

THE JOJOBA COMPANY

SMARTER NATURAL SKINCARE

# The Jojoba Company

May 2025



# WHO WE ARE:

## Pioneers in Natural Australian Skincare

Founded in 2008 by father-daughter duo Ian Turner and Vicki Engsall, The Jojoba Company is an Australian-owned brand dedicated to harnessing the natural benefits of jojoba for skincare.

Our mission is to provide pure, safe, and effective skincare solutions that align with a 'no nasties' philosophy.

## Our Unique Ingredient: Wadi-Wadi Jojoba

A unique strain grown on our Beresford Farm in Yenda, New South Wales. This liquid wax ester closely resembles the natural oils found in human skin, allowing for deep absorption and effective delivery of active ingredients.

## Commitment to Clean and Ethical Skincare

- 100% vegan and cruelty-free
- Free from harmful chemicals and preservatives
- Clinically proven for efficacy
- Suitable for all skin types and ages



# Top 10 Bestsellers Proven Performers at the Shelf

Backed by strong consumer demand and high sell-through, these SKUs represent the core of what shoppers love most about The Jojoba Company!

Trusted, targeted, and in demand – perfect for leading your skincare offer.



# OUR PRODUCT RANGE



AUSTRALIAN JOJOBA

AGE-DEFYING



NOURISHING

CLARIFYING

BRIGHTENING

ILLUMINATING



# OUR PRODUCT RANGE

## AUSTRALIAN JOJOBA RANGE

Main ingredient: Pure Australian Wadi-Wadi Jojoba



### AUSTRALIAN JOJOBA

Australian Jojoba  
Pure Jojoba Gel Mask  
Jojoba Lip Balm  
Australian Jojoba Hand Cream  
Calming Jojoba

- Grown sustainably on Beresford Farm in NSW
- Closely mimics skin's natural oils for deeper absorption
- Ideal for all skin types – including sensitive, dry, and acne-prone
- Delivers hydration, antioxidants, and clinically proven actives
- Includes face oils, body oils, and exfoliants
- Naturally rich in vitamins A, D, and E
- Multi-purpose: use as a moisturiser booster or stand-alone treatment

# OUR PRODUCT RANGE



## NOURISHING

Jojoba Bead Cleanser  
Jojoba Water Toning Mist  
Probiotic Jojoba Milk  
Jojoba Ultimate Serum  
Jojoba & Rosehip Oil  
Hydrating Peptide Day Cream  
Overnight Multi-biotic Moisture Cream

## NOURISHING RANGE

Gentle hydration and care for sensitive or dry skin

- Designed to soothe, protect, and deeply hydrate
- Contains hydrating ingredients like Hyaluronic Acid & Shea Butter
- Gentle enough for sensitive and reactive skin
- Strengthens skin barrier and reduces dryness
- Vegan, clean beauty formulas free from harsh chemicals

# OUR PRODUCT RANGE



## AGE-DEFYING

Jojoba Activating Cleansing Oil  
Daily Glow Exfoliating PHA Tonic  
Jojoba Ultimate Serum  
Transformative Eye Serum  
Vitamin C Glow Potion  
Ultimate Youth Potion  
Ultimate Day/Night Cream

## AGE-DEFYING RANGE

For visibly firmer, younger-looking skin

- Targets fine lines, loss of firmness, and dullness
- Combines Wadi-Wadi Jojoba with patented natural actives
- Includes Ultimate Serum, Eye Cream, and Day/Night Creams
- Clinically proven to visibly reduce signs of aging
- High-performance, antioxidant-rich formulas
- Dermatologist-approved and suitable for mature skin



## CLARIFYING

### 💧 CLARIFYING RANGE

Clearer, calmer skin without irritation

- Ideal for blemish-prone and oily skin types
- Helps balance oil production and soothe inflammation
- Contains Niacinamide and Jojoba Leaf Extract
- Non-drying formulas that support skin barrier health
- Targets congestion, blackheads, and uneven texture

Citrus Gel Cleanser 125ml

Clarifying Pore Control Serum 30ml

Jojoba Water Gel Cream 50ml



## BRIGHTENING

### ✨ BRIGHTENING RANGE

Even tone, radiant glow

- Targets pigmentation, dullness, and uneven tone
- Features Vitamin C, Licorice Root, and AHA-rich actives
- Helps fade dark spots and promote cell renewal
- Illuminates complexion with visible results
- Gentle enough for daily use

Pigmentation Oil

Jojoba & Enzyme Radiance Mask



## ILLUMINATING

### ☀️ ILLUMINATING RANGE

Natural glow, lightweight coverage

- Combines skincare and sheer tint in one
- Includes Illuminating Tinted Moisturiser & Glow Drops
- Perfect for a radiant, dewy finish
- Nourishes while enhancing complexion
- Non-comedogenic and breathable for all-day wear

Illuminating Jojoba

Illuminating Tinted Moisturiser SPF15



CLINICALLY PROVEN RESULTS

Increases skin luminosity by 5 times  
compared to placebo\*\*

Skin feels smoother +32%\*\*\*

Visibly reduces redness by up to 30% in  
28 days\*

## Vitamin C Glow Potion

Advanced THD Ascorbate  
Turmeric & Tomato Oil

A vitamin-rich, lightweight  
facial oil to enhance  
luminosity and reduce  
redness for radiant, healthy  
skin.



KEY INGREDIENTS

Advanced THD (Vitamin C) infused with Wadi

Turmeric

Tomato

Blush Oleoactiv™

### Key Benefits

- Brightens and evens skin tone and texture
- Smooths and softens skin
- Boosts collagen production
- Enhances skin glow
- Reduces skin dullness
- Provides antioxidant defense

# NECK & DECOLLETAGE LIFTING CONCENTRATE 30ML

## Active ingredients

- Col -4-frag (Firmness Restructure, Anchoring, Grid)
- biomimetic collagen 4 fragment to humans using plant source
- Protein booster efficacy
- Contributes to the weaving of the collagen 4 net
- V neckline beauty
- Helps to weave the collagen net to help to anchor the epidermis to the dermis allowing the exchange of nutrients to the epidermis
- As we age, collagen type 4 decreases its synthesis losing its structure
- Reinforces barrier integrity and epidermal structure

## Clinical results








- 21% reduction in neck wrinkle volume
- 15% reduction in neck wrinkle depth
- 26% less visible wrinkles in decolletage
- 16% reduction in wrinkle volume in decolletage
- 4% increase in neck firmness in 28 days
- 15% increase in decolletage firmness in 17 days

Tests based on 43 women aged 44 - 80 years of age with visible signs of ageing in decolletage and severe neck sagging using twice a day for 56 days





# COMPETITOR MARKETPLACE

Product							
Daily use or not	PM, once per day	AM and PM daily	Use twice daily		AM and PM daily	AM or PM daily	AM and PM daily
Distribution	LookFantastic, Adore	Priceline, TWCM, Adore	Priceline	Priceline, Adore, The Iconic	.com	David Jones, allbeauty.com	David Jones, Myer, Adore
Brand	CLINIQUE	BOOST LAB	SKIN PHYSICS	THE JOJOBA COMPANY	TRINNY LONDON	DERMALOGICA	CLARINS
Name + Sub heading	Smart Clinical Repair Lifting Face and Neck Cream	Edelweiss Neck Firming Serum	ADVANCE SUPERLIFT® Neck Lifting & Firming Cream	Neck Serum	The Elevator Mini	Neck Fit Contour Serum 50ml	Super Restorative Décolleté and Neck Concentrate
mL/\$	50mL/\$139	30mL/\$39.95	50mL/\$79.95	30mL/\$59.95	14.5ml / \$53	50ml / \$124	75ml / \$148
Price per ml	\$2.78	\$1.33	\$1.60	\$1.99	\$3.66	\$2.48	\$1.97

# WHY THE JOJOBA COMPANY?

- Powered by Australian Wadi-Wadi Jojoba, grown on the brand's own sustainable farm in Yenda, NSW – richer in Omega 9 and more biomimetic than other jojoba, meaning better results for all skin types.
- Proudly Australian-owned and made, with over 15 years of skincare innovation and trusted results.
- Clinically proven natural actives across the range – delivering real results without harsh chemicals.
- Multi-award-winning hero oil loved by customers and influencers alike – drives loyalty and repeat purchase.
- Strong shelf presence across clear skin solutions like Age-Defying, Clarifying, and Nourishing – covering every skin concern.
- Premium look and feel with beautiful packaging, high perceived value, and accessible price points.
- Vegan, cruelty-free, sustainable, and ethically made – ideal for today's values-driven shoppers.
- Top-selling SKUs deliver consistent retail performance – proven sales and consumer demand across pharmacy, health, and natural beauty channels.





# Australia's Purest Skincare – Proven to Perform.



Premium shelf appeal. Proven results. Repeat purchases.

- Clinically proven formulas that actually work – without compromise
- Eye-catching, elevated packaging that lifts your skincare category
- Trusted Australian brand with a powerful farm-to-face story
- Covers all key skincare needs: hydration, ageing, breakouts & glow
- Vegan, cruelty-free, and packed with bioactive, sustainable ingredients

 Stock a brand that drives results – in skin and in sales!

Position at eye level to showcase its natural luxury – trusted, clinically proven, and proudly Australian.

# Marketing Support



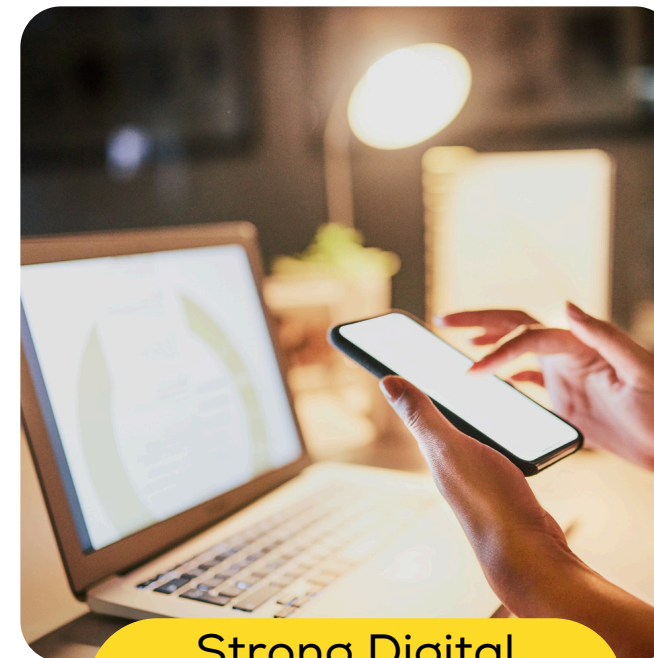
## Strategic Media Coverage

Featured in prominent outlets such as Body+Soul, The Morning Show, and A Current Affair, highlighting the brand's commitment to natural skincare and the benefits of Australian Wadi-Wadi Jojoba.



## Trusted Partnerships

Featured in leading beauty publications and stocked by major Australian retailers – a brand consumers know and trust.



## Strong Digital Presence

Active engagement across platforms, with content that educates and inspires. Notably, a TikTok video showcasing their Christmas Gift Set achieved over 2.7 million views.



## Retail Support & Training

Includes shelf-ready packaging, informative brochures, and staff education tools to support sell-through.

# GET IN TOUCH

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**Clinically proven to  
reverse ageing, naturally.**



AUSTRALIAN  
MADE & OWNED



VEGAN  
FRIENDLY



RECYCLABLE  
PACKAGING

