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MTWTF--

Aussie goat soap cleans up in Korea

Matt Sun

An idea to use goat's milk on her son's dry skin has helped a mum crack the Korean market.

Central Coast-based Leanne Faulkner developed a soap hand-made from luxury oil and milk from her own billygoats to help prevent her son's skin drying out.

The soap improved his condition and led to the establishment of the Billie Goat Soap company.

"Owning and breeding goats has made us unique in the marketplace," Faulkner said.

"Goat's milk has a pH level very close to our skin's pH and contains many valuable vitamins and nutrients that rejuvenate the skin's surface."

In the past six months Billie Goat Soap has exported three shipments of its oil and goat's milk soap to Korea.

"The export process has been a fantastic experience and a

huge benefit. The price deal for Korea was tough but we re-engineered our manufacturing processes and are now working smarter," Faulkner said.

"Our Korean distributor has an excellent marketing plan and we anticipate the growth out of Korea will be huge."

Austrade's Seoul-based trade commissioner Elizabeth Masamune said Koreans demanded premium toiletries so the deal was a notable achievement.

Faulkner said Austrade's New Exporter Development Program helped her sell overseas.

"I have been blown away by the level of assistance and support I got and still have," she said.

Faulkner has recently added Taiwan to her list of buyers and is hopeful other markets will sign up this year.

The soap is also carried by local health food stores and natural therapists.