

MEDIA RELEASE

Seresilk announces Pharmacy Neo as first retail stockist

MELBOURNE, June 8, 2023 – After launching in April, Seresilk is pleased to announce its partnership with Pharmacy Neo, who will be its first retailer taking on the full Seresilk product range as a stockist. The routine will be made available on their front counter at the popular Malvern Central pharmacy location from June 8th.

Pharmacy NEO was founded in 2014 by experienced pharmacist and pharmacy owner, Perri McCarthy, as a small niche brand like no other. They aim for exceptional customer service and keep all your favourite pharmacy lines at unbeatable prices, along with ranging many high-quality brands, unavailable at most pharmacies. Their flagship store, where Seresilk products will be available on the front counter, is at the popular Malvern Central Shopping Centre, with additional locations in Frankston and Port Fairy.

On Seresilk, retail manager Lisa Ashmore said that *"we are very excited to have the Seresilk products on our front counter"* and that customers who *"want a beautiful and natural skincare range should look no further than Seresilk, who are using Australian silk in all their formulations"* and that *"the team have already received a number of questions from customers about the product, many of which are intrigued by the brand story."*

Pharmacy Neo is not the only outlet paying attention to Seresilk. The company was recently published in online publication Startup Daily, while Commonwealth Games gold medallist, Georgia Sheehan, and sprinter, lifestyle and fitness influencer, Olivia May were spotted using the product online with May saying that she is ***"so excited to have got [her] hands on Seresilk"*** and Sheehan saying that her ***"skin is feeling softer than [her] silk pillowcase."***

Considering the supply-constraints on Australian silk production - a key ingredient in their products - Seresilk is focusing its early stages on building relationships with local distributors that are trusted and loved in their community to build and mobilise a loyal customer base. CEO & founder, Battistella said that he ***"couldn't think of a better first stockist than Pharmacy Neo... it is in the middle of a vibrant and popular shopping centre and customers - who will now see our products on the front counter - are immediately greeted by helpful, smiling and attentive staff as soon as they walk into each store."***

— ENDS —

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About Seresilk

Seresilk is the only Australian made, cruelty-free silk skincare product in the world. It was developed out of a desire to create a simple routine that harnesses silk's natural healing properties. Seresilk lets its silk shine in all formulations, using only 24 ingredients across a 4-step night routine.

www.seresilk.com.au