



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2007/2234  
Contact Officer: Gina D'Ettorre  
Contact Number: 03 9290 1483

19 December 2007

Mr Greg Whatling  
Managing Director  
Jemella Australia Pty Ltd  
GPO Box 1089  
BRISBANE QLD 4001

Dear Mr Whatling

**Exclusive dealing other than third line forcing notification N93236 – Jemella Australia Pty Ltd**

I refer to the above exclusive dealing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 28 November 2007. The notification has been placed on the ACCC's public register.

You have described the conduct as Jemella Australia Pty Ltd (Jemella) proposing to sell *ghd* branded products (hair care and beauty products including the *ghd* hairstyling iron) to authorised stockists on condition that the authorised stockists do not resell *ghd* products through the internet.

Legal immunity conferred by the notification came into force on 28 November 2007.

On the basis of the information you have provided, it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by the notification at a later stage if it is satisfied that the notified conduct has the purpose, effect or likely effect of substantially lessening competition and the public benefits would not outweigh the anti-competitive detriments resulting from the substantial lessening of competition.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Gina D'Ettorre on 03 9290 1483.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Scott Gregson', with a long horizontal flourish extending to the right.

Scott Gregson  
General Manager  
Adjudication Branch