

## LITTLE INNOSCENTS WEIGHS UP BENEFITS OF AMAG LOGO

When Antonette Golikidis couldn't find chemical free skincare products for her new baby, she did what any good mum would do - create her own. Five years on and the Little Innoscent suite of natural baby products is now available in over 800 retailers nationwide.

Shoppers, particularly women between 25-35, can't miss the brightly coloured packaging of the spearmint Body & Hair Wash, Sweet Orange Massage Oil, Baby Powder, Aloe Vera Massage Lotion, Calendula Nappy Change Cream, Vapour Rub Balm and the Organic Goat Milk Soap - all which feature the AMAG logo.



"We have been registered to use the AMAG logo for two years now. It carries a lot of weight. It is highly recognised by consumers both here and abroad, and it also considered trust worthy," Antonette says.

Manufacturing the products locally is a key business strategy for Antonette, because as she says, it allows her to source "top quality" ingredients to make a "far superior" product and that it benefits Australia's economy.

"Consumers need to be encouraged and educated on the importance of Australian made and grown so they understand how vital it is for our domestic economy to put money back into our own small, medium and large enterprises. We need to compete with the extremely competitive costs that overseas manufacturers present.



"According to research, the Australian retail forecast is not great – people will be spending less. However, what the research is also indicating is that consumers will still make purchases which are considered value for money.

Our skincare range represents value because we have strategically selected our prices to be competitive for a high quality product and we also have discounting options available for long term clients."

The next 12 months promises to be an exciting time for Antonette and she commits to growing her product line and entering the growing organic sector in China.

"60 per cent of our business comes from overseas, with export orders coming from Taiwan, South Korea, and the Philippines. In the coming years I hope to be representing this country well on an international level and really developing a consumer interest in the quality of Australian made organic products like Little Innoscents."

To find out more about Little Innoscents please visit [www.littleinnoscents.com.au](http://www.littleinnoscents.com.au) or call 1300 554 980

## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.