

daily

WINTER EDITION 2009

unexpected treasure
found in dry arid land
of Somalia

design your own retail
range of essential oils

the truth about
preservatives

sydney *e*ssential oil co.

winter

WINTER EDITION 2009

ONE OF THE TOUGHEST THINGS about running a business is changing the way you have historically operated.

Planning these changes well hopefully minimises the negatives and maximises the positive outcomes for all that are impacted. We have recently been focused on repositioning ourselves as a true wholesaler. Our evolution began last year with the introduction of a higher order minimum. We then discontinued inventory lines that no longer aligned to our core values and launched new ones that did...thus increasing our certified organic portfolio to over 40% of our key product groups. Most recently, we discontinued 12ml size essential oils, thus removing any ambiguity and enabling us to re-price the rest of our sizes to reflect true wholesale prices... bottom line is, we no longer compete in the retail market. Consequently, we are now in a far stronger position to partner with you and help you reach your own business goals.

Eliza McGivern, Editor



**Winter cover: Rose
Rose damascena.**

miller. Steam distilled Rose Otto is the most premium of all rose oils. Its aroma is fresh, clean and sweet. It is most appropriate for aromatherapeutic use and in skincare. It is calming, supportive and reassuring and suitable for all skin types.

Rosa centifolia.

Solvent extracted Rose Maroc produces a higher yield and offers a sweet, honey-like, herbal, rose odour. It's an ideal choice for use in perfumery. Visit www.seoc.com.au for more information on these and our other rose products.

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Unexpected Treasure

Certified Organic Frankincense hides in amongst the thorns.

IT'S HARD TO IMAGINE that the dry arid lands of Somalia, where very little grows, is the ideal environment for the harvesting of one of the world's most distinctive aromatic oils, Frankincense. This story will take you on a trip to Africa, for a behind the scenes look at the ancient art of harvesting resin.

Boswellia neglecta is one of the few plants that can survive the harsh conditions and in recent years, Sydney Essential Oil Co.'s supply partner S&D Aroma has worked on a community project with the Samburu people to help them attain organic certification. This is now in place and their product has gained official certification.

Frankincense resin and oil has been traded for centuries both on the international and domestic markets and at one time was as valuable as gold. The refreshing, sweet-balsamic aroma is valued by the perfumery industry and its medicinal properties by the aromatherapy industry.

Whilst Frankincense harvesting supplements their income, traditionally the Samburu are semi-nomadic pastoralists whose entire society revolves around rearing livestock. They move between southern Somalia and northern Kenya and around 6-10 families share a village together. The village usually relocates every five to six weeks in search of more grassy land suitable for grazing.

The men protect the village and tend to the livestock of goats, cows, sheep and camels, by grazing them to produce a source of food and income. The women take care of dismantling and reassembling the shelters, along with maintaining the household and cooking. Milk is a major part of their diet, along with soups made from vegetables, barks and roots. Meat is reserved for special ceremonial occasions, such as births and marriages. >





The frankincense gum: is sorted and cleaned of any twigs and debris. Then it is graded by size and colour before it is distilled. **Above:** The Samburu women have very well trained eyes to spot the resinous gum in amongst the thorny bushes.

HARVEST

The women also add to the family income by harvesting precious frankincense resin. It is very thorny work and it takes a trained eye to spot the resin deposits in amongst the branches. The Samburu's harvesting areas are Certified Organic and Sydney Essential Oil Co. is proud to support them by distributing their excellent Frankincense oil.

Clockwise from opposite top left: Ruth explains the different grades of gum; The *Boswellia neglecta* tree grows to 8m tall and has many branches near its base which grow at a 90° angle to the parent stem. It develops sparse leaves with white or greenish-white flowers, followed by small green fruit with crimson tinges. The fruit is used to feed the livestock. Resin is collected from deep within these thorny branches; Once the fragrant milky resin naturally exudes from the bark, it hardens to form a solid gum. **Below:** The glowing faces of the Samburu women. >







Opposite clockwise from top left: One of the few plants that survives these conditions is the Boswellia (frankincense) bush. The official inspector from the Institute for Marketecology (IMO) checks the collection receipts, storage facilities and production methods to ensure premium quality is maintained. The IMO is the first and most renowned international inspection, certification and quality assurance agency for eco-friendly products, organic agriculture and management systems. They hold international organic accreditations that are recognised in Europe, USA, and Japan, with special expertise in certifying small farmer groups. The collection and purchase centre huts are constructed in a similar style to the family dwellings. The huts are called 'Manyattas' and they are constructed from sticks and twine with a thatched roof. They have been cleverly designed to be transportable to suit the nomadic lifestyle of the Samburu tribe. The women build the Manyatta. They take them apart, carry the sticks tied to their back and reassemble them at the next location. **Opposite bottom left:** The young Samburu men tend to the livestock. The livestock is kept in pens constructed from thorn tree bushes. Once the grass is gone, the entire village moves on in search of better grazing land. **This page below:** After a day of harvesting, the donkeys help transport the buckets laden with gum back to the collection centre for sorting & grading. 🐫



The brand behind your brand

As opportunity presents itself, use our labelling and printing tips to create your

OVER 18 MONTHS AGO, Sydney Essential Oil Co. made conscious decisions to focus on building business to business relationships and to no longer be easily accessible to retail customers. But before we made these decisions, we considered how we were impacting on you, your business and your potential customers by taking a good hard look at our distribution structure. We discovered there were conflicts and we knew we needed to resolve them.

The changes we made had several positive outcomes. Firstly, we are now better able to help our business customers grow and expand through better pricing and accessibility to our in-house expertise. Secondly, the opportunity has opened up for savvy natural brands to step in and capture an abundance of quality-conscious aromatherapy-loving retail customers. Plus, marketing your own brand of high-quality pure essential oils and massage oils is a whole lot more attractive when your supplier is not competing with you for the same customers.

Retailing Cleanskins

Sydney Essential Oil Co. 'Cleanskins' are a hand picked range of our most popular essential oils and massage oils, presented in retail pack sizes. Inside each bottle you will find the same high quality SEOC oils we usually supply. Plus we've removed your worry of maintaining a sterile manufacturing environment and the labour involved in filling your own bottles. We supply them in convenient packs of 10 and they come bottled, but unlabelled. >



retail range of essential oils.

Grow your range: If you have a favourite oil that is not currently part of our Cleanskins range, contact us for a quotation...If we stock it, we can Cleanskin it! For Certified Organic oils we offer a private label service to ensure the products meet the required labelling compliance regulations. Contact us for more information.

There are a few attractive benefits to evaluate. One is the low volume pack of only 10 items that enables you to easily manage cash flow. The other is the ‘unlabelled’ aspect that allows you to be as imaginative as you like with your own branding and labels to create your own range of aromatherapy products. Plus there is also opportunity for expansion, as whilst we have started with 45 lines, we will increase this subject to demand.

Label Design

The presentation of your product is one of the first ways your prospective customer receives your branding message. If you engage a designer to help create your look, feel and logo, ensure you brief them well on the elements that are important to you.

As far as label content is concerned, there are some mandatory Australian regulations that must be complied with and others that are optional. (See THE LIST for more information on this).

This is a guideline of what to include:

- Your logo and brand name
- Product name
(in English and/or with the Latin botanical name)
- Product size
- Instructions for storage and use
(refer to SEOC labels as a guide)
- Your business name and street address
(PO box is not acceptable)
- Web and telephone are optional
- Batch no. and best by date are also optional

Design concepts should also be reviewed in conjunction with how you plan to print your labels. Each printing style will have specific nuances and it is best to be familiar with the artwork set up requirements early in the process.

Some things to be aware of include:

File formats: Should be compatible to your printer's software. If you are supplying the printer finished artwork, ask for an artwork specification to confirm which programs they operate with and to ensure the files are set up correctly.

Pantone PMS colour or CMYK : Pantone PMS colour is spot colour and typically more vibrant. CMYK is a 4-colour process that combines Cyan, Magenta, Yellow and Black to create the final colour. Most Pantones can be converted to CMYK but whilst they will not be exactly the same, it does mean that they are adaptable to all printing styles. This is particularly relevant when finalising your logo colours, as your logo will have numerous applications such as signage, corporate stationery, office décor, etc.

Paper stock & finishes: Also impact on how your colours translate after printing. Matt stocks absorb the inks more, so colours sit back and are more subdued. Whereas the inks sit on top of gloss stocks and colours appear brighter.

Photos: Aim for at least 300dpi resolution to obtain good results. Lower resolution may result in grainy poor quality reproductions.

Common colours: If printing several product labels together and working with Pantones, using common colours on all labels will keep the costs down. Some designs may lend themselves to colour variations between product groups, so if they share some but not all common colours talk to your printer about the most economical way to approach this. This is not relevant with CMYK.

Finishes: This is really the icing on the cake. If the design is excellent and the finish is poor, the overall impression is not great. So look at the options of matt or gloss varnish, celloglaze, foiling or a spot varnish to give lift to one element of the design e.g. the logo. >

Label Printing

Choosing the most appropriate type of label should relate to your projected sales volumes. It is worth exploring the costs of several options before making your decision.

Very small runs (up to 200): Can be accommodated on a good quality home laser or ink jet printer. These are typically CMYK print process, so see above for design guidelines. Research your printer equipment well so it accommodates your requirements and choose label stock that is compatible. Avery labels are readily available from stationery stores. Or try wholesale suppliers such as 'K.W. Doggett' or 'Label Line', as both offer a larger range of A4 label sheets in a variety of shapes, colours and finishes along with matching templates. You can request samples to trial on your printer, but note they do also have an order minimum.

Small to medium runs (200-2000): Suit digital printing as you can get a variety produced in low quantities. The quality of digital print has improved enormously in the last few years. So talk to your printer about the results you require, and they can quote you appropriately. Digital is usually CMYK process plus you can also request high quality finishes. Typically 100 x A4 sheets would be an economical minimum and only costs a few hundred dollars. But another option is to request they be cut into individual labels. If you do this consider a split-back option as it is easier to peel and adhere to your bottles.

Medium to long runs (2000+): Suit offset printing as the cost of producing plates and die cuts can be amortised across more labels. These are also a one-off cost, so repeat print runs are cheaper. Offset gives you great flexibility in shape, size, corners and special finishes such as foiling or embossing. Many offset printers will have a selection die cuts that you can use or they can also print on

pre-cut label sheets. But when updating or changing your labels for future print runs, new plates need to be created and this incurs extra costs.

Very long runs (50,000 +): Are most economical when produced on rolls. If your volumes suit this type of printing, ensure you brief the printer on how your labels will be adhered to the bottles. If by machine, they will require details on the set-up so the labels are oriented correctly on the rolls.

When you are selecting a printer it's a good idea to look at few different suppliers so you can compare price and quality.

These are a few things to ask:

- Request quotes for a few different quantities (e.g. 100, 500 & 1000 of each label) and ask the printer's advice for the most economical options.
Advise them of the type of product you are labelling and request the label be finished in an oil resistant film such as celloglaze.
- Confirm the adhesive backing on the label stock will be strong enough for the small essential oil bottle.
- Discuss options with square cut or rounded corners. Rounded corners generally do not peel up on the corners as much. But if the adhesive is strong enough, the square cut will be fine.
- Check their print quality, line screen resolution and request to see some samples of past label jobs they have produced.
- Check lead time (this is usually indicated from time of receiving approved artwork).
- Ask if they also offer a design service.

What next?

Talk to us if we can be of further assistance. We look forward to the opportunity of being the brand behind your brand. ✨

INTRODUCING 'THE LIST'

Our new wholesale product & price list, THE LIST, came into effect on 25 March 2009 and replaced all previous catalogues. Inside you will find our comprehensive selection of ingredients for natural cosmetic manufacture and natural therapies clinic use. Some of the noticeable changes within our new publication are;

- Over 40% of our key product lines are now offered in Certified Organic grade, where full traceability ensures authenticity is guaranteed and quality is unparalleled.
- Our pricing and pack sizes have been revised, updated and geared for wholesale purchasing and business application.
- We no longer offer essential oils in a retail 12mL size. Instead 25mL is our smallest (with the exception of a few premium oils in 5mL). This shift enables us to consolidate our position as a true wholesaler and no longer compete in the retail market. So we trust you will be pleasantly surprised to know that in most cases our prices for 25mL, 100mL and 500g have come down, offering you even better value for money.
- It has been creatively designed (on less than half the pages of our previous catalogue), produced with a lower print run and is also available via a digital PDF download direct from our website.

INTRODUCING 'USER GUIDE'

To accompany THE LIST we have also prepared a new USER GUIDE. This contains information on the properties and typical uses of our ingredients. And it incorporates a formulation guide that can assist you in choosing ingredients for a variety of cosmetic products and skin types. The USER GUIDE is only available as a digital PDF download direct from our website.

GOODBYE 'SEOC' 12ML...

HELLO 'YOUR BRAND' 12ML.

As SEOC moves away from the retail market, the door is now open for savvy brands to step in and capture these customers. Our new 'Cleanskins' range of popular 12mL essential oils and 50/100mL massage oils has been introduced as a cash-flow-friendly option to get you started.

If you are a retailer looking for low-cost, low-risk brand extension; a low volume start-up business; a web-based business; a market stall holder; or in need of promotional campaigns products, gifts or hampers items, this could be just the thing for you. Read more about it on page 10.

Opposite: Introducing... New Goat's Milk Natural Melt & Pour Soap. High in glycerine and made from 100% naturally saponified vegetable oils with 10% fresh goat's milk, it's creamy, silky foaming action makes it ideal for all skin types including babies, sensitive and problem skin.



WE HAVE MOVED

Thanks for your patience during our recent business relocation. We are now settled in to our new premises where our showroom, offices, warehouse, clean room, QA testing lab and manufacturing facility are all under the one roof. Please update your file with our new contact details: 11 Burrows Road South, St Peters NSW 2044 Australia. PO Box 226 St Peters NSW 2044. Our web, email, phone and fax details have not changed.

To preserve or not to

We explore the why & how of preserving natural products

WHO IS THE REAL ENEMY?

Despite the fact that some cosmetic preservatives have had some bad press, the reality is preservatives play a vital part in ensuring a product continues to be safe for skin application right up until its use by date.

Microbial growth of bacteria, mould and/or fungus is the real enemy of any cosmetic product. Formulations with a water component are particularly at risk of contamination if not adequately protected. Microbial growth can be activated in many ways and considerations start at the point of manufacture. It begins with the overall hygiene of the clean rooms and manufacturing environment, freshness of ingredients, methods of manufacture and sterility and choice of packaging.

Post-manufacture considerations include transportation and storage, and finally how the consumer dispenses and uses the product.

If microbes do begin to grow, the product will have a drop in pH (becoming more acidic) and it will deteriorate to a point that is no longer safe to use. Tell tale signs include,

1. SPOILAGE – a visible layer of mould may grow on the surface of the product, or there may be a change in odour or colour. A cream may form bubbles, split or lose viscosity whereas a clear product may turn cloudy.

2. SKIN RESPONSE – contaminated products may cause itchiness, redness, stinging, burning or other irritations. If any of these things occur, the product should no longer be used.

PROTECT YOUR PRODUCTS

Choosing the appropriate preservative for your product is not simply a matter of choosing a natural or a synthetic option. The formulator is ultimately responsible for designing a safe end-user product whilst taking into account the collective chemistry of all ingredients, the desired label claims, as well as regulatory and shelf-life requirements.

Whilst all preservatives have anti-microbial properties, some are more effective than others on certain types of microbes. Some will kill the growth of microbes; others will only inhibit or delay the growth. These differences directly link to the potential shelf life of the product >

The formulator is responsible for designing a safe product that meets

and it also means that some products may require more than one preservative.

Sydney Essential Oil Co. has recently added several new preservatives to our range. Following is a guideline for their usage.

NATURAL OPTIONS

Naticide[®] (INCI: Parfum or Fragrance) was selected as it has potential to be incorporated in organic cosmetic formulations (consult your organic certifier for approval of your formulation). It is a broad spectrum anti-microbial vegetable-based fragrance that acts as a preservative. Because it is technically a fragrance, a label claim of preservative-free is possible.

Its aroma is pleasant, sweet and reminiscent of vanilla and almond. It is effective in inhibiting bacteria, mould and yeasts and may be used alone or in conjunction with other preservatives. When used in adequate dosages it is suitable in emulsions, gels, cleansers, shampoos, masks, etc.

The recommended level is between 0.3% to 1% when used as the single preservative, or between 0.2%-0.5% when used in combination with other

preservatives. Naticide is dispersible in water up to 0.6%, therefore if using more than this, add 0.6% to water phase and add the balance under constant stirring to ensure proper dispersion. It is most effective in finished products with a pH range of 4 to 9. Naticide is non-toxic and not hazardous to humans or the environment.

Potassium sorbate (INCI: Potassium sorbate) was selected as it also has potential for use in organic cosmetics. It is primarily used as a food preservative; however it also has applications in personal care cosmetics. Potassium sorbate inhibits moulds, fungus, but only some bacteria. Therefore it is best used as a co-preservative. Some manufacturers are using it as an alternative to parabens and it also works well in conjunction with Naticide. When used alone recommended levels are 0.1 to 0.5%. When combining with another preservative we have found 0.02% to 0.09% to be adequate.

It is suitable in emulsions, gels, shampoos and it is best to pre-dissolve it in the water phase before combining with other phases. It can tolerate heating to 70-80°C. Potassium sorbate is considered a

shelf-life and desired label-claim requirements.

mild preservative that is non-toxic and non-sensitising.

NON-PARABEN SYNTHETIC OPTIONS

☐ **Liquid Germall® plus** (INCI: Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate) was selected for its broad spectrum anti-microbial profile. It is effective against bacteria (gram-negative and positive), fungus/yeasts and moulds. Liquid Germall plus is water soluble but heat sensitive. The recommended levels are 0.1%-0.5% and it is best added to the water phase when it has cooled to 50°C or less, then mix with other phases.

In most instances it is a suitable alternative to paraben preservatives as it is compatible with a wide variety of cosmetic preparations such as low pH formulations, conditioners, shampoos, emulsions (W/O & O/W) and wet wipes. However, we do not recommend it for eye preparations.

☐ **Phenoxyethanol** (INCI: Phenoxyethanol) was selected for its non-hazardous, non-sensitising, formaldehyde-free profile. It is effective in killing and inhibiting bacteria (gram positive & negative), but weak on fungus/yeast and mould. Therefore, is it

best used as a co-preservative and for example combined with Potassium sorbate. There are no pH limitations with Phenoxyethanol and it is stable up to 85°C. It is soluble in both water and oil, so for emulsions, it can be used either pre or post emulsification.

For gels, it is best added to the water phase before mixing other phases. Recommended levels are 0.1%-1% max.

CHALLENGE TESTING

We trust that the above information will assist you in selecting your preservative. But please bare in mind that a theoretic approach to formulating is a good place to start, but Challenge testing is the only way to know if the preserving strategy is effective for your specific product.

Challenge testing simulates microbial attack and can therefore determine if the chosen preservative is suitable to the formulation and can also provide accurate shelf-life indications.

We do recommend engaging the services of a microbiological testing laboratory to undertake adequate testing prior to sending products to market. If you require a referral please let us know. 📧

A close-up, high-angle photograph of a woman's face, focusing on her eyes and the side of her face. Her eyes are light-colored and looking slightly to the right. Her hand is visible in the lower-left corner, with fingers slightly curled. The background is a soft, out-of-focus light color, possibly a window or a bright outdoor setting. The overall mood is serene and natural.

preserve

More choices:

Preservatives play a vital part in ensuring a product continues to be safe for skin application right up until its use by date, and Sydney Essential Oil Co. has recently added several new options to our range.

PRODUCT SPECIFICATION

Product

Botanical Name:	Boswellia neglecta
Type:	Certified Organic (ACO & USDA)
Appearance:	Pale yellow liquid
Plant part used:	Gum
Extraction method:	Steam distilled
Odour:	Fresh, terpene top note with warm, sweet balsamic

Frankincense oil – Certified Organic

Physio-chemical Properties

Specific Gravity at 20°C:	0.850 – 0.892
Optical Rotation at 20°C:	-20° – +10°
Refractive Index at 20°C:	1.460 – 1.495
Flash Point:	47°C in closed cup

Oil Components Typical Analysis

a-Pinene	39.45%
Sabinene	2.60%
Myrcene	4.44%
d-Limonene	15.83%
p-Cymene	2.94%
Borneol	1.13%
Nerol	1.20%
Geraniol	3.87%
g-Cadinene	1.66%
Incensol	1.83%

Other Information

Packaging: as required
Supplier Organic Certification: DD08345



For more information, contact Sydney Essential Oil Co. 02 9565 2828.

Roll-on Target Zone Face Oil & Pulse Point Perfume

Performance: Intense treatment for smoothing fine lines and wrinkles.

Or long-lasting pulse point perfume

Appearance: Pale to mid yellow coloured oil, medium density fluid

Aroma: Heady and bold scent with floral-vanilla top notes balanced with warm and spicy undertones

Stability: Expected shelf life 18 months subject to manufacturing practice

Recommended uses: Dry or cracked lip lines; softens smile, frown, temple and brow lines

Alternative use: A highly aromatic botanical perfume that can be applied to pulse points at wrist, or behind ears

Phase	Raw Material	% w/w
A	Jobaba oil – certified organic	59.0
	Camellia oil – certified organic	20.0
	Meadowfoam seed oil	15.00
B	Mandarin red essential oil – certified organic	0.9
	Frankincense essential oil – certified organic	0.8
	Cedarwood atlas essential oil – certified organic	0.8
	Rose otto essential oil – certified organic	0.6
	Patchouli essential oil – certified organic	0.4
	Peru balsam essential oil	0.3
C	Neroli essential oil – certified organic	0.2
	Vitamin E – natural	2.0
		100% w/w

Method of Manufacture

1. Combine ingredients in Phase A and mix well.
2. Add Phase B and mix well.
3. Add Phase C and mix well.
4. Bottle in a 10mL Perfume Rollette for easy roll-on application.
5. Leave for 24 hours to allow to aromas to synergise prior to use.

For ingredients, contact Sydney Essential Oil Co. 02 9565 2828.

Disclaimer Product formulations are included as illustrative examples only. Whilst all care has been taken in presenting example formulations, Sydney Essential Oil Co. accepts no responsibility concerning any product manufactured using such formulations. The responsibility for the performance for marketing claim and adequate testing for stability of any product prior to sale lies with the manufacturer thereof.

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