

20th December 2024

VITAMAN appoints Heiniger as Australian and NZ distributor

In a joint announcement by VITAMAN and Heiniger management, VITAMAN has appointed Heiniger Australia as the exclusive distributor of their skin, hair, and body wellness range to the hair and barber industries in Australia and NZ.

VITAMAN, known for its natural, Australian-made grooming and wellness products, shares Heiniger's commitment to excellence and customer-centric values. With a strong commitment to training and exceptional customer service, Heiniger is uniquely positioned to represent VITAMAN's world-class product line, initially focusing on the Australia and New Zealand markets.

Established in 1999, VITAMAN is a multi-award winning Australian company providing natural grooming solutions for men in skin, hair, and body wellness. VITAMAN products are derived from Australian botanicals, focusing on sustainability and cruelty-free practices. VITAMAN is currently sold in over 20+ countries worldwide.

VITAMAN's Founder and Director, Clare Castles, stated "We are extremely proud of our VITAMAN brand and heritage. It was important to us to find a likeminded company to represent our brand in Australia and New Zealand for the Hair and Barber industry. The Heiniger premium clipper product range perfectly aligns with VITAMAN's natural men's grooming products and services. We are incredibly happy to be working with the amazing Heiniger team to offer the Hair and Barber industry an opportunity to give their clients the ultimate customer experience."

Renowned for its Swiss-made quality and unparalleled value, Heiniger has built a reputation for excellence in serving professionals across various industries. Founded in Switzerland 78 years ago, Heiniger is a trusted global brand, recognised for its commitment to quality, innovation, and customer satisfaction. Serving over 70 countries, Heiniger is a leader in multiple industries, and has a strong focus on bringing their innovation and market-leading customer service to the Barber and Beauty segment globally.

"This alliance with VITAMAN aligns perfectly with our mission to deliver superior products and unmatched service," said Gary Lyons Managing Director of Heiniger Australia. "By bringing together Heiniger's legacy of quality and VITAMAN's innovative grooming solutions, we're creating an opportunity to elevate the Barber and Beauty experience for professionals and consumers alike."



Clare Castles
Founder and Director
VITAMAN



Gary Lyons
Managing Director
Heiniger Australia

VITAMAN

Heiniger