

# Answering Y Natural?

» An innovative skincare business formulates a new radiation burn product with promising results for cancer patients. **By Sarah Wooldrage.**

**Y** Natural is an Australian Certified Organic (ACO) skin care company that prides itself on its innovative approach to rejuvenating the beauty industry.

Along with an already existing range of over 20 luxurious skin care products, Y natural has recently launched a new ACO registered product, 703 SOOTHE Cool Calm Gel.

The gel, the first of its kind, works by cooling burnt skin and then helping that skin resume its normal function. It was originally formulated by Y Natural co-founder Rose Bradshaw when she was undergoing radiation therapy for breast cancer.

"Eleven years ago, I was diagnosed with breast cancer. After radiation treatment, the affected skin can be left burnt – leaving it extremely painful and tender," says Rose.

When Rose went to her first dose of radiation therapy, the doctors and nurses recommended for her to use sorbolene cream, as the only aid in relieving the burning of the skin.

"I could not believe they wanted me to use sorbolene.

"Sorbolene is often perceived by medical professionals to be 'natural' - fragrance free and free of artificial colours. However, what they don't tell you is that it contains a selection of petrochemicals suspected carcinogens. I was horrified that they would suggest I use a toxic chemical laden product on my skin after radiation," says Rose.

The sorbolene incident left Rose determined to develop her own certified organic soothing gel that would help others combat the discomfort of burns, whilst not subjecting them to the use of chemicals.

Janet O'Hehir, who recently underwent radiation treatment for breast cancer, says she started using 703 SOOTHE when her burnt skin became extremely tender.

"I needed relief from the burning sensation and wanted to use a product that was chemical free. I found 703 SOOTHE extremely soothing and moisturising. I continued to use it for another month after the

radiotherapy had finished and now, two months on, my skin is nearly back to normal with minimal scarring," says Janet.

703 SOOTHE Cool Calm Gel, which is now available on the domestic market, will hopefully become a recognised alternative to

sorbolene for cancer patients. 703 SOOTHE has already been used in an informal trial undertaken at a prominent South Australian hospital. The results were so promising that a formal trial is expected over the next twelve months.

Rose Bradshaw (right) and Barbara Gare.



## HOW IT HAPPENED

Rose Bradshaw, who had spent thirty years in the beauty industry, became fed up with the harmful effects that toxic chemical ingredients in skincare were having on her clients.

"I decided to take matters into my own hands and as a mature aged student, I enrolled myself into a degree in Chemistry at the University of Sydney, as I needed to learn the basis for creating my own formulations. The process prompted me into the desire of starting my own company so I furthered my studies by entering the Master of Business (MBA) program at the University of Adelaide and the Graduate Diploma at the Australia Institute of Company Directors."

It was after these long years of study that Rose was able to return to the beauty industry; this time with the determination of launching a skincare range that would aim to contain the most naturally beneficial products in the world.

Barbara Gare started her career as a geophysicist in the oil and gas industry. She then moved on to various roles in the communications industry ranging from managing a national innovation program in new media, to marketing of mathematical modelling and also lecturing in communications at the University of Adelaide. Barbara also has gained an MBA from the Adelaide Graduate School of Business (University of Adelaide) which includes a BSc Honours (Geology, Zoology, Botany and Genetics).

"I hope that with my experience in innovation, commercialisation, communications, education and new media, I will be able to make a difference in the beauty industry, where change is way overdue," says Barbara.

## Becoming organic

Y Natural co-founders and executive directors, Rose Bradshaw and Barbara Gare, are two intelligent women, both highly educated in science and business administration.

They first met whilst attending an MBA alumni gathering at the University of Adelaide.

"I was president of the MBA association and Rose, who had recently finished her degree, asked for my advice on how she could commercialise her organic cosmetic formulations - five years later we are now co-owners of Y Natural.

"Our company aim was to create a skin care range that contained the most naturally effective products in the world. We also wanted to make sure that we would have a stringent ingredient's policy that would be set in place to determine our desire to create the highest quality and most naturally beneficial products possible.

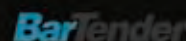
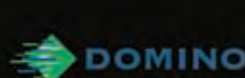
"This is why we choose to be an Australian Certified Organic company, as it requires that a minimum of 95% of our ingredients by mass must be certified organic, in comparison with other organic certifiers who accept as little as 20%," says Barbara.

Akiko Nicholls, Managing Director, Australian Certified Organic says "the ACO certification logo is well-recognised and respected among consumers and the ACO cosmetics standard is one of the strictest worldwide."

Ms Nicholls explains that ACO cosmetics are also popular because they cannot be tested on animals; contain no GM ingredients; contain no harmful ingredients (such as petrochemicals); and require a natural extraction process for all ingredients. ◆◆



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