



Jasmin USA, Inc.
Box 268
Salem, AL 36874

PRESS RELEASE

September 9, 2012

Jasmin Skincare Pty., one of the world's leading organic skin care companies and forefront voices in the promotion for ingredient transparency within the organic beauty & skin care industry, recently received unparalleled high ratings in brand assessment by the prestigious Organic Monitor Association for their Koala Baby Organic's high ingredient naturalness. Organic Monitor's pioneer research has found that many skin care and cosmetic brands are not truly reflective of their natural claims.

In an on-going study, they evaluated over 50 recognized international brands and subsequently ranked them in terms of their naturalness, with a large number of them scoring very low on the rating scale. An important conclusion was that the formulations of most natural brands are simply not meeting their marketing claims.

Many companies claiming to be chemically-free or intrinsically natural, may contain numerous contentious unnatural synthetic ingredients amidst some natural ingredients. The research reinforces the importance of obtaining 'accredited' certifications in creating an even playing field for skin care formulators and as a true measurement for consumers.

"With an average rating of 9.56, Koala Baby Organics has the highest rating for any brand", stated Amarjit Sahota, Managing Director at Organic Monitor. In fact, Koala Baby Organics was ranked the highest in all measured regions (EU, USA, and Asia-Pacific) effectively making it the 'most organic and natural skin care brand in the world'.

A remarkable achievement in the industry, and a victory for the eco-concerned and naturally-aware consumer.

Jasmin Aromatique & Koala Baby Organics:

Setting the Bar for Premium Luxury Organic Skin Care & Personal Beauty Products to the Highest Level.

1.) **Every product in the collections are Certified Organic by verifiable government international organizations such the USDA (United States Department of Agriculture) and/or the Australian OFC (Organic Food Chain).**

- Unlike other competitors which offer only a few products in their collections that are truly natural/organic enough to bear these prestigious seals, **EVERY** product that we offer is guaranteed genuine and pure to the highest standards and validated by either or both of these international certification logos.
- All of our products are also vegan, gluten-free, and hypoallergenic; and completely free of any petroleum by-products, parabens, synthetic fragrances, chemicals & toxins - as well as potentially harmful ingredients, detergents, additives, and harsh processing agents.

2.) **Jasmin Aromatique and Koala Baby Organics are revolutionarily different.** It's not simply in the fact that our products contain true organic ingredients... but we also own the organic farm, the processing facility, the manufacturing facility, and the packaging facility from which all our products are created.

Because we own our entire operation, we can strictly enforce true organic and biodynamic standards to ingredient processing throughout the entire product creation cycle. From hand-picking the finest organic herbs in our fields; to foundational organic mixing and blending procedures of the herbal ingredients; to genuine organic processing techniques and manufacturing methods without chemicals, detergents, or caustic agents; to organic considerations in bottling and packaging - our goal is achieved through pioneering a biodynamic approach to sustainable skin care products from the beginning to end. Even though ingredient compromises or non-organic methods to our processes would reduce costs – we instead are 100% committed to providing only the purest, most true organic products that nature can provide.

---Popular industry competitor brand names comparison ratings by Organic Monitor* are as follows:

| | | | |
|-----------------------------------|------------|---------------------|-----|
| Jasmin Koala Baby Organics | 9.6 | Yes To Inc. | 5.0 |
| 365 Everyday Value (WFM) | 4.0 | Aesop | 2.0 |
| Annemarie Borland | 4.0 | Apivita | 3.0 |
| Aubrey Organics | 6.5 | Avalon Organics | 3.0 |
| Aveda | 3.0 | Avon Naturals | 2.0 |
| Body Shop | 2.5 | Boots Botanics | 1.0 |
| Bulldog | 3.5 | Weleda | 7.5 |
| California Baby | 4.0 | Derma E | 3.0 |
| Dr Scheller | 7.0 | Face Shop | 2.0 |
| Himalaya Herbals | 3.0 | Jason Natural | 3.5 |
| John Masters Organics | 6.5 | Johnson's Natural | 5.5 |
| Juice Beauty / Organics | 4.0 | Jurlique | 4.0 |
| Kiss My Face | 4.0 | Korres | 4.0 |
| L'Occitane | 2.5 | Living Nature | 6.0 |
| Lush | 3.0 | Martha Tilaar | 3.0 |
| Naked | 3.0 | Natura Cosmetics | 1.5 |
| Nature's Gate | 2.5 | Neutrogena Naturals | 4.0 |
| Nivea naturals | 3.5 | Nude | 6.0 |
| NuSkin | 1.0 | P&G Olay | 1.0 |
| Ren | 4.5 | Skin Food | 2.0 |
| Superdrug Naturals | 1.0 | Suzumushi Olive | 1.5 |
| Tom's of Maine | 5.0 | Tresemme Naturals | 1.0 |

*Figures Published in the Organic Monitor Industry Trends Report --- Document# E8041-14 (10=Highest Organic Content, 1=Lowest Organic Content)

3.) **Market positioned with few competitors** - Our products are positioned very much at the top end of the market with very few competitors as far as packaging, organic purity and quality of ingredients are concerned. The whole range offers the purchasing customers the essential international government accreditations to absolutely guarantee the pureness and integrity of the products.