



Uniquely Natural leading the way
in sustainable living

www.uniquelynatural.com.au



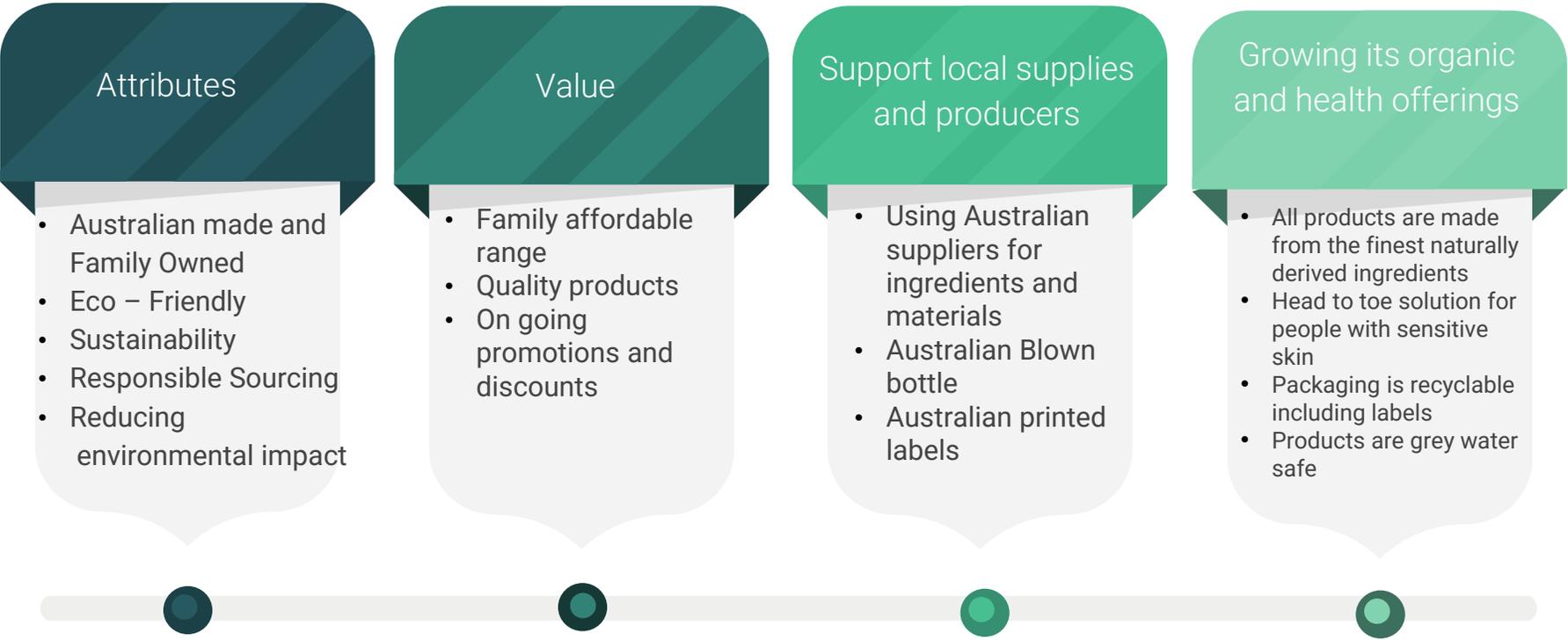


Setting us apart from the crowd

- Uniquely Natural prides itself on offering a great quality product at a family affordable price. Setting us apart from the crowd, we have an attractive RRP offering the consumer great quality and value in a market that is often very expensive. Natural products are historically viewed as a luxury item but for many they are essential.
- As a family-owned business, we are able react faster, build creative solutions and still be relevant to today's consumer demands.
- Our CEO, Owner and creator has won The Optus Business women of the year award.
- Australian Small Business of the Decade Winner.
- Finalist in the Telstra Business Awards for sustainability
- We have a marketable story



Marketable Value





The Uniquely Natural Story

There is a saying, it is never to late to start and It is not about how you start it is about your journey.

And this is my story....

I had an early start into motherhood, definitely not recommended but it certainly had some defining moments. Motherhood began at 15 and as you can imagine it would not have been an easy journey. There were many obstacles that I needed to overcome and it was a very overwhelming time, one with many learning curves.

I married at seventeen and went onto have seven children and today I am very proud to say I also have seven beautiful grandchildren.

As one would imagine, having seven children had a huge impact on finances. As a single income family, finding an affordable natural product was near impossible. Buying natural products was not just a lifestyle I wanted but a necessity as two of our children had been struggling with eczema. Wanting the best health and wellbeing for our children we had to come up with a solution.

Putting my dream into motion:

Being a young mother shaped me for the challenges I would face and built a determination to beat the odds stacked up against me.

Struggling to find natural and affordable products, I decided I would research making my own. Whilst the kids were at school I would formulate and experiment in my kitchen with all the essential and natural oils that I could source until I had made the perfect natural product.

I am not ALONE... realising many families faced the same financial pressures, I started to launch my vision for a business. The goal was to make natural affordable hair care, skincare, and household cleaning products. My exposure to business was limited and I needed a starting point, and this is where it began in my kitchen. It was no longer cooking cakes for the family it was asking them to try the new products I was working on. After intense research, studies and hours of searching through the web, the vision of Uniquely Natural was embarked upon. In 2010 Uniquely Natural was open for business.

Taking a leap of faith, I leased a warehouse in Lonsdale, South Australia. It was hard work but worth stepping out in making my dream tangible. The journey has been a huge learning experience, one I reflect on with amazement and gratitude for all those who have journeyed with me.

There has been challenges and at times you do question your sanity, I cannot tell you the incredible proud feeling I get when I walk down a supermarket aisle and see the range I created.

Our team strive to meet the highest standards and we are committed to providing exceptional service to our esteemed clients and customers.

Uniquely Natural continues to grow and evolve as a national business, supplying over 500 stores nationally.



Offering a head to toe solution

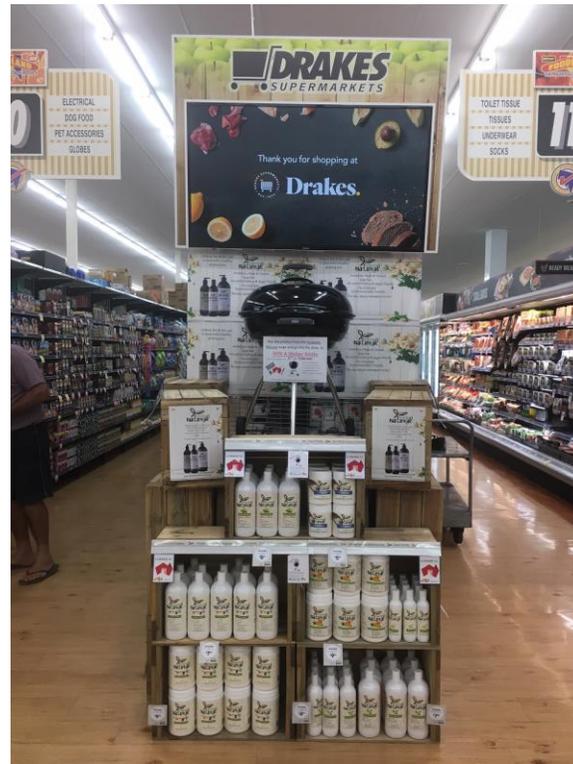
- Shampoo & Conditioner
- Body Washes
- Skin Care
- Deodorants
- Baby Care
- Household Cleaning Products

Our Range





In Our Stores



Uniquely Natural support stores with monthly promotions.
Increasing brand awareness

Our Achievements



Uniquely Natural is proud to be a recipient of these awards



Who We Support

A big part of Uniquely Natural's philosophy is to give back to the community. By supporting us you are making a difference in the lives of many.



Childhood Cancer
ASSOCIATION INC
Hands on Help





Brand Awareness

Committed to growth



 @UniquelyNaturalSkinCare

 @UniquelyNaturalAustralia

What our customer's think of our products



"My skin has suffered from dryness and other sensitivities for many years, regardless of the many different soaps and lotions I have tried but your product has erased the itching and dryness. The wash feels lovely to use as well. Not only am I very pleased to see that it is a local product, but also to support you in what must be a very competitive market in increasingly difficult financial times."

- Livia Cocetta via email



"I was really pleased to see your range of SA products at Romeos Foodland. Wonderful to see a local manufacturer. Well done, I wish you every success with this. I immediately bought several products, and will continue to use these in preference to any other brand, as I am very happy with what I have tried so far."

- Meredith Jackson via email

"I first tried and fell in love with your shampoos and conditioners from IGA in Kingaroy.

I have sensitive skin and can't use chemical supermarket soaps, shampoo, conditioner etc so I'm wanting to find out a way I can purchase those and even some of your creams without having to make a 3-4hr round trip.

I was even bathing my dog with the shampoo cause he can't use chemical rubbish either. I love your products, please keep them coming"

- Shell via email



"I am an extremely sensitive person with many allergies and intolerance.

My dad recently purchased your laundry liquid from one of the IGA stores in Orange NSW. I tried it too and love it, especially for my dark work clothes.

For the last week, I have been using your Revitalising Shampoo as the formulation of this product is best for my issues. My hair loves it but I also use it as a face and body wash. My skin is now smooth, clear and moist! My excessive sweating problem has also ceased; I can't believe it!

I will now be stockpiling your Revitalising Shampoo. Please, please continue this life changing product and leave the current formulation as is.

Thank you for a product which has literally changed my life for the better!"

- Heather via email

