



Perfume project's scent of success

ROGER HANSON

TASMANIAN native mountain pepper, boronia and fennel are among crops from 20 farms that will be used by a Hobart company in a new generation of perfumes for a global market.

In a potential multi-million project, Hobart-based Essential Oils of Tasmania, which exports oils for food flavours, is breaking into the European perfume market.

In a major coup, singer Tina Arena will launch the Tasmanian perfume next year.

Managing director Stephen Gleeson said it would be Australia's first luxury perfume, putting Tasmania on the world fragrance map.

"This perfume will focus world-wide attention on incredible Tasmanian crops grown in a pristine environment," Mr Gleeson said.

The company has outgrown its Kingston site and is design-

ing a new multi-million dollar manufacturing factory with a value-added eco-tourism experience at Margate.

"We are hoping to build the plant within the next three years creating jobs for people to build, work in it, bottle and package the perfume," he said.

"We are also planning our own perfume school. We'll also need farmers throughout the state to grow crops for oil, creating extra revenue for them."

In June the company secured a \$1.1 million grant from Commercialisation Australia to support its plans.

"We are creating a cleaner and more environmentally friendly oil extraction method," Mr Gleeson said.

Oils will be extracted from lavender, boronia, Tasmanian native mountain pepper, parsley, fennel and peppermint.

A master French perfumer will create the fragrance, to be manufactured in Tasmania from local essential oils.



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HEAVEN SCENT: Stephen Gleeson, managing director of Essential Oils of Tasmania, says the Tasmanian perfume will focus worldwide attention on local crops. The scent will be launched by Tina Arena (inset).

Main picture: NIKKI DAVIS-JONES

