

# CASE STUDY RETAIL JASMIN ORGANICS

## World-leading premium skincare producers, Jasmin Organics Group don't compromise on sustainability in the development of their organic beauty and skincare range.

### A RANGE THAT'S BEAUTIFUL INSIDE AND OUT

The Jasmin Organics Group has developed high-quality, certified organic skincare and beauty products through sustainable practices with users and the environment in mind. These products are environmentally friendly as the Jasmin Organics Group find a huge benefit in implementing sustainable business practices.

The Jasmin Organics Group's farm and factory are located on the peak of Mt Tamborine in the Gold Coast hinterland. This provides a beautiful site surrounded by national parks and ideal for growing much of the raw material required for products.

### CLEANSING THE BEAUTY INDUSTRY

Jasmin Organics Group set out to produce a purely-organic range of skincare and beauty products with a vision to reduce their impact on the environment.

Water is sourced from the local aquifer or from harvested rainwater. If it is used in the products, it is passed through a thirteen stage treatment process prior to use. Process water for cooling is returned to the aquifer to ensure it is not drawn down.

Wastewater is used to water the crops through a transpiration system. This reduces the amount of water required and allows the plants to use any waste nutrients in the water.

Recognising the impact of vehicles on the environment, electric golf buggies are used on site rather than four-wheel drives. However, as this is a luxury brand, an appropriate luxury car is still required. Jasmin Organics Group chose a Mercedes using 5.1 litres of fuel per 100 km.

As a part of the ongoing improvements to the site, Jasmin Organics Group is planning a restaurant. This will include solar power and solar heating along with the installation of solar power on the factory.

### JASMIN ORGANICS GROUP

The finest range of pure organically produced beauty products.

### ACTION PLAN HIGHLIGHTS

- Certified organic
- Water sourced on site
- Waste water disposed on site
- Solar power and heating planned

### CERTIFICATION IS ESSENTIAL

To be able to produce its organic range, Jasmin Organics Group must be able to access the very best certified inputs. These come from their own farm wherever possible, and from across the globe where they cannot be produced locally.

The EU COSMOS standard is now recognised as the industry benchmark and is being adopted across the business. This standard is broad and covers many facets of the business including packaging.

THE ECOBIZ TEAM IS ALWAYS  
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