

**“Electron Commerce proved a great fit all round”,  
said Marlies Neusser, the Founder of Wellness & Beauty**

**Wellness & Beauty**

## Wellness and Beauty available to all

Wellness & Beauty is an international company, distributing a unique range of therapeutic products, including massagers, oxygen generators and bidets, into the European and Asia Pacific markets.

### Challenges faced

Originally established in Stuttgart, Germany, Wellness & Beauty is presently headquartered in Auckland, New Zealand. Wellness & Beauty wanted an online presence, which could cost effectively automate their distribution and payment processes for their partners in Europe while they were sleeping in New Zealand.

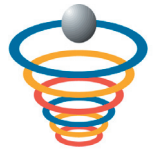
### The Electron<sup>®</sup> Commerce Solution

“Electron Commerce was the perfect fit for Wellness & Beauty eCommerce requirements. It was able to handle both international and domestic transactions to both businesses and consumers. Electron Commerce was able to handle currency conversions and it uses internationally recognised INCOTERMS for its international logistics”, said Marlies Neusser, the Founder.

Upon successful implementation of the Electron Commerce solution, Wellness & Beauty catalogues were also loaded onto NZ Ether Directory. Trading partner opportunities were identified in both the United States and Australia market within a short timeframe.

For further information, please refer to:

<http://www.wellness-beauty.com>



Ether™



Electron™

iP<sup>3</sup> Systems Ltd  
Level 5, 150 Albert Road  
South Melbourne  
Victoria 3205  
Australia

Worldwide Enquiries:  
Tel: + 613.9682.7551  
Fax: + 613.9682.7553  
<http://www.ip3systems.com>

Features and screen shots shown may not correspond exactly to the released product.

© Electron<sup>®</sup> and Ether<sup>®</sup> logo are registered trademarks of iP<sup>3</sup> Systems Ltd.  
Copyright © 1999-2005 iP<sup>3</sup> Systems Ltd, All rights reserved.

