



Tassie in a bottle taps into pure brand

PROGRESSIVE: Stephen Gleeson at the new Essential Oils Tasmania plant near Hobart. Inset, from top, the ingredients for the company's perfumes include mountain pepper, boronia and lavender.

Picture: ROGER LOVELL

ROGER HANSON

TASMANIAN farmers will soon be tapping into the lucrative global market for luxury fragrances and new export earnings after a state-of-the-art perfume plant was commissioned at Kingston, south of Hobart.

Essential Oils of Tasmania will next month launch its range of perfumes, Wild Islands, showcasing the scent of Tasmania from the sea to the forests.

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

France by 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 for which Tasmania is renowned," Mr Gleeson said.

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

The scent of Tasmanian native plants is already wafting through the halls of power, with Chinese President Xi Jinping taking home a mountain pepper scent and a pearl-infused perfume for First Lady



EOT managing director Stephen Gleeson said the 30-year-old business was being progressive and punching above its weight.

EOT developed technology for the fragrances with the help of a \$1.1 million AusIndustry Commercialisation Australia grant last year, which has been used to open export opportunities from Paris to New York.

More than 20 farmers are growing a variety of fragrances on more than 300ha throughout the state for the plant.

Fragrances include scents of boronia, lavender, Tasmanian mountain pepper and firetree. Fragrances were designed in

Peng Liyuan from the couple's visit to Tasmania last year.

EOT is set to start construction of a site to showcase the fragrances to locals and the tourist market. It will also be used for production of fragrance, flavour and cosmetic ingredients from Australian indigenous botanicals, fungal products, pearls and seaweed. The plant will include Australia's first commercial supercritical fluid extraction plant, using carbon dioxide for the extraction of ingredients and bioactive compounds.

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STEPHEN GLEESON