



SUSTAINABILITY COMMITMENT

FOR THE LOVE OF THE PLANET



**ORGANIC
BIOACTIVES**

NEW ZEALAND

INNOVATING FROM TRADITION®

Kupu whakataki



ANDREA TAIMANA
FOUNDER & CHIEF SCIENCE OFFICER

Foreword

Aotearoa New Zealand is being internationally recognised as a biodiversity hotspot.

84% of New Zealand's vascular plants (land and waters) are indigenous and found nowhere else on Earth. They are ancient and unique since the islands' separation from the mass continent Gondwana more than 80 million years ago. We have giant ferns, seaweeds, mosses and even trees that can live for over a thousand years.



Enamoured by the untapped potential of the te Mana o te Taiao - (the supernatural powers of the Natural world), we embraced the opportunity in developing sustainable cosmetic bioactives that were 100% natural but parallel in efficacy to the synthetic alternatives.

Over decades of years of experimentation, patience, and persistence, we developed an in-depth understanding of the native flora, synergising scientific cosmetic research with indigenous permaculture practices (Mātauranga Māori).

I am proud to finally say I believe what we have created well and truly deserves a seat at the table of world-class sustainable clean beauty ingredients and bioactives.

A global desire for cleaner beauty



MARIO VULINOVICH
MANAGING DIRECTOR



The personal care marketplace is changing. Beauty, health, sustainability, efficacy, and provenance are merging, and in turn, ushering in a paradigm shift. There is increasing pressure from global consumers to eliminate environmentally or personally harmful cosmetic ingredients from their preferred brands. A natural alternative is demanded, with an expectation of matching efficacy. This is where Organic Bioactives step in.

We are broadening awareness of New Zealand's untapped biodiversity by developing a New Zealand pharmacopoeia of our native land and marine-derived cosmetic bioactives backed by scientific data. Due to the unique geographical position and distinctive flora of Aotearoa New Zealand, our plants have considerably more antioxidants and more potent bioactives than almost anywhere else on Earth. In this, we are very grateful and very blessed.

He iho whanonga pono

Our core values

The kaupapa (guiding principles and values) of Organic Bioactives are rooted in **interdependence, respect, and gratitude** towards Papatūānuku (Earth Mother) and the Tangata Whenua (People of the Land) of Aotearoa.

As such, it is of paramount importance that we work in a way that **protects, preserves, and nourishes New Zealand's unique biodiversity**. Organic Bioactives also apply **sustainable and socially responsible practices** in our daily operations.

The dedication of our entire team who make this possible flows through to meet another river which is an uncompromised commitment to our customers.



We deliver the highest quality products based on industry **ISO standards, organic certifications, and innovation backed by science**.

Organic Bioactives have agreements signed with our local harvesters and continued partnerships of trade and support. We implement sustainable practices in manufacturing and operations through **recycling, upcycling, repurposing**. We are constantly optimising and innovating better clean, green extraction technologies.

Above all, we celebrate a high level of both individual and collective integrity in our daily business practice.



Kaitiaki



Āhua – Māori art by our local harvester and artist Jasmine Teei, Ngati Mahuta tribe

Āhua represents our connection with te Ao (universe) and te Taiao (natural world), and everything in between represents ourselves and our Wairua (soul)

Guardians

In Te Ao Māori (the Māori world view), current inhabitants have always been Kaitiaki (custodians) of Papatūānuku (Earth Mother) for future generations. Organic Bioactives aligned our business to flow with that purpose and kaupapa (intent), not to interrupt the natural energy and order of things. For that reason, we leave the process of harvesting with certain Mana Wāhine (esteemed female Māori) who



carry a lineage of Mātauranga Māori (traditional knowledge) on how to approach and harvest botanicals in a sustainable and respectful process. We also do our utmost to ensure this knowledge remains protected and passed on within the Iwi (tribe). It is crucial that these practices not be exploited, copyrighted or misinterpreted by corporate interests. The indigenous knowledge is tapu (sacred) and should be treated as such. Following these processes ensures the plants not only offer a higher level of bioactives, but have also proven to grow in vibrant health with each generation of harvest.

He tautāwhitia ngā pakihi wahine Māori

Kaupapa

Our contribution model

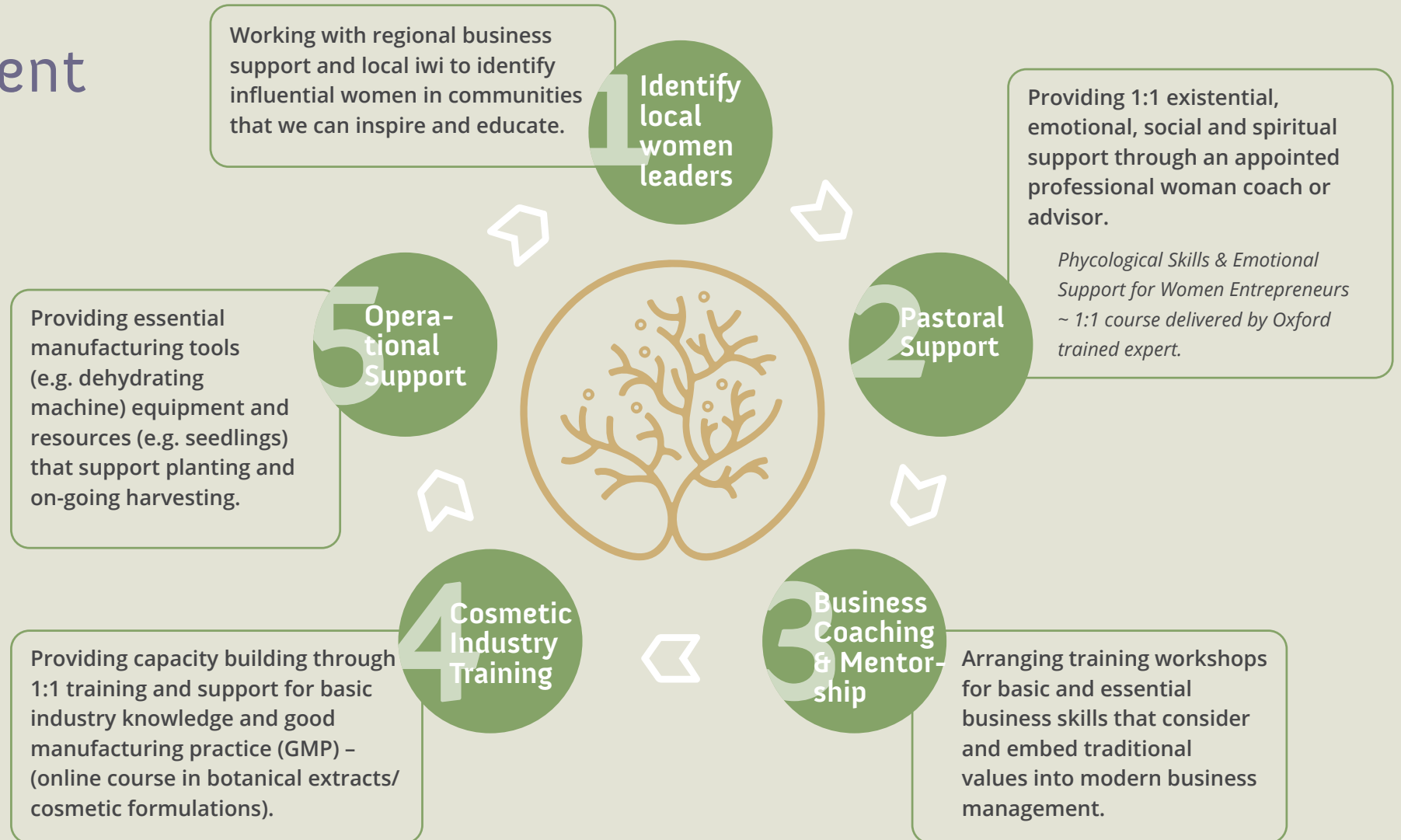
Supporting local Māori women entrepreneurs

Purpose

Providing women to women pastoral support, as well as business and professional mentorship so the women that lead their communities are equipped to further educate, empower and inspire their whanau and iwi.



Cycle of empowerment



Te takahi māmā

Treading lightly

New Zealand has long been known as the best source of premium quality food, water, and other natural resources. We still have the cleanest waters and environment in the world, with more than 70% of our flora and fauna native to Aotearoa. This environment allows us a unique privilege as inhabitants. We will never be left wanting if we preserve, protect and act sustainably. In the business world, implementing the highest level of sustainability in our practices is crucial in our ability to continue living with these blessings. We are operating towards running **carbon neutral** during our processing by offsetting our footprint of energy and processing through the aforementioned **reusing, recycling, and upcycling** raw materials. When manufacturing is completed, we are repurposing leftover materials as natural fertilisers and compost for seedling beds of native plants in decline. Through the planting these native seedlings we are helping to restore natural waterways in areas that have become swampland due to the decline in native flora.



He Tangata, He Tangata

(It is people,
it is people)

Sustainability pertains to not only nature but also **social responsibility**. Our kaupapa is to improve economic and educational situations in disadvantaged Māori communities and provide meaningful entrepreneurship and empowerment opportunities, particularly in the female space. For that reason, we have developed our own unique proprietary collaboration model - **He Tautāwhitia Ngā Pakihi Wahine Māori** to truly build with the Iwi. Internally, we nurture **open-minded, compassionate, and respectful communications** within our diverse, multicultural team.



Kupu whakamutunga

Conclusion

Aroha mai, aroha atu
(Love received, Love returned)

Success is never a singular goal or a narrow definition. For us, the holistic successes are seeing native species again flourishing and restoring natural waterways to preserve the unique biodiversity in those ecosystems. Transforming 'low-value land' to 'high-value land' thriving with indigenous species for the Tangata Whenua and the consequent economic leverage this offers them, and of course operating towards a positive carbon footprint.

Papatūānuku (Earth Mother) is abundantly generous to us who live here in clean, green, and pristine Aotearoa New Zealand. We aim to preserve and cherish that generosity with a holistic, sustainable approach. And by doing so, it is our privilege to share that Aroha (Love) with the rest of the world in offering premium organic bioactives to the cosmetic industry.

As both Founder and Chief Science Officer, you have my personal commitment that Organic Bioactives will continue to deliver on these promises.

Noho ora mai,
Andrea Taimana





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www.organicbioactives.com