnecessary ingredients and maximising the application and benefits of the most important ingredients, all whilst reducing waste.

Our values, behaviours and culture

Our values, behaviours our culture are the most important part of our business.

We think they play a huge part in our success and why we're different. Our values are listed below, and the behaviours that depict them. If you think someone's not living up to our values, tell them so we can all improve.

Do what's right

- Do the right thing by yourself, your colleagues, your team, our customers, our partners and the community.
- Of course ... do the right thing by the law and community expectations!
- Care about what you do and how you do it.
- Do what you say you're going to do. If you can't, let your colleagues, our partners and customers know beforehand.
- Mistakes happen. When you make one, don't blame others. Own it, say you're sorry, make amends and move on.

Show people you care

- Help your colleagues, our partners and customers. Ask people sincerely, "How can I help you?" and "How are you?"
- Show people common courtesy. Say please, be grateful. Team-mates want to help nice team-mates. People (customers, suppliers, team-mates) want help from nice people.
- Don't be a jerk! Be humble. Don't expect something in return – but you'll be pleasantly surprised.
- Don't be tagged with, "They're great at managing upwards!"
- Be inclusive. Share information.

Be the best you can be

- Not everybody will be the best, but everybody can do their best.
- Hold yourself to account when it comes to the quality of what you do for others – your team-mates, our partners and customers.
- Need help? Say enough so people can help you. Don't give them rubbish and make it their problem – you'll get rubbish back.
- If you're helping someone else (a customer, a partner or a team-mate), just do your best to get it right and work hard. If you're not sure you can deliver, call it out and solve it together.
- Communicate expectations – do your best to meet deadlines. Don't have people ask you, "Where is it at?"

Think differently

- The world and our industry is changing quickly.
- If we want people to be interested in what we do and how it can help them, we need to think differently.
- Keep asking questions of our customers, partners and your colleagues. Listen more than you talk.
- Keep trying to get to the "why" and what our customers really need and want, and why.
- Put yourself in different situations, with different people. Hear how they think. Diversity is exciting!
- Don't just follow "the way that we do things here" – keep it in mind but think more broadly and challenge what's done – just stick to our values when you do it.

Think sustainably

- Care about the world's resources and don't waste them.
- When you think about how we do what we do and what we could do, think about how we can reduce resources – ingredients, packaging, paper, energy, water etc.

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