



jasmin
organics

Jasmin Organics Group

Tamborine Mountain, QLD, Australia

THE WORLD'S **PREMIUM** CERTIFIED ORGANIC SKINCARE GROUP



Made on Tamborine Mountain, Queensland, Australia



OUR BRANDS



Jasmin Organics

Developed specifically for the discerning women who is looking for the purest and most luxurious skincare possible. Over 95% of ingredients are certified organic, 100% of ingredients are from natural sources and no chemicals are used in Jasmin Organics products.

Awarded for 'The Greenest Formulations' at the Sustainable Beauty Awards, Paris.



Jasmin Aromatique

Pure essential oil range including aromatherapy blends, diffusers and massage blends.

100% Certified Organic.

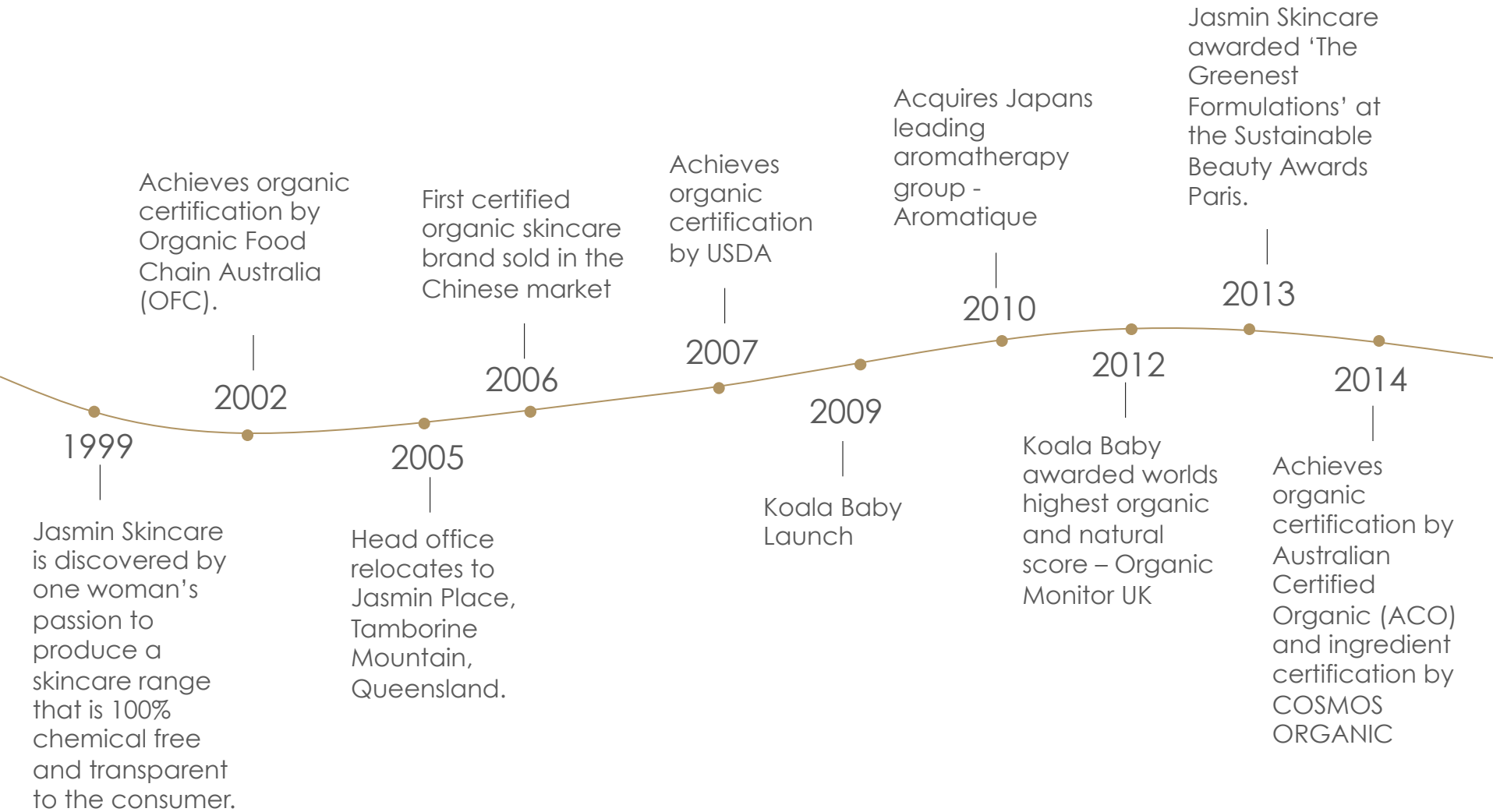


Koala Baby

Over 99.3% of ingredients are certified organic, 100% of ingredients are from natural sources and no chemicals are used in Koala Baby products.

Awarded for containing the highest amount of organic ingredients by Organic Monitor UK.

OUR STORY



OUR PRODUCTS

BLENDING SCIENCE WITH NATURE

Jasmin Organics operates its own vertically integrated farm and manufacturing plant in Queensland, Australia, a location that is fast becoming the organic skincare hub of the world.



Over 100 different ingredients from natural derived, wild harvested and certified organic origin scientifically blended by Jasmin Organics formulators.

Traditional harmful chemicals have been replaced with precious natural and organic ingredients: each product contains over 95% of organic certified ingredients.



Exceptional results using only the highest quality essential oils in the products.

OUR PLACE

Jasmin Organics Group has invested heavily to build a state-of-the-art organic farm and manufacturing facilities where our products are formulated and produced.

Open to the public for guided tours; Jasmin Place is fast becoming one of the top tourism attractions in Queensland with support from TEQ (Trade and Events Queensland) and is frequently visited by celebrities.

From Farm To Final Product



OUR PLACE

Farm & Factory Tour

Organic Farm: Discover the beauty of our natural botanicals and the health benefits to your skin

Organic Factory: Learn how we formulate and produced the world's purest skincare just for you

Organic Beauty Shop: Sample our award winning certified organic skincare range and consult our skincare experts as to how you can achieve beautiful, radiant skin



[BOOK NOW](#)

OUR MISSION

- ◆ To provide the consumer with the safest and best performing skincare and aromatherapy products.
- ◆ To stay true to our beliefs and never compromise on quality or purity.
- ◆ To educate the consumer on the dangers of using non-organic skincare products.



HERO PRODUCTS



Pure
Rosewater Mist



Face Night
Cream



Natural
Ageing Serum



BB Cream



Eco-Cellulose
Face Mask

HERO PRODUCTS



Baby Powder



Baby Soft Face Cream



Baby Barrier Cream



Mummy's Tummy Cream



Koala Baby Diffuser

HERO PRODUCTS



Tea Tree
Essential Oil



Rose Otto 3%
in Jojoba
Essential Oil



Lavender
Essential Oil



Diffuser

OUR CERTIFICATION

All Jasmin Organics and Koala Baby products are certified to the highest industry standards possible.



AUSTRALIAN MADE CERTIFICATE

The product has been manufactured in Australia.



O.F.C. CERTIFICATE OF ORGANIC ORIGIN

The National Standard for organic and biodynamic produce.



U.S.D.A. (NOP) CERTIFICATE

The National Organic Program (run by the USDA) performs organic certification on food-grade products.



AUSTRALIAN CERTIFIED ORGANIC

Australian Certified Organic is the largest certifier for organic and biodynamic produce in Australia.



COSMOS ORGANIC

COSMOS Organic is the new European standard adopted by the major EU certification bodies as a way of gaining international harmonisation.

OUR INTERNATIONAL AWARDS



JASMIN ORGANICS
 WINNERS OF THE INAUGURAL SUSTAINABLE BEAUTY AWARDS
 GREEN FORMULATIONS AWARD 2013



www.JasminOrganics.com

Jasmin Organics
 The World's Greenest
 Formulation Award

Koala Baby
 The Most Organic Skincare for
 Mum & Baby

Organic Monitor
 Ref: Analysis of Koala Baby Organics Range
 12th September 2012

Dear Green Changers,
 We have analysed the ingredient composition of your Koala Baby Organics range of organic personal care products. Based on the methodology of our Brand Assessment report, we have rated your products from 1 (conventional cosmetics) to 10 (certified organic). Here are the results of the analysis...

Code	English Name	Size	SCORE
KBBV	Mummy's Luxury Cream	75ml	9.5
KBBW	Get the Baby Wash	250ml	9
KBBP	Mum and Baby Bath	75ml	9.5
KBBQ	Baby Powder	75g	10
KBBC	Bath Barrier Cream	75g	9.5
KBBE	Baby Lip Balm	75ml	9.5
KBBF	Baby Soft Face Cream	50g	9.5
KBBG	Baby Soft Body Lotion	50g	9.5
KBBH	Shampoo & Body Wash	250ml	9
KBBI	Aloe Gel Spray	250ml	9
KBBJ	Rub a Rub Massage Oil	30ml	9.5
KBBK	Steady Oil - 1st Trimester Support	100ml	10
KBBL	Steady Oil - 2nd & 3rd Trimester Support	100ml	10
KBBM	Steady Oil - Childbirth Labour Support	50ml	10
KBBN	Steady Oil - Postpartum Recovery	50ml	10
KBBO	Base Massage Oil	100ml	9.5
KBBP	Baby Organic Soap	100g	9
	TOTAL	182.5	
	AVERAGE	9.6	

With an average notations rating of 9.6, Koala Baby Organics has the highest rating for any Asia-Pacific brand. More details on the methodology and ratings are available on <http://www.organicmonitor.com/3M114>

Yours faithfully,
 Ms. Anjali Sabota
 Managing Director
 Organic Monitor (www.organicmonitor.com)

BRAND ACHIEVEMENTS

Jasmin Organics selected for the 2014 G20 Summit



Jasmin Organics
Selected For The
2014 G20
Welcome Hampers



BRAND ACHIEVEMENTS

Major Sponsors For Miss International Japan

MISS INTERNATIONAL
BEAUTY PAGEANT 2012

**BEAUTY,
WHAT WE BELIEVE AND PURSUE.**

Gold Sponsor by Jasmin Aromatique Ltd. **jasmin**
AROMATIQUE

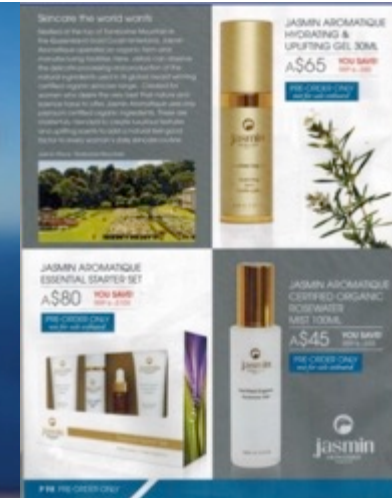
BRAND EXPOSURE



China Eastern Airline
First Class Lounge & In-flight Magazine



QANTAS
In-flight Magazine &
Online



BRAND EXPOSURE

High End Product Launch and Media Events



Australia . Japan . Hong Kong . China . Taiwan . Europe . UK . USA



BRAND EXPOSURE

Appearing On International TV Stations



The screenshot shows a website interface for 'GREAT SOUTH EAST'. At the top, there are navigation links for 'search', 'sponsors', and 'contact'. Below this, the date 'Archive: 2 November 2014' is displayed. The main article is titled 'Jasmine Place/ Outlander Hybrid' and features a large image of a lavender field. A text block below the image reads: 'One of the attractions of a visit to North Tamborine, in the Gold Coast hinterland, is Jasmin Place (not far from the popular Gallery Walk). The folk at the farm grow and manufacture a certified organic skincare range, so in Spring, the paddocks are full of colour with lavender, marigolds, roses and stone fruit sprouting.' To the right of the article, there are two smaller images: one showing a group of people in a field and another showing a city skyline at night. A 'TVB' logo is visible in the bottom right corner of the screenshot.

CCTV
TVB
Channel 7
...and more



BRAND EXPOSURE

Government Bureau Promotes Jasmin Organics Group

A detailed screenshot of the article '昆士兰州简诗美的成功之路' on the Chinese Embassy website. The page header includes the embassy's name and a navigation menu. The article title is prominently displayed. The text describes Queensland as a 'paradise' and mentions the success of Jasmin Organics. It highlights the company's international recognition, including awards from the 'China Green Brand' and 'China Green Brand' awards. The article concludes by stating that the success of Jasmin Organics is a result of its strict selection of raw materials and pursuit of high-quality production.

提到澳洲东北部的昆士兰州, 人们脑中闪现的画面, 可能是人间最大的珊瑚礁群“大堡礁”, 是冲浪者天堂的“黄金海岸”, 是天真可爱的“考拉熊”, 是被称为“世界上最古老的世界”的亚热带雨林区。

布里斯班——澳大利亚昆士兰州府城, 是1982年英联邦运动会、1988年世界博览会, 2001年世界友谊运动会, 以及1996年2003年2007年2011年亚太城市高峰会和2014年G20峰会的主办城市。

2014年, 世界各地的目光都会聚焦在昆士兰州9月召开的财政部长和中央银行行长的会议及在11月召开的G20峰会上。

而您也许不知道在这片神奇的土地产生了太多令人惊叹的“人间奇迹”的同时, “简诗美”——世界名流青睐的国际奢华有机护肤领导品牌, 亦于1999年此生根发芽, 经过15年的沉淀及成长, 2013年, 简诗美集团在全球可持续发展巴黎颁奖大会上, 力压120家国际知名化妆品企业, 荣获“最绿色环保配方奖”。

这一至高荣誉代表了简诗美对原料的严格筛选和生产工艺精益求精追求的认可, 也向全世界宣告了简诗美的使命——为那些不仅仅追求奢华和高效, 更爱天然和安全护肤的人们独家定制。

简诗美的成功是令人瞩目的, 然而是什么成就了今天的简诗美集团?



BRAND EXPOSURE

Public Engagements At Major Sustainable Conferences



JASMIN SPA

Jasmin Place, Australia



Tokyo, JAPAN



Budapest, HUNGARY



JASMIN SPA

Hong Kong Airport



Singapore Airport



JASMIN DUTY FREE



OUR DISTRIBUTION CHANNELS

Available In Over 15 Countries And Growing...



OUR DISTRIBUTION CHANNELS



RETAIL

- Available in only selected outlets
- Enhances brand awareness
- Wider customer access
- Increase brand visibility
- Access to international markets

- ✓ Australia
- ✓ Japan
- ✓ China
- ✓ Hong Kong
- ✓ Taiwan
- ✓ Hungary
- ✓ Denmark
- ✓ Dubai



FLAGSHIP STORE

- Increase brand visibility
- Offers personal experience
- Offers knowledge of the brands via products & services

- ✓ Australia
- ✓ Japan
- ✓ Taiwan
- ✓ Hungary



HOTEL / SPA / AIRPORT

- Enhance brand equity
- International brand awareness
- Creating consumer touch-points globally
- An ideal setting for first time experience
- Luxurious locations

- ✓ Hong Kong Intl Airport PPL
- ✓ Singapore Intl Airport PPL
- ✓ Japan
- ✓ Hungary
- ✓ Australia
- ✓ Taiwan

OUR DISTRIBUTION CHANNELS



TRAVEL RETAIL

- Reinforces brand message
- Helps to support other channels
- Enhance awareness amongst the global traveler (business & leisure)
- Brand internationalization

- ✓ QANTAS
- ✓ China Eastern Airlines
- ✓ Australia Airport Duty Free
- ✓ Hong Kong & Singapore Airport Wellness Spa



INTERNET

- Strong brand messaging and communications outlet
- Empowers all other channels
- Offers world wide exposure & global extension
- Educates the consumer
- Good source of customer feedback & research
- Provides a platform for a community to share and discuss
- Ongoing loyalty promotions

- ✓ Australia
- ✓ Japan
- ✓ China/SAR
- ✓ Europe
- ✓ New Zealand
- ✓ USA
- ✓ UK



INSTITUTE

- Aromatherapy / Skincare / Baby Care
- Provides training In-house and at selected beauty colleges
- Provides education for the consumer
- Enhances brand's strength through knowledge

- ✓ Australia
- ✓ Japan
- ✓ China

OUR DISTRIBUTION CHANNELS

A Consumers Journey



Visits Jasmin Place



Garden Tour



Factory and Laboratory Tour



Researches On The Internet

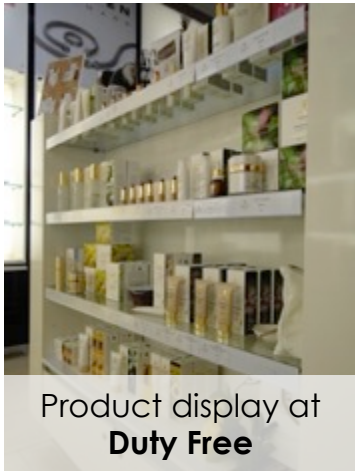
Tourism

- Creates a luxury experience for the guest
- Creates the 'initial' consumer touch point for the international traveler
- Unique in the tourism industry
- Educates the consumer through factory and garden tours
- A grand platform to reach the top tourism publications & TV shows
- Partnering with top tourism offices and international tour bus companies
- Empowers all other channels

OUR DISTRIBUTION CHANNELS

A Consumers Journey.

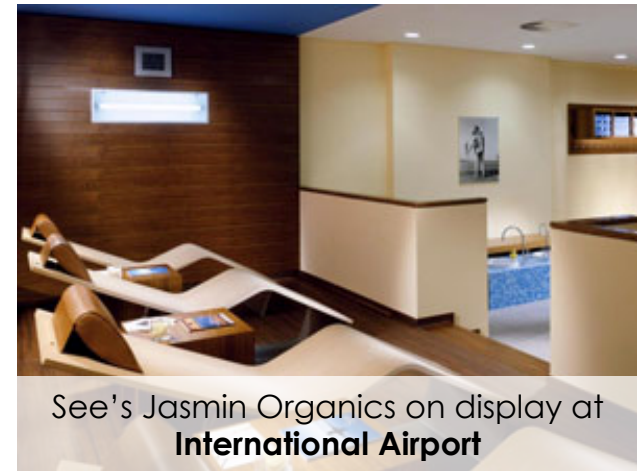
In 2015/16 Jasmin Organics will aggressively penetrate the **Travel Retail** market.



Product display at
Duty Free



Reads an article in the
Inflight Magazine



See's Jasmin Organics on display at
International Airport



Experiences a Jasmin Organics treatment
at the **Spa**



Becomes a devoted life-long
customer of **Jasmin Organics**

OUR COMPETITIVE EDGE



- ◆ International recognition with few competitors in the market.
- ◆ Consumers are seeking organic products in today's heavily polluted world. Jasmin Organics offer something better than natural and organic - Certified Organic and no use of chemicals.
- ◆ Best performing products in the organic and non organic field.
- ◆ A brand with standards and high ethics. Consumers are able to trust in our message; very strong in today's mass marketing advertising campaigns.
- ◆ A destination brand. Consumers can see where products are made and fall in love with the Jasmin passion and brand story.
- ◆ Ability to touch the consumer through travel related initiatives; Duty Free Shops, Inflight Magazines, Airport Wellness Spa, Travel Magazines, Hotel Spa's (to be launched in 2015).
- ◆ Luxury meets Organic; a new and fashionable concept in the cosmetics and skincare industry.

BENCHMARK COMPANIES



BENCHMARK COMPANIES

Luxury

erbaviva



Jurlique Baby

Noodle & Boo.
when only the best will do

 WELEDA

Chemical

Organic

GAIA
natural baby

Aveeno.
Baby

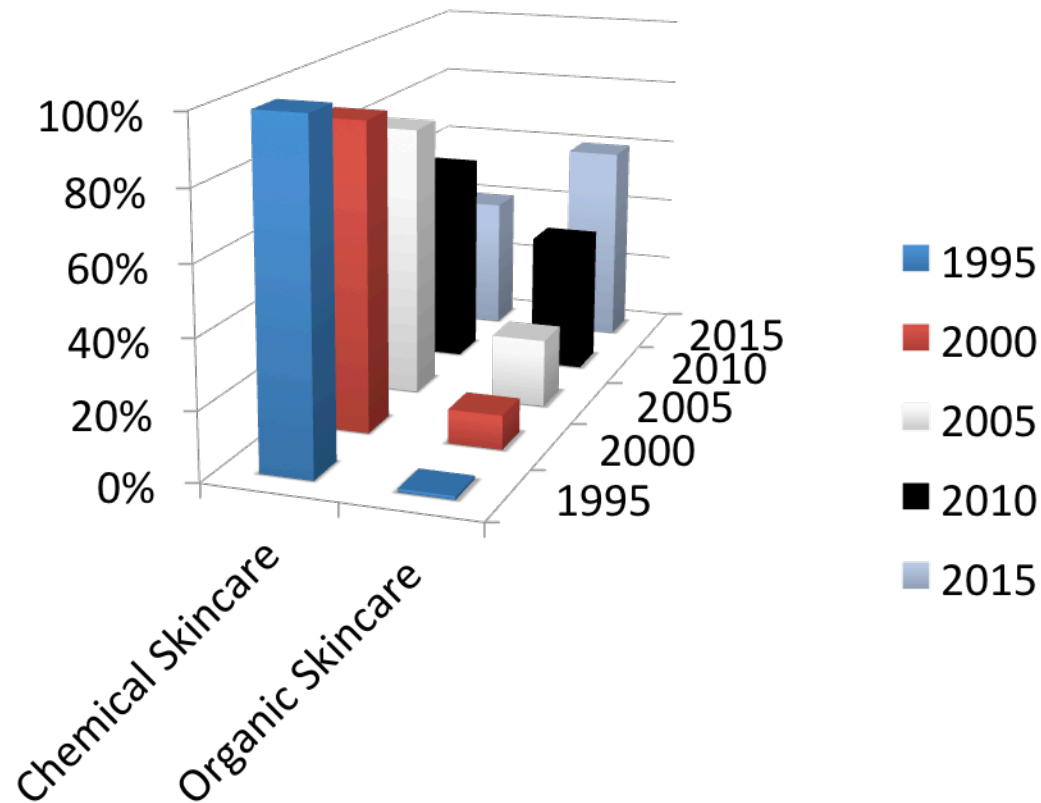
Mustela[®]

Johnson's[®]
baby

BURT'S BEES[®]

Budget

MARKET TRENDS – By Product



Consumer behavior is changing.
Consumers are choosing natural & organic skincare over
chemical skincare.

JASMIN 2015/2016 MARKETING



Strong creative direction to communicate luxurious brand message



Aggressive digital campaigns to boost online presence



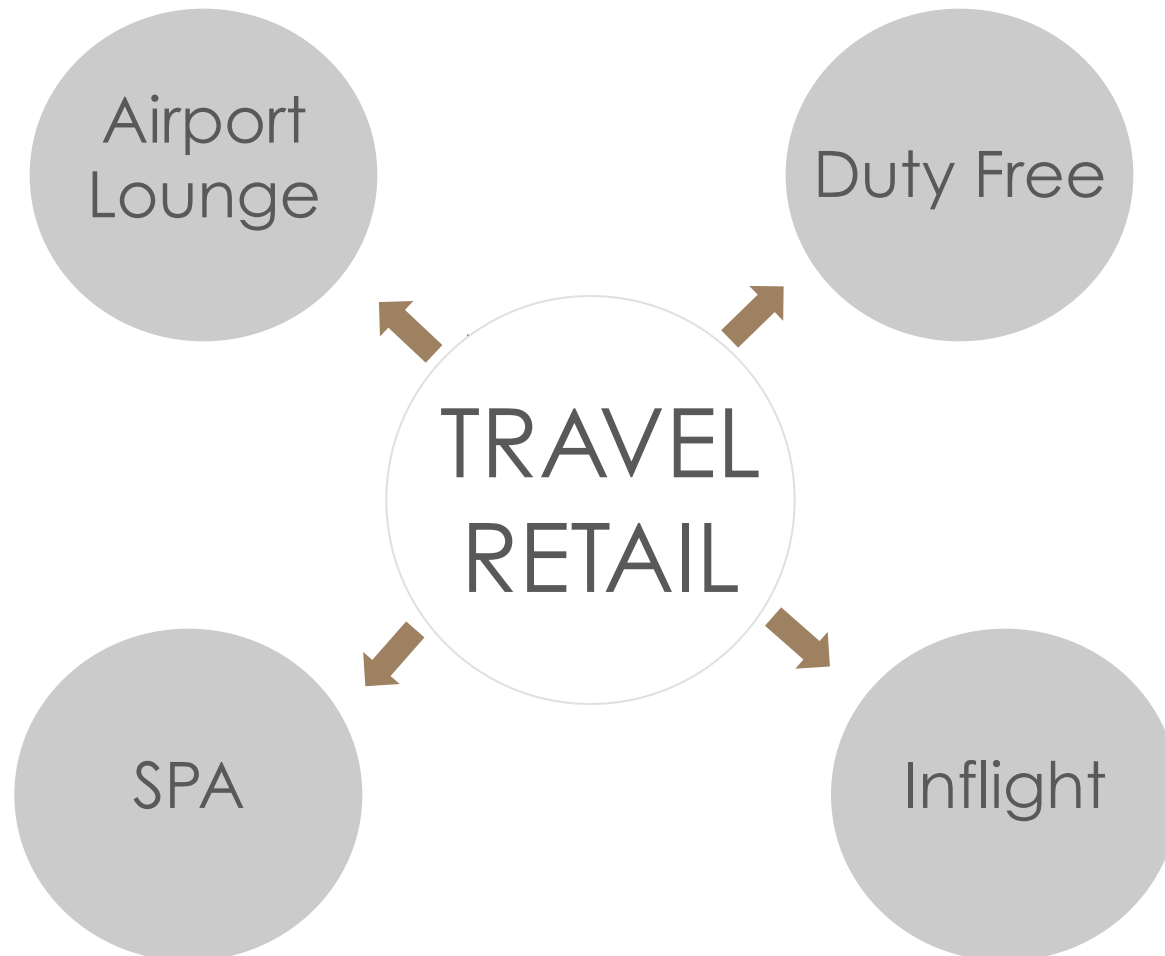
Partner with Australian Tourism Corporations to promote on TV and in Travel & Leisure Magazines



Massive international media campaign to build brand recognition

OUR FOCUS – 2015/2016

Jasmin Organics - Winning Over **1 Billion** International Travelers...



JASMIN ORGANICS



The purest skincare available in the market.

- ✓ Many natural claiming skincare products available in the market. Jasmin Organics offers only the purest and most luxurious product range.
- ✓ Only available in selected outlets. Not available in mass market stores.
- ✓ Unique in the industry.
- ✓ No synthetic fragrance or chemical pesticides are present.
- ✓ World class formulators and leading experts with a state-of-the-art tourist facility to accommodate the international traveler.
- ✓ Highest certification of organic ingredients.

KOALA BABY



100% natural and over 99.3% certified organic ingredients

- ✓ Only available in selected outlets. Not available in mass market stores.
- ✓ Unique in the industry.
- ✓ A fun, adorable range that appeals to mothers and mothers-to-be.
- ✓ Does not contain any chemicals, synthetic fragrances or harmful ingredients.
- ✓ Helps to assist skin problems such as eczema, dermatitis and psoriasis.
- ✓ Safe for babies, safe for mummies.

DISTRIBUTOR BENEFITS & JASMIN SUPPORT

Go-To-Market

- ◆ Meet consumer demand for organic skincare products
 - ◆ Be part of the growing trend towards natural skincare
 - ◆ Instantly benefit from sales and increase consumer satisfaction
 - ◆ Retail and Spa ranging support
 - ◆ Product promotion and customer loyalty support



Training & Product Support

- ◆ Intensive training to all key employees and staff
 - ◆ Ongoing product range support
 - ◆ Spa/treatment training and support
 - ◆ Access to our Jasmin trainers for product range queries and foundation building



Digital

- ◆ State of the art website to enhance your online presence
- ◆ Social media and digital support to successfully run e-marketing campaigns
- ◆ Powerful creative imagery to promote product range
- ◆ Annual promotional calendar support

PR & Marketing

- ◆ Marketing materials to enhance your own marketing efforts
- ◆ Imagery, press release and article support are provided
- ◆ Assistance with communicating the brand message to the consumer
- ◆ Annual marketing calendar and advertisement support



Award Winning* Certified Organic Skincare Range

*Inaugural Sustainable Beauty Awards Winner
Greenest Formulations Award
by
Organic Monitor - Paris Oct 2013

Thank You.

www.JasminOrganics.com

