

# essence of Fiji Group

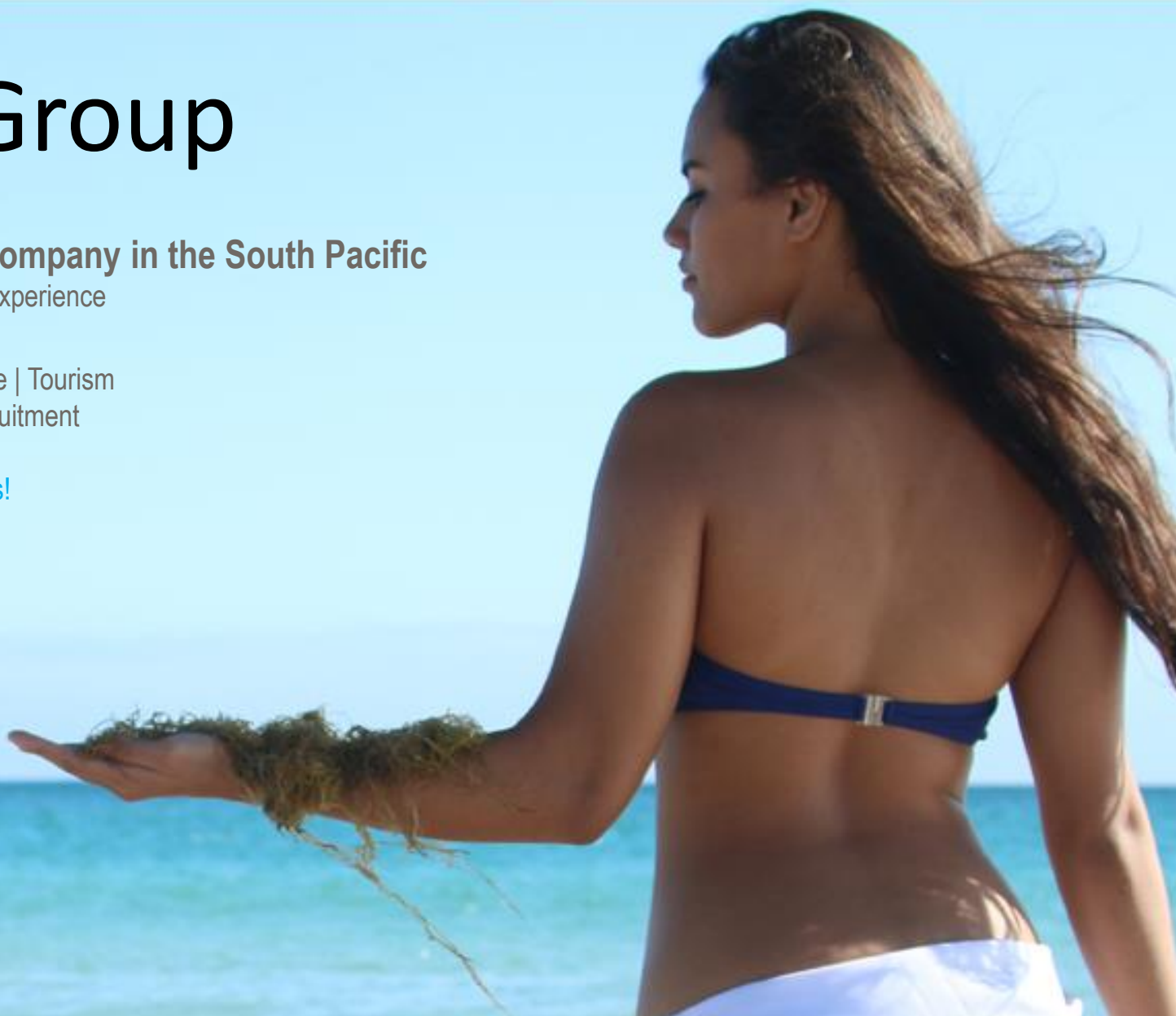
**The largest spa company in the South Pacific**

Bringing you 20 years experience

Training | Spa | Skincare | Tourism

Spa Consultancy | Recruitment

Changing women's lives!



SPA  
ACADEMY  
*Fiji*

  
Nama of **Fiji**  
pure hydration

essence of **Fiji**  
sea minerals

Senikai Spas *Fiji*

# Company Profile

**About Our Company:** 'To provide employment, revenue & cultural sustainability by improving the lives of the Fijian community'. Our company mission focuses on improving the livelihood of Rural women in Fiji.

The Company launched our skincare line Essence of Fiji in 2004 for the Academy & Senikai Spa Chain.

Tourists wanted to buy products that were Fiji Made.

Importing products was expensive and did not reflect Fiji.

Essence of Fiji was launched as a Fiji Made Product using local extracts, a natural organic range that reflected the natural resources, remedies and spa therapies of Fiji

Over 10 years later our products have evolved introducing a second skincare line – Nama of Fiji. Manufactured at the companies Essence of Fiji Rejuvenation Centre, both ranges have produced outstanding results and are now exported Internationally.

We have spa products, hotel amenities, retail products, and now introducing health food products and soon a new medical product.

With 70 employees and a highly skilled executive team, who share my passion for 'rejuvenation and wellbeing'. Together we deliver products and services to match world standard requirements whilst incorporating education for employment in a viable vocation. Thus provides support to the Fiji Tourism Industry, whilst also promoting economic, cultural and environmental sustainability.



# Branding Niche Tourism Products

- Must be Fiji Made
  - Must have two ROI – financial & giving back to the community
  - Must have a point of difference
  - Must reflect our culture
  - Must be desirable to International tourists
  - Must be high quality & have true effects (product/packageing)
  - Must be priced competitively
  - Must have marketability
- 
- Products are used in Resort spa treatments, retail & value add for holiday packages
  - Used and showcased in our Rejuvenation Centre/Transit Lounge
  - Maximize distribution opportunities - Duty Free shopping onboard Fiji Airways  
Contract with a major USA Distributor for global Distribution



# Challenges & Opportunities

## Sustainability -

- Capital outlay for product development
- Capital outlay for packaging & product
- Capital outlay for branding & marketing
- Village enterprise – inconsistent supply

## • Market Development Facility – Strategic Partners

The Australian Government's Department of Foreign Affairs and Trade (DFAT) commenced working with Essence of Fiji through the Market Development Facility (MDF) program, which helped establish and improve local sourcing and production of our beauty products. Through our partnership with MDF, Essence of Fiji expanded our operations, offering more jobs for women and connecting more women as suppliers of inputs for our beauty products.





# MDF Partnership

## Training for Village Harvesting

Mid 2014 Essence of Fiji partnered with MDF to provide training to Tamasua Village in Yasawas on making Virgin Coconut Oil & Ground Coconut Shells used in our skin care products.



## Machine for packing Essence of Fiji Pouches

End of 2014 MDF assisted Essence of Fiji with machinery & equipment for filling product pouches.



# Village Harvesting – for Sustainability

## **Village Harvesting – improve lives of local villagers & ensure consistent supply for export**

We pride ourselves on working closely with local villages in the Yasawa region to supply our Nama sea grapes for our Nama of Fiji product range. Providing much needed revenue & village enterprise.

*(Images : Nama farming (images by James cook university Australia)*

With anticipated export growth for Nama and Essence of Fiji products, MDF is working with Essence of Fiji to develop a sustainable sourcing model for procuring nama from women collectors in the Yasawa islands and Ra. MDF will work with Essence of Fiji to conduct a baseline assessment of the current nama sourcing model and options for scaling up sourcing from the communities. Nama farming is low manual labour, ideal for women and provides a sustainable food chain for their families







**ACIAR**  
aciar.gov.au

## Diversification of seaweed industries in Pacific Island Countries

### *Caulerpa sp.*

Country: Fiji

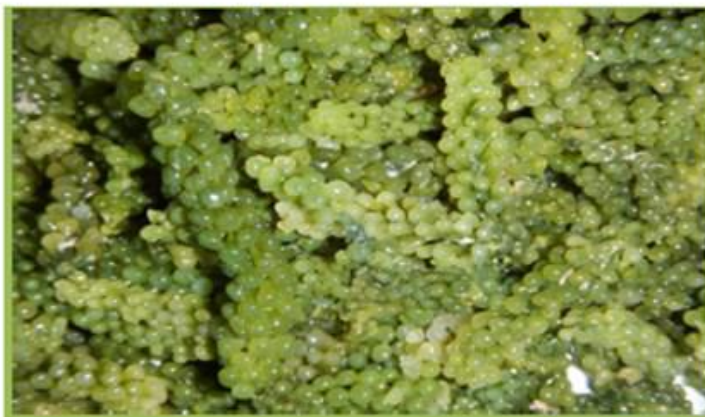
Samples per location

Yasawa: 10

Mana Isl., Mamanuca: 2

Rakitaki: 7

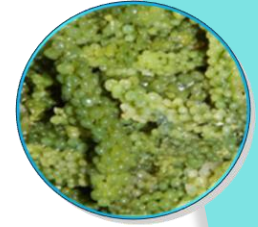
Tavua Levu: 2



Mineral Content	Mean [mg/Kg]	± SD	n
Aluminium	239.00	307.84	20
Arsenic	11.57	4.88	20
Boron	47.79	35.99	11
Barium	0.31	-	1
Calcium	22,987.50	12,357.46	20
Cadmium	0.05	0.01	20
Cobalt	0.40	0.45	11
Chromium	3.56	3.95	19
Copper	1.37	1.14	20
Iron	322.42	376.68	19
Mercury	<0.01	-	20
Potassium	9,040.56	2,387.45	18
Magnesium	9,113.50	3,653.20	20
Manganese	12.34	8.57	11
Molybdenum	<0.5	-	8
Sodium	161,764.64	74,340.91	11
Nickel	0.82	0.43	16
Lead	0.10	0.09	9
Selenium	7.53	2.61	20
Vanadium	1.34	1.21	11
Zinc	3.96	3.59	14

Enormous content of Sodium, Potassium and Magnesium minerals for cellular hydration and plasticity

# Essence of Fiji / Nama of Fiji



Ideal for general skin maintenance, anti-ageing (plumps the cells minimizing fine lines), dehydration, rosacea & reduces diffused redness. Products to suit men & women.

essence of  
*sea minerals* Fiji



Ideal for combination / oily / teenage problem skin. Unisex product.

**Our company developed our own product brand to suit the climate, local skin types, tourism demand and to reduce the cost of importing products.**



**Fijian made with organic, natural marine & plant extracts**

Because when you buy a Fijian made product, another Fijian gets to keep their job, another Fijian child has a secure future, another company has a reason to invest in Fiji, our economy grows that much more and our money stays in the country



# Strategic Plans

- Bi Products of Nama – Hotel Amenities, Nama health food products, Hair removal wax, Cosmeceutical product
- Fiji Government endorsed our products as Fiji Made. 200 small Nama packs as giveaways at the COP 23 Conference in Germany.
- CIDESCO World Congress 2020 to showcase Fiji Spa Tourism & Products/natural resources
- CIDESCO; Section Fiji –support Industry & trade, providing a quality assurance platform for Spa Tourism. The Section is a non profit Association that will provide a HR platform & product suppliers to further integrate Fiji made product and tourism.
- Upgrade of the overall Company branding, Group website and social media platforms to increase global awareness.



This is part of the Australian Government's support to create sustainable livelihoods, boost growth and create jobs through partnerships with local business across Fiji's tourism, horticulture and export processing sectors.

Essence of Fiji value our partnership with MDF who have enabled us to further develop our products and manufacturing capacity for both, local and export markets. Through manufacturing our Skin Care, our partnership engagement has impacted the livelihood of women as part of our companies social responsibilities. We pride ourselves in changing women's lives in Fiji.

**Another unique Fijian-made niche product for tourism and export markets.**