

**Company:** Botanical Skincare Lab

**Company Description:** Botanical Skincare Lab, based in Hervey Bay, Queensland, is dedicated to crafting sustainable, eco-friendly skincare solutions that empower and inspire. Founded by cosmetic chemist Kim Guseli, our brand is committed to creating zero waste, cruelty-free products using high-quality botanical ingredients.

**Nomination Category:** Company/Organization Awards Categories

**Nomination Sub Category:** Startup of the Year - Consumer Products Industries

**Nomination Title:** The Beauty of Nature: Botanical Skincare Lab's Vision for the Future of Skincare



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

**Total 189 words used.**

Established in September 2022, Botanical Skincare Lab is an Australian skincare brand founded by Kim Guseli, an internationally recognised award-winning cosmetic chemist.

Driven by a passion for creating high-quality, sustainable skincare, Kim formulates and handcrafts natural skincare that benefits both people and the planet. Botanical Skincare Lab was created with a vision to disrupt the conventional beauty industry by offering truly sustainable skincare solutions.

Operating as a one-woman business, Botanical Skincare Lab has built a reputation for innovation, sustainability, and ethical business practices, offering science-backed formulations without compromising on luxury or effectiveness.

The brand has earned several prestigious recognitions for its commitment to environmental responsibility, creating products that minimise waste while maximising results. Kim has been invited to the Orangery at Kensington Palace by the Green Organisation to receive a Gold Green Apple Environmental Award. Kim was also awarded Gold in 2024 at the Stevie International Business Awards, and more recently Gold at the Stevie Asia Pacific Awards 2025.

Botanical Skincare Lab's customers are eco-conscious consumers seeking effective, planet-friendly skincare and have enthusiastically embraced the brand for its authenticity and commitment to transparency, with a steadily growing customer base.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 249 words used.**

- o Gold trophy at the Stevie International Business Awards 2024;
- o Gold trophy at the Stevie Asia Pacific Awards 2025;
- o Invitation to the Orangery at Kensington Palace to receive a Gold Green Apple Environmental Award;
- o Formulating, handcrafting and launching the world's first solid single-use clay face mask pods, the Terra Pure Clay Face Mask Pods. This groundbreaking product delivers a high-performance skincare experience from home, within 2 minutes from start to finish. Kim designed this product based on direct customer feedback. The pods are setting a new industry standard for eco-conscious skincare solutions;
- o A few other significant industry recognitions: becoming a finalist in the AusMumpreneur Awards, the Australian Small Business Champion Awards, the Australian Women's Small Business Champion Awards, and ProVital Rising Stars Challenge;
- o Kim was invited to judge the Stevies International Business Awards in the sustainability category in 2024, further solidifying her expertise and credibility;
- o Multiple 5\* 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. "

• "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."

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 219 words used.**

The attached supporting documentation brings this nomination to life with rich, compelling evidence of Botanical Skincare Lab's impact, integrity, and excellence. It features glowing customer testimonials that speak not just to product performance but to genuine transformation. From clearer, healthier skin to restored confidence, these authentic reviews illustrate the powerful connection customers feel to the brand.

The accolades section highlights a remarkable list of national and international recognition, including a Gold Stevie Awards, the prestigious Green Apple Environment Award, and LUXlife's Botanical Skincare Product: Brand of the Year. This breadth of achievement reinforces Botanical Skincare Lab's position as a standout leader in sustainable, results-driven skincare.

Personalised social media excerpts offer a rare glimpse into the heart of the business where science meets soul. The inclusion of deeply human moments, like updates on Lucia the dachshund's physio visits, reveals a brand that is as compassionate and community-minded as it is innovative.

Visual elements from the website and links to active social platforms demonstrate a cohesive brand identity and a vibrant digital presence, reflecting both professionalism and purpose.

Together, this supporting documentation paints a vivid picture of a brand that is not only changing skin, but changing the conversation around conscious beauty. It provides clear, compelling evidence that Botanical Skincare Lab is not just meeting expectations, it is setting new standards.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 249 words used.**

The Terra Pure Clay Face Mask Pods represent a world-first innovation. At the time there was no other product like it on the market. While many brands claim sustainability, most still rely on excessive wasteful packaging and synthetic filler ingredients in their formulations. Botanical Skincare Lab is leading by example in an industry slow to adapt to genuine sustainability.

Compared to competitors, Botanical Skincare Lab stands out by pioneering a new category of solid, travel-friendly skincare. Many major skincare companies continue to use plastic bottles and jars that end up as landfill waste. In contrast, all of Botanical Skincare Lab's products are either packaging free, or in reusable or recyclable packaging. The brand highlights the fact that high-performance skincare can be both luxurious and sustainable.

This level of innovation and impact is even more remarkable given that Botanical Skincare Lab is a solo-run business competing against multinational corporations. The brand's accomplishments and recognition in a short time are a testament to its vision, agility, and commitment to sustainable change.

With a growing customer base and increasing demand for sustainable skincare, Botanical Skincare Lab is not only keeping pace with industry giants, it is setting the standard for the future of sustainable skincare.

Our planet cannot sustain the current level of waste from the beauty industry. Botanical Skincare Lab have shown that they are here to make a difference.

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

## Attachments/Videos/Links:

[The Beauty of Nature: Botanical Skincare Lab's Vision for the Future of Skincare](#)

[REDACTED FOR PUBLICATION]