



JURLIQUE

The Purest Skin Care on Earth®

THE MARKET

Australian born Jurlique International enjoys a global reputation for producing *The Purest Skin Care on Earth®*, and not without good reason. The company is wholly dedicated to creating a line of pure, natural products that are rich in antioxidants and organically grown herbs that revitalise, nourish and strengthen the skin.

The luxurious textures and uplifting natural aromas for which it has become famous form the foundation of a range that spans everything from skin and body care treatments to hair products, aromatherapy massage and body oils, men's care, baby care, natural fragrances, foundation and lipsticks and herbal organic teas and alternative medicine. There is even a range designed to cater for the beauty within. Today, Jurlique International is exported to over 20 countries with an annual turnover of \$100 million dollars as a result of a more than 1,000 per cent increase in sales since 1996.



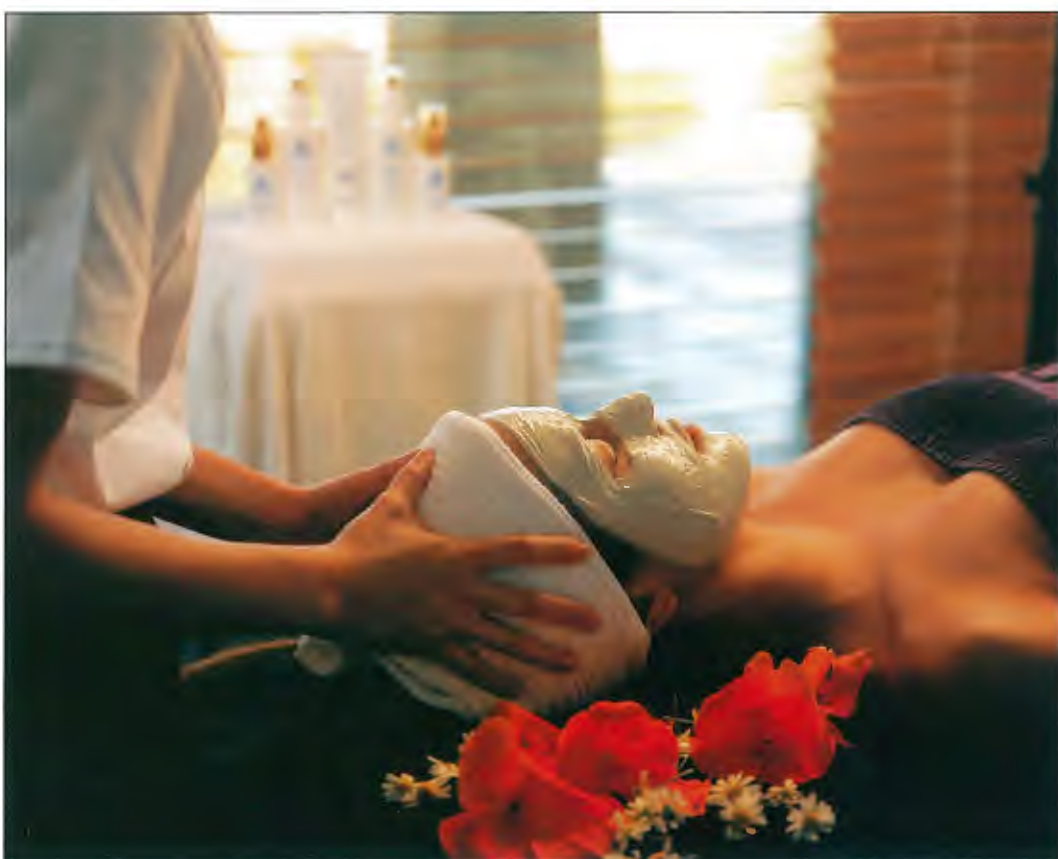
ACHIEVEMENTS

The Jurlique range aims to promote healthy, glowing skin and body regardless of age or climate. All products are 100 per cent naturally based and rich in active, organic herbal extracts that enhance personal beauty and radiance. They are high in natural antioxidants, vitamins and herbal ingredients that promote health and wellbeing, while remaining hypo-allergenic and pH balanced, which means they are suitable for

all skin types regardless of age.

Produced without the use of petro or coal tar chemicals, artificial colours or fragrances, each product is created using the unique 3-step Biointrinsic™ extraction method that captures the 'life-force' of plants, enhancing their potency.

Jurlique is not only kind to the skin, it is also kind to animals and the environment. More than 95 per cent of all herbs used in Jurlique products are grown on the company-owned organic and biodynamic herb farm, guaranteeing that no synthetic



pesticides, herbicides or fertilisers are used. No product is tested on animals and they are all fully biodegradable. Even the packaging is recyclable, made primarily from cardboard, aluminium and glass.

Active, organic, Australian; when it comes to natural products Jurlique is the best in the world.

HISTORY

Jurlique began life with the marriage of Dr Jurgen Klein, a chemist, naturopath and authority on alternative medicine, and Ulrike Fischer, herself a botanist and horticulturalist. Between them they dreamed of developing a total skin and health care system that combined the ancient arts of alchemy, herbal medicine and homeopathy with state-of-the-



art technology and research.

While the Kleins knew this dream was within their reach, Germany was not conducive to realising it and so they began looking for a new home. They searched the world for a less polluted environment in which to grow nature's herbs and flowers, and they found it in a town situated in the pristine Adelaide Hills of South Australia. Having emigrated, the Kleins set up their herb farm in Mount Barker in 1985 and began developing their range.

The Jurlique collection has grown considerably since then to include more than 250 products. Supporting this expansion, Mount Barker now houses not only the organic herb farms but also a research laboratory, factory and head office. Initially products were sold only in health food stores and beauty salons and the company was relatively unknown in the mainstream cosmetic industry. Today, however, Jurlique supplies retail outlets around the world, and has more than 30 concept stores and spas Australia-wide, another 40 overseas and an extensive distribution network in the international beauty spa, beauty therapy, department store, pharmacy and health food industries.

THE PRODUCT

While there are far too many to mention, the myriad

Jurlique products available have all been designed to help combat the physical and emotional tolls associated with today's hectic pace of city life.

The Pure Rosewater Freshener contains Biointrinsic™ organic herbal rose extracts and is an excellent pick-me-up for a tired or dehydrated complexion. The Herbal Recovery Gel is Jurlique's premium moisturiser, and is a potent all-botanical concentrate suitable for both day and night. The rich gel works deeply to firm, tone, restore, hydrate and harmonise your skin. It is often referred to as a Face Lift in the Bottle®. And the Eye Gel is a light, potent, herbal antioxidant gel that helps reduce puffiness and dark circles while gently firming the delicate eye area. Together with the strong Neck



Serum, these three products are often known as the "Liquid Gold" of Jurlique.

RECENT DEVELOPMENTS

Jurlique's dedication to skin and health care extends well beyond its actual product range, and the company has also established many Jurlique Day Spas around the world. An important element of the company's holistic approach to inner beauty, these spas provide a wide range of facials, massages, full body treatments and hydrotherapy, using exclusively Jurlique's pure, natural and highly effective spa products to revitalise both skin and psyche.

In 2003, Jurlique extended the number of Day Spa and Wellness Sanctuaries within Australia to include the locations of Oxford St and Mosman in Sydney and Chadstone, Melbourne. Significant expansion was also seen internationally with developments throughout the Asia Pacific region and in the US.

PROMOTION

The best promotional tool for Jurlique is the range itself. The integrity of the product, its pure and natural ingredients and the proven results of the entire range on the skin of every Jurlique customer is the basis of Jurlique's promotional strategy.

Promotional activity always brings consumers back to their relationship with Jurlique, focusing on Hero products



and Jurlique's 5 Step Ritual to Healthy and Radiant Skin. Providing a range of products to answer every customer's individual needs strengthens this strategy. By continually developing new products in order to keep ahead of market requirements, Jurlique reinforces its presence as the international leader in natural skincare, health and wellbeing.

BRAND VALUES

But products alone don't make a luxury Superbrand, and Jurlique's philosophy goes some way to explaining what makes it so unique. The company centres its vision on three main principles. The Purity of the product is vital and Jurlique stands by its promise to deliver only plant-based products and herbs grown organically and bio-dynamically from sustainable resources.

The company's Integrity is valued highly and ethical, honest, sincere and direct communication with each other, staff, customers and the public in general makes them one of the most customer-focused companies in the world. And finally, Jurlique Cares sufficiently about the individual and the environment to protect them at all costs.

This philosophy is coupled with a passion for perfection that is displayed in every facet of Jurlique's business. From tilling the soil and planting the seed to harvesting, extracting, formulating, manufacturing, packaging and distributing the end product – the company strives to create an effective and vital health care system for everyone.

THINGS YOU DIDN'T KNOW ABOUT JURLIQUE

- The name Jurlique is the combination of the christian names of the founders, Jurgen and Ulrike.
- The Jurlique logo reflects the Jurlique vision perfectly and symbolically. The spheroid triangle represents the triangle of Jurlique principles: purity, integrity and care. The three symbols within it represent the three ancient stills that Jurlique utilises, symbolising the bio-intrinsic process made up of separating, purifying and re-uniting.
- Jurlique's Herb Farms in South Australia now produce 95 percent of the herbs and plants necessary for inclusion in Jurlique's extensive Skin Care and Health Care range.
- Jurlique expertise is not restricted to skin and health products. The company also offers a hand-made and highly successful pottery range that combines over 20 years of experience in creating fine handcrafted pottery and superb high-fired stoneware.