

## Discover Australia with Outback Spirit™ Botanicals

### Behind the brand

"Outback Spirit™ Botanicals" is a partnership between Outback Spirit™ Pty., creator of the brand and Cosmetochem International AG. It is a range of exotic Australian fruits and plants redolent of the vast and wild Australian Outback, derived from an ethical supply chain.

### Addresses Consumer trends

Outback Spirit™ Botanicals addresses many of the consumer wants/needs and resulting trends in personal care products:

- Ethical supply
- Traceability
- Sustainability
- Purity
- A caring, more profound luxury ingredient
- Australia, the next geographical area after the Amazon and Asia in personal care themes



Photo Courtesy of: Catherine de Wit of Stray Cat Images

The photo shows Tunnel Creek National Park, Western Australia, conveying the warmth, energy and sheer excitement of Australia.

### Ethical branding

Outback Spirit™ Botanicals offers tangible branding benefits, providing the personal care industry with an exciting opportunity to build brands based on ethical principles. We can deliver the product, the supply and the ethical and sophisticated Indigenous value chain that make these products a unique concept.

By buying our products you are supporting ethical trading practices, that benefit the people and the environments that produce our ingredients. 2% of sales of Outback Spirit™ Botanicals are paid back into the Outback Spirit™ Foundation (OSF), which supports Indigenous micro-business development and social projects at the community level. By donating 1% of sales personal care companies can use the OSF logo on their packaging or in their promotional material which indicates their support for local Indigenous communities.



### Outback Spirit™ Product Range:

- |                 |                        |
|-----------------|------------------------|
| • Kakadu plum   | • Lemon myrtle         |
| • Desert raisin | • Anisata              |
| • Desert lime   | • Australian bush mint |
| • Quandong      | • Mountain pepper      |

We will be adding others in 2009.



Quandong

### Suggested Applications

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Spa products <ul style="list-style-type: none"> <li>○ Australia the next destination spa</li> </ul> </li> <li>• Sun care products <ul style="list-style-type: none"> <li>○ Desert plants</li> </ul> </li> <li>• Bath &amp; shower</li> <li>• Hair care products</li> </ul> | <ul style="list-style-type: none"> <li>• Skin care</li> <li>• Ethically branded products</li> <li>• High end luxury products <ul style="list-style-type: none"> <li>○ Profound luxury</li> </ul> </li> <li>• Novelty alternatives <ul style="list-style-type: none"> <li>○ eg. desert lime – citrus</li> </ul> </li> </ul> |
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