



‘By focusing on sustainable farming practices and packaging, we contribute to the circular economy and strive for a more sustainable future.’

Kay Saarinen, Co-founder of Saarinen Organics



CASE STUDY: SAARINEN ORGANICS (Wyndham)

Focus: Using circular business practices and regenerative farming to create organic skincare products.

Background: In 2008, husband and wife Gregg & Kay Saarinen launched their Eco Seed to Skin skincare business in Wyndham after years of following their passion for building an eco-sustainable lifestyle and income. Using an innovative approach combined with on-farm permaculture growing principles, their diverse range of products have won numerous sustainability awards and are certified organic.

Circular innovation: Saarinen Organics grow their own organic herbs on-farm at home in Wyndham using regenerative farming methods including soil microbial health; growing herbs that do not need additional water other than what our climate provides, green manure crops and direct planting requiring no plastic pots.

Once harvested, the manufacturing of these ingredients into high quality skincare products is powered by a 100% standalone solar system. The manufacturing lab also has a hospital grade autoclave to enable circular packaging, where customers can return their packaging to be cleaned and refilled for their re-use.

Impact and future development: The operations and products produced at Saarinen Organics are made with a minimal carbon and ecological footprint where they can build their own carbon credits, thereby taking full responsibility for their impact on the environment.

Their circular journey is not over yet. Kay and Gregg hope to invest in laser printing on bamboo and aluminium packaging to further reduce plastic labels in the future and are planning to use ocean waste plastic for unavoidable packaging like pumps.

For more information: www.saarinenorganics.com.