

BRAND OVERVIEW - ECO TAN

Eco Tan and Eco By Sonya Driver is an Australian made and manufactured organic product range. We currently Cover off three categories including Tanning, Skin care and body care.

The products are made from the highest quality natural and organic ingredients and offers you and your customers a true healthy alternative.

Eco Tan was created after our founders younger sister was diagnosed with a melanoma. She was lucky enough to have this removed and to recover.

Still wanting to get a tan without the risk of suns harmful UV rays, they sought the next best thing. Sonya and her sister began getting regular spray tans together but soon became concerned about the ingredients they were constantly covering themselves with. Sonya began to research the ingredients used by many different brands, regardless of their claims. It only took her a few minutes to decide not to use their products anymore, she was horrified. After all, our skin is our largest organ, and much of what we put on it may be absorbed into our bloodstream.

Sonya started buying in samples of cacao, flower essence, chamomile and all things natural and organic and started mixing batches out of her tiny kitchen in her Australian home.

In 2011, Eco Tan made Australian history by becoming the first and only tanning manufacturer to be certified organic by the Organic Food Chain under the Australian government.

Since Day 1, Sonya has been committed to creating a healthier, animal friendly and environmentally friendly eco range. Eco Tan is a company that is founded on authenticity and transparency, which is why our certifications are SO important to us and in turn our customers. These certifications guarantee that our products have met the strict requirements set by their respective governing bodies.

Our **Professional, Tanning, Skincare and Body Care** range is **Certified Organic** by the Organic Food Chain under the Australian government. This means that our products are made from 100% natural ingredients and over 70% certified organic ingredients meeting one of the strictest organic governing bodies in the world!

We are **Accredited Toxic Free** by Safe Cosmetics Australia

Our Tanning Skincare and Body Care range is **Vegan**

And We have a beautiful **Vegetarian Sunscreen**

We are also Accredited by **Choose Cruelty Free** The range ticks all of the **boxes!** Our ethical brand continues to grow at a rapid rate, as our 'greener'

and healthier products are made with nothing but the best and we have never or will never test on animals!

With a population that is becoming more health conscious than ever customers are starting to do their own research. People are looking at not only what they are putting in their bodies but also on their bodies and we wanted to take the hard work out for people. Customers can pick up any one of our products and know that we have truth within labels containing nothing but the cleanest ingredients and you as a stockist can be one step ahead of your customers!

First up in the range came our incredible tanning products which revolutionised the tanning industry. Unlike many other brands our products are created to adapt to suit each individual customers natural tone to ensure they are left with perfect results every time. NONE of our products contain any toxic food colouring so there is no staining of the skin taking place. Yes you heard it - no nasty orange or green tones! Instead, we use a higher percentage of the active ingredient to ensure that each and every customer will receive the perfect tan just for them! The most perfect honey bronze, golden bronze or BROWN results every single time without fail!

Our body care products are suitable for the whole family and are a must have in every bathroom cabinet. Use hand in hand with our tanning and skincare products as well as year round to keep your body smooth, hydrated and glowing. From our beautiful aluminium free deodorant that actually works through to the body washes which are soap free they cleanse without stripping the skin of its natural essential oils.

Next came our ground breaking skincare products which are packed full of botanical active ingredients. They are suitable for all skin types and are so incredible gentle yet effective. The products work hand in hand to remove impurities, cleanse and clean and to hydrate and nourish the skin beyond the surface at cellular level delivering phenomenal results.

As a leader in the Organic and Natural Beauty Industry and being dedicated to creating products which are good for you and the Earth. Respect for our planet and all that is in it, is at our very core!

Our products are biodegradable with ingredients responsibly sourced from Australia and communities around the globe. We strive to positively protect the natural environment and have only a positive impact with products that are not only reef friendly, but drain friendly also, with no micro beads or toxic chemicals flooding into our oceans.

We are in conversion to zero waste and committed to a greener, cleaner future by using environmentally responsible packaging that can be recycled, reused or repurposed, with renewable energy sources. Our packaging is already 100% recyclable, plus we are increasing and maximising the use of PCR (Post Consumer Recycled) materials in all product packaging now and in the future. We choose glass packaging where necessary as an endlessly recyclable option protected in biodegradable outer packaging selections. We're even implementing biomaterials composed of sugar cane pulp, all made using innovative manufacturing solutions like solar farms to minimise our global impact as a business.

Carbon Neutrality is our goal and to become a fully sustainable company that has a hand in improving global conditions.

With efforts in all areas, we aim to achieve this by the end of this year.

Our distributors order large volumes which are transported via mostly sea freight (with the occasional air freight shipment where needed) to ensure they too are doing everything they can.

Our award winning range is distributed in over 25 countries around the world and is shipped globally every single day. It is stocked in leading health and organic retailers, department stores, pharmacies and salons and we, here at head office work closely with every single stockist to ensure that you and your customers get the full Eco Tan / Eco By Sonya Driver experience and education.

We have an online presence of close to 500k and are working round the clock to connect local enquiries with their nearest retailers.

We welcome you to the Eco Tan team! We are thrilled to have the opportunity to work with you and look forward to watching the range flourish in your store.