



NEW FRAGRANCE: Essential Oils of Tasmania managing director Stephen Gleeson with a bottle of Wild Islands and (inset) supporter Senator Eric Abetz.

Picture: ROGER LOVELL

ROGER HANSON
Rural Reporter

TASMANIAN farmers will soon be tapping into the lucrative global luxury fragrance market after the southern hemisphere's most state-of-the-art pearl and perfume plant was commissioned in Kingston.

Next month Essential Oils of Tasmania will launch its luxury range of perfumes, named Wild Islands, with scents inspired by the seas and the forests of Tasmania.

A pearl powder and extraction plant, commissioned by Senator Eric Abetz, is part of a new project expected to create up to 50 jobs both directly and for farmers over the next two years.

Managing director Stephen Gleeson said the 30-year-old business was progressive, punching

above its weight and to put Tasmania on the world stage.

EOT developed technology for the fragrances with the help of a \$1.1 million AusIndustry grant in 2014, which opens up export opportunities.

Fragrances include scents of boronia, lavender, Tasmanian mountain pepper and fire tree, with more than 20 farmers growing a variety of ingredients on more than 300ha throughout the state.

The scents were designed in France by world-renowned perfumer Michel Roudnitska through EOT's parent company, Atlas Pearls and Perfumes.

"The fragrances are another outlet for crops and an opportunity

to expand natural extract, which Tasmania is renowned for," Mr

Gleeson said. "Tasmania is an attractive new source of cosmetic ingredients because of its environmentally pure resources."

The scent of native plants is already wafting through the halls of power, with Chinese President Xi Jinping taking home from his tour here a crafted mountain pepper scent and a pearl-infused perfume for First Lady Peng Liyuan.

This year EOT will build a centre to showcase the fragrances to local and tourist markets. It will also be used to produce fragrances,

flavour and cosmetic ingredients from Australian indigenous



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PAGE 2 of 2

botanicals, fungal products, pearls and seaweed.

The plant will include Australia's first commercial supercritical fluid extraction plant using CO₂ for the extraction of ingredients and bioactive compounds.

Senator Abetz said the new technology met a strong international demand for sophisticated speciality perfumes and blends of essential oils.