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Eartheories' remarkable achievements in 2023

AMID the growing trend of Malaysians adopting a wellness-oriented lifestyle and embracing organic choices, there's a delightful opportunity for brands to offer comforting, high-quality aroma-care products. Ensuring these products are not only soothing but also safe and regulated, particularly for those in direct contact with the skin, becomes a priority.

In light of this, Malaysia's own aroma-care brand, Eartheories, embarked on a splendid start to the new year by clinching multiple awards. These accolades serve as a testament to their unwavering commitment to the artful craft of aromatherapy, fostering relaxation and tranquility for everyone.

The brand has recently been recognised as the 2023 Best Aromatherapy for Health and Wellness Products by Beauty Insider, 2023 Finalist for Best New Skin Care Brand of the Year by Luxury Deluxe Awards and



Some of Eartheories' products include (from left) Geranium Citrus Body Wash, Aura Muse Reed Diffuser, Cocosoy Candle, Lemongrass Soothing Gel and White Tea Room & Linen Spray

2023 Best Pure Essential Oils at the Natural Health Reader Awards.

"We started from a humble

home garden and while we've come a long way over the years, we want to preserve our roots by

supporting local farmers and use the best of what our Malaysian soil has to offer.

"Our goal is to cultivate an 'agriscultural' ecology — we use our local agriculture to craft artisanal products that can be enjoyed by all. In return, each purchase of Eartheories products goes back to our farmers to ensure a positive and sustainable ecosystem within the industry," said Eartheories founder and CEO Fadz Subari.

For Eartheories, the mission is not only to follow standard practices and regulations but also to uphold the best environmental, social and governance (ESG) initiatives.

A large part of its initiative relies heavily on its local farms which are supported by Eartheories' strategic partnerships with Forest Research Institute Malaysia (FRIM) and the Agriculture Department of Malaysia. University Malaya's Centre for Natural Products and

Drugs Research (CENAR) have also contributed their facilities to support Eartheories' research and development (R&D) teams to formulate and innovate its products.

Since 2020, Eartheories has established a meticulous process to ensure each product is carefully crafted with the finest locally-sourced ingredients. With a lineup of both conventional and uniquely Malaysian scents such as the best-selling grapefruit lemongrass and kaffir lime essential oils, Eartheories stands out amongst international brands while giving back to the local farming community.

In the future, Eartheories aims to grow by highlighting the best of Malaysia's natural resources in its aroma-care products.

This commitment is reinforced through partnerships with global brands to produce high-quality products crafted in Malaysia. — TMR