



NATURE'S ENERGY

B R A N D B O O K

www.naturesenergy.com



Re-connect to *Nature*... Re-connect to *You*...

M I S S I O N

WE
BELIEVE...
IN THE *BEAUTY* AND
POWER OF NATURE AND
OUR *RESPONSIBILITY*
TO IT.

NATURES ENERGY OFFERS CONSIDERED WHOLE
BEING PRODUCTS AND EXPERIENCES WHICH
ALIGN NATURE AND WELL-BEING TO CREATE A
KINDER SELF-CARE RITUAL.



V I S I O N

WE
EXIST...
TO INSPIRE
WELL-BEING
THROUGH THE
ELEMENTS OF
NATURE.

WE ARE COMMITTED TO SHIFTING THE
PERCEPTION OF BEAUTY AND WELL-BEING TO
A MORE AUTHENTIC, HOLISTIC, SELF-ATTUNED,
NATURE LED SPACE.

FOR INDIVIDUALS
WHO *BELIEVE* IN
THE IMPORTANCE
OF NATURE AND OUR
RELATIONSHIP TO IT.

Nature's energy provides beautifully hand-crafted products infused with local natural ingredients, carefully curated ritual tools and a spectrum of wellness experiences to nourish the whole being. We are committed to providing a holistic approach to wellness manifested through honesty, expertise and a highly conscious environmental footprint.





V A L U E S

BALANCE

Balance is key to health and happiness. 'Being' in the world as it is today, it is so easy for us to fall out of balance. Nature's Energy creates a space where people can escape their unbalanced lives, find their centre and pursue complete wellness.



*We believe balance is found through
honouring ones Self and Nature.*

INTEGRITY.

BE HONEST. ALIGN BEING. STAY TRUE

Do. as you say you do.

Nature's energy is guided by a devoted connection to nature and a holistic approach to well-being. This feeds into every decision, action and offering that flows from the Nature's energy brand.



OPEN MINDEDNESS.

BE HUMBLE. ACCEPT DIFFERENCE. OFFER EMPATHY

In order to evolve we must stay open. Open to ideas, possibilities and change. We have empathy and compassion for both the human and natural worlds. We are humble in our offerings and respectful of perspectives.





PURPOSE

We believe that when a business's purpose is aligned with their passion they have the ability to change the world.

V A L U E S



We are deeply passionate about creating a kinder self-care ritual, for both humans and the environment. Intention seeded actions create impact. We stand for *greater respect for the natural world*, and a *whole being approach in the realm of wellness*.

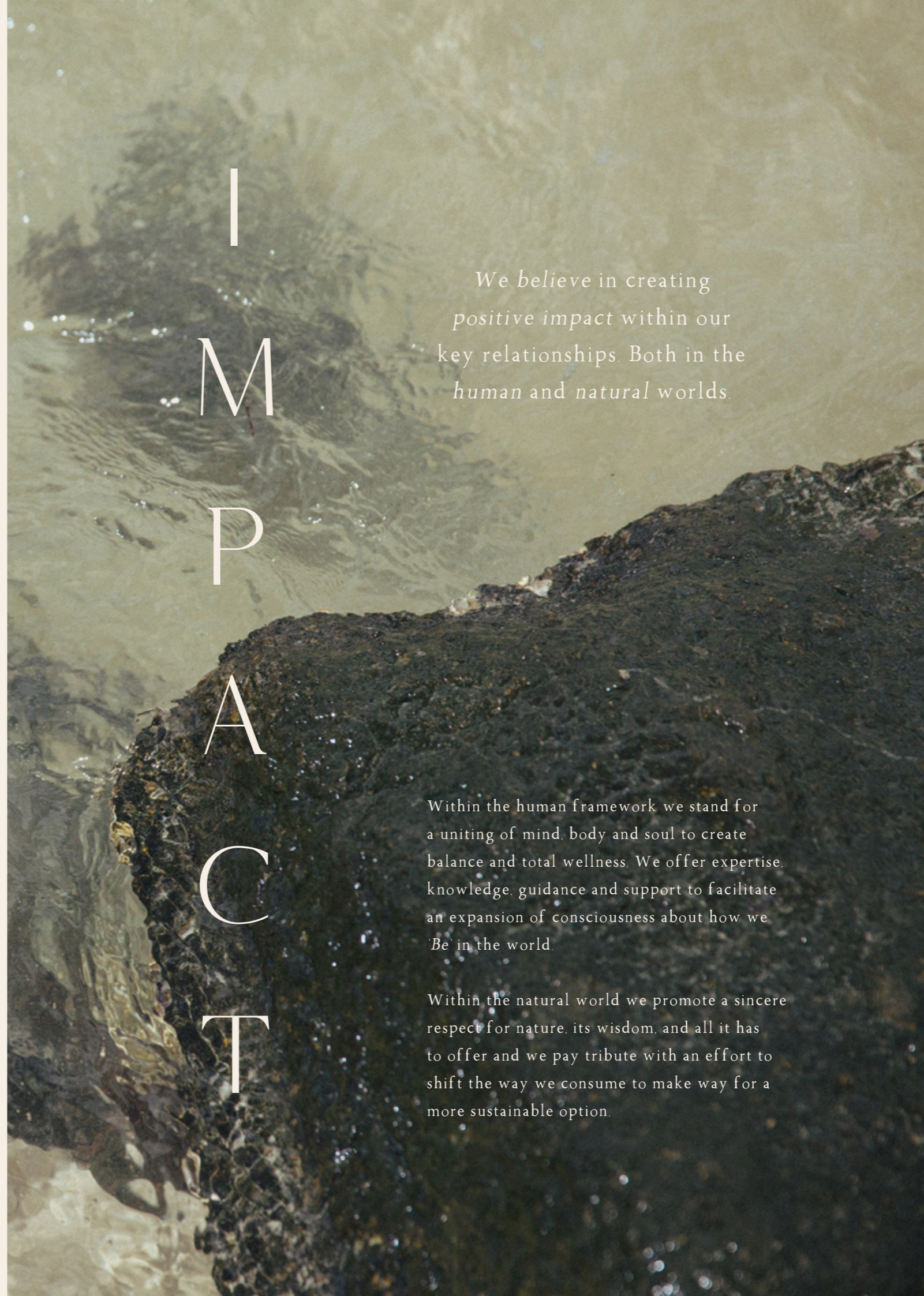


CONNECTION

Connection to Self keeps us authentic. *Connection to Being* in the world around us allows us to create relationships and navigate balance. *Connection to Nature* embodies our philosophy of nature inspired wellness. Honouring these connections is synonymous with our ideas about living well.



*We believe in the power of honouring connections.
To Self, To Being and to Mother Nature.*



I M P A C T

We believe in creating positive impact within our key relationships. Both in the human and natural worlds.

Within the human framework we stand for a uniting of mind, body and soul to create balance and total wellness. We offer expertise, knowledge, guidance and support to facilitate an expansion of consciousness about how we *Be* in the world.

Within the natural world we promote a sincere respect for nature, its wisdom, and all it has to offer and we pay tribute with an effort to shift the way we consume to make way for a more sustainable option.

B R A N D



S T O R Y

RESPECT NATURE. HONOUR WELLNESS.

In the 70s mainstream healthcare systems, whilst obviously serving a very clear purpose, were beginning to be considered too narrow in focus with their approach to overall well-being. People were seeking wisdom from more ancient wellness philosophies and remedies and wanting a self-care routine which considered both physical and mental well-being. Journey on to the early 90s and the wellness movement was really beginning the impact the way we think about overall health. Living in a fast-paced city, where any multitude of forces has the potential to throw you off balance, we could see that our immediate society was craving a space that supported the concept of whole-being wellness. In 1992, we opened our first Spa. A place where people could find sanctuary in the city, escape their busy lives, return to balance and explore the wellness philosophy through a spectrum of alternative therapies and healing modalities.

We believe people have a choice in the way they practise wellness, and it begins with connecting to oneself and making authentic decisions that resonate for you.

Connection and respect for the natural world is something that has always been deeply rooted in the Nature's Energy brand. With the health and beauty industry relying heavily on mass production, un-sustainable practises and chemical based products we also seen the need to shift this approach in order align with our wellness philosophy. Our business is built on a nature led approach, our products are hand crafted locally and infused with sustainably sourced Australian botanical's and ingredients.

All of our offerings really lean into the natural world for her support, wisdom and guidance and we hope that connection really resonates out into our community. We need to protect and honour a force so brilliant.

Moving forward we are committed to honouring our relationship to Mother Nature with innovation aimed at reducing our impact. We base our communications in honesty and purpose in order to create a positive impression on the way we be in the world with the hope that we can create a deeper awareness and a more conscious approach to Being.



*Nature's Energy isn't just a business, it's a community.
A space where people come to explore and experience
authentic whole being wellness.*



C U L T U R E

Nature's Energy is devoted to creating an environment that facilitates passion, expansion, collaboration and most importantly balance.



We sincerely value our people. We open our doors to the humble, empathic collaborative kind. Those that are fuelled by passion and aligned by purpose. Those who crave expansion and absorb ideas with open mindedness and intrigue. We are team focused. *We nourish our people, so they can nourish our client. Our client in return will nourish our business.* And so goes the continuum of growth. We rely on our growth to support our purpose and create real change in the world around us.



A COMMUNITY WHERE BEING WELL AND CONNECTION GO HAND IN HAND.

CONNECT TO YOU. CONNECT TO BEING. CONNECT TO NATURE.

V O I C E

Nature's Energy has a clear theme of being centred around Authentic Self. Balanced lifestyle. How we *BE* in the world and Nature led philosophies.

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Our language is focused around a friendly yet informative style. Our communication strategy is non-offensive, humble and engaging.

AUTHENTIC.



WE
ARE

CALM ~ CONSIDERED ~ OPEN-MINDED ~ GENUINE
NATURE INSPIRED ~ PATIENT ~ EMPATHIC ~ KIND
SOOTHING ~ NURTURING ~ INSIGHTFUL
EMPOWERING ~ NURTURING ~ KNOWLEDGEABLE
PERSONABLE ~ INQUISITIVE ~ CONSCIOUS
SPIRITUAL ~ PHILOSOPHICAL

OUR COMMUNITY.

WHO ARE THEY?

80-90% women / 10% men

25 to 55 years

She is a working professional or working mother. Fairly affluent. Busy yet understands the value of balance to maintain a healthy lifestyle.

She is interested in beauty in a non-superficial way. She is attracted to the concept of inner beauty, and intrigued and invested in the spiritual layer, the health layer and the mindfulness layer. She is more concerned with feeling beautiful rather than looking beautiful, her appearance is an authentic reflection of her persona. Her outer beauty is maintained with nature fed products, she shops as ethically as she can and likes to support local business.

She enjoys exercise in nature, Yoga, Hiking, Self-development, alternative medicine and philosophical books. Brunch with friends, weekends at the beach, good food, Meditation. She also appreciates the beautiful things in life and can be quite luxurious when it comes to her self-care ritual. She likes to feel nurtured, pampered and rewarded in return for working hard and has no problem justifying quality

They are seeking a space where they feel supported to explore a spectrum of high vibration experiences and products that respect nature and honour wellness.

WHY ARE THEY SEEKING NATURE'S ENERGY?

Their lives are busy and they need a place to escape and reconnect so they can remain centred and present in their day to day activities.

They understand the importance of well-being and need a space that honours and supports this idea and facilitates the maintenance of a mind body soul self-care

They are feeling like they aren't getting enough from a clinical approach to wellness and are ready to explore a more holistic or spiritual approach.

They have come to a stage in their life where they have been drawn to more philosophical musings for one reason or another. Which has led them to desiring more alternative or explorative forms of healing.

They don't like to be sold to, they like to feel like they've made an informed, considered choice. They want education and storytelling over hype. And enjoy multi layered perspectives

They care about what they put on their skin and their bodies and are seeking beautiful natural products.

Their attitude and values promote shopping locally and sustainable. They are overwhelmed with all the mass-produced adulterated products on the market and a searching for something locally made. Handmade is even better.

They are searching for a product that made from sustainably sourced ingredients so they don't feel guilty about the impact their self-care routine is having on the environment

They are deeply concerned about the sustainable practises of the companies in which they align. They avoid plastic and want to live a minimal waste lifestyle.

They are searching for a product that is the perfect balance of sustainable luxury. They want to feel like they are experiencing exquisitely considered luxury without impacting the planet.

BEING WELL, MEANS LIVING WELL.

ALIGN WITH NATURE, AND SHE WILL NURTURE US IN RETURN.

Nature's Energy is devoted to honouring our inherent connection to nature. We are sincerely grateful for all her offerings and in return see it as our duty to grow every element of our business in a respectful and conscious manner. Consciousness is ever evolving and therefore we are committed to acting with responsive innovation in order to continually align our business with the good of the planet. We welcome conversation, innovation and collaboration to propel us forward on our journey and trust that collectively we can manifest real change.



Sustainability is an open-ended goal. There will always be more we can do, and to that, we promise commitment.

Commitment to responsible action.

T O W A R D S

We are committed to continually working towards kinder ingredient compositions. With an ongoing goal to source the highest quality, organic, sustainably sourced, natural and local where possible ingredients. We promise to continually evolving our products to align with our vision.



We are committed to continually working towards eliminating all plastics and non-essential paper from every aspect of our business.



We are committed to converting to a renewable energy source to power our spas and offices where possible.



We are committed to pursuing environmentally sustainable laundering practises through our partnership with one of Australia's leading laundering companies. Also, to care for our spa linens. Also have a company promise of top level cleanliness and minimal environmental impact.

We are committed to working towards introducing a reloadable vessel with a compostable refill solution to our product line with the intention that this concept becomes the catalyst for transitioning all of our products.



We are committed to introducing a recycling rewards scheme and community compost to encourage our immediate community to be an active part of the Nature's Energy solution and allow us, as a company, a more traceable recycling path.

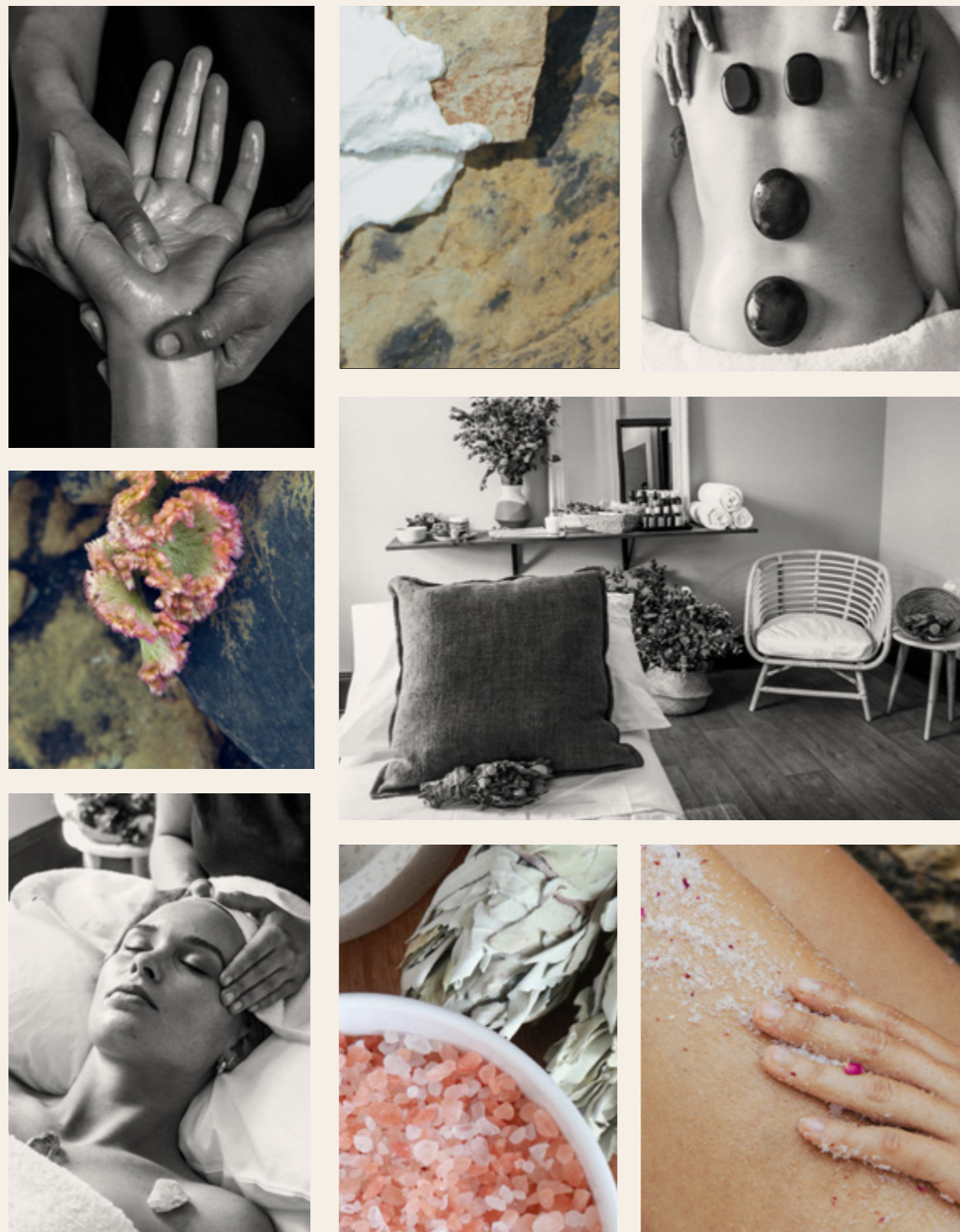


We are committed to transitioning to a more sustainable and eco-friendly packaging solution, including the introduction of recyclable or compostable product packaging and 100% carbon neutral delivery options.



We are committed to supporting brands and products that share a similar environmental and sustainability commitment.

C H A N G E



We stay connected to our core essence,
yet welcome the *flow of evolution*.

OUR SPAS.

Find Sanctuary. Return to Balance. Align with Nature. Peruse Wellness.
The Nature's Energy Spa House is an exquisitely inspired oasis offering you the space to pause, inhale and connect to self. In three stunning locations, complete with tranquil wet and dry relaxation areas, pristine treatment rooms and immaculate facilities. We offer a spectrum of beautifully curated wellness journeys using hand crafted Australian botanical infused products. The perfect portal to relaxation, rejuvenation and complete whole being wellness.

OUR PEOPLE.

From our team, to our therapists, to our makers, each person that is a part of the Nature's Energy family has something unique and special to offer. No two paths are alike. Nature's Energy understands that and we pride ourselves on our diversity of wellness offerings. We have a beautiful collective of highly gifted wellness facilitators that are committed to honouring the individuals journey to balance

OUR PRODUCTS.

Nature's Energy products are made and hand poured in-house by our wonderfully talented and passionate team, resulting in an offering that is filled with pure love and honest healing intention. Our products are infused with beautiful natural elements that connect us with the wisdoms of Mother Nature. Where possible we use the finest grade, sustainably sourced organic materials to create a luxury yet ecologically conscious offering. Our respect for Nature is evident, both in the products we hand create and the curation of goods we offer in our retail spaces.

