



Ausganica
CERTIFIED ORGANIC

CERTIFIED ORGANIC.

Fall in love.

Meet Ausganica

Organic Skin, Hair, and Body Nutrition Pioneers



The world's premier maker of certified organic skincare, haircare, and cosmetics. We began in 1997 with a group of aromatherapists, organic farmers, and cosmeceutical experts who all shared the dream of healthy natural personal care.

Formed in the mild weather and pure land of Australia, we ensure that from the growing of plants & botanicals, to the procuring of the actives and every single step in the manufacturing process, all had to be harmless, not causing damage to the natural environment. Using advanced technology, aromatic science and our cosmeceutical expertise, together we set out to develop and maximize the potential of organic living.

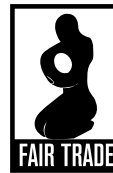
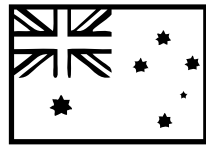
Grown from one of the world's largest certified organic farms, with nearly 500 acres, certified Grade A by OGA (Organic Growers Australia), and also certified by HACCP. The manufacturing is certified by both ACO (Australian Certified Organic), and the OFC (Organic Food Chain).

Organic botanical essences form the core of Ausganica, where they follow the ancient methods of hand picking fresh plants, infusing them with organic grain alcohol, allowing them to steep for 28-30 days, then extracting. This is to ensure a complete and diverse nutrient content in the actives and preserve their ultimate vitality.

In order to achieve premium quality, Ausganica insists on only organic, natural and expressly allowed ingredients according to certified organic and eco/green standards. We don't use synthetic fragrances, synthetic minerals, synthetic colours, sulphates, parabens and other harsh ingredients.. And we never do any animal testing, or use animal-tested source ingredients, or animal-derived ingredients.

Accredited & Certified

A Promise of Quality and Ethics



- Certified Organic
- Fair Trade Ingredients
- Pure essential Oils
- Bio-Active Fresh Herbal extracts
- Environmental Responsible
- Grey Water Safe
- World Craft
- Raw Actives (some exceptions)
- No-GMO
- No Sulphates
- No Petroleum
- No Phosphates
- No Artificial Colours
- No Harsh Chemicals
- No Synthetic Fragrance
- Not Tested on Animals

Romance for your Hair

Innovative Organic Superfood Haircare

From our facility in Sydney to our farm in the country, Ausganica is romance for your hair and body.

What we've done at Ausganica is take hair superfoods; ingredients that truly nourish the hair or skin and combined them to create truly salon level, professional results.

Right now, there are three lines all with different level of Bio-Active Hair Superfoods to meet your needs.

Bio-Active Remedies

A truly premium range loaded with essential oils and other hair goodies that performs just like a salon product and its organic.

Rose Romance

A light nourishing range for those with sensitive, thin or fine hair or those who wash once or twice daily.

Organic Family

An economic family size range loaded with great actives and certified organic argan oil, also available for baby.

Bio-Active Remedies

Telling the Stories of Nature

Truly approaching or matching salon level performance with an organic product was Ausganica's goal with Bio-Active Remedies. Each one formulated with a unique blend of essential oils to match different skin types and conditions. We cherish all the little plants that make their way into these bottles and hope that your skin is as excited to receive their nourishment as they are to provide it to you.



Rose Romance

Superfood Nourishment for Sensitive Hair

A delicate, nourishing rose-based line that is super delicate and gentle cleansing for people with fine or sensitive hair and scalp or those who wash daily or multiple times a day.



Organic Family

*Economical Family Sizes and
Baby Care*

At Ausganica, we take care of the whole family with economical sizes of our shampoos, hair and body care featuring raw bio-active Argan oil.





Heritage Botanicals

The Journey Begins with our Farm

A look at some of the organic, wild crafted, or sustainably harvested plants and botanicals Ausganica uses.

- | | |
|------------------|---------------------|
| Acai | Olive |
| Aloe Vera | Papaya |
| Amla | Parsley |
| Angelica | Pygeum |
| Australian Daisy | Rose |
| Birch | Rose Hip |
| Brahmi | Rosemary |
| Burdock | Sage |
| Calendula | Saw Palmetto Berry |
| Chamomile | Soap Nut |
| Coconut | St. Johns Wort |
| Comfrey | Vanilla |
| Cranberry | Willow |
| Dandelion | Yucca |
| Fennel | Argan Oil |
| Fenugreek | Apple Cider Vinegar |
| Ginkgo | Joboba Oil |
| Gotu Kola | Avocado Oil |
| Henna | Tamanu Oil |
| Hibiscus | Soy Lecithin |
| Hops | Propolis |
| Horsetail | Shea Butter |
| Lemon Myrtle | Sesame Oil |
| Licorice | Camelia Oil |
| Melissa | Evening Primrose |
| Milk Thistle | Grapeseed |
| Neem | Macadamia Oil |
| Nettle | Rose Otto Hydrosol |



Love the Skin You're In

Live Active Botanicals

Providing what's missing from the market. An organic brand with salon level performance.

Combining our natural botanical experts and farmers with holistic chemists and the purest plants and you have a profound natural skin and haircare revolution.

Ausganica uses only natural, organic, and plant based ingredients, and no petroleum distillates, harsh chemicals, CFC's or surfactants, treat and cure your fatigued skin and body. Our products are never tested on animals and use 100% vegan ingredients.

At Ausganica, through experience and study, we understand the environmental stress and damage done to the human body, and to the natural environment, so we use only the purest actives taken from nature in their finest form.

As a result, Ausganica has been a true star in skincare by using both organic aromas and advanced skin actives in a scientific and the most effective way—which, either are commonly lacked in the commercial cosmetic house, or traditional natural skin care brands.

Ausganica products are filled with active extracts that are made up of hundreds of molecules which act in synergy. Because of our high quality base ingredients, each of these tiny botanical elements are able to penetrate to the deep inside the skin cell and delivery maximum nutrients.

Ausganica is holistic, effective, pure & natural, and certified organic whenever possible.



Healthy Lifestyles

Courting the LOHAS Consumer

The LOHAS or Lifestyles of Health and Sustainability customer is arguably one of the fastest growing cosmetics market segments worldwide. This customer is conscious about ingredients and their effect on the body as well as the environment and opposed to testing on animals. They want a premium product and are willing to pay for it, if it meets their standards.

Ausganica is in a perfect position to serve this customer with its range of organic, premium products produced in an environmentally sustainable way.

Ausganica's Founder

Moreen

Raised by her grandfather, who had a love of botany and often cultivated rare medicinal plants to offer those in need, Moreen's passion for flowers, people, and harmony in nature developed at an early age. Her grandfather on the other side was also a well respected herbalist and famous poet in his time. He had land where he grew precious and important herbal medicinal plants, and shared them free of charge with the people in his town.

The whole of Moreen's childhood was that of chasing clouds in the field, joining the harvest on the farm, and indulging herself in a world of plants and literature. Her first classroom was her parents' house, where she stayed most of her time before her teenage years. It lush lawns and aromatic botanicals and from day to night, changed scents and colors with the seasons. It inspired her talents and trained her well in memorizing the subtle differences between the scents yielded by her beloved plants. Later on, when she lived in the city to study, she started her own research and application in herbal medicine, and never forgot to buy herself several types of plants every weekend to appreciate and study.

Her first formal training in aromatherapy and caring for patients came during her university. After making several batches of handmade soap and experimenting with handmade cosmetics, she saw for herself a boundless horizon of possibilities and decided to devote herself to the love of nature and art. This soon lead her to work for a local cosmetic manufacturer and open her own counter in a department store at the age of 23. With her experience there, her passion and talent, she was soon invited to join an Australian multi-national supplier and contract manufacturer. One who carried huge varieties of herbal medicine and aromatic oils. She was exposed to all aspects of natural cosmetics, and helped many large cosmetic houses to develop their product ranges. Later on, she took on the role as Institute Dean for the Natural Therapy Institute, worked with and expanded her knowledge in the broader aspects of therapeutic systems, and gained first-hand experience in their clinics with some of the best therapists in the industry.

Opportunity knocked on her door again and when conditions were ripe, Moreen decided to take up the challenge of pursuing her own path in the natural and organic field. Instead of managing a big team with hundreds of staff members, she traveled to several countries, visited her friends who also practiced in the same discipline, and stayed in some of the best botanical farms to gel her ideas and draw her plans. Most importantly, to find out what was missing from the industry, in both conventional and natural cosmetics houses.

Step by step, little by little, with the help and kind support of her friends in the industry, Moreen now has an innovative range of organic cosmetics, and a manufacturing facility which has certified organic licenses to make a full range, from herbal extracts to finished functional cosmeceuticals, organically. Nature provides a boundless wealth for us to learn from and to be enlightened to. Moreen is grateful she had the blessing to work with it as a lifelong career, and to have every single friend and customer to be part of this amazing journey.





Meet the Ausganica Team...

Pia-Maria

Ausganica Superstar Spokesperson

Ausganica is proud to have former model and Isadora spokesperson, Pia Maria on board as Chief Public Relations officer and brand representative.

In addition to serving a spokesperson and sales representative for color cosmetics house, Isadora, Pia has also given her time to numerous charity efforts and arts causes.

We are happy to have Pia on board.



Gabriel Georgiou

Stylist to the Stars

To help us develop Ausganica's new premium salon haircare range, we tapped notable celebrity and fashion stylist Gabriel Georgiou

Georgiou is Australian born of Greek heritage. He trained and started as a Hairdresser with Tony & Guy in London and later began working as a Hairstylist in the Fashion and Entertainment Industry working with many celebrities in Hollywood including the likes of Drew Barrymore, Jessica Alba, Jessica Biel, Cate Blanchett, Chloe Sevigny, Robert Downey Jr., Keanu Reeves, Joaquin Phoenix to name just a few.

His work with Photographers include Herb Rits, David LaChapelle, David Bailey, Mark Salinger, Tony Duran, Marino Parriso and many more. His work with Magazines include Vanity Fair, I.D, Vogue, Harper's Bazaar, Elle, Marie Claire, Arena, Esquire, GQ, Surface, and more.

He has been giving his professional input on our products for a while - look for exciting developments from Gabriel soon.



Stephane Meyer

Visionary Ingredients Pioneer

Founder of the world's largest fresh harvesting lab, Stephane Meyer has a great passion for the knowledge and application of medicinal herbs in modern life. He is also the co-author of the most comprehensive guide of European Botanicals: *Encyclo des Plantes Bio-indicatrices V1*, and *Encyclo des Plantes Bio-indicatrices V2*.

With his experience in herbs and botanicals, combined with his talent for gourmet food and tea, Stephane designed Tea menus for some of the most prestigious French restaurants in the world, and helped to create recipes for renowned Michelin ranked chefs around the world. Such as Yanick Alleno, <http://www.yannick-alleno.com/>, and his restaurant group including the French Palace restaurant, Le Meurice, <http://www.lemeurice.com/restaurants-bars>, and others.

The first principles for Stephane are fairly simple: All ingredients in his botanicals have to be fresh, wild harvested and certified organic, to deliver the best results in either medical or gourmet applications. This is a crucial to the result for both the earth and our bodies.



Retail Support

A full campaign to complement your efforts

As part of our hair and body care roll-out, we are launching a multi-tiered marketing support campaign.



Email + Fax Campaign

A bulk email, fax and postal marketing campaign.

Marketing to health foods stores and organic store buyers, retailers, independent supermarkets, group buyers, cooperatives and pharmacy group buyers Australia-wide.

We provide our distributors a telemarketing spreadsheet with over 100 contacts, including those who have clicked our web site or directly contacted us.



SEO Lead Generation + Social Media

Using our special platform, we aim to generate 30 or more new retail placement inquires per month with an average of 100 new leads per month in direct inquiries from costumers looking for product.

As part of our overall strategy, we will be offering email newsletters, internet competitions, A Facebook and Twitter presence and Google campaigns.



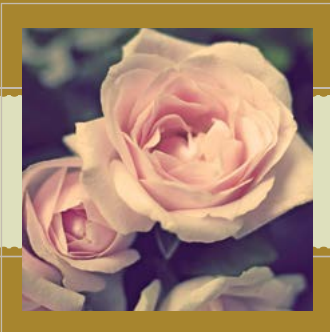
In-store Promotions + Promotional Tools

To our retailers and distributors, we offer popular product testers, staff training, competitions and specially priced gift sets. In addition, we supply brochures, flyers, self-takers, counter stands, posters and free standing product stands to assist with your efforts.



Magazine Advertising + PR

Over 30 magazines ads will be placed Australian wide in the first year, directed at end use customers. In addition, we will supply editorials and press releases to select national and international magazines.



Thank you.