Beauty History
From the beginning of time

- More than **6000 years ago** the use of skincare was formulated to soothe the soul of a Princess. Blends of essential oils, carrier oils, perfumes and floral waters of the finest quality grown to **harmonies the mind body and spirit.**

- **Trading of oils and herbs** known for provoking the nature of healing and happiness.

- We still spend **millions of dollars in research** to find out what consumers needs are.
• Through published information, women were informed during the **four decades** between the **1910s** and **1950s** that exercise, diet, **and the proper use of cosmetics and hair products** could make them more **attractive**.

• The ascension of **television** in the 1950s saw a transfer of the popular radio soap operas (programs whose **sponsors were soap companies**), such as Procter & Gamble, to television. **Advertisements** for cosmetics and hair products were prevalent.
In America 1970s certain ingredients were banned from use by the industry because of endangered species legislation that was passed as part of a growing environmental movement.
The present manufacturing method offered to consumers wanting to purchase a “green” finished product as close as possible to its natural state prior to blending together, in the category of cosmetics is called “Certified Organic”
I DID NOT SAY

ORGANIC
NATURAL
PURE

FRESH
TRULY NATURAL

BOTANICAL
HERBAL
FRUIT
AROMA
HEALTHY
I SAID

Certified Organic

- What does certified organic offer?
- Who manages the accreditation?
- How do I read the label of a Certified Organic product?
- What’s in it for me?
certified organic offers

The consumer assurance the product is **free from**:

- synthetic chemicals
- genetically modified organisms
- animal testing
- unhealthy soil
- Unhealthy extraction processes
- Unhealthy manufacturing facilities
- Toxic packaging
- Environmental abuse
The Claim

A far more **effective and potent** product than synthetic products.

The **average level of essential minerals and nutrient content is far higher** in organically grown ingredients than synthetically manufactured ingredients.
Accreditation process

AUSTRALIAN QUARANTINE AND INSPECTION SERVICES (A.Q.I.S.) APPROVED
Regulates Organic Certification in Australian under its Organic and Bio-dynamic Program.

- The Organic Food Chain Pty Ltd (OFC)
  Tel: +61 7 4637 2600
  Website: www.organicfoodchain.com.au

- National Association for Sustainable Agriculture Australia Ltd (NASAA)
  Tel: +61 8 8370 8455
  Website: www.nasaa.com.au

- Australian Certified Organic (ACO)
  Tel: +61 7 3350 5716
  Website: www.aco.net.au

- Bio-Dynamic Research Institute (BDRI)
  Tel: +61 3 5966 7370

- Organic Growers of Australia (OGA)
  Tel: +61 2 6622 0100
  Website: www.organicgrowers.org.au

- Safe Food Queensland (SFQ)
  Tel: +61 7 3253 9800
  Website: www.safefood.qld.gov.au

- Tasmanian Organic-Dynamic Producers (TOP)
How do I read a product label?

0438
Certified Organic

Meaning:
95% of the whole ingredient is made from certified organic raw material, the balance is organic meaning you may or may not find traces of synthetic matter or the farm may act as if certified but may not be able to fund the changes or could be in transition.
The Tricks of the trade

Industry: The growers who are “In Conversion” must clearly mark their labels “IN CONVERSION”.

OR look out for marketing
What is in it for ME

- You play a role in preserving our natural environment. You are part of the environment.
- Clean water, less toxic chemicals going down our drain.
- Beautiful Skin with all the luxury of gorgeous packaging.
- Your skin gains nutritional ingredients from certified organic.
- You can read the packaging easily.
- You stop buying on emotional impulse shopping sprees.
- You save money.
- You can make it yourself.
- Carbon Friendly Footprint.
The Seed Is Planted