



# Business Profile

**Australia Toll Free: 1800 238 528**

**International: +61 3 9939 7575**

Suite 1510, 530 Little Collins St.

Melbourne VIC 3000 Australia

## COMPANY PROFILE

### UNGEX PTY. LTD.

Address: Suite 1510, 530 Little Collins St. Melbourne VIC 3000, Australia

- **P & F:** +61 3 9939 7575
- **Hotline:** 1800 238 528 (Australia)
- **E-mail:** [info@ungex.com.au](mailto:info@ungex.com.au)
- **Website:** [www.ungex.com](http://www.ungex.com)

## ABOUT UNGEX

In 2014 UNGEX Pty. Ltd. was established by Seyed in Victoria, Australia. The UNGEX mission is to change the way people think about personal care. The company has developed a range of revolutionary products, all aimed at helping eliminate Demodex mites. Demodex is a genus of tiny parasitic mites that live in or near hair follicles of humans and mammals.

When Demodex mites are present, a wide variety of problems can occur, including hair thinning and hair loss. In addition to that, recent scientific research has revealed that Demodex mites could be responsible for a variety of health issues including: aging skin, enlarged pores, rosacea, facial discoloration, acne, wrinkles, itching and general discomfort.

Seyed established UNGEX Pty. Ltd. in Australia in order to manufacture, distribute and export overseas. Establishing production in Australia is expected to provide access to highly qualified professionals, as well as access to the Australian and global consumer market.

The UNGEX Pty. Ltd. range of products combines professional Technology with Portable classy kits to help eliminate Demodex mites. The products are derived from a combination of the use of a specialised High Frequency Instrument (HFI) and an individualised care plan, to provide a safe, effective way of helping those who suffer from Demodex mites.

In 2012, Seyed received the “Best Invention Award” for the invention of UNGEX Hair Mites Solution from Taiwan Invention Intellectual Property Association (TIIPA) at Malaysia Technology Expo 2012.

## UNGEX CURRENT BUSINESS MODEL

The business model of UNGEX Pty. Ltd. is such that the main company is the distributor to their networking agents, who are based in various markets.

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## STRATEGY AND VISION

### Our Vision

Our vision at this stage is to stay highly unique and innovative at all times in being the market's major player in wellness world.

### Our Mission

Our mission is to achieve a recognized position both locally and internationally in the personal care industry.

### Business Goals and Objectives

We are a never-before-seen, revolutionary company that would like to expand our business, while helping people to live a life free of Demodex mites.

### Unique Strategy

Although we might face some challenges due to introducing our products to the new market, we are up to the challenge and are optimistic about our future in the international market.

## PRODUCTS AND SERVICES

UNGEX Pty. Ltd. presents "UNGEX" professional Pro-D'modex products and Technology. With a computerised hair scanning analysis aimed at helping eliminate these parasites. Subsequently reducing their population on the scalp, as well as acting in a preventative capacity, to help stop hair mites from redeveloping.

The carefully designed UNGEX Care Plan uses an exclusively designed set of steps to increase the chances of success. First, a Mite Solution specialist will determine if there are Demodex mites present. The condition of the scalp must also be determined, and it will be classified as either normal, oily or dry.

If the presence of Demodex mites is confirmed, it is time to take action with the UNGEX Care Plan. Clients will receive a specialised care plan from an Ungex trained consultant, however most of the steps can take place in the comfort of the clients own homes.

Each product comes with clear instructions regarding use. It is important to carefully follow the instructions that come with product packaging to guarantee total elimination. If they have any questions about the process, they can contact the customer care lines right away.

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## FEATURES

The UNGEX Care Plan is helping people around the world to get rid of Demodex mites.

This method helps in eliminating Demodex mites.

It is safe for all hair and skin types and ages.

“UNGEX” is an all-new concept targeted at helping to eliminate Demodex mites.

Our connections with various leading experts and scientific labs, allow us to harness modern scientific developments and technology to break new ground on delivering unique products that are essentially made from earth's natural minerals and resources.

## UNGEX PTY. LTD. IN AUSTRALIA

UNGEX's vision and primary goal, by entering the Australian market to take UNGEX Pty. Ltd. to a completely new level.

By establishing production and distribution in Australia, UNGEX Pty. Ltd. has the potential to achieve a higher level of product quality through higher quality ingredients, manufacturing process and final product. The Australian human resources market also offers access to highly qualified professionals in their respective fields.

In addition to promoting the existing UNGEX range of personal care products, Seyed endeavours to enhance the range, by developing a new product range that will meet the demand and fill the gaps in the Australian consumer market.

**The ultimate goal is to extend the number of mite solution avenues in which the pre-treatment of Demodex mites is relevant and necessary. The relevant categories, include:**

- Personal care
- Hair care
- Skin care
- Pet care
- Care products for furniture and domestic appliances

## UNGEX PTY LTD- MADE IN AUSTRALIA

UNGEX currently distributes the following UNGEX branded products in Australia, which are all specifically designed to help eliminate Demodex mites:

- UNGEX Demodex Defence Cleanser
- UNGEX Demodex Hair Tonic
- UNGEX Invigorating Shampoo
- UNGEX Pro Demodex Treatment
- UNGEX Purifying Shampoo
- UNGEX Skin Demodex Treatment
- UNGEX Treatment Hair Tonic



## UNGEX AUSTRALIA'S LOCATION AND PREMISES

UNGEX Australia is located in the Central Business District – CBD – Melbourne, Victoria, in order to ensure a close proximity to qualified and professional contractors, easy access to the distribution market, and its easy access to various transport links including airports and sea ports, as well as easily available high-speed internet.

## SEYED M. BEHBAHANI- THE FOUNDER

Seyed is a solution-driven business administrator with over 22 years of management experience. In February of 2014 he founded the Australian based UNGEX PTY. LTD. of which he is the Managing Director. Seyed places strong emphasis on his team through implementing workplace based professional development and mentoring programs.

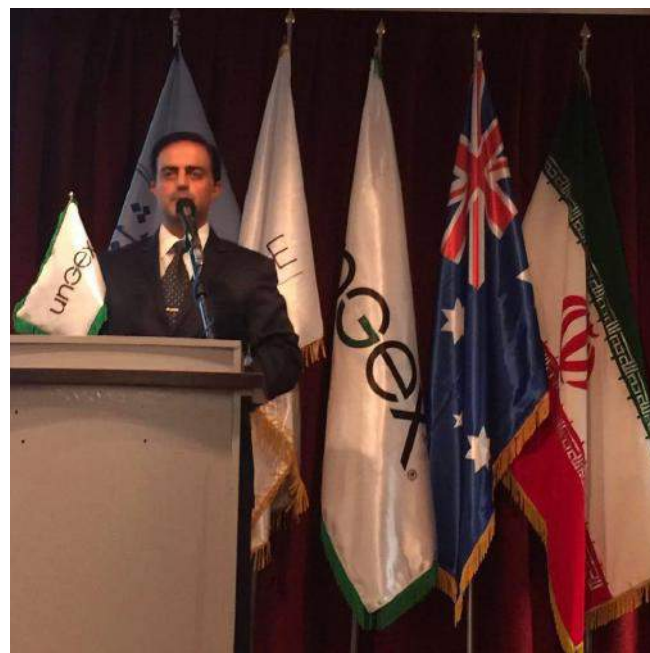
Seyed and his companies have received several business certificates and awards, including the 2012 “Best Invention Award” for the invention of Ungex Hair Mites Solution from Taiwan Invention Intellectual Property Association (TIIPA) in Malaysia Technology Expo 2012 (The leading international invention and innovation expo).

Seyed has participated in many exhibitions and seminars both locally and globally. Throughout his career, he has focused on quality, service and delivery. While remaining dedicated to the satisfaction of each customer, and the communities they serve.





## UNGEX OFFICES & TRADE SHOWS





## UNGEX OFFICES & TRADE SHOWS



## HISTORY AND BRIEF DESCRIPTION OF EVENTS



**ungex** **TRADE SEMINAR**  
BOOST YOUR BUSINESS

SUNDAY 26TH OF JULY 6:45PM ONWARDS  
THE MANNINGHAM HOTEL  
1 THOMPSONS RD BULLEEN VIC 3105.

☎ 1800 238 528

### UNGEX TRADE SEMINAR

July 26th was a busy date for UNGEX, but with the Make Me Beautiful Expo wrapping up for the day we headed over to the Pavilion room at The Manningham Hotel, where we held our Trade Seminar. We had a great turn out at the seminar with the room filled with intrigued business men and women, and people particularly enjoyed our live mite testing. We'd like to thank all who attended and welcome you all to our next Trade Seminar.



**make me beautiful**  
**Women's Expo Melbourne**  
Celebrate The Woman You Are

### MAKE ME BEAUTIFUL – WOMEN'S EXPO 2015

On July 26th UNGEX participated in Make Me Beautiful Expo for women at The Manningham Hotel in Bulleen. During the event UNGEX provided complimentary mite testing as well as educating about how to Remove Hair Mites, Buy Best Demodex Treatment for hair & skin mites. UNGEX also gave a presentation on Demodex mites with the aim of raising awareness. All in all Make Me Beautiful was a great experience for UNGEX and we hope to attend again in the future.





## MINDBODYSPIRIT FESTIVAL

UNGEX had an amazing time at The MindBodySpirit Festival, held at the Melbourne Convention and Exhibition Centre, from the 5th to the 8th, in 2015. Hundreds of people visitors and exhibitors alike lined up at booth F80 over the four days of the festival, while we explained about Demodex mites and performed complimentary mite tests on the bravest of the patrons. Overall, it was a great success, as we began to make long-lasting connections with those in the beauty and cosmetic industry and provided customers with a much needed solution to their mite-related hair loss.

We look forward to participating in The MindBodySpirit Festival in the future, to become inspired, meet lovely, interesting people and have fun.



## BRISBANE HAIR AND BEAUTY EXPO

UNGEX participated in the Brisbane Hair and Beauty Expo, held on the 3-4 of May 2015, which was hosted at the Brisbane Convention & Exhibition Centre. The expo was a huge success, attracting a massive crowd of almost 4,000 visitors over the two days! It was UNGEX's first time in Queensland, and we were pleased to attract a variety of industry and trade professionals and educate them about mites and the harms they may cause. We also performed complimentary mite tests on anyone who was brave enough as well as educating about Demodex treatment for hair & skin mites. As well as forming great relationships with local industry members, suppliers as well as gaining valuable inspiration.

We are very much looking forward to returning to the sunny state next year to participate again.



## BEAUTY14 EXPO

UNGEX participated in Beauty14 Expo, held on October 10-13, 2014 at the Kuala Lumpur Convention Centre. Beauty14 is Southeast Asia's largest expo and trade platform for beauty professionals. The two day show gave UNGEX a chance to interact with beauty professionals across the industry, as well as educate them on the prevalence of Demodex mites. In conjunction with that, UNGEX's CEO and MD, Mr. Seyed M Mallak Behbahani presented a powerful and informative seminar on Demodex mites, and the harm they can cause.



## SALON MELBOURNE EXHIBITION

UNGEX PTY LTD was pleased to participate in Salon Melbourne held on March 23-24, 2014 at The Melbourne Convention and Exhibition Centre. Salon Melbourne is Victoria's ultimate event for savvy salon professionals, delivering leading brands, the latest products and creative inspiration in hair and beauty. During the two day show UNGEX also held a Seminar at the event which was presented by Mr. Seyed M. Mallak Behbahani. It was a great accomplishment for UNGEX as it was a stunning commencement for launching up UNGEX in Australia.



# KPJ HEALTHCARE BERHAD

## KPJ HEALTHCARE COMMUNITY DAY

UNGEX participated in the special Community Day held on March 1-2, 2013 at the KPJ Healthcare Berhad in Kuala Lumpur, in order to thank all patrons in Malaysia. The two days event the Ungex booth was visited by approximately 1000 individuals. Malaysia's main media networks were covering the event. The UNGEX booth was visited by CEO of IHM and AM Insurance, Puan Rafeah Ariffin, as well as the Senior General Manager of KPJ healthcare Berhad.



## MALAYSIA AGRICULTURE, HORTICULTURE AND AGRO-TOURISM (MAHA)

UNGEX collaborated on a booth for the Malaysia Agriculture, Horticulture, and Agro-tourism (MAHA) International show held on 23 November to 2 December 2012 at the Malaysia Agro Exposition Park in Serdang. The MAHA Exposition biennial series is Malaysia's leading agricultural show. Hosted by the Ministry of Agriculture and other Agro-Based Industries, it certainly is amongst the largest and most comprehensive of its kind in the region. Ungex had a great performance in that exhibition and provided a strong presentation to the Asian market, both participants and companies.





### UNGEX Seminar at MATRADE (MECC)

UNGEX presented their Pre-launch seminar 'Hair Mites', which was held on March 15, 2012 at the MATRADE Exhibition & Convention Centre (MECC) in Kuala Lumpur. This seminar was another opportunity to introduce UNGEX's innovative products and technology to many specialists, customers, hair dressers, and VIP.



**MALAYSIA TECHNOLOGY EXPO 2012**  
THE LEADING INTERNATIONAL INVENTION & INNOVATION EXPO  
16 - 18 FEBRUARY 2012 • PUTRA WORLD TRADE CENTRE • KUALA LUMPUR

### MALAYSIA TECHNOLOGY EXPO (PWTC)

UNGEX participated in the 11th Malaysia Technology Expo 2012 held on February 16-18, 2012 at the Putra World Trade Centre (PWTC) in Kuala Lumpur. The exhibition intended to showcase the latest research and development and technology as well as creating exposure and market opportunities for the latest technology based product designs and solution services. This magnificent exhibition featured the latest inventions and innovations by universities, research institutions, individual inventors and corporate sectors from Asian and European countries. Universal Green Experts Sdn. Bhd. received the Foreign Special Award in the exhibition. UNGEX exhibited its unique products to all visitors. UNGEX's offerings were also among the best quality.



## ARAB HEALTH EXHIBITION & CONGRESS

UNGEX participated in the Arab Health Exhibition and Congress held on January 23-26, 2012 at the Dubai International Convention and Exhibition Centre in UAE. Arab Health is the largest healthcare exhibition and congress in the Middle East, and the second largest in the world. Tens of thousands of medical professionals, government officials, wholesalers, dealers and distributors converge on the Dubai International Exhibition Centre every year for the region's main event for the healthcare industry. Universal Green Experts Sdn. Bhd. was honoured to attend and hold the MATRADE booth as a representative of Malaysia. Universal Green Experts Sdn. Bhd. not only had a great show at the exhibition but also presented a significant demo in the UNGEX Seminar which was supported by MATRADE.



## BEAUTY 11 EXPO EXHIBITION

Middle of October 2011, UNGEX participated in Beauty 11 Expo -Malaysia's largest, most important and attractive professional event for the beauty industry. The event aimed at attracting trade buyers from the region's beauty and health and fitness sectors, as well as top-end consumers by invitation only. This was UNGEX second public event in Malaysia and "UNGEX" was to be introduced to the market. Visitors were invited for a free computerised hair scan analysis to check their scalp condition as well as the presence of hair mites. They also explained the prevalence of hair mites among people and how to help treat them.

# cosmobeauté

Asia 2011  
**7th** MALAYSIA INTERNATIONAL EXHIBITION &  
CONFERENCE ON COSMETICS, BEAUTY & SPA



The Only Dedicated Trade Event  
For The Beauty Professionals

**11-14 JULY 2011**

Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia

**2010 HIGHLIGHTS**

- \* 13,797 professional trade visitors
- \* 290 companies from 25 countries
- \* 8,500 sqm gross exhibition area

## COSMOBEAUTE ASIA EXHIBITION

Middle of July 2011, UNGEX participated in Cosmobeaute Asia-Malaysia's largest, most important and attractive professional event for the beauty industry and spa sector. The event aimed to attract trade buyers from the region's beauty, health and fitness sectors, as well as top-end consumers by invitation.

This was Ungex first public event in Malaysia and "UNGEX" was to be introduced to the market. Visitors were invited for Va free computerised hair scan analysis to check their hair scalp condition as well as for the presence of hair mites. They also explained the prevalence of Demodex mites among people and how to help in treating them. UNGEX aimed at seeking out business partners, and to introduce its products to hair care centres and beauty centres nationwide and even worldwide.

## Ungex Slogan:

*Mite solution isn't an illusion.*





[Watch The Video](#)

## The no. 1 treatment for Demodex mites!

When it comes to Demodex, Ungex is a game changer... try it for yourself today!

**ORDER NOW**

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**International: +61 3 9939 7575**

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