

Being green helps Kiwi beauty brand break into North American market

Organic skincare beauty brand Antipodes®' has achieved a retail coup by being the first New Zealand brand to be stocked by North America's foremost health food and body care chain, Whole Foods Market.

Critical to closing the deal was Antipodes® carbon zero certification by internationally accredited greenhouse gas programme carboNZero, as it addresses potential concerns from consumers about the brand's distance to market.

The Antipodes® range, which is skincare made in New Zealand featuring skin-enhancing native ingredients like kawakawa, manuka and pohutukawa as well as organic avocado oil, hits the shelves of the Whole Foods Market's Canadian stores in November.

Going carbon zero was a big undertaking for the Wellington SME, involving many hours of analysis and reporting of its operations around variables like electricity, petrol and travel, but it believes the effort will pay off as it continues to export to new markets.

"Not only do we reduce overheads and our use of environmental resources through initiatives like switching off unused lights and using only cold water in the office, but we get to prove our sense of environmental responsibility which is a cornerstone of both our brand and our world outlook," says director of Antipodes International Ltd, Elizabeth Barbalich.

"There is a sound business value case for carbon zero certification, because Antipodes®' exciting Whole Foods Market contract shows that the market does indeed respond to an independent measurement of your environmental worth."

The company manufactures onshore to reduce its carbon footprint, but found most of its carbon emissions came from having to air freight its products to meet last-minute orders in new export markets. It aims to reduce these emissions by changing to sea freight.

Antipodes® certified organic and natural skincare is currently sold in seven countries as well as 120 stores throughout New Zealand.

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