



PRESS RELEASE

Buchs, 22 June 2018

***nju* by xLaeta – the Mibelle Group launches beauty line with German YouTube star**

The Mibelle Group is joining forces with the successful German influencer xLaeta and launching the joint beauty label *nju*. The hair care range consists of a basic line and a limited edition collection. The pretty and cheerful products are inspired and jointly developed by xLaeta. *nju* will be available starting mid-July at dm in Germany and Austria and starting October at Migros in Switzerland.

The Mibelle Group is expanding its brand range and launching the beauty label *nju* alongside German YouTube star xLaeta. The brand embodies the attitude taken by the popular influencer and many young women and girls, who enjoy their lives and are continuously making new discoveries. The hair care range consists of the basic line "sparkle on *nju* roses" and the limited edition collection "inspire with *nju* cocos". All products are vegan, dermatologically tested and do not contain silicone – and, of course, are enriched with plenty of glitter, sparkle and a few small surprises à la xLaeta. *nju* is officially available from dm in Germany starting in mid-July. In Switzerland the products can be purchased in all large Migros branches starting in October.

A huge dream come true

Long, blond hair and a love of roses and everything that glitters and sparkles: that's Julia, better known as xLaeta. The 22-year-old YouTuber from Cologne has been one of the big names in the German-speaking social media world for five years, thanks to over a million followers. The beauty- and fashion-loving student is delighted to get a little closer to her fans with her own product line: "*nju* has made a huge dream of mine come true!"

Like her pseudonym xLaeta (laeta = "a cheerful woman" in Latin – with "x" as a prefix), the brand name *nju* is a word creation typical of screenagers and is made up of new and Julia.

Developed by the Mibelle Group

The Mibelle Group is the brand owner and developer of *nju*. For 60 years, the Migros company has specialised in the production and marketing of cosmetics own brands for wholesale as well as exclusive brands. Through its partnership with xLaeta, the Mibelle Group is picking up on a big trend: "*nju* was specially created for a new generation that wishes to be emotionally and very personally connected with a brand and its ambassador," explains Andrea Gloor, Brand Manager at the Mibelle Group, "and that is exactly what xLaeta stands for."

Further information on *nju* and xLaeta can be found at www.be-nju.com.



The press release in electronic form and print-quality images can be found at:

<http://www.mibellegroup.com/index.php/en/meta/media>

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The **Mibelle Group** is the joint brand name for the Migros companies Mibelle AG in Buchs, Switzerland, Mifa AG in Frenkendorf, Switzerland, Mibelle Ltd. in Great Britain and Ondal France S.A.R.L. in France.

As a full-service provider for the production of own brands, the Mibelle Group works in the three business areas of Personal Care, Home Care and Nutrition. Through the business area Mibelle Group Brands, it also engages in the development and management of exclusive brands in the cosmetics sector. Mibelle Group Biochemistry is a business area operating independently that specialises in research into and the development of active ingredients for cosmetics applications, and enjoys an outstanding reputation in the cosmetics industry globally.

The Mibelle Group is number three on the European market of own-brand manufacturers. The Group employs around 1,200 members of staff and generates an annual turnover in the magnitude of EUR 450 million. It is part of M-Industry.