



THE SUE ISMIEL STORY

SUCCESSFUL BUSINESS WOMAN, MOTHER, GRANDMOTHER & PHILANTHROPIST.

Sue Ismiel is the founder and Global Brand Ambassador of **Nad's**; a 100% Australian family owned business and Australia's favourite hair removal brand.

After developing Nad's all natural, no heat Hair Removal Gel for her daughter back in 1992, Sue took Nad's to friends and family, the local markets and to Australian audiences via her legendary TV spots on Good Morning Australia, winning a swag of awards and single-handedly creating the hair removal category as we know it today. In 1998 Sue took Nad's Natural Hair Removal Gel to the US for what was to become the most successful product launch of its kind.

Along the way, Sue has used her success to help others, actively contributing to women's health initiatives, sponsoring children in need and becoming an Ambassador for ChildFund Australia.

Today, Sue continues to drive innovation and excellence in hair removal and is working towards taking her company to a public float. Recently, awarded Instyle Woman of Style Award for Beauty, Sue says, *"Success is an amazing feeling, but that feeling is best preserved through giving back. I feel blessed to be able to do so, and appreciate that just like success, style is judged far more broadly."*



1991: Sue whipped up her first batch of Nad's in her kitchen
1992: Sue formed the company Nad's PTY LTD
1993: Sue's first major TV appearance on Good Morning Australia
1997: Nad's entered the retail sector
1998: Nad's received **Woolworth's 'Best New line Award'**
1999: Nad's takes on USA with the launch of a hugely successful infomercial
1999: **WINNER** Ethnic Business Awards
2000: Listed on **BRW's Fastest growing companies**
2000: Businesswomen's Hall of fame
2001: Funding a world first study into women's health & hormones
2001: Received Halmark's Advertising Age Marketing 100 Award

2002: **WINNER** Entrepreneur of the year Award
2004: Nominated for **'Australian of the year'** Award
2005: **Guinness World Record holder** for Waxing 32 pairs of legs in an hour
2007: Nad's Laser Clinics Launch
2009: Finalist International Woman's Day NSW Woman of the Year
2010: **WINNER** Australian Beauty Awards
2012: Launch of World First Nose Wax
2013: Finalist **Champion of Champions** Ethnic Business Award
2013: **WINNER** INSTYLE MAGAZINE, **'WOMEN OF STYLE'** AWARD
2015: Sue appointed to the board of **Council for Australian Arab Relations**
2016: Sue launches World First Exfoliating Body Wax Strips in New Zealand