

**Biological Farmers of Australia Media Release, Wednesday 29<sup>th</sup>  
July 2009**

## **Organic Makeover: Australian Certified Organic takes centre stage at beauty expo**

For the first time this year, certified organic cosmetics and skincare will take centre stage at the International Spa and Beauty Expo (Sydney Convention and Exhibition Centre 8<sup>th</sup> – 9<sup>th</sup> August).

Natural and organic cosmetics has been identified as a booming growth sector with global sales increasing by over US \$1 billion a year. Preliminary research shows that European sales exceeded US \$2 billion for the first time in 2008. (1) The trend is gathering steam in Australia as confirmed at last weekend's Organic Expo where close to one fifth of exhibitors displayed natural or organic skincare.

As part of the coming beauty expo's new and exclusive 'Organic Zone', Australian Certified Organic (ACO) - Australia's largest organic certification group - will be on hand to provide beauty industry representatives with all the latest information and advice on becoming certified organic.

**Akiko Nicholls**, Managing Director, ACO, says the presence of the 'Organic Zone' at this year's expo is a further indication of growing industry interest in organic products and will provide an opportunity for the beauty industry to learn more about the different organic products and standards available.

*"It's excellent that organics can be part of a beauty industry expo; this is a major step in the recognition of organic beauty care products in Australia," she says. "The ACO certification logo is already becoming well-recognised in Asian countries, where consumers respect the ACO cosmetic standard as one of the strictest worldwide."*

Ms Nicholls will be on hand to provide industry representatives with information on the numerous benefits of organics and how to go about becoming certified organic with an official presentation taking place on Saturday 8<sup>th</sup> at 11am in the Spa Hall (Hall 1).

*"I look forward to meeting people from the beauty industry and receiving feedback on our Standard so that we can continue to work at a best practise level with industry."*

An ACO –certified cosmetic company, ***Pure and Green Organics***, will also be on site to showcase all things beautiful, innovative and - most importantly - certified organic.

The only exhibitor at the expo to be wholly certified with the ACO, ***Pure and Green Organics*** will showcase their entire range of body care products from rejuvenating night creams to hair care, all free of toxins and GMOs, in line with ACO's high quality-driven cosmetic certification standards.

*"When you look at conventional cosmetics, and even some of those claiming to be natural and chemical free, they are still full of thousands of toxic chemicals that are not approved for use in food because they are harmful to the body,"* says Grace Gulhaci, Director, Pure and Green Organics.

*"As an ACO certified organic company, a minimum of 95% of our ingredients by mass must be certified organic, while other organic certifiers accept as little as 20%,"* she says.



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**BIOLOGICAL FARMERS OF  
AUSTRALIA CO-OP LTD**  
ABN 75 699 664 781

HEAD OFFICE · BRISBANE

PO Box 530 766 Gympie Rd  
CHERMESIDE QLD 4032  
Ph: +61 (0)7 3350 5716  
Fax: +61 (0)7 3350 5996

info@bfa.com.au

SOUTHERN DIVISION OFFICE

PO Box 503  
NURIOOTPA SA 5355  
Ph: + 61 (0)8 8562 2769  
Fax: + 61 (0)8 8562 3034

info@bfa.com.au

**www.bfa.com.au**



Grace says the decision to feature organics at this year's Expo is a good sign the industry is acknowledging growing consumer interest in natural beauty alternatives, but says there is still the need to be wary of brands claiming to be "chemical free" and "certified".

"ACO not only prohibits toxic solvents being used as ingredients, it checks if they were used in the extraction of other ingredients," says Grace.

"Other certifiers do not check this and this creates a loophole for toxins to silently enter products which become labeled 'certified organic'."

In June 2009, *Pure and Green Organics* became the first and only company in the world to achieve ACO certification across every product and ingredient and the first to use 100 percent consumer-recycled cardboard caps on their bottles.

**Lauren Ebbeck**, Expo Director, says the growing popularity of organic spa and beauty products over the past two years motivated the organisers to feature organics as a drawcard for the event.

"It is important to recognise that this is a niche sector within the spa & beauty industry. The Expo is an opportunity for businesses to get to know organic brands to stock in salons and spas all over Australia," she says.

The event is expected to draw over 11,000 beauty loving buyers over two days.

### Spa and Beauty Expo - 8 to 9 August

Sydney Convention & Exhibition Centre, Darling Drv, Darling Harbour, NSW

Further information: [www.internationalbeautyexpo.com.au](http://www.internationalbeautyexpo.com.au)

#### Data:

(1) *Organic Monitor* online: 2009 Predictions: <http://www.organicmonitor.com/r3001.htm>

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#### Media Contacts:

**For more information on the International Spa and Beauty Expo contact:** Kate Mirabito Account Manager: Ph: +61 (0)2 9422 8937

E: [Kate.Mirabito@Reedexhibitions.com.au](mailto:Kate.Mirabito@Reedexhibitions.com.au)

**Akiko Nicholls Managing Director, Australian Certified Organic:** Ph: +61 (0)7 3350 5706 ext 228

**BFA Media Department Madeline Cooper:** Ph: +61 (0)7 3350 5716 ext. 225

**Footnote;** *Australian organic cosmetics are making significant inroads into Asian markets. For recent articles or more information please contact Madeline Cooper.*

#### STOP PRESS!

**The BFA Organic Roadshow** - a line-up of fascinating speakers on many aspects of organic production and marketing –will be coming to centres across NSW, Qld and WA between August and November this year.

For more information on Organic Expo or Organic Roadshows;

(07) 3350 5716 [events@bfa.com.au](mailto:events@bfa.com.au) / [www.bfa.com.au](http://www.bfa.com.au)



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[www.bfa.com.au](http://www.bfa.com.au)