

Australian Beauty Product Showcase Guide 2018



Australian Government
Australian Trade Commission

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Introduction — Australian Skincare & Cosmetics

The Australian cosmetics industry has more than doubled in the last 20 years, with consumers responding to the purity and quality of Australian products – which range from body and hair products, cosmeceuticals, sunscreen and anti-ageing products.

Australia has achieved international recognition for its beauty and grooming industry and some 200 Australian companies currently export their products overseas.

Some of Australia's top exporters include:

Aesop, Alexami Cosmetics, Aromababy, BLAQ, Bloom Cosmetics, Bondi Sands, Bondi Wash, Botany Essentials, Byron Bay Tan, BYS Cosmetics, Cinch Skin, ECO Modern Essentials, Ego Pharmaceuticals, G&M Cosmetics, J Bronze, Jurlique, Kora Organics, Milk & Co, MOR Boutique, Napoleon Perdis, Patricks, Skin Physics, SIMPLE as that, Soak Society, Sukin and The Pharmaceutical Plant Company.

Australia's harsh environment means products have to contend with varying climatic conditions, such as intense sun exposure and extreme humidity. As a result, Australia is a highly respected supplier of sun protection and sunless tanning products that are recognised for their adherence to stringent standards as well as their anti-ageing properties.

Recent years have seen growing demand levels for natural products containing vitamins and minerals and consequently there is strong domestic and overseas interest in Australia's natural skincare products, which use local botanical ingredients such as Kakadu Plum, Eucalyptus and Tea Tree.

The rise of 'ethical consumerism' is also influencing demand, as a growing number of consumers take into account the ethical, social and environmental consequences of their purchases.

The continued growth of green consumerism has affected the industry and its supply chain over the past five years. At the manufacturing level, product formulations and processes have been altered in line with growing demand for products free from additives such as parabens, sulphates, GMOs, phthalates, fragrances and artificial preservatives. Consumers' desire to reduce their carbon footprint has also affected formulations and manufacturing processes.

Key growth areas are hair products, men's grooming products, baby products, dermatological products, aromatherapy, natural products and sun care.

Beauty salons and spas are also a growing trend in Australia and internationally, and Australian companies successfully exporting in this area include Endota Spa, Heritage Healers, Lydia Jordane, Janesce, Pelactive and Simplicite.

Australia's major export markets include New Zealand, Hong Kong, China, the United Kingdom, the United States of America, South Korea, Saudi Arabia, Singapore, Japan, the United Arab Emirates, Taiwan, Thailand and Malaysia. Beauty, make-up and skincare preparations account for half of all industry exports.

For those who want a more scientific approach, many Australian cosmetic products are based on research undertaken by Australia's Commonwealth Scientific and Industrial Research Organisation (CSIRO).

Many Australian cosmetic companies showcase their products at the following trade shows:

Cosmoprof trade fairs in Hong Kong, Italy and the United States of America

Beautyworld Middle East in the United Arab Emirates



TABLE 15: SANG SKINCARE

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EXPORT MARKETS OF INTEREST

China, Hong Kong, Japan, Malaysia, South Korea, Thailand, Taiwan and Vietnam.

PRODUCT RANGE

The Sang Skincare range includes: Recovery Balm, Sang S.O.S. Balm, Vitamin E Balm and Lavender Balm.

The collection's best seller is the ground breaking, "Sang Recovery Balm". Scientifically formulated for Daily Full Body use.

This ground breaking formula is called by many of our customers "The Healing Balm" as it is the one product that is a solution for many skin problems!

Sang Skin Balms provide immediate and long-lasting soothing and hydration to the skin. Leaving the skin feeling

younger and helps prevent the signs of ageing & enables the skin to recover.

COMPANY PROFILE

Sang Skin Care is a toxin free, all natural skin care company based in Springfield, Queensland, Australia.

Sang Skin Care manufactures its own products that are primarily medicinal-plant-oil based. Its products are made with all natural ingredients, and are blended to create their unique aroma-therapy based healing properties.

It is Sang Skin Care's intention to become a globally recognized brand by delivery quality skin care products to all humankind.

KEYWORDS

Australia Made, 100% Natural Ingredients, Not Tested on Animals, Free of Nasties

COSMOPROF BOOTH:

Not exhibiting



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