



AUSTRALIA

UNITED STATES

## Mission and Values

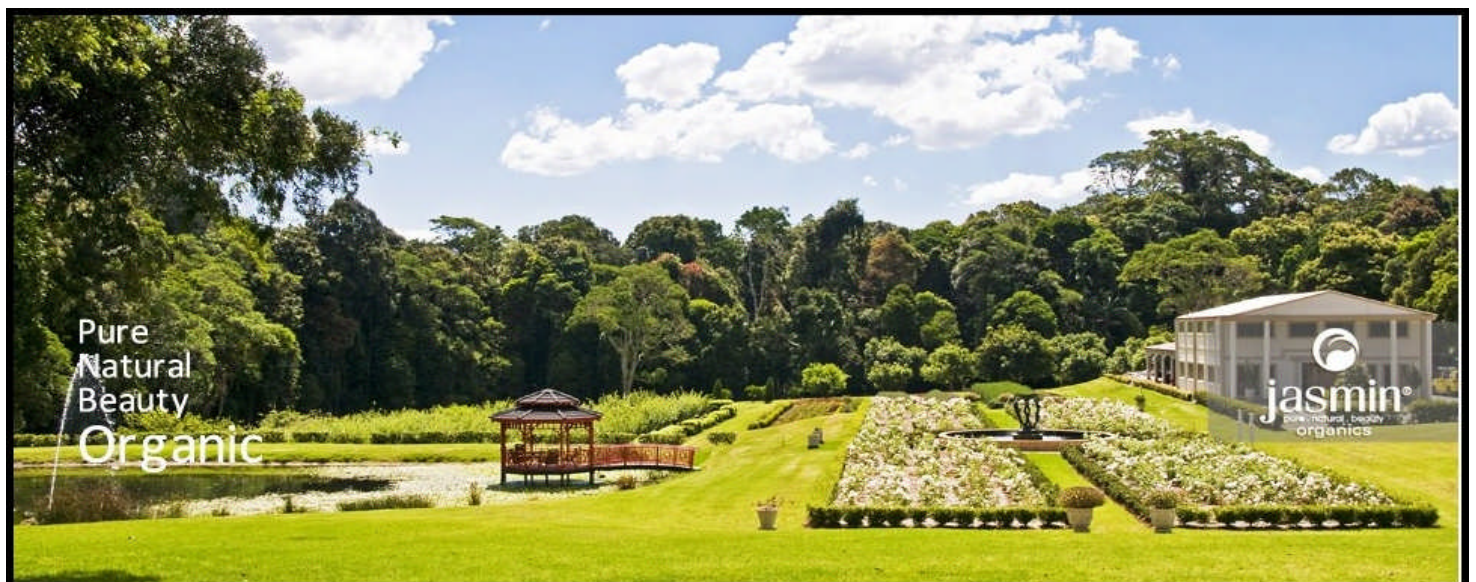
**Our Mission:** Jasmin's mission is to be the number one choice for those who want not only the most luxurious and best performing products, but who also want the safest and most truly natural. Our goal is to be the world's leading organic brand.

**Our Values:** **Founded on Respect** --- Jasmin was founded as a reflection of the values of its founders; values that we believe the majority of our customers share with us. These values underlie everything we do, and will never be compromised for the sake of profit. We will always balance our business goals with our social and environmental objectives.

**Respect for Our Customers** --- As our customer, you have a right to expect safe and healthy products from us that are effective for their stated purpose, and are made from pure natural ingredients with no artificial chemicals. You have a right to be informed about exactly what is in our products, and to be assured by reliable independent certification that they are genuinely organic and safe to use.

**Respect for the Environment** --- Organic products are not a gimmick - they are a reflection of a whole way of life, one that respects nature's ways and works in harmony with them. In the face of a growing mountain of evidence implicating environmental toxins in an alarming array of diseases from dermatitis to cancer, organic growing not only creates healthier produce, with no chemical residues, it is also better for the soil, which retains its natural balance and fertility, leading to long-term sustainable agriculture. We strive to exemplify green values and apply sound environmental principles throughout our entire value chain, seeking to avoid pollution, minimize carbon emissions, reduce waste and making our packaging recyclable or biodegradable. We see ourselves as part of a wider movement working towards a cleaner and healthier planet and sustainable way of life.

**Respect for the Community** --- We believe in giving back to the community of which we are a part of. A portion of our profits is donated to causes we believe in such as environmental conservation.



## Message from the Founders



### Lihua Song – Founder and Managing Director

Jasmin Skin Care arose from my vision of a new kind of venture. Having already built up several profitable businesses in both the eastern and western worlds, I was motivated not by accumulating more money, but by the desire to create the world's best and healthiest skin care brand. In the process, I wanted to change the way consumers choose skin care, making health and safety their first consideration. With ample seed money, unlike many other startups, this new venture was founded firmly from the onset on putting the principles of consumer health and environmental consciousness before profit.

I really believed that it was time for change, and that someone had to take the lead in challenging the norms that said it was 'safe' to put synthetic chemicals known to be dangerous into skin care and bath products. I witnessed these ill effects myself when my own daughter's eczema was frequently aggravated by famous brand commercial personal care products, so I was eager to extend that vision to others. Jasmin Aromatique and Koala Baby are the premium results of that quest to provide genuinely natural alternatives, and I believe we have achieved the highest benchmark of any skin care company to date.



### Gordon Chalmers – Chief Operating Officer

I had enjoyed a varied and successful career spanning a range of technological fields in both Europe and Australia. But I wanted to use my skills and knowledge to make a more meaningful contribution to society through my work, one that would promote environmental causes and personal health and well-being. Jasmin Group's vision of a new natural approach to skin care fitted perfectly with that desire, and I am delighted to have had the opportunity to help nurture the concept and bring it to vibrant life through the Jasmin Aromatique and Koala Baby range.



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## Premium Product Packaging



### Prestigious Retail Packaging...

Packaging worthy of the pristine quality of both the Jasmin Aromatique and Koala Baby Organic brands.



**Jasmin & Koala Baby: Created for those who demand 'Only The Best'**  
**INTERNATIONALLY CERTIFIED ORGANIC - Your Guarantee of Purity & Safety.**

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