



The Australian Made Campaign

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MEDIA RELEASE

The beauty of buying Australian Made

This Spring, the Australian Made Campaign Limited (AMCL) is encouraging shoppers to ‘look good, feel even better’ by looking for the famous Australian Made logo when shopping for beauty and personal care products.

A recent study conducted by Roy Morgan found that the consumer preference is there with 58% of Australians preferring to buy Australian-made beauty, personal care and cosmetic products, and 23% believing Australian-made beauty products were associated with higher quality.

Ben Lazzaro, Chief Executive of the Australian Made Campaign, said “Roy Morgan’s research highlights the importance Australians place on ‘buying local’. There is an increasing demand for authentic Aussie products produced in our clean, green environment and manufactured to our high standards.

Awareness around country of origin labelling has increased in recent years, with more Australians wanting to know where their products come from. The Australian Made logo is the most important tool for consumers in identifying authentic Aussie products.”



De Lorenzo, an Australian family-owned business and Australian Made licensee, has been developing and manufacturing natural-based haircare products in Australia since 1987.

De Lorenzo Director, Chris De Lorenzo, said, “At De Lorenzo, we take great pride in the fact that all our products are manufactured right here in Sydney, Australia. We use the very best ingredients, which are organic and wild-harvested wherever possible and all our products are also vegan certified.

Being Australian Made allows us to have complete quality control throughout the entire manufacturing process and contributes to strengthening our local economy - we love helping Australians as much as we love seeing exactly what goes into each and every product.”



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AMCL is calling on consumers to keep 'buying Aussie' front-of-mind when searching for their next personal care product purchase online and in supermarkets and pharmacies nationwide with a multi-channel marketing campaign across traditional media, digital advertising and social media platforms.

"The easiest way to ensure you're buying genuine Australian products and supporting local businesses and jobs is to look for the green and gold kangaroo logo—the true mark of Aussie authenticity," Mr Lazzaro said.

To find authentically Australian Made beauty products and the benefits of buying Aussie, visit www.australianmade.com.au/beauty

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[HIGH RES. IMAGE DOWNLOAD](#)

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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www.australianmade.com.au