

# Affordable and purely natural hero products

There has been a huge response for truly authentic 'natural' products. According to Donella Hunter from Botáni, the company has several points of difference from its competitors including stocking products that are 100 per cent plant derived, of premium quality, bio-compatible and affordable.

Botáni focuses its attention on three 'hero' products. For example, Phytoseptic Cream (with natural anti-fungal properties), Olive Skin Serum

(skin nourisher and hydrator, anti-ageing and scar healing) containing squalene, derived from olives, very similar to the primary liquid found in human skin and Rescue Acne Cream (multi-purpose herbal cream for acne and blemished skin) which is benzoyl peroxide free.

Botáni focuses on skin problems and imbalances, not driving the normal cleansing and moisturising skin regimes.

The company entered the skin care market by launching products in the gay male market with Purify Facial Cleanser – facial cleanser and shaving aid for men with sensitive skin; Boost Balancing Moisturiser – after shave moisturiser; Rescue Acne Cream – useful for skin irritations, such as razor rash and infected hairs caused by shaving; and Olive Repair Cream and Olive Skin Serum – extremely popular for hydration and travelling.

Customers see difference and value for money. For example, Olive Repair

Cream is a day and night cream retailing for \$45 that can last for more than three months – a minimal amount can spread extensively for maximum results and can be used everywhere, not just the face.

Recently Botáni repackaged some existing products to clearly inform customers about the product. For example, Skin Rescue Kit now informs customers that the product is a natural acne treatment.

Apart from wholesaling, Botáni branched into beauty salons and in early 2006 into day spas. Later this year, Sydney is to be Botáni's main focus for wider distribution in pharmacy, healthfood stores and day spas.

"Customers believe in Botáni and its products, for example, [the] unique products compared with competitors, product efficacy, safety and affordability," Ms Hunter says.

"Customers feel safe to recommend Botáni products. Once a product is recommended, either through store or sampling, there is a guarantee of repeat sales and long-term loyalty to the brand."

