



ABSOLUTE ESSENTIAL™
THERAPEUTIC PLANT OILS



THE BUSINESS OF SUSTAINABILITY COMMUNAL GLOBALISATION

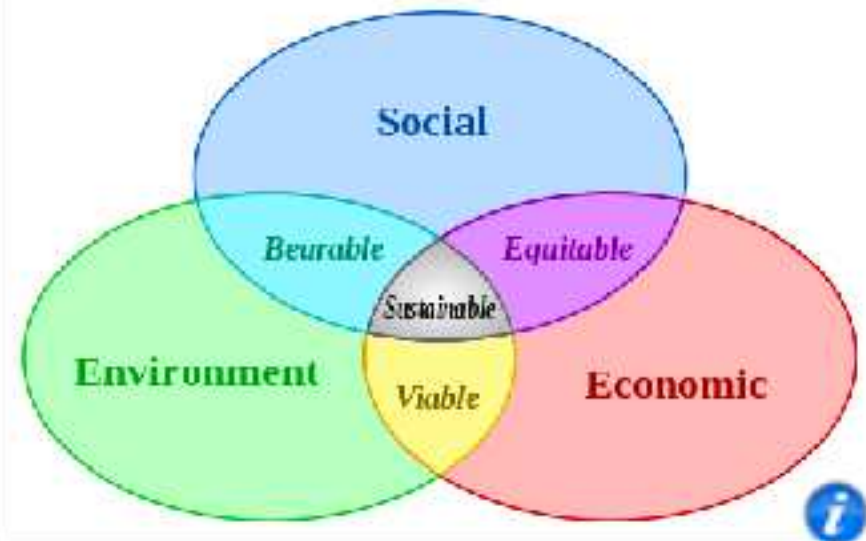
One small company on top of the world

THE BUSINESS OF SUSTAINABILITY

WHAT DOES SUSTAINABLE REALLY MEAN?

When a variety of life-sustaining influences converge to create an optimum situation for everybody.

- 💧 Healthy planet
- 💧 Community spirit
- 💧 Shared goals & rewards
- 💧 Enjoyable lifestyle
- 💧 Equal relationships
- 💧 Financial stability



Venn diagram of sustainable development:
at the confluence of three constituent parts^[15]



THE BUSINESS OF SUSTAINABILITY

THE GLOBAL VILLAGE

We do not operate in isolation...
there is much potential to expand
our influence to benefit more
people.

- 💧 Where does this come from?
- 💧 How is it made?
- 💧 Who receives the profit?
- 💧 Is there a better way to work it?



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DEFINITIVE CHOICES

Commit long-term, with like-minded allies for a strong secure future.

Brave decisions are easier to make when the vision is clear.

- 💧 Close supplier relationships
- 💧 Direct communications
- 💧 Locals invested in developing effective solutions



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FROM IDEALS TO ACTIONS

We found villages producing medicinal products that were being undersold and devalued.

Our suppliers were:

- 💧 Motivated to succeed
- 💧 Motivated to meet requirements
- 💧 Motivated to maintain quality



THE BUSINESS OF SUSTAINABILITY

OPPORTUNITY & GROWTH

The journey to greater sustainability invites unexpected connections.

While sourcing for oils we discovered renewable paper from a local woman's collective.

- 💧 Majority ownership for locals (60/40)
- 💧 Income for 126 families (1300 local people)
- 💧 Secure employment for local women



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RESILIENCE & RESOURCES

In 2015 Nepal was hit by 2 earthquakes. Millions of \$\$ of aid were misdirected and rural areas were off the radar.

Absolute Essential responded:

- 💧 10% of sales pledged to the cause
- 💧 Social media networks for fundraising
- 💧 Aid direct to communities with no admin charges



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TRADE NOT AID

International aid was never in our plans but our sustainable ethos brought greater momentum and purpose to the cause.

We asked ourselves how could we support them to recover in a sustainable way.

How could we possibly make a difference?



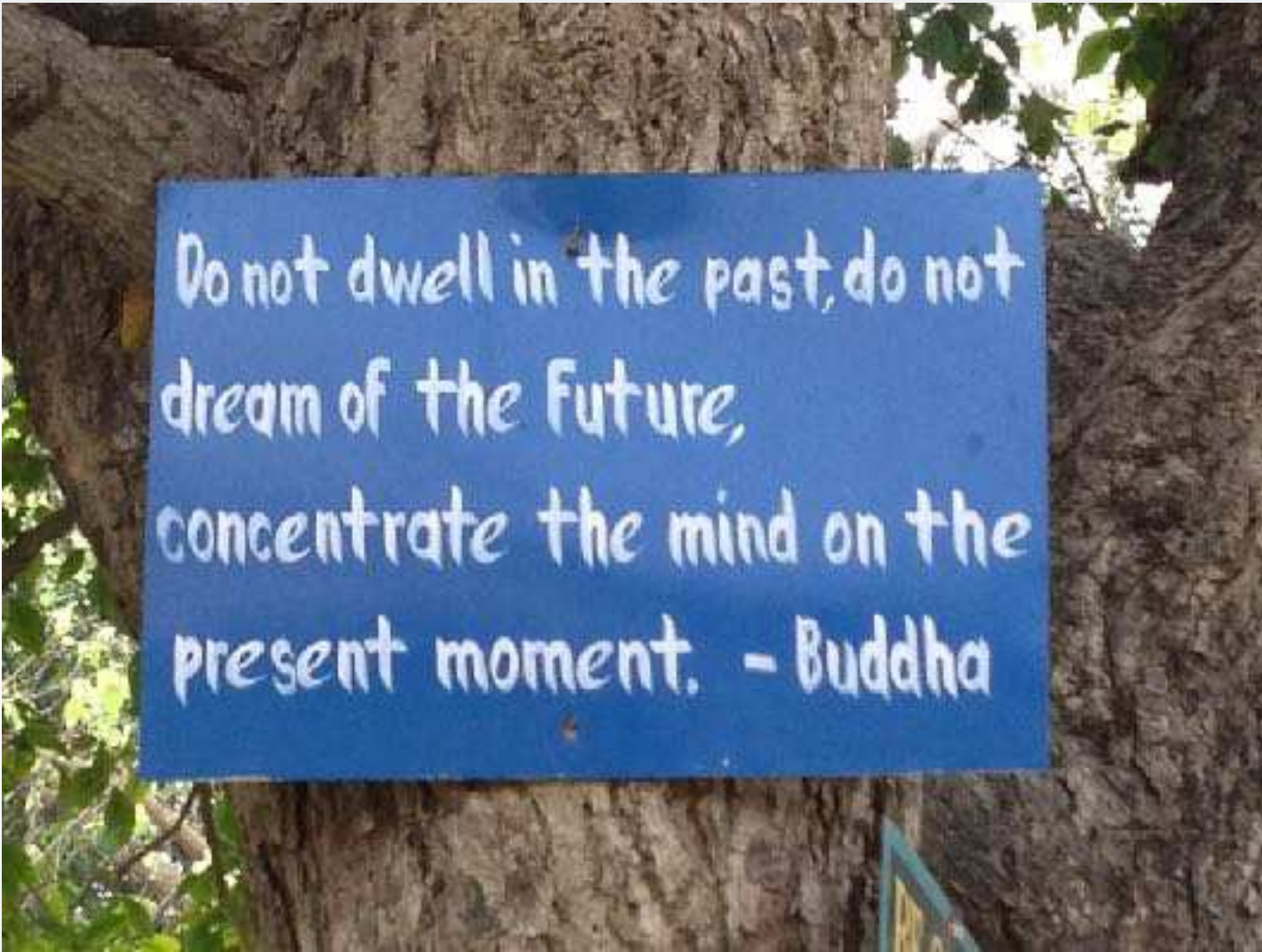
THE BUSINESS OF SUSTAINABILITY

GLOBAL CONNECTIONS MADE PERSONAL

Our customers connected to the cause in a big way – we created awareness and forged links that surprised everyone.

- 💧 Real-time connections
- 💧 Meaningful endeavours
- 💧 Life-changing moments





Do not dwell in the past, do not
dream of the future,
concentrate the mind on the
present moment. - Buddha



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THE BUSINESS OF SUSTAINABILITY

GLOBAL COMMUNITIES

Sustainability puts the community back into business and offers fresh hope for globalisation.

- Identity
- Purpose
- Focus
- Unification
- Relationship



GREAT THINGS ARE DONE BY A SERIES
OF SMALL THINGS BROUGHT TOGETHER.

Vincent van Gough



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OUR AIM IS

TO CONTINUE TO MAKE
A POSITIVE AND
PERMANENT

DIFFERENCE IN
PEOPLE'S LIVES...





ABSOLUTE ESSENTIAL™
THERAPEUTIC PLANT OILS



QUESTIONS & ANSWERS

Thank you for your attention.
Your time is appreciated.

Natural therapeutic products for every event and everyday living.



ABSOLUTE ESSENTIAL™
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CONTACT US

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