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## 2016 VICTORIAN TELSTRA MICRO BUSINESS AWARDS GOES TO LITTLE INNOSCENTS.....

### PRESS RELEASE: FOR IMMEDIATE RELEASE, JULY 2016

Would you give up a high-flying, globetrotting corporate career and go back to school to learn about natural therapies? Sell your home and plough your earnings from its sale — almost half a million Aussie dollars — to invest in your business of creating toiletries for babies and children?

Meet the ingenious creator Antonette Golikidis who has been cooking up a storm in a little bit of a different way by making potions and lotions in her kitchen to bring you Little Innoscents which 9 years on is sold in over 800 stores nationally and exported to over 10 countries across South East Asia, New Zealand and the Middle East.

Antonette Golikidis has been recognised by taking out the prestigious 2016 Victorian Telstra Micro business Award held at the National Gallery in Melbourne. Now in its 24th year the Telstra Awards recognise the elite in business and is renowned for showcasing and celebrating the achievements and entrepreneurial spirit of Australia's most brilliant small and medium-sized businesses.

From humble beginnings of cooking up creams in the home, Antonette has poured her values and ethos into the Little Innoscents brand and is touched by the recognition received through the Telstra Business Awards.

While developing organic products has at times proved a challenge, Antonette has seen it for the opportunity it presents as she aspires to provide customers with the choice to experience pure, organic and natural products, developed to look after both them and the environment. "There is a product for everyone in the family available that is price pointed to mainstream consumers," she said.

"Our products prevent the symptoms by making the skin healthier rather than trying to cure the problem. We believe that the true essence of why our range works is its combination of certified organic and natural ingredients," she said.

The divine Australian baby care range, **LITTLE INNOSCENTS** is standing out from the crowd in more ways than one. Proving that organic and natural needn't mean boring or ineffective. This range of hair, body and bath products has already become firm favourites with mums and families all over the country.

So the sky is the limit for Little Innoscents where we have big dreams for a little company giving a whole lot of love to the baby industry....

ENDS.



2016 VIC CATEGORY WINNER

