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OSCARS SUCCESS FOR GAIA


GAIA Skin Naturals walked away with more than the 2012 Small Business Award recently – high praise from Oscar winner Adam Elliot!

The acclaimed Aussie animator was key speaker at the Premier Regional Business Awards where GAIA had been nominated for Small Business of the Year and was also a finalist for the Corporate and Social Responsibility Award.

Mr Elliot proudly told the dinner's large audience that he used GAIA Made For Men products for his sensitive skin and, particularly, to shave his head.

Mr Elliott creator of 'Harvie Krumpet' - the 22-minute clay animation film that won the 2003 Academy Award for Animated Short Film, told of his inspiring journey to the top of his field. In his presentation to the audience of local business owners and staff of Greater Dandenong, he also expressed that what has touched him the most about the Oscar experience was a mother telling him her dying eight-year-old son had watched 'Harvie Krumpet' over and over during his final weeks.

"That's why I make films," he said. "As storytellers we have the power to nourish people."

Picture: KIM CARTMELL  [Purchase this photo from Star Photos: 96037](#)



It was this like-minded comment and incredulous gratitude over his endorsement, that led GAIA owners Michelle and Simon Vogrinec, and their team, to spend time after the official proceedings chatting with Mr Elliot and posing for photos together - a key highlight of the evening.

"I felt deeply honoured when we won the award, and was absolutely floored when Adam burst out with his personal testimonial – it was all quite surreal," said Michelle.

GAIA Skin Naturals began when Melbourne mum, Michelle, searched for a product to soothe and nourish her first child's sensitive skin afflicted with acute eczema. They lived on an organic produce farm and she soon turned to concocting herbal ointments in her own kitchen.

In the 10 years since the (now commercially produced) GAIA Natural Baby range was born, the company's brand portfolio has expanded to GAIA Made for Men, GAIA Pure Pregnancy and GAIA Skin and Body Care for women.

The business currently exports to 32 countries, and the team had met with representatives from China just hours before the awards ceremony to tap into the country's lucrative market.

The local business award follows a spate of wins including the Casey Business of the Year 2012, Canstar Blue-Parent's Pick Baby Bath Wash 2012, Mother & Baby Favourite Organic Moisturiser in 2011, The Cosy Cot Holy Grail Beauty Award, The Best Child/Baby Skincare Product in the 2010 Kids Fashion Review Style Awards, The Best Baby Bath Product in the 2009 PTPA Media Products Awards and winner of the Export Category in the 2005 Victorian Micro Business Awards.

Mrs Vogrinec also won the 2003 Australian Micro Businesswomen of the Year.

GAIA is also nominated for Business of the Year, Overall Business Excellence and the Small Business Award at the prestigious Melbourne South East Business Awards later this month.

For further information, interviews, comment or images – please contact:

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GAIA Skin Naturals – Bringing you the best pure . natural . organic skincare for over 10 years!

PLEASE NOTE: I am in the GAIA office Thursdays & Fridays only. For any urgent queries outside of these days, please contact Tayler: marketing@gaiaskinnaturals.com