



Traceable
Sustainable
Botanicals

MEDIA RELEASE

Prepared 02 December 2020

Australian Eucalyptus Oil is back!

Come back to the original – Australian Eucalyptus Oil.

Australia is the home of Eucalyptus. In fact, Eucalyptus Oil was Australia's original export product. Many Eucalyptus species are now grown in Asia and elsewhere around the world, but they all originated in Australia.

While the Eucalyptus industry in Australia declined after WWII due to lower overseas labor and production costs, our Eucalyptus Oil (*Eucalyptus kochii*) lends itself to mechanical harvesting techniques - similar to Australia's production of Tea Tree Oil. This allows our Eucalyptus oil to be produced at a competitive price point.

At the same time, global interest in traceable and sustainable botanicals makes it an ideal time for manufacturers to return to Australia as a source for their Eucalyptus Oil requirements.

Containing the highest naturally occurring concentration of the therapeutic constituent Eucalyptol (1,8 cineole), commercial volumes of Australian Eucalyptus Oil from the species *Eucalyptus Kochii* are now available globally through Down Under Enterprises.

"Eucalyptus Kochii Oil has been 25 years in the making, working alongside local farmers passionate about this new industry, and planting thousands of acres of natural E. kochii trees. Our collective vision is now a reality, with commercial production of Kochii Eucalyptus Oil a well-established new crop for the Western Australian wheatbelt." – Dan Wildly, Eucalyptus Kochii Arborist

The *Eucalyptus kochii* species is particularly suited to essential oil production with its high concentration of Eucalyptol (1,8-cineole). This constituent is responsible for many of the therapeutic properties commonly associated with Eucalyptus Oil. Eucalyptol's proven antimicrobial capabilities include its functionality as a mouthwash active ingredient and its published antiviral benefits for the respiratory system including sinus and lung health.

To assist cosmetic manufacturers with incorporation of Eucalyptus Kochii Oil into their products, Down Under successfully petitioned the Personal Care Products Council to

establish a new cosmetic ingredient name for Eucalyptus Kochii Oil (INCI: Eucalyptus Leaf Oil). This new INCI will support broad cosmetic market uptake of Eucalyptus Kochii Oil.

"We're really excited to offer Eucalyptus Kochii to our customers. With strong Australian provenance and a superior, naturally occurring 1,8 cineole content, our customers are going to love our new Eucalyptus Oil. It's great to be able to bring back Australia's place as a supplier of Eucalyptus Oil." **Dee-Ann Prather, CEO Down Under Enterprises**

Large scale commercial production of Eucalyptus Oil is now revived in Australia. Ample supply is guaranteed by contracted broadacre farmers in Western Australia, many of whom started planting Kochii trees in the 1990's to counter a rising water table and salinity issues in the soil of their wheat farms. These plantings now provide a rich, sustainable, and recurring source of Eucalyptus Oil for export.

To learn more: [November Newsletter](#)

About the Company

Down Under Enterprises grows, produces, exports, and markets traceable and sustainable native Australian essential oils and botanicals grown on Down Under's farm, Buhlambar, and from small growers across Australia producing unique Australian essential oils and native botanicals. The company operates directly in North America and in Australia, with a network of Commercial Partners throughout Asia and with Univar Solutions in Europe.

—ENDS—

Media contact:

Phil Prather

Head of Marketing & Operations

(866) 473 6560 toll free in N. America

+61 428 116 092 International

Email: Phil@DownUnderEnterprises.com

<http://www.downunderenterprises.com/>