

**Name of the entity**

MIES Body Products (Pty) Ltd is a registered company and our Tweenology brand falls under Mies Body Products (Pty) Ltd.

**Contact details and physical address**

MIES Body Products (Pty) Ltd  
10 B, Dirkie Uys street,  
Somerset West  
7130  
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ATT: Herman Wallis  
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+27 82 444 9975

**Background of the entity**

Tweenology was created 4 years ago. We were unable to find a healthy plant-based skincare range for our daughter Juliette (then 9yr). We realized that there must be more parents looking for a delicate, healthy and affordable start to skincare for their tweens, so we created Tweenology - South Africa's first plant-based skincare and self-care range for Tweens. We were right, as Tweenology quickly became a range of products more and more parents were after. Two years later, and we are fast becoming South Africa's go-to brand of choice for Tweens wanting a healthy start, one that's affordable, delicate and suitable for all skin types. Although our online store is still by far our biggest we have a number of different stockists across South Africa and growing by the day.

**Ownership structure**

Tweenology (and MIES Body Products PTY Ltd) is a 100% female owned business.

**Vision**

Our vision is to become the leading skincare and self-care brand of choice for Tweens, providing them with a healthy start to a life lived with purpose, self-worth and acceptance.

**Mission**

To become the global leading authority where tweens are empowered to discover, inspired to learn and able to explore 'teendom' in a safe and healthy manner. Our goal is to create a basket of age-appropriate products, combining fun with function as we support, inform, educate and inspire Tweens as they navigate their way through 'teendom'

We strive to foster a culture of inclusivity, where every tween feels valued and recognized. Our goal is to build strong relationships with our customers, and to be a trusted partner in their journey towards self-discovery.

**Current core business**

Tweenology is a South Africa brand focused on creating, selling and distributing a wide range of plant-based, delicate skincare and self-care products to the South African consumer with the aim of exporting to a global consumer base in the future.

**Locally produced products and or services offering**

All our products are locally made here in SA, with the exception of our affirmation bracelets and our pimple patches which we import. A detailed catalogue will be attached.

**History of export sales if any**

We have not yet exported our products outside of Africa but have acquired an export license which we have and will provide.

**Export readiness**

We have positioned the company to scale sustainably from a systems, production and brand/marketing point of view. We would require some assistance on the regulatory and compliance side, as well as funding to generate awareness, consideration and trial within the right markets across the globe.

Our import/export license has been approved and forms part of our objective for 2025.

**Conclusion**

We feel we are in a great position due to our unique offering. Our quality, values and positioning is wonderfully aligned with the consumer needs of numerous markets across the globe, and we are excited for the prospects and opportunities this can/will provide to enable us to grow globally.

Owner: Marlese Wallis  
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**Tweenology & MIES body products**

Websites: [www.tweenology.co.za](http://www.tweenology.co.za) & [www.miesetc.com](http://www.miesetc.com)

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