

HEALTH & WELLNESS BRAND PORTFOLIO ACQUISITION OPPORTUNITY

BUSINESS OVERVIEW



Gordon Brothers is instructed to seek offers for a portfolio of consumer brand assets owned by Just Natural Health & Beauty Ltd (in Liquidation) (the "Company").

The assets comprise a collection of established consumer brand names positioned within the health, wellness, food and ethical consumer markets. The portfolio includes brands associated with ambient food, health & wellness, personal care and household product categories.

Historically, the Company operated as a brand-holding entity, with third-party commercial partners responsible for the manufacture, distribution and sale of products marketed under the brands.

Several of the brands are long-established, with the flagship Just Natural brand dating back to 2013, alongside a number of additional brands developed between 2018 and 2022. The portfolio reflects a programme of brand creation across adjacent consumer segments rather than reliance on a single product or category.

ASSETS AVAILABLE



The brands available to acquire include (but not limited to) the following principal brands:

- **Just Natural:** The flagship brand within the portfolio, established in 2013. Just Natural has historically been positioned around natural, ethical and health-focused consumer principles and has served as the core brand identity from which several adjacent brand concepts were developed.
- **Organic Kitchen:** A food-focused brand positioned around organic and natural ingredients, with a consumer proposition centred on everyday cooking and pantry staples aligned to health-conscious lifestyles.
- **Prima Italia:** A brand concept inspired by Italian cuisine, historically associated with ambient food products drawing on traditional Mediterranean flavours and cooking styles.
- **Balanced:** A health-led brand positioned around balance and wellbeing, developed to sit within the broader wellness segment of the portfolio.
- **Soakin:** A personal care-oriented brand concept, historically associated with bath and body-related product categories.
- **Garden Teas:** A brand identity developed around herbal and speciality teas, positioned within the natural and wellness beverage space.

DEADLINE



Offers must be submitted in writing to Andrew Smith of Gordon Brothers, supported by proof of funds by no later than **5 pm (BST), Thursday 23rd April 2026.**

FURTHER INFORMATION

Requests for further information should be addressed to Andrew Smith of Gordon Brothers Contact details have been provided.

Access to additional information can be provided upon receipt of a signed NDA. All offers are to be supported by proof of funding.



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