

Nomination: 19571

Botanical Skincare Lab

**Page: General Information**

**Name of Organization / Company**

Botanical Skincare Lab

**Logo**

Download File (<https://asiastevieawards.secure-platform.com/file/30061/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUIkiJozMDA2MSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImlnbBotanical%20Skincare%20Lab%20Hervey%20Bay%20vegan%20sustainable%20skin%20care%20by%20cosmetic%20chemist%20Kim%20Guseli>)

**Web Site Address**

[www.botanicalskincarelab.com.au](http://www.botanicalskincarelab.com.au) (<http://www.botanicalskincarelab.com.au>)

**Page: Entry Information**

**Entry Title**

Botanical Skincare Lab

**Category**

B01 - B12 - Award for Excellence in Corporate Innovation > B11C. Most Innovative Startup of the Year - Consumer Product Industries

**Submission Format**

An Essay of up to 625 Words

## Essay

The beauty industry produces billions of units of packaging each year, the majority of which ends up in landfill. Our planet cannot sustain this level of waste. Botanical Skincare Lab is here to make a difference.

Founded by awardwinning cosmetic chemist Kim Guseli, Botanical Skincare Lab is an Australian business that formulates and handcrafts innovative, planet-friendly skincare products in Hervey Bay, Queensland.

Botanical Skincare Lab was created with a vision to disrupt the conventional beauty industry by offering truly sustainable skincare solutions.

### Innovation Overview

Botanical Skincare Lab is transforming the beauty industry with solutions like the Terra Pure Clay Face Mask Pods, the world's first solid single portion clay face mask in pod form, and a range of zero-waste bars available with no packaging whatsoever. These bars, including the popular Harmony Face Cleansing Bar and Classic Terra Shaving Puck, offer an entirely waste-free alternative, further minimising environmental impact while delivering high-quality skincare.

We also offer a selection of products packaged in amber glass jars and bottles, including moisturisers, facial oils and mists. Customers are encouraged to return these containers to either stockists or directly to the lab for reuse, ensuring that each jar and bottle gets a second life. This initiative helps reduce waste further while supporting a circular economy model within the beauty industry.

Our commitment to innovation and sustainability has earned global recognition of being awarded a Gold Stevie at the Stevie International Business Awards recently held in Istanbul. Kim has also recently been invited to the Orangery at Kensington Palace by The Green Organisation to receive a Green Apple Environment Award. These global recognitions highlight the importance of the brand's innovation and environmental responsibility.

### Water Conservation

Many of our products are water-free. By providing waterless skincare options we significantly reducing our water footprint.

Conserving this valuable resource also enhances cost efficiency. Being lighter and more compact than liquid alternatives leads to lower shipping costs and a reduced carbon footprint. We pass these savings onto our customers, making sustainable beauty more accessible.

### Customer Testimonials

A few of our recent Google reviews:

- "Good quality natural skin care brand. I recently tried the new clay mask pods and hydrating mist. So easy to use and love the way it makes my skin feel. Kim is lovely to deal with too. " - Jacinta Taylor
- "I love Botanical Skincare Labs products. They contain only natural, nourishing ingredients that are not only great for your skin but great for the planet too. I've just tried the new pink clay mask and love it. It made my skin feel so clean and fresh. Kim is wonderful person and her products reflect that. Definitely recommend her entire range." - Emma Hansen
- "Botanical Skincare Lab has so many amazing products! I especially love the Chamomile Hydrating Mist and the solid bars. The Harmony Face Cleansing Bar is my current favourite cleanser. The cleansing bar is super gentle on my face, leaving my skin clean and soft. And to mention, with less plastic, my bathroom looks so beautiful and aesthetic." - Jana Helandi

### Looking Ahead: Future Innovation and Growth

We are committed to pushing the boundaries of sustainable beauty. Our future innovations include expanding our zero-waste product lines, enhancing our circular economy initiatives, and exploring new eco-friendly materials for packaging and product delivery.

### Conclusion

Botanical Skincare Lab exemplifies corporate innovation by blending cutting-edge product development with a deep commitment to environmental stewardship. Through these innovative initiatives mentioned above we are reshaping the beauty industry and leading the charge toward a more sustainable future.

With our outstanding global recognition, prestigious awards and overwhelming support from customers, we are setting a new standard for the beauty industry.

We are here to make a difference.

## For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

## Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

## File 1

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**File 8**

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**File 9**

No File Uploaded

**File 10**

No File Uploaded

**Do You Have Website URLs you would like to link to**

Yes

**URL 1**

www.botanicalskincarelab.com.au (<http://www.botanicalskincarelab.com.au>)

**URL 2****URL 3****URL 4****URL 5****URL 6****URL 7****URL 8****URL 9****URL 10**

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

**Terms and Conditions**

I Agree