

**UltraOrganics**  
True Conviction 

*Organic* 

**ESSENTIAL OILS**

# **MARKET REPORT**

**SPRING 2021**

# **ON THE ROAD TO SUSTAINABILITY**



# WHY ORGANIC?

*Organics are a growing market, and they form a trend that is expected to witness a further upward curve.*

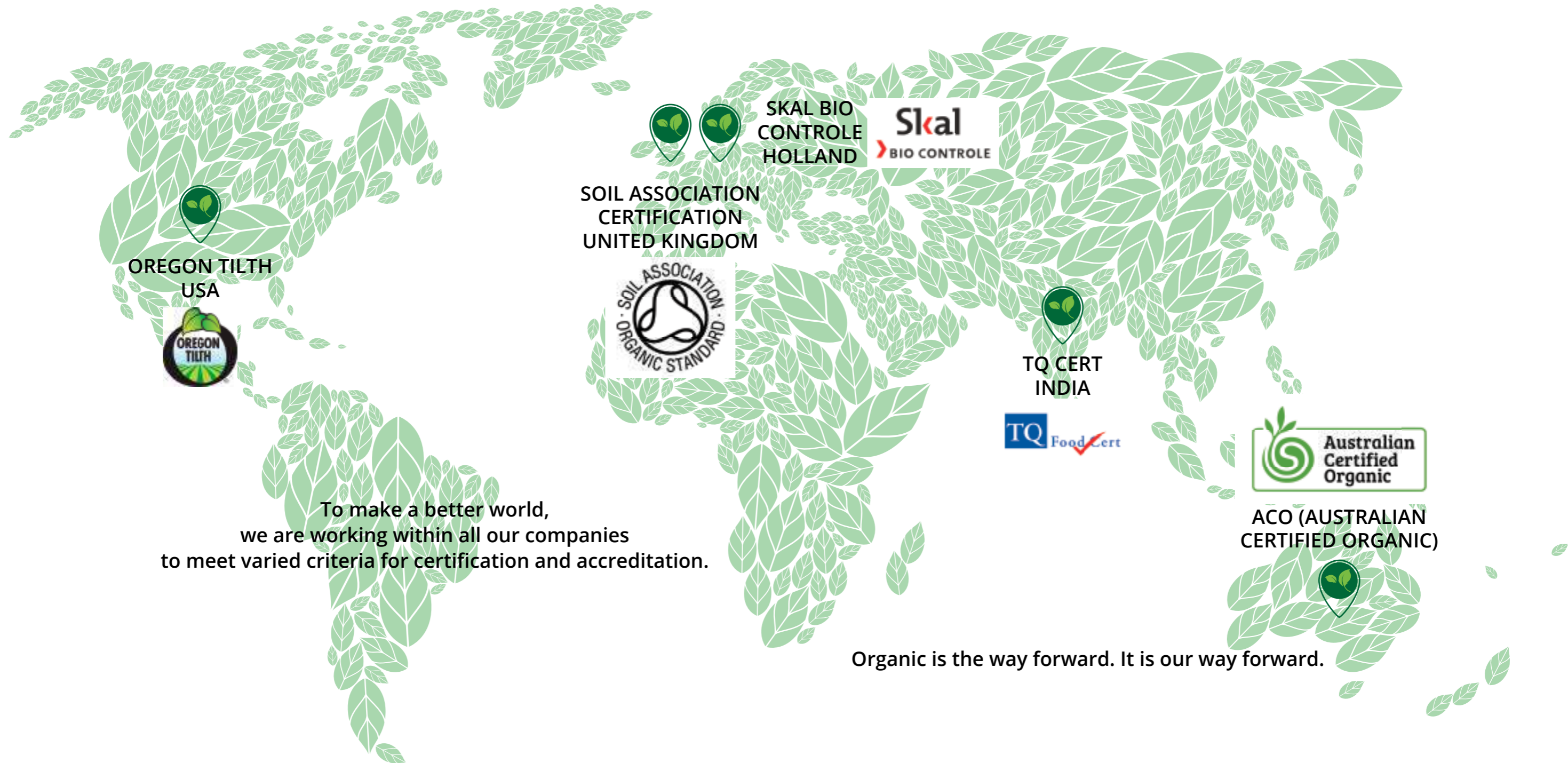
## VARIOUS FACTORS ADD TO THEIR APPEAL:

- Their purity and composition increase therapeutic value. The presence of high volume desirable active constituents gives them better healing properties.
- Increase in customer awareness has also led to a spurt in demand. These oils are used extensively in cosmetics, fragrances, air fresheners and sprays, therapies like aromatherapy, and even as a flavour in food. Demand for concentrated organics to be used in air diffusers is also on the rise.
- Apart from the personal benefits, organic essential oils are compassionate towards nature. That is a big draw in the global climate-change and environmental scenario.





# OUR GLOBAL MISSION ENCAPSULATED IN ONE WORD:



OREGON TILTH  
USA



SKAL BIO  
CONTROLE  
HOLLAND



SOIL ASSOCIATION  
CERTIFICATION  
UNITED KINGDOM



TQ CERT  
INDIA



ACO (AUSTRALIAN  
CERTIFIED ORGANIC)

To make a better world,  
we are working within all our companies  
to meet varied criteria for certification and accreditation.

Organic is the way forward. It is our way forward.





## EUCALYPTUS GLOBULUS ORGANIC OIL

*Eucalyptus globulus*

Australia

Eucalyptus Globulus Oil is extracted from the leaves of the tree. They are first dried then crushed and distilled. The oil is underlined by herbaceous scent with woody undertones. A diluted version of the oil is used in medicines. It is also commonly used across households for cold and flu relief in vaporisers or just as drops on towels. The oil has antimicrobial and antiseptic properties.

The market for organic eucalyptus globulus is currently stable. Golden Grove Naturals has small quantities of the oil in stock.

## EUCALYPTUS RADIATA ORGANIC OIL

*Eucalyptus radiata*

Australia

Eucalyptus Radiata is part of the Myrtaceae family. The oil is steam distilled from the evergreen tree. It is characterised by a refreshing aroma. The oil is popular in salons and spas. It is also an excellent addition to bedtime rituals considering its soothing scent. It can be applied on the chest or back for a relaxed sleep. Eucalyptus Radiata has a slightly softer odour than Eucalyptus Globulus. The oil is excellent in tackling seasonal illnesses as it helps with breathing.

The demand from US has kept the market for organic eucalyptus radiata stable.

## TEA TREE ORGANIC OIL

*Melaleuca alternifolia*

Australia

Tea Tree Oil is obtained through steam distillation from foliage and terminal branchlets. The entire process from sowing to harvest takes around 12-15 months. It is effective in treating skin, hair and nail conditions. It is also a popular component in deodorants, insect repellents, and mouthwash.

While, Australia has stocks of organic tea tree oil, the market is being plagued by short supply. Golden Grove Naturals commenced production of the oil recently to meet the high demand. We can expect some quantities of organic tea tree oil by April 2021.



## CORIANDER SEED ORGANIC OIL

*Coriandrum Sativum L.*

Eastern Europe

Organic coriander seed oil is an invigorating product. It is extracted through steam distillation of the crushed fruit. When coriander seeds mature, they produce a citrus scent. This aroma is preserved when the oil is produced. It is herbaceous with a mild, fruity aroma.

There is heavy demand for the oil in the market. Unfortunately, the supplies are low and unable to meet the demand. This has destabilised the market, and led to an increase in the price of organic coriander seed oil.



## LAUREL LEAF ORGANIC OIL

*Laurus nobilis*

Eastern Europe

Laurel leaf is widely cultivated in the Mediterranean region. Organic laurel leaf oil is extracted from the leaves of the evergreen laurel tree. It is procured through steam distillation. The oil has a mix of sweet and spicy scent. It is uplifting in nature.





### LAVENDER ORGANIC OIL

*Lavandula angustifolia Mill.*  Bulgaria

Organic lavender oil is extracted from the leaves, stem and bud of lavender flowers. The process of steam distillation is used to procure the oil. It is a highly beneficial product with medicinal properties.

Farmers are seeking alternate lucrative crops, as the market for lavender continues its downward trend globally. Production has been stopped by a lot of farmers. The oil price is constantly falling, due to overproduction across the globe.



### LAVENDER ORGANIC OIL

*(Lavandula angustifolia Mill)*  Russia

Lavender Oil is distilled from the flower spikes of Lavandula Angustifolia. It has been used for in fragrances and aromatherapy.

Lavender oil has been overproduced worldwide. This has led to a constant fall in prices as the market for the oil continues its downward trend.



### PINE ORGANIC OIL

*Pinus Sylvestris*  Eastern Europe

Popularly recognised as the Christmas Tree, pine is cultivated for its wood. Organic Pine oil is extracted from the needles and twigs of pine tree through steam distillation. It has an uplifting scent, and is popularly used in aromatherapy applications. The oil is known to eliminate fatigue and energise the body. It also soothes skin conditions like itchiness, dryness and inflammation.

There are no fluctuations in the organic pine market. The supply from source and demand for the oil are both stable.

The demand-supply cycle for the oil is perfectly balanced and the market is stable.





## LIME CP ORGANIC OIL

*Citrus aurantifolia*

Mexico

Organic Lime Oil is popular in both the fragrance and flavour industry. It is an excellent detox option and blends beautifully with most citrus oils. It can work wonders on greasy skin. The oil is extracted from lime peel through steam distillation and delivers a fresh, sweet aroma.

The oil has witnessed a massive price hike of over forty percent. This imbalance has been created by the exponential increase in demand. The supply has unfortunately, not been able to keep up with the growing demand.



## PETITGRAIN ORGANIC OIL

*Citrus aurantium*

Paraguay

The oil is procured from the leaves therefore, raw material availability is not an issue. But leaf picking is a labour-intensive process, which has been affected by the pandemic. Farmers have found it difficult to secure labour services during COVID.

COVID-19 has had a significant impact on the production of petitgrain oil. An exact estimate of the effect on price and availability is difficult to predict at the moment. But, a rise in price, and delay in consignments can be expected.

Transportation is also incurring additional costs due to increased paperwork specially for imports to the UK. This is owing to UK's border control requirements. Hopefully, in the coming six months UK will have a proper framework of border control requirements, thus reducing the extra administrative costs.



## TANGERINE ORGANIC OIL

*Citrus reticulata blanco*

South Africa

A sweet, tangy aroma highlights organic tangerine oil. The oil is extracted via cold pressing from citrus reticulata tree. Tangerine oil is rich in antioxidants, and is also a popular flavouring agent.

The price for tangerine oil is expected to be stable. With the growing demand for tangerine and other citrus oils, farmers are choosing to invest in them. This has led to a spurt in the production of citrus oils in South Africa. A six percent increase in tangerine harvest is expected for the season.



## GRAPEFRUIT ORGANIC OIL

*Citrus paradisi*

USA

The citrus-scented and orange-tinted grapefruit oil is popular in aromatherapy. It is extracted through cold pressing from the glands in the peel of grapefruit.

A clear picture of the oil yield will only emerge once harvest begins and some trial extractions are undertaken. Currently, the forecast predicts a nine percent reduction from last year. Once harvest commences, even if the volume goes down, the oil yield could go up. Alternatively, it could follow the direction of the harvest.

Another issue plaguing grapefruit oil production is the focus on export of fresh fruits. The Agricultural Residue content in certain qualities also makes it difficult to market the product.





*On the road to sustainability*

# ULTRA GOES ORGANIC

*The road to a cleaner, greener, and sustainable tomorrow requires long term commitment and a reimagining of the production and distribution cycle today.*

*The Ultra Group has embarked on the path of sustainability with its investment in organics.*

The idea is to implement work systems that stimulate local economies, safeguard the health of the environment, and protect jobs. Maintaining the ideal balance between sustainability and growth is the cornerstone of the principles at the Ultra Group. None of the practices compromise on productive growth conditions.

The first part of our drive requires on-ground change, starting with farmers, who are at the foundation of the pyramid. Growth of local economies by hiring local and increasing employment opportunities is another step towards sustainability.

The next order of business is reduction of carbon footprint. Practices like agro-forestry, reducing negative impact on biodiversity, enhancing carbon sequestration, organic certification, and soil and water conservation are all followed for a green and sustainable future. Additionally, it is ensured that all partners source and grow certified organic herbs and plants. The health of the soil is meticulously evaluated. They are taught to adopt crop rotation and nourish the soil with natural fertilisers like compost. This process is beneficial for restoring soil vitality.

Since fertilisers and pesticides are excluded from the process, the water streams remain chemical free. This is an extremely crucial factor, since wildlife suffers heavily from the chemical pollution of soil and water. The entire process saves energy and reduces carbon emissions. All these exercises lead to the ethical, consistent, and secure supply of high quality product. The range of organics under the Ultra banner is chemical free and tested internally, as well as by external certifying agencies, to guarantee the purest and safest product.

There is a delicate balance between sustainability and the future of the essential oils industry. The biggest challenge is to sustainably produce an inherently unsustainable product. Customer awareness coupled with responsible business enterprises have diverted the essential oils industry towards a sustainable path.

*The Ultra Group is on a cross-country ride on that path, we are in it for the long haul; and our Ultra Organics essential oils range is proof of the same.*





*Organic* **ESSENTIAL OILS**

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- |  |   |  |   |  |   |
|--|---|--|---|--|---|
|  <p><b>USA</b><br/>Grapefruit Oil<br/>Tangerine Oil</p>     |  <p><b>FRANCE</b><br/>Clary Sage Oil<br/>Cypress Oil<br/>Lavandin Grosso Oil<br/>Lavender Oil</p>  |  <p><b>BOSNIA</b><br/>Helichrysum Oil</p>   |  <p><b>SOUTH AFRICA</b><br/>Eucalyptus Radiata Oil<br/>Eucalyptus Dives Oil<br/>Grapefruit Oil<br/>Tea Tree Oil<br/>Clementine Oil<br/>Tangerine Oil</p> |  <p><b>RUSSIA</b><br/>Clary Sage Oil<br/>Fir Needle Oil<br/>Laurel Leaf Oil</p>   |  <p><b>NEPAL</b><br/>Wintergreen Oil</p>   |
|  <p><b>MEXICO</b><br/>Orange Oil<br/>Lime Oil Distilled</p> |  <p><b>SPAIN</b><br/>Eucalyptus Oil<br/>Lavandin Abrialis Oil<br/>Lavandin Grosso Oil<br/>Lavandin Super Oil<br/>Lemon Oil<br/>Rosemary Oil<br/>Clementine Oil</p> |  <p><b>HUNGARY</b><br/>Oregano Oil</p>  |  <p><b>EGYPT</b><br/>Geranium Oil</p>  |  <p><b>INDIA</b><br/>Peppermint Oil<br/>Patchouli Oil<br/>Lemongrass Oil<br/>Palmarosa Oil<br/>Carrot Seed Oil</p>                        |  <p><b>INDONESIA</b><br/>Clove Bud Oil<br/>Clove Leaf Oil<br/>Clove Stem Oil</p> |
|  <p><b>ARGENTINA</b><br/>Lemon Oil</p>                      |  <p><b>ITALY</b><br/>Bergamot Oil<br/>Tangerine Oil</p>  |  <p><b>BULGARIA</b><br/>Lavender Oil</p>  |  <p><b>MADAGASCAR</b><br/>Ylang Ylang Oil</p>   |  <p><b>SRI LANKA</b><br/>Cinnamon Bark Oil<br/>Cinnamon Leaf Oil<br/>Clove Bud Oil<br/>Nutmeg Oil<br/>Citronella Oil<br/>Vetiver Oil</p> |  <p><b>VIETNAM</b><br/>Cajeput Oil</p>   |
|  <p><b>PARAGUAY</b><br/>Petitgrain Oil</p>                 |  <p><b>MOROCCO</b><br/>Blue Tansy Oil<br/>Cedarwood Oil Atlas</p>  |  <p><b>SRI LANKA</b><br/>Cinnamon Bark Oil<br/>Cinnamon Leaf Oil<br/>Clove Bud Oil<br/>Nutmeg Oil<br/>Citronella Oil<br/>Vetiver Oil</p> |  <p><b>AUSTRALIA</b><br/>Tea Tree Oil<br/>Sandalwood Oil<br/>Sandalwood Oil Album</p>   |  |   |
|  <p><b>BRAZIL</b><br/>Lime Oil<br/>Orange Oil CP</p>      |   |  |   |  |   |





**OUR TRUST IN NATURE,  
YOURS IN US.**



***UltraOrganics***  
— True Conviction

