

A True New Zealand Company



Beauty entrepreneur Bernadette Soares started out with a vision to have one of the best products in the world. She got cooking on her stove top to convert a family recipe into the natural, innovative BodEze hair removal gel. That was eleven years ago and she now owns some of the most well-known and award-winning products and has well exceeded even her own expectations.

With a mission to pursue excellence for the market, Brand Value Ltd was founded as an intellectual property and strategic brand management company that tests its brands in the New Zealand environment before taking them to the international market. They specifically focus on New Zealand made health and beauty brands.

Brand Value is a truly New Zealand company, specializing in the beauty and health industry. Committed to the transformation of business through innovative practices, Brand Value places a strong emphasis on delivering results.

Intellectual property in exciting and new brands is the absolute heart of Brand Value's business. The intellectual property ranges from trademarks to trade secrets and formulations, and they manage all their brands in-house, using only the best external assistance through strategic alliances with retailers, manufacturers, designers, public relations and media companies. They design brands from concept to market launch and effectively manage their own growth.



Bernadette Soares



The company owns all its brands and, unlike many other New Zealand cosmetic companies who use third party contract manufacturer's formulations, Brand Value looks after all brand manufacturing and owns the brands formulations. Brand Value is a multi-brand company that currently owns Pharo (www.pharosugaring.com), Radiessence (www.radiessence.com), BodEze (www.bodeze.com) and Natural Glow (www.naturalglow.co.nz).

"It is important for us as a business to see our customers as the final decision makers. We strive to recognize emerging trends early and take bold steps to position the business to take advantage of these". Bernadette continues, "As business owners we can get distracted and make short sighted decisions, but in the end it is the consumers of our products and services that will drive the sales".

Bernadette believes that customers are past getting fooled by cheap marketing gimmicks and are more mature, looking beyond the packaging, and towards products that actually deliver value. "At Brand Value, along with product development, researching the market and client needs, our focus has been on monitoring

global spa trends and this has led us to a successful launch of the Pharo brand in New Zealand and in many countries around the world". The Pharo Sugaring product, with its natural, luxurious formulation, makes hair removal a near spa experience and has gained wide acceptance among leading professionals. Bernadette also mentions, "Our Radiessence brand has a wide loyal customer base around New Zealand and is quickly gaining market acceptance among salons and their clients across Australia".

Bernadette Soares is the founder and director of Brand Value Ltd. She has an economics and commerce background as well as a masters in business innovation and entrepreneurship. She's passionate about seeing New Zealand businesses grow and develop to their full potential. Bernadette feels strongly about her social responsibility to society and all the company's brands support charities, sporting franchises or social causes. She uses her business endeavors to channel some of her resources directly and indirectly into the wider community. 🌸

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