

*saf organics.*

# WHOLESALE CATALOGUE



# About Us

We often think about the harmful chemicals & ingredients that we immerse into our families' bodies, but have you ever taken a moment to consider the amount we apply to our bodies?

With a growing family, the desperate search began to find products to begin eliminating these harmful toxins. Following thorough research and development SAF Organics was born.

SAF Organics is an award winning, Australian made natural & organic company specialising in hair and bath products for the whole family.

We pride ourselves in sourcing 100% Australian made ingredients, that are safe to use on all ages – so there is no need to purchase separate products for babies & kids. Our products are made right here in Australia using hand selected 100% Certified Organic ingredients and blended to create the effective formula minus all the nasty chemicals.

Our products are:

- 100% vegan
- Sulphate & paraben free
- Silicone free
- PEG free
- Packaged in recyclable packaging
- Suitable for all ages & hair types

In 2019, SAF Organics was awarded two gold & bronze Australian non toxic awards for our Organic Detox Deodorant and Hair Detangler.

In 2022, SAF Organics was awarded three awards for Australian low tox & Conscious awards. Our products are created naturally to heal your skin and cause no harm.



# About Us

In 2023 our story was picked up by news.com.au which resulted in being featured in over 40 articles across Australia and internationally. Opening our doors to the wholesale market in Australia.

## Gold Coast mum's idea sparks Saf Organics business making \$500k

### The Gold Coast woman has turned a product she made in her kitchen into a booming business.



Some of the range. Picture: Supplied

When she sent the manufacturer her deodorant it included her hand written recipe but now Saf Organics has grown from one product to selling 23 items, she said.

"It's been a journey. Every time I look at a \$5 note I look at it differently, it's not the littlest note, its done lots for us," she noted.



Sarah Dawson

📍 SA, Australia  
📅 4 months ago, 15,000+ views

The mum-of-four said every time she launches a new product it sells out before it even hits the warehouse and the most recent launch was a sensitive skincare range.

"After travelling Australia for 13 months and learning about the amazing native plants we have in our own country our skincare range was launched. When we say vitamin C, people think of citrus but we have got a Kakadu plum that has over 100 times the vitamin C benefits with the highest concentration in the world so we included that in our serum," she said.

"It's just been launched as part of our skincare bundle. It's a five step bundle, not eight or nine products and includes a cleanser, moisturiser, vitamin C and masks but we don't do clay masks. You apply it and go to bed it's a beauty mask - it's a quick five step routine and it's been

# KIDDO

## Mum's five-dollar dream: From humil beginnings to award-winning skincare brand

Buy | March 27, 2023



### SmartCompany

MONIQUE KOPITZKE APRIL 3, 2023

The award-winning skincare brand has just celebrated its fourth year in business after starting as a side hustle in Tegye's kitchen, and is now a six-figure business being manufactured and distributed across the country.

Saf Organics is an Australian-owned and made plant-based organic brand as a low-tox alternative with 100% organic and cruelty-free ingredients and its products are formulated to nourish the skin with clean Australian ingredients.

The brand sells hair, skincare, body and bath, and health and hygiene products.



Saf Organics founder TEGYE MIMI-OZALP WITH HER KIDS. SOURCE: SUPPLIED

Having an opportunity to share your story is creating an award-winning skincare brand.

That's exactly what happened to Tegye Mimi-Ozalp, founder of Saf Organics.

It all began when she sprayed on some deodorant and immediately breathed her little one. It was then that she became aware that her bub was breathing in the fumes from the deodorant, prompting her to embark on a mission to create a 100% natural alternative.

## We've rounded up the best skincare products for Australian mums

Get your glow on with these dreamy creams.

by BOUNTY TEAM | 11 April 2023

1/61

### Saf Organics Skincare Bundle Pack, \$220

Valued at \$254, this bundle pack is a great introduction to Saf Organics skincare products and includes everything you need for your routine.

The products are free from chemical nasties including parabens, sulphates and silicones, and are 100% safe to use while pregnant or breastfeeding.

Saf Organics' bundle includes: a cleanser, face moisturiser, sleep mask, vitamin C serum, restore eye cream and toletry bag.



Picture: Supplied

### Daily Mail MORE STORIES 🔍

## Aussie mum reveals how she started a business empire with just \$5 notes saved from her shopping trips - and now she's making \$60,000 A MONTH

Bridie Pearson-jones For Daily Mail Australia  
06 May 2023, updated 14:57 06 May 2023



Within four months she'd saved \$1,000 and decided to start her business, Saf Organics.

Now she turns over about \$60,000 a month and says other mums are constantly asking for more products.

"It all started when I became a mum." Tegye told Daily Mail Australia.

"I just picked up a spray deodorant. And then picked up my newborn to be breastfed.

"And I thought, "oh my god, this child is suffocating" (on the fumes).

"So that's when my search for a good deodorant started. A natural deodorant with no fumes, a low fox... and there was just no such thing at the time nine years ago."

## F MAGAZINE CELEBRATING FEMALE SUCCESS

Saf Organics founder and low-tox living enthusiast Tegye Mimi-Ozalp is informing a new social skincare range inspired by Aboriginal bush medicines.

But the journey to creating the Saf Organics brand started four years ago with just a humble five dollar note. "I was pregnant when I used a spray deodorant on my pregnant bub and then breathed my child straight afterwards. They were breathing in the fumes I just sprayed. That moment is what started everything."

She set about creating a 100 per cent natural deodorant, experimenting with ingredients in her kitchen at home. At that time, there weren't many natural products on the market. As a mum at home with a single income, Tegye was her family's savings to start a business wasn't an option. "Every time I grabbed myself a coffee, I'd take the five dollar note change. I cleaned out the house and sold things we no longer needed for the dollars," Ms Mimi-Ozalp said. "I collected the dollar notes for months, and then I ended up with \$1500. I was eager to start the website and have my labels designed and buy enough for 500 products. Once I



TEGYE MIMI-OZALP, SAF ORGANICS

Picture: Supplied

Now with four children in tow and an award-winning skincare brand to her name, she's gearing up to launch a new facial skincare range inspired by Indigenous Australian bush medicines. Simple and effective, the range includes a cleanser, moisturiser, vitamin C serum, sleep mask and eye cream. The inspiration behind this range came when Tegye and her family packed up their lives into a caravan and moved inland around the country during Covid. "The get-to-Outback" experience and one of Indigenous host, we realised that everything we saw as weeds, is actually bush medicine and has so many healing properties."

All products are bioactive, plant-based, Australian owned and made, 100 per cent organic and cruelty free. Saf Organics

# Natural & organic product market trends

## Key findings

- The overall number of households saying they have purchased at least one organic product in 2022 lifted to 65% from the previous year.
- More than half of organic buyers (55%) say that they look for a certification logo on the label to check if a product is organic.
- Over 90% of consumers say that they shop for organics in supermarkets at some time.
- The benefits of products being chemical-free (80%), environmentally friendly (71%) and additive-free (65%) are viewed as the biggest advantages of organic food.
- Just under half of organic shoppers say they purchased organic due to increased awareness of the impact of food and cosmetics on their personal health.
- More than 7 in 10 shoppers use Google to search for information about organics.

## What influences people when purchasing organic?

According to the 2019 Organic Market Report, 49% of shoppers say personal health is the top reason they purchased organic products. The main perceived benefits of organics include:

- Chemical-free (80%)
- Environmentally friendly (71%)
- Additive-free (65%)

Australians are now wanting greater clarity and information when it comes to choosing authentically organic products. Some 55% of Australian organic buyers now say they look for a certification logo on labels to check if a product is actually organic.



# PRODUCTS



## Naked Balance Shampoo

250ml RRP **\$28.95** - 1L RRP **\$61.95**

SAF ORGANICS LOW TOXIN RANGE

Our cleanest shampoo yet, our 100% natural Naked Balance shampoo is packed with essential oils, meaning it's gentle on the scalp and formulated to keep your hair safe from harsh toxins. Removing dirt and built-up oils naturally with cleansing properties and essential oils that nourish.



## Naked Balance Conditioner

250ml RRP **\$28.95** - 1L RRP **\$61.95**

SAF ORGANICS LOW TOXIN RANGE

Our cleanest conditioner yet, our 100% natural Naked Balance Conditioner is packed with essential oils and formulated to keep your hair safe from harsh toxins. Offering natural hydration and nourishing properties to keep your hair soft, smooth and detangled. Best used alongside the Naked Balance Shampoo.



## Naked Balance Body Wash

250ml RRP **\$28.95** - 1L RRP **\$61.95**

SAF ORGANICS LOW TOXIN RANGE

Our cleanest wash yet, our Naked Balance Body Wash is a daily body wash rich in essential oils and formulated to keep your body safe from harsh toxins. With a hydrating blend of 100% natural ingredients to protect and nourish your skin. Plant-based and good for the planet, so you can feel good about feeling good.



## Volume Shampoo

250ml RRP \$24.95 - 1L RRP \$55.95

Perfect for All hair types.

Our volume shampoo gently cleanses your hair whilst delivering direct hydration to the hair cuticle. Our unique formulation with advanced technology allows the shampoo to target the driest areas and instantly lock in moisture where your hair needs it the most.



## Volume Conditioner

250ml RRP \$24.95 - 1L RRP \$55.95

Our volume conditioner infuses volume directly into the hair cuticle, allowing touchable fullness.

Formulated with botanical ingredients to protect vulnerable strands against damage.

We recommend this product for regular use on fine, soft or limp hair.



## Waterproof Undies

RRP \$29.95

NDIS Approved waterproof Undies, Available in 3 sizes and 2 options Day & Night.

Day is ideal for toilet training to catch accidents

Night is for older children that have accidents with the ability of holding 680mls (multiple accidents)

which is 5 times more than any reusable nappy on the market.

## Head Lice Treatment - 250ml

RRP \$22.95

Our Head Lice Treatment is a lightweight product that helps to detect the presence of head lice and eggs and disable them. Our unique conditioning system can help penetrate and break the bond between head lice and the hair. This helps loosen them, allowing them to be combed out without difficulty.



## Purple Shampoo

250ml RRP \$28.50 - 1L RRP \$64.95

Our Purple Shampoo utilises a special pigment to beautifully tone blonde and silver hair, it is designed to leave the hair feeling hydrated, replenished, and perfectly clean whilst toning. A sulfate and paraben free shampoo to keep hair beautiful and brass-free in-between salon visits.



## Purple Conditioner - 250ml

RRP \$28.50

Our Purple Conditioner utilises a special pigment to beautifully tone blonde hair, it is designed to deliver gentle detangling and hydration to the hair whilst toning. A sulfate and paraben free blonde conditioner to keep hair beautiful and brass-free in-between salon visits..





## Menstrual cup

RRP \$29.95

A healthy and eco-conscious alternative to pads and tampons, your menstrual cup can be used for years, saving the environment and saving you money.

A menstrual cup is a type of reusable feminine hygiene product. It's a small, flexible funnel-shaped cup made of silicone that you insert into your vagina to catch and collect period fluid.



## Ear candling

RRP \$18.95

Ear Candling is a natural remedy that uses heat to remove wax, bacteria and other debris from the ear canal. Made from 100% natural cotton, beeswax and a few drops of lavender essential oil. Ear Candling can be beneficial in temporary relief for sinus problems, earaches, hearing difficulties, headache, irritations in the ear, sore throat and allergies.



## Exfoliating Mitt

RRP \$19.95

Remove dead skin, dirt and excess sebum with our luxurious 100% viscose Exfoliating Mitt, giving you smoother and clearer skin. Helping to improve blood circulation and collagen production, exfoliation can help to achieve younger looking skin.

## Magnesium Oil - 250ml

RRP \$29.95

Designed to safely restore magnesium levels in your body, lower stress and inflammation, relieve sore muscles and joints, calm your nervous system and make bed time a restful sleep. Topical magnesium supplementation is the ultimate way to replenish cellular magnesium levels, Our high grade magnesium oil aids in relieving muscle pain, Menstrual pain, growing pains and improving recovery.



## Detox + Renew Foot Pads

RRP \$26.95

With 7 natural detox ingredients these foot patches help remove excess toxins within our bodies from our feet which hold 250000 sweat pores. A gentle and effective way to remove unnecessary toxins our bodies struggle to release. A few signs of toxin build up Brain fog, Skin Issues, Muscle aches, Stubborn weight, Poor sleep, Headaches, Fatigue, Body Odour, Bowel Irregularities.



## Natural Deodorant - 50ml

RRP \$19.95

Our award winning deodorant is a first with its bentonite clay detox ingredient which helps remove build up of aluminium and toxic ingredients from our armpit pores over the past years of using traditional deodorants. Available in an Original and sensitive range for sensitive skin.





## Organic Bentonite Clay

RRP \$19.95

This Bentonite clay is formed under sea beds from volcanic ash. It is harvested from a natural deposit in Australia, dried and then milled producing a finely ground soft powder. It can be added to drinks, used as a mouth wash, applied to the skin or utilised in the bath.



## Organic Renew Bath salts

RRP \$34.95

Renew Repair Bath Salts are an ideal soak for when you have given yourself a great workout or just feel aches and pains all over, these high quality magnesium salts are infused with organic essential oils. Soaking in warm water can help relax muscles and loosen stiff joints. Renew Repair can also be used with a foot spas.



## Organic Calm Bath Salts

RRP \$34.95

Calm your mind before bedtime with a soothing bath soak. Formulated with mineral-rich pink Himalayan salts, Calm helps to detoxify your body as well as melt away the stress of the day through essential oils, helping you to have a restful night of sleep. Our Bath Salts are also perfect as a body scrub for exfoliation during the shower or for relief in a foot spa.



## Organic Detox Bath Salts

RRP \$34.95

This makes a spicy bath! The combination of ginger powder, Epsom salts, and Organic Bentonite Clay will gently draw out toxins and impurities while energizing and stimulating your body. Ginger is a spice so it keeps your water warm. Best to use before or during feeling under the weather.

# Revive + Glow Cleanser 200ml

RRP \$49.00

Our cream cleanser instantly removes makeup and build up throughout the day. It's Infused with Organic plant extracts, leaving your skin feeling refreshed and clean rather than tight and dry. Our creamy cleanser works gently, perfect for sensitive and all skin types. Our Native ingredient Dessert lime has been used by Indigenous Australians for many centuries, it carries potent antibacterial properties that cleanse the skin from bacteria and protects the pores from build-up and future break outs.



# Vitamin C Serum

RRP \$49.00

Saf Skincare's Vitamin C serum is not your standard vitamin C. It has been created with an Australian Native ingredient called Kakadu Plum which has gained worldwide recognition when it was discovered to carry the highest level of vitamin C content in the WORLD, measuring up to 7000mg which is 100 times the vitamin C content in oranges and other citrus fruits. (Other brands generally create their vitamin c serum with citrus)



# Extreme Hydration Moisturiser 50 ml

RRP \$44.00

Saf Skincare's Extreme Hydrating Moisturiser has been formulated using all the rich organic ingredients to leave your skin feeling instantly hydrated and protects dry sensitive skin. We have a Potent blend of organic precious oils, plant extracts, to improve firmness, tone and protect against environmental damage caused by Australian weather.

This 2 in 1 Moisturiser has Hyaluronic acid within itself it replenishes and retains moisture leaving your skin soft, smooth & glowy.



# Intense Hydration Sleep Mask

RRP \$65.00

Say, Hello to our leave in sleep mask. Apply before bed and enjoy your beauty sleep, wake up with softer, brighter and glowing skin. Over 50 face masks per bottle. Our mask is enriched with powerful antioxidants like Olive Leaf Extract, nutrients and vitamins to boost hydration and nourish skin like Hyaluronic acid, chamomile oil & jojoba oil while regenerating collagen and elastin.

This mask is for dry and oily skin works with the water retention in your skin rather than the oil.



# Restore Eye Cream 30ml

RRP \$49.00

Our Restore Advanced Eye Cream helps to reduce the appearance of dark circles, wrinkles and UV damage. Cucumber & Seabuckthorn oil deeply hydrates the area while Vitamin E replenishes dark spots and wrinkles.

The skin around the eye is thin and sensitive and needs to be treated separately with delicate ingredients.

To use: Apply a small amount around the eye area morning and night.





## Hair Detangler & Nit protection

RRP \$29.95

Designed to soften curls and waves, our award winning 2 in 1 Detangler is packed with organic ingredients to protect and restore damaged hair. Our formula works to create a protective moisturising layer that tames frizz, reduces breakage and shields from harsh UV rays so your hair stays smooth and bright. Combined with Nit Protection, our formula helps condition and protect against headlice, breaking the bond between the lice and hair strands for easier removal.



## Detangle Me Brush

RRP \$24.95

Our Bio-Friendly and Recyclable - Crafted from Earth-Friendly wheat straw, 100% biodegradable, our vetted natural detangler is a functional, sustainable, and stylish choice for your everyday hair care. No Pull- Detangling Brush Ordinary bristle brushes pull out the knotted hair instead of gently separating it. Our innovative flexible bristle brush bends and flexes to gently remove knots without breakage. Anti-static Nylon bristles distribute the scalp's own natural oils for silky, shiny healthy-looking results.



## Nourish hair + scalp oil - 125ml

RRP \$59.95

This luxurious silicone and nasty free formula repairs damaged strands, infuses moisture, takes frizz and protects from UV damage. Repairs split ends and dry scalp.

Instead of just coating the hair, our organic natural oil blend actually heals hair from within by deeply penetrating damaged strands and infusing the hair cortex with Essential nutrients found in our oils giving long term conditioning and shine.. .

# Terms & Conditions

## ORDERS

Orders should be placed in accordance with Saf Organics procedures as advised from time to time. Receipt of any order from the Customer will be deemed to be acceptance by the Customer of these Terms of Trade, despite anything to the contrary in the Customer's order. Orders are irrevocable. Saf Organics will use its best endeavors to fulfil orders which have been confirmed by Saf Organics, but shall not be liable for any failure to deliver or delay in delivery.

Minimum order quantities apply - 50% off all Retail pricing. Please enquire

## FREIGHT & PRICING

All prices are in Australian Dollars (A\$) and are inclusive of GST, Government charges and freight, which will be charged on all invoices in accordance with the relevant legislation at the time of supply. New origination charges are extra. If no quotation is given then Saf Organics current price at the time of order will be payable.

## DELIVERY AND RISK

In the case of goods delivered by courier, the delivery fee will be charged separately and payable by the Customer. In both cases, risk will pass to the Customer when the Goods are delivered to the address specified by the Customer for delivery of the order. If the Customer refuses to accept delivery of the goods Saf Organics may charge the Customer for any additional costs incurred as a result, including storage and transportation costs. All deliveries will be dispatched from our preferred distribution centre. As a general rule, we endeavour to dispatch orders within 48 hours of confirmed payment. Actual delivery may take between 4 and 10 business days depending on delivery destination. All goods are insured by our courier company up until the point of delivery. Delivery will generally be deemed to have occurred once a signature is obtained, or wherever the goods are left as per your special delivery instructions, or when the delivery agent has performed a proof of delivery scan. If delivery is to be delayed, the Customer will be notified, and an option of a refund will be provided.

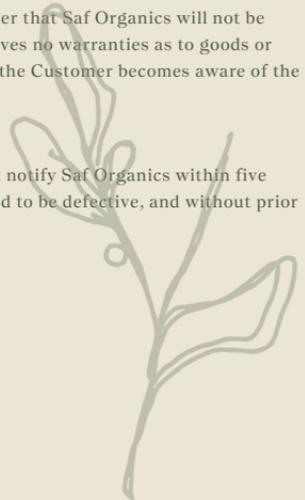
## PAYMENT

Payment is to be made online before Delivery.

**WARRANTIES** In the case of the supply of goods or services to which the Australian Trade Practices Act 1974 applies, Saf Organics gives the warranties set out in that Act, provided however that Saf Organics will not be liable for any consequential or indirect loss. In all other cases, Saf Organics gives no warranties as to goods or services supplied. Any claim under these warranties must be made as soon as the Customer becomes aware of the defect.

## RETURNS

If a product delivered is found to be defective or incorrect, the Customer must notify Saf Organics within five working days. No credit or refund will be issued before return of product found to be defective, and without prior notification to Saf Organics and authorization.



# Terms & Conditions continued

## TRADE MARKS, PATENT AND COPYRIGHT

If Saf Organics utilizes any designs, trade marks or other intellectual property supplied by the Customer the Customer warrants that the use of and the manufacture and supply of goods in accordance with or using such designs, trade marks or other intellectual property will not infringe the intellectual property of any third party. The Customer indemnifies Saf Organics against any loss, damage, costs or expense suffered by Saf Organics as a result of the use or manufacture and supply of goods bearing any designs, trade marks or other intellectual property being found to have breached a third party's intellectual property rights.

## PRODUCT INFORMATION

We attempt to be as accurate as possible. However, we do not warrant that product descriptions or other content is accurate, complete, reliable, and current or error free. As such, we reserve the right to correct any incorrect information, including pricing errors, even after the transaction has been completed. If the items you have ordered are not in stock we will contact you to see if you would like us to back-order the items. We shall not charge you for any goods that we cannot supply for any reason. However, we will not be responsible for any damage or losses that you may suffer if we fail to supply goods.

## CONFIDENTIALITY

Any technical information, knowledge or processing methods at any time transmitted either orally or in writing by Saf Organics to the Customer, which is, by its nature, reasonably intended to be confidential, shall be kept confidential by the Customer and the Customer will not use such information or deal with it in any way without Optica's prior consent.

## WAIVER

If Saf Organics fails to exercise any right or remedy available to it under these Terms of Trade, such failure shall not constitute a waiver of Saf Organics rights

## JURISDICTION

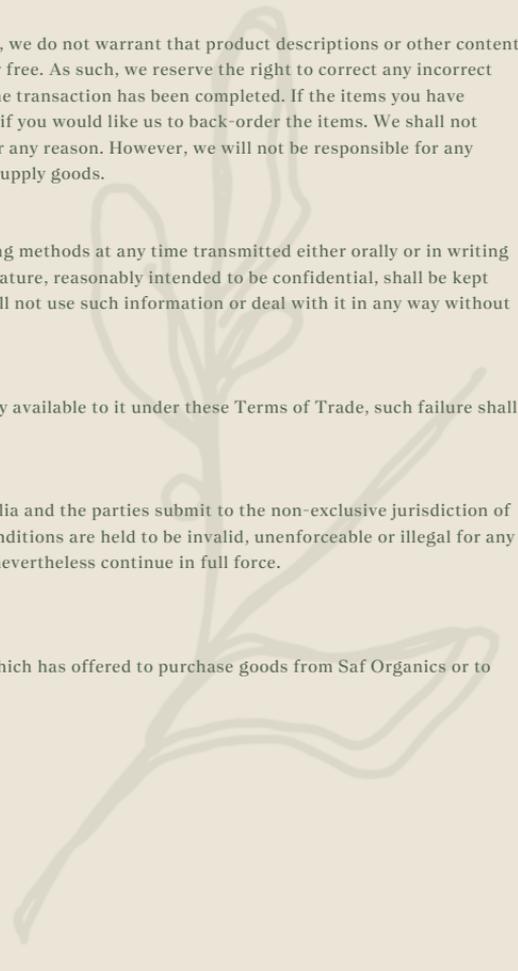
These Terms of Trade shall be governed by Australia and the parties submit to the non-exclusive jurisdiction of the Australian courts. If any of these terms and conditions are held to be invalid, unenforceable or illegal for any reason, the remaining terms and conditions shall nevertheless continue in full force.

## DEFINITIONS

In these terms:

"Customer" means the person, firm or company which has offered to purchase goods from Saf Organics or to whom Saf Organics has offered to sell the goods.

An "Event of Default" means an event where:





pure. raw. *honest*

*saf organics.*



For all enquiries, Please contact  
[info@saforganics.com.au](mailto:info@saforganics.com.au)  
[@saforganics](https://www.instagram.com/saforganics)  
[www.saforganics.com.au](http://www.saforganics.com.au)