

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Tuesday 1 July 2025

Ego Pharmaceuticals Takes the Fight to Foreign Skincare Giants with \$156M Aussie Manufacturing Boost

QV leads the way, as Ego opens new R&D hub, expands production and creates 90 Victorian jobs

Melbourne, Australia – Ego Pharmaceuticals has today officially unveiled the next chapter of its commitment to Australian-made manufacturing with the launch of a \$156 million, decade-long investment in its local production capabilities — including the opening of the state-of-the-art Zorzi Innovation Centre (ZInC), The Green Core sustainability project, a new cream filling line and expanded warehouse operations.

The milestone, marked by a special event at Ego’s Braeside facility attended by the Hon. Danny Pearson, Minister for Economic Growth and Jobs, Minister for Finance, comes at a time when demand for locally made, science-backed skincare is reaching new heights. In 2024, Ego’s flagship QV brand was Australia’s #1 skincare brand in pharmacy and grocery channels, according to sales data, positioning QV as the highest-selling skincare brand across both pharmacy and major supermarket retailers nationwide, with sales exceeding \$133 million.

Ego’s latest investments will inject a vital boost into the local economy, with 90 new jobs being created across its Braeside and Dandenong South facilities.

“We’re incredibly proud to officially open these new facilities, which represent a major step forward not just for Ego Pharmaceuticals, but for Australian manufacturing more broadly,” said Ego Pharmaceuticals Managing Director, Alan Oppenheim AM.

“While the majority of global skincare companies manufacture offshore, we’ve chosen a different path; one that backs Australian jobs, science and ingenuity. This investment is more than steel and machinery. It’s a long-term vote of confidence in what Australian expertise can deliver on a global stage.”

“We believe Australians deserve access to high-quality, locally made skincare that is grounded in science. This has been our mission for over 70 years and today, with the launch of these facilities, we’re setting the foundation for the next 70.”

The new developments enable Ego to double its annual production capacity — which reached over 33 million units in 2024 — while enhancing its commitment to environmentally responsible practices having already reduced carbon emissions by 32% since 2019*.

“Victoria’s health tech sector is thriving, and this \$35 million redevelopment project is a prime example. We backed Ego Pharmaceuticals to grow because we know investments like this mean more local jobs, more exports, and a stronger economy,” said Premier of Victoria, Jacinta Allan.

Tim Piper AM, Head Victoria at Australian Industry Group, shared that in the current economic climate, it's more important than ever for Australians to support homegrown businesses.

“Ego Pharmaceuticals’ investment in new local facilities is a win for the entire country, as it means more jobs, greater manufacturing self-sufficiency and continued access to the Australian-made products people know and trust. It’s the kind of commitment to local industry we need more of.”

Ego Pharmaceuticals has been family-owned and Australian-made since its founding in 1953. It is the force behind QV Skincare, Aqium Hand Sanitiser, Azclear Action, Moov Head Lice, DermAid creams and other trusted dermatological brands.

ENDS

Key Messages:

- QV was Australia’s top-selling skincare brand across pharmacy and the major supermarkets in 2024
- Ego has invested \$156M over 10 years into manufacturing capacity
- Ego produced over 33 million skincare units in 2024, with capacity set to double
- 90 new jobs being created in Victoria
- Ego remains proudly family-owned and Australian-made — at a time when many competitors are not

Notes:

- ^IQVIA, Skincare category, Australia Pharmacy Value Sales, DEC24 MAT Sales
- *Relates to Ego’s manufacturing facility and is calculated per kilogram of product produced compared with 2019.

For Interviews, PR & Media queries:

Sean Sowerby – Head of PR & Content, Sunday Gravy

0438 044 438 | sean@sundaygravy.com.au

Chloe Koutsoukis – PR Senior Account Manager, Sunday Gravy

0466 568 412 | chloe@sundaygravy.com.au

About Ego Pharmaceuticals:

Ego Pharmaceuticals is an Australian-owned company that specialises in the research, development, and marketing of innovative skincare products. With a focus on quality and efficacy, Ego Pharmaceuticals is committed to meeting the diverse needs of healthcare professionals and consumers. For more information, visit www.egopharm.com.

Alan Oppenheim AM:

Alan Oppenheim AM has been a driving force at Ego Pharmaceuticals for over four decades, leading the company as Managing Director since 1990 and serving as Scientific Director for the ten years prior. Under Alan's guidance, Ego Pharmaceuticals has experienced significant growth, marked by strategic expansions of its world-class manufacturing plant in Melbourne. He has overseen the company's expansion into over 20 countries, with Ego now exporting half its Melbourne-made products globally. Alan was appointed a Member of the Order of Australia in 2025.

Dr Jane Oppenheim:

Dr Jane Oppenheim has been pivotal in shaping Ego Pharmaceuticals into a global innovator in dermatological skincare. Now serving as CEO & Director, she has dedicated over three decades to the company, with her expertise spanning multiple critical areas. Dr Oppenheim has led the scientific development of numerous market-leading product ranges, including treatments for head lice, sun protection and therapeutic skincare. Dr Oppenheim is a recipient of the 2025 BioMelbourne Network Women in Leadership Awards' Distinguished Leadership Award, highlighting her role in building Ego into a global innovator.