

INTRODUCING



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*The World's First Certified Organic Skin Care,
Body Care, Hair Care & Cosmetic Products*

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About ONE Group

The creators of miessence®

- The Organic and Natural Enterprise Group Pty Ltd (ONE Group), is the originator & manufacturer of the miessence® range of products
- Established in 1999 to create and proliferate the most pure and effective skin care & cosmetics
- Awarded an Australian Federal Government Grant to develop an organic cosmetic range
- ONE Group's growth of an astounding 2500% in the first 18 months, clearly indicates that they have gained a significant market share within one of the world's fastest growing industries
- Is 100% debt-free
- Has corporate headquarters and manufacturing plant in Nerang (Queensland)
- Employs 36 full-time staff and 18+ consultants to maintain current and planned levels of production



ONE Group head office Nerang, QLD



Market Profile

- Worldwide Organic Market is growing at a phenomenal rate!
 - US\$52 Billion Worldwide (2004)
Accounting for three major areas including USA/Canada, Europe and Asiapacific
- Worldwide Organic Market is a TREND not a FAD. Over the past eight years there has been compounded growth of 23% per annum
- ONE Group's worldwide sales reflect this growth with over 2500% increase in sales in the last 18 months!



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Organic & Natural Definitions?

ORGANIC

INDUSTRY DEFINITION:

Any compound containing Carbon.

Carbon is found in anything that has ever lived. So, by using this definition of organic, we could say that the toxic petrochemical preservative methyl paraben is “organic” because it was formed by leaves that rotted over thousands of years to become crude oil.

ONE GROUP’S DEFINITION:

Grown, cultivated and stored without the use of synthetic chemicals, herbicides, pesticides, fumigants and other toxins.

NATURAL

INDUSTRY DEFINITION:

Any Ingredient “derived from” a natural substance.

We often see long chemical names followed by the phrase “derived from coconut oil”. For example, to create cocamine DEA from coconut oil requires the use of a carcinogenic synthetic chemical (diethanolamine - DEA).

ONE Group believes that it is not safe, and to insinuate that it is a natural substance by adding the phrase “derived from coconut oil” is misleading.

ONE GROUP’S DEFINITION:

Existing in, or formed by nature; not artificial.



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What is Certified Organic?

The miessence® certified organic product range is:

The **first** range of skin, hair, and body care products to bear the seal of approval of the world's leading organic certifying bodies.



miessence® products are produced to rigorous organic food standards and endorsed by the world's leading international authorities in organic agriculture.

Organic Certification requires:

- 95% of ingredients of agricultural origin must be certified organic (no synthetic chemicals / additives used in planting, harvesting or processing, etc)
- Remaining 5% of ingredients also bound by strictly regulated guidelines - must be 'neutral' substances
- Absolutely no synthetic chemicals, additives or artificially processed ingredients
- Certification standards audited annually for maximum product integrity



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Customer Benefits

As customers become more informed about the harmful effects of synthetic chemicals in unregulated health & beauty products, increasingly they are demanding:

- Independent third-party guarantee of the quality and purity of all ingredients (certified organic)
- Safe, clean and potent plant extracts of high vitality
- Sustainable agricultural methods that support the ecological balance of our planet
- Complete avoidance of poisonous synthetic chemicals used in conventional agriculture (that can cause allergies and disease in adults & children)
- Authenticity and integrity of organic/natural claims made by product manufacturers*

*Many brands may claim to use organic ingredients. The Certified Organic seal on miessence® products guarantees the authenticity and integrity of ONE Group's claim of synthetic chemical-free products containing truly pure, organic ingredients.



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Retailer Benefits

As customers increasingly demand more pure and organic products for themselves and their families, progressive Retailers may benefit by:

- Providing the world's purest Certified Organic Range of skin, hair and body care products
- Being associated with most current trends in the Natural Health & Beauty industry
- Receiving positive media coverage in specialised and popular mainstream publications on health, beauty & wellbeing (see Marketing for more information)
- Deriving impressive margins from both competitive pricing and repeat quantity purchases
- Building traffic within retail stores for customer on-sell opportunities

The big question in the skin care industry is how to preserve natural products without using synthetic preservatives. In using the unique and potent combination of herbal extracts, miessence® products have passed Microbiological Challenge Tests and Accelerated Shelf Life Tests that exceed British Pharmacopeia standards.



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Product Range

Over 70 products specially formulated with Certified Organic ingredients for skin, hair and body.



The miessence® range includes

skin cleansers • skin conditioners • skin moisturisers
exfoliants • masks • treatment gels • serums • hydrating mist
hair shampoos & conditioner • hair rinse • hair repair
styling gel • body wash • body cream • body powder
deodorants • toothpastes • mouthwash • foundations
concealers • cosmetic powders • lip balm
lip crèmes • shimmer crèmes
blush powders • mascara



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Product Analysis

Every ingredient in the miessence certified organic range is beneficial for the skin. Presented below is a typical analysis of ingredients found in the product range.

Product ingredients & health benefits

Organic aloe vera	healing, soothing, antibacterial, moisturising.
Purified water	Three-phase carbon filtration, copper ionisation, ultra-violet purification treatment, 0.2 micron ultra-filtration.
Organic rosehip seed oil	Effective in wound-healing, scar reduction, aging and sun damage.
Organic jojoba seed oil	Excellent moisturising and protective effects; Penetrates deeply.
Organic safflower seed oil	Very high in linoleic acid, a very deep moisturiser.
Organic shea fruit butter	Nourishing and rich butter, excellent skin protector.
Organic sugar-cane ethanol	Natural solvent for herbs, carries beneficial ingredients deep into the skin.
Non-gmo lecithin	Natural moisturising factor. Softens and hydrates the skin.
D-panthenol (pro-vit b5)	Improves the moisture-retention capacity of the skin and stimulates skin regeneration.
Organic lavender essential oil	Fosters the regeneration of new skin cells and soothes inflamed skin.
Organic Bitter Orange Extract	A natural antimicrobial with broad-spectrum activity, developed for the food industry. Biodegradable. Non-toxic.
Organic grapefruit extract	A potent antibacterial and anti fungal. It can also be used as an internal medication to relieve Candida infections.
Organic olive juice extract	Reduces skin damage caused by pollution and UV radiation, therefore protecting the skin from photo aging. It also improves skin hydration and elasticity.
Natural gum	A natural thickener Emollient.
Organic calendula extract	Soothes, heals, restores.
Organic chamomile extract	Antimicrobial, calming, soothing.
Organic marshmallow extract	Softens, revitalises, emollient, hydrates.
Organic st johns wort extract	Moisturises, astringent, refreshes, tones.

ALL miessence® certified organic ingredients are superior quality, active ingredients. They are free of synthetic or semi-natural functional ingredients (eg: ph adjusters, colours, pearlisers, consistency modifiers, surfactants or preservatives) and are unaltered by heat.

NO: Synthetic Detergents, Artificial Preservatives, Artificial Colours, Artificial Fragrances, Petroleum By-products, Tar Derivatives, Genetically Modified Ingredients and Animal Testing.



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Skin-type Families

The miessence® certified organic skin care range caters for 4 skin profiles;

Rejuvenating • Balancing • Purifying • Soothing



Balancing Skin Care Range

REJUVENATING

Dry/Mature Profile

- loss of elasticity
- varying pore size
- some dry patches
- no sheen/dull complexion
- can feel tight and dry
- may have surface capillaries

BALANCING

Normal/Combination Profile

- even skin tone
- fine to average pore size
- some enlarged pores
- some T-zone oiliness
- occasional breakouts
- some blackheads

PURIFYING

Oily/Problem Profile

- oily sheen
- breakouts/blemishes
- congestion/clogging
- open pores
- blackheads
- redness

SOOTHING

Sensitive Profile

- may have surface capillaries
- can feel irritated, itchy and hot
- can appear blotchy
- may have flaky patches
- allergic reactions common
- flushed and red easily



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Retail Pricing Structure

miessence® products are strategically positioned as an affordable luxury range which encourages *repeat quantity* purchases.

Pricing policy includes:

- Up to 100% mark-up on all products*
- Additional margins on special/featured products**
- 100% quality customer guarantee on all products
- FREE Delivery***
- Priced competitively with other popular high-end products yet bares the seal of approval of the world's leading organic certifying bodies (ACO, IFOAM, USDA)

* 100% mark-up if wholesale total exceeds \$3600.00 otherwise 66.7% mark-up applies.

** Featured or special product promotions are negotiated on per-case basis.

*** For orders over \$60 wholesale



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Conclusion

ONE Group is committed to the health and vitality of their customers and the planet. They are confident that their innovative approach and pure product range will meet (and possibly exceed) your sales and marketing requirements.

If you require any additional information not contained in this presentation, please contact the ONE Group Independent Representative detailed below.

Contact Details: