

Miessence – so pure it was a world first

THAT was the uncompromising basis on which Narelle Chenery developed miessence®, the first range of certified organic skin and personal care products in the world. It all began back in 1998. Even then a 'green warrior', Narelle was troubled by discrepancies she saw between the common perception of 'natural' products and the harsh reality of 'green-washed' items.

"Products called 'natural' were still bursting with chemicals," Narelle said. "But that opened a niche opportunity to bring perception and reality together. I was determined to create a range of skin and body care products that would be as real, pure and natural as they claimed to be. Products with genuine integrity."

Armed with this determination and a degree in Applied Science, Narelle began to experiment with precious organic plant oils, herb and flower extracts and other fresh, natural ingredients. She worked tirelessly in her home kitchen until she had produced the first effective, wholly organic prototypes.

"They said it was impossible," she remembers with grin. As she persevered through endless wins, losses and improvements, Narelle realised she was developing a strong complementary focus. It wasn't enough to develop and market these wonderfully safe, natural products. She also needed to show women how many trusted personal care products contained very questionable ingredients.

"It's up there on our website," Narelle says "Eight-nine per cent of 10,500 ingredients used in personal care products have NOT been evaluated for safety. And in using their daily products, women open themselves to almost 130 different chemicals in a single day." So besides producing 'the purest products on the planet', Narelle also began to educate her consumers on 'green washing' to help them tell the difference between honest products and persuasive, synthetic impostors.

Women were ready for change and they responded in a big way. By 2000, the ever-growing miessence range had expanded to include organic facial cleansers, exfoliants, skin conditioners, moisturisers, treatment gels, serums, mists, a hair rinse, gel, protective spray and lip balm. And just one year later, the beautiful miessence range was granted international organic certification. This was the first product range of its type, anywhere in the world to gain this accolade. What does that mean? Simply that miessence products contain 100% beneficial ingredients. *Every* ingredient in *every* certified organic miessence product is beneficial to you and your body. And that's not just say-so. It's fact.



The miessence product range bears the seal of Australia's leading certifying body. All of its skin care range is certified not only to cosmetic level but to even more stringent certified organic food standards. And you can't get better than that. It provides ultimate authenticity and integrity to the words 'organic' and 'natural'.

Today, Narelle Chenery is one of three Directors of the Gold Coast-based, global direct marketing company Organic and Natural Enterprise Group (ONEgroup) that offers over 140 truly natural, high performing organic products to customers worldwide. Besides the miessence skin care range, there are now products for men, for haircare, for mothers and babies and for hand and body care. Miessence offers a wonderful range of natural toothpastes, a totally natural outdoor sunscreen balm, exquisite cosmetics and soon to be released collections of essential oils and botanical perfumes. As you'd expect, these pure and natural botanically-based products look, feel and smell absolutely beautiful. And they really do work.

Each week, in-boxes fill with happy messages from customers like "You've got me. I'm organic now – and I'll never go back." However it's expressed, that's the commitment that makes the whole concept of marketing a pure and natural range of personal care products 'with integrity' so very worthwhile.

