



PRESS RELEASE

FROM FARM TO FACE - WHAT ARE YOU PUTTING ON YOUR SKIN?

July, 2016: Twenty years ago, finding a shelf dedicated to certified organic beauty products could have been a hard task. Nowadays, there is an abundance of options. However, what you think is pure and organic may not always be the case!

[Australian Organic](#), owner of Australia's leading certification organisation, is urging consumers to *Look for the Bud logo!* to ensure you aren't putting harmful chemicals on your skin without realising. Gaining trust and finding reputable brands that practise what they preach isn't easy! Often consumers are exposed to non-certified organic products claiming to be organic, but Australian Organic CEO Paul Stadhams states: "Customers aren't fools. They are becoming more and more educated about the importance of looking for certified organic labels – such as the ACO Bud logo – where all the hard work is already done for them."

Using cosmetics that wear a certification logo means that the product has been grown free from harsh synthetic pesticides, herbicides, hormones and antibiotics. As well as being cruelty free, all certified organic products are non GMO, socially responsible and biodiversity friendly. The Bud logo provides consumers with a symbol of trust and integrity for organic products.

Certified by Australian Certified Organic under the COSMOS Organic Standard, Angela Jones from [Uni Organics](#) knows that putting a few certified organic ingredients into a product doesn't make it certified organic. "Our certification provides guaranteed security! People know they are purchasing a traceable product that is truly organic – no question about it! Choosing to manufacture certified organic beauty products is an obvious step towards capturing the growing competitive market."

Therese Kerr, Goodwill ambassador for Australian Organic and co-founder of [The Divine Company](#) believes what you put on your skin is as important as what you put in your body. "Your skin is your body's largest organ and it's a major pathway for chemicals to be absorbed into your body. Only personal care/cosmetic companies know what they put in their products. Alarmingly, there is no pre-market or health testing done on any product before it is released onto the market", comments Kerr. "Making simple changes by removing the chemical burden you place on your body each day has lasting benefits".



According to the 2014 Australian Organic Market Report, the demand for certified organic products is growing at an average of 15% year on year. Consumers want to make educated decisions about what they are purchasing and this is no exception for the beauty industry: The organic cosmetics industry grew 18% annually between 2009-2014. Mr Stadhams comments: “Consumers are evidently making more educated and responsible decisions on what to purchase and apply to their skin. Caring about your body has become mainstream for old and young. This is evident through the multiple ranges clients have available ranging from babies to tweens and mature, including both female and male.”

The Australian Certified Organic Bud logo appears on the overwhelming majority of certified organic products sold in Australia. “We urge companies to start considering the complete life cycle of the product – from farm to face. By taking that step to certify your company you are allowing full transparency and traceability of the supply chain, right back to the original source of the ingredients,” says Mr Stadhams.

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Additional Information

What is the COSMOS Standard?

The COSMOS Standard was developed by five European organic certifying bodies specifically for cosmetics and skincare: BDHI (Germany), Cosmebio (France), Ecocert (France), ICEA (Italy) and Soil Association (UK) with the aim to create a global Organic and Natural Cosmetics Standard.

Australian Certified Organic is the first Asia-Pacific based certifier accredited under the COSMetics Organic and natural Standard (COSMOS) as an approved certifier for organic and natural cosmetics, as well as cosmetics' raw materials, following an accreditation process through the International Organic Accreditation Service (IOAS).