

Sustainability at New Directions Australia

New Directions Australia is committed to being an ethical and environmentally responsible manufacturer and supplier of raw materials, oils, cosmetic preparations, consumables and packaging. Our environmental and ethical practices extend across our entire range, including conventional, natural and certified organic products. All are managed through the same Quality Management System, with consistent processes for supplier approval, packaging and waste management.

Sustainability Across Our Range

All of our products benefit from the environmental practices applied across our business. We recycle eligible glass, plastic and metal waste, pre-treat wastewater before disposal and monitor environmental pollutants to ensure they remain below regulated limits. We have implemented LED lighting to reduce energy consumption and use environmentally friendly cleaning chemicals.

For customers seeking independently verified organic and environmental credentials, our certified organic products provide additional assurance through recognised standards and independent auditing.

Choosing Certified Organic

New Directions Australia is audited independently and annually against the organic standards applicable to our certifications, including the Australian Certified Organic Standard, National Standard for Organic and Bio-Dynamic Produce and COSMOS Standard. Each has its own defined requirements, ensuring our certified organic products are sustainably farmed, sourced, treated and dispatched in accordance with their individual certification.

All Products Are Cruelty-Free

No matter which category you choose, every single New Directions Australia product, which can be found on our website, is cruelty-free. We do not undertake animal testing at any stage of product development, manufacturing or evaluation. Our suppliers are screened for the same commitment, and we require confirmation of cruelty-free status when sourcing ingredients and materials.

Responsible Packaging

We avoid unnecessary secondary packaging and use recyclable and biodegradable materials wherever possible. As a voluntary member of the Australian Packaging Covenant Organisation (APCO), our packaging sustainability strategy aligns with APCO's Sustainable Packaging Guidelines, and we report our Action Plan and progress annually.

For COSMOS-certified products, packaging is also assessed at least every three years against principles covering reduction, reuse, renewable materials and recycling. This includes consideration of recycled content, reusable and refillable formats, biodegradable materials and recyclability.

Responsible Sourcing and People

Our suppliers are assessed for quality, safety, environmental and social justice commitments when they are onboarded and at defined intervals. Every new ingredient is also reviewed against our policies and approved by our internal Quality Control and Regulatory teams before purchase.

Our commitment extends to our people, with policies covering Work Health and Safety, Modern Slavery and Ethical Employment, Equal Opportunities and Anti-Discrimination, Harassment and Bullying, and Whistleblower Protection.

We provide above-award wages and fair working conditions, including reasonable working hours and breaks, voluntary paid overtime, non-discriminatory promotion and opportunities for internal progression.

Our Commitment

At New Directions Australia, we recognise our responsibility not only to comply with applicable laws and regulations, but to actively seek to minimise the environmental impact of our activities, products, and services. We recognise our position as stakeholders in the sustainability of our planet and its people. We are committed to protecting the environment, promoting sustainable practices, and in upholding ethical practices in all of our business operations and relationships.

Authorised by:

Kamal Gill - Company Director

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