

# NEWSLETTER

## DECEMBER 2025

# RECENT ROUND UP...

### THE FAB FOUR FUNDAY!

The Commercial Team hopped on the train to London and, ahead of the annual BEOA quiz, spent the day touring fragrance stores to see our oils brought to life in finished products on high-street shelves. We discovered our own personal favourite fine-fragrance ingredients at Arabian Oud and learnt which are utilised as base, middle and top notes. A day of smelling deepened the teams understanding of our customer base and provided great preparation for the "guess the essential oil" round of the BEOA quiz. Already looking forward to next year!

LUSH Store, Oxford Street



### DAYLESFORD TRIP

Abby & Ruby visited Daylesford Organic Farm Shop to create three TikToks highlighting the importance of organic. Covering the definition, mis-marketing, and pricing, the videos aimed to inform and spark conversations around sustainability, authenticity, and conscious consumption. Did you know 76% of UK consumers feel misled by organic marketing? They captured some inspiring footage and achieved fantastic results, including our highest-performing TikTok to date.

Check it out for yourself!  
[@khushingredients](#)

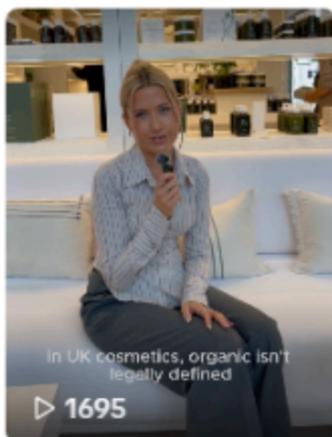


khushingredients Organic information

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- Helping you understand what's organic
- Make informed choices
- Hit follow



# WHAT'S COMING UP?



## SUSTAINABILITY & ETHICAL POLICY REPORT

As part of our annual review, we reflect on the progress made in 2025 to uphold our Sustainable and Ethical Policy. This year we continued to strive for improvement by embarking on the journey to ECOVADIS certification, to align our internal operations and supply chain with recognised standards, including the potential adoption of ECOVADIS carbon measurement methods. Pramod & Maille also visited India and Bulgaria on ethical sourcing missions, reviewing current purchasing practices and auditing our trusted supply partners to verify compliance with our environmental, health and safety, and human rights standards.

Keep an eye on our social media for the full report, published in January 2026...

## WE'RE LOOKING FOR IRISH DISTRIBUTORS OF ORGANIC ESSENTIAL OILS!

Being a UK company but having a Khush facility in the Netherlands, gives us the ability to efficiently export SKAL & ECOCERT certified goods to Ireland.

With full documentation available including IFRA, we have a wide portfolio of organic essential oils to offer including Organic Fresh Ginger, Organic Patchouli and Organic Peppermint to name a few.

Pramod & Maille will be in Dublin 20th-22nd January, so if you're interested in a meeting please contact us!

[learnmore@khushingredients.net](mailto:learnmore@khushingredients.net)



# SHELF LIFE STUDY

## CEDARWOOD HIMALAYAN

We are interested in extending the shelf life of our essential oils. Currently our Cedarwood Oil is given a three-year shelf life from manufacturing date, with two-year extensions possible if the batch passes our physical and peroxide tests. To evaluate how the composition and quality of Cedarwood Oil changes over time, 1kg of Cedarwood Oil was divided into sealed vials and stored away from sunlight at room temperature in 2022.



Physical analysis was undertaken every three months for just over three years. The specific gravity and refractive index result have remained consistent. GC/MS results from 2022 and 2025 also show minimal change in the component profile of the oil. Both results so far suggest Cedarwood Oil has remained consistent over the last three years. We will continue to test this batch of oil and monitor its changes.

# SEASONS GREETINGS!



As we reflect on 2025, a year of highs and lows, we'd like to thank our customers and suppliers for your ongoing support and valued partnership. Warmest season's greetings to you and your teams, with best wishes for a prosperous 2026 for all!

