



**DownUnder**  
enterprises

Traceable  
Sustainable  
Botanicals

# MEDIA RELEASE

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## Find your next A-Beauty hero ingredient with this new tool

Down Under Enterprises, the leading provider of pure Australian Tea Tree Oil, has launched an Applications Selector Tool for Australian natural ingredients. Product Formulators can now find their next Australian "Hero Ingredient" with Down Under's new online tool. The Applications Selector Tool allows website visitors to identify Australian botanical ingredients according to a specific application, function, fragrance and many other parameters. The tool then produces a tailored report of short-listed "A-Beauty" ingredients for their project.

Developing a new formula is never easy and this new tool has been developed with R&D Formulators and Chemists in mind.

*"It's an educational tool that can help people understand the best ways to use our portfolio of unique Australian botanical ingredients based on their project needs." - Dee-Ann Prather, CEO of Down Under Enterprises*

The Applications Selector Tool generates a Functional Ingredient Report that provides detailed information on the search criteria and a short-list of ingredients, including rationale for the recommendations, scientific references, and clinical papers. Down Under Enterprises also has a support team dedicated to providing users with 1:1 support to help them review the report in greater depth.

Try it out [HERE](#).

## About the Company

Down Under Enterprises grows, produces, exports, and markets traceable and sustainable native Australian essential oils and botanicals grown on Down Under's farm, Buhlambar, and from small growers across Australia producing unique Australian essential oils and native botanicals. The company operates directly in North America and in Australia, with a network of Commercial Partners throughout Asia and with Univar Solutions in Europe.

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## Media contact:

Phil Prather  
Head of Marketing & Operations  
(866) 473 6560 toll free in N. America  
+86 4001 200 983 toll free in China  
+61 428 116 092 International

Email: [Phil@DownUnderEnterprises.com](mailto:Phil@DownUnderEnterprises.com)  
<http://www.downunderenterprises.com/>

*Australia head office*  
19A Boundary Street, Darlinghurst  
Sydney NSW 2010 Australia

*Buhlamar farm and warehouse*  
497 Figtree Lane, Tatham  
NSW 2470 Australia

*US warehouse and office*  
Unit 14 17820 Englewood Drive  
Cleveland OH 44130 U.S.A.

*Australia +61 2 9539 7801*  
*US Toll Free +1 866 473 6560*  
*China Toll Free +86 400 120 0983*  
[www.downunderenterprises.com](http://www.downunderenterprises.com)