

## Medichem/ DGJ – Daniel Galvin Junior

Submitted by: Nobull Communications

Monday, 19 November 2012

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Medichem is pleased to confirm that it is the new owner of the trade mark DGJ – Daniel Galvin Jnr.

Medichem was successful in its bid to purchase the trade mark from the administrators after Daniel Galvin Junior's company, DGJ Hair Clinic Ltd, went into administration in February 2011.

"Despite sincere efforts to find a mutually acceptable working platform, both parties have agreed to develop their own separate ranges. Medichem wishes Daniel Galvin Junior every success in the future," said Tom Allsworth, Managing Director, Medichem.

Medichem has now redesigned and repositioned the brand as DGJ Organics and is continuing to sell the range within Waitrose, and is in discussions with other major UK retailers.

"Since Medichem took control, we have enlisted PR Company, Nobull Communications. Having been given clear structure and specific direction; Nobull has delivered admirable results. Nobull's facilitation of our new marketing and social network strategy, together with significant investment has enabled the brand to expand and build – year on year sales are up 64%," continued Allsworth.

Medichem is now focused on developing and expanding the sales of DGJ Organics, the UK's leading Professional Organic based hair care range.

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