

Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs

Minister for Finance



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EGO PHARMACEUTICALS DOUBLES DOWN ON SKINCARE LINE

Victoria's booming health tech sector has received another shot in the arm, with one of the state's leading pharmaceutical manufacturers celebrating a key milestone in its growth – thanks to the Allan Labor Government.

Minister for Economic Growth and Jobs Danny Pearson today visited Ego Pharmaceuticals in Braeside to mark the official unveiling of major redevelopment projects at the company's manufacturing facility, backed by the Labor Government as part of a \$35 million expansion project creating local jobs and boosting exports.

This project will see Ego Pharmaceuticals double its therapeutic skincare products manufacturing capacity, with the installation of a new cream and tube filling line that will increase manufacture and production from 25 million units per annum to 50 million units per annum.

Set to be complete by 2027, the project will also double capacity at its Global Distribution Centre in Dandenong from 6,000 pallets to 12,000 pallets.

Ego Pharmaceuticals has been manufacturing skincare products in Victoria for more than 70 years and employs approximately 500 people in Victoria, supporting hundreds more through a strong local supply chain.

With key export markets such as the United Kingdom, China, United Arab Emirates, Saudi Arabia and Singapore, Ego Pharmaceuticals generates half of its \$300 million annual turnover from exports – a major contributor to Victoria's economy.

The Labor Government first announced support for the four-year redevelopment in March 2023, recognising Ego's importance to Victoria's manufacturing and medtech sectors.

The Labor Government is backing local companies to grow and expand into new markets through initiatives such as the \$34.9 million Boosting Victorian Exports package, announced in the *2025/26 Victorian Budget*, which helps small and medium businesses access global markets.

The *Budget* further invests \$18.8 million in the Government's Trade and Investment network, which provides critical on-the-ground support to exporters like Ego Pharmaceuticals in key international markets.

Victoria's \$21.4 billion health technologies sector is a global leader in research and manufacturing. The sector exports \$3.8 billion in pharmaceuticals each year – accounting for more than half of Australia's pharmaceutical exports – and employs more than 51,000 people, with a further 20,000 jobs in medical research.

Ego Pharmaceuticals conducts all its research and development in Victoria, helping to drive innovation in therapeutic skincare and medical devices – from lab to global markets.

Quote attributable to Minister for Economic Growth and Jobs Danny Pearson

"We are proud to back this growth for Ego Pharmaceuticals to help them boost their capability and continue to expand their presence in overseas markets."

Quote attributable to Minister for Industry and Advanced Manufacturing Colin Brooks

Media contact: Liam Mcallister 0488 771 334 | liam.mcallister@minstaff.vic.gov.au

“As the manufacturing state, we’re proud to back businesses like Ego Pharmaceuticals to succeed and expand into even more markets. This is exactly the kind of growth our Export and Investment support packages are designed to deliver.”

Quote attributable to Member for Mordialloc Tim Richardson

“Ego Pharmaceuticals is a shining example of local innovation and global ambition – and this investment means more jobs, more exports, and more success for our community.”