COMPANY OVERVIEW • PLASTIC-FREE • ETHICAL • FAIR

Everyday products. Incredible possibilities.

Who we are

Incredibrands is a New Zealand consumer brand venture company bringing together science, product innovation, brand development and commercial expertise. We create consumer brands that make better choices part of everyday life — without asking people to compromise on performance or their values.

How we build brands

Product innovation
We challenge familiar categories and look for better ways to meet everyday needs.

Science-led thinking
Evidence, research and testing inform product decisions — not marketing hype.

Thoughtful design
Product, packaging, usability and communication considered together.

Commercial scale
Built with viability, supply chains, distribution and growth in mind.

Founder: Brianne West

A microbiologist-turned-entrepreneur, Brianne began making solid shampoo bars in her kitchen in 2012 while studying at the University of Canterbury. That idea became Ethique, a consumer brand that challenged conventional approaches to personal care and packaging and grew internationally. Recognition includes Foreign Policy's Top 100 Global Thinkers (2016), EY Young Entrepreneur of the Year (2019), One Young World Entrepreneur of the Year (2020), a Barbie Role Model doll (2022) and the Kea World Class New Zealand Award (2023).

Leadership

Brianne West
Founder & CEO

Tristan Roberts
Chair

Ella Crosswell
General Manager

Portfolio

Bolshy — coming soon. **Wannabean** — coming soon. Both brands are in development within the Incredibrands portfolio; details will be shared at launch.

What we stand for

More good than bad

Science, not stories

Built to grow

Better for everyone

Partner with us

Retailers, distributors and strategic partners: incbrands.io
General & media enquiries: incredibrands.com/contact
Head office: Level 1, 293 Durham Street, Christchurch Central 8013, New Zealand

Ethical shouldn't mean compromise.