

# Released under FOI

Our Ref: M2009/54-02  
Contact Officer: Kay Ramadan  
Contact Phone: 9290 1848

May 2009

Mr Justin Dowel  
Managing Director  
Natures Organics Pty Ltd  
31 Cornhill Street  
FERNTREE GULLY VIC 3156

Dear Mr Dowel

Thank you for your response to my letter of 19 May 2009 in respect of the labelling of Organic Care normal balance shampoo.

I note your advice that:

- sodium coco fatty alcohol sulfate is not sodium lauryl sulfate (SLS);
- sodium coco fatty alcohol sulfate and sodium lauryl sulfate are both made from fatty alcohols however they have differing carbon chain distributions that provide entirely different properties to an end product;
- sodium coco fatty alcohol sulfate was selected as an alternative to SLS because it has a lower irritation score; and
- there is no SLS or SLES the Natures Organics' Organic Care shampoo range however, Natures Organics does use SLES in other shampoos it manufactures.

The above information allays the concerns of this office that the representations on the label of shampoo, that is, "no sles, sls ..." may have contravened the misleading and deceptive conduct provisions of the *Trade Practices Act 1974*. Therefore, in the absence of any contrary evidence I do not propose taking any further action in respect of this matter and I will advise the complainant accordingly. I appreciate your prompt attention to this matter.

Yours sincerely

Debra Le Nepveu  
Assistant Director