



OM wins Best Organic Tea Brand in global 2022 Beauty Shortlist Wellbeing Awards

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Australian organic wellness tea brand Organic Merchant wins 5 awards in the global Beauty Shortlist Wellbeing Awards including **Best Organic Tea Brand, Best Evening Tea, Best Energising Tea, Best Immune Boosting Tea and Best Relaxing Tea.**

The Beauty Shortlist Awards, celebrate the best in natural beauty and wellness. Entries are judged by 3 independent panels of experts in the UK, USA and Australia.

On top of the 5 awards, OM was awarded **2 Editor's Choice Awards** for their Australian Bush Blush Blend and their Rooibos and Rose blend.

“To be acknowledged on the international stage and amongst other incredible organic, sustainable and natural brands is an absolute honour let alone winning Best Organic Tea Brand.” says Organic Merchant founder and naturopath Chalimah Jeanne.

“We have been crafting our blends for a number of years to perfect the balance between taste profile, aroma and therapeutic function. I am proud to see our products being recognised within such a well-respected and inclusive award program.” Chalimah said.

Organic Merchant has won the following The Beauty Shortlist Wellbeing Awards:

- Best Organic Tea Brand – Organic Merchant
- Best Relaxing Tea - Organic Merchant Peaceful Tea
- Best Immune Boosting Tea – Organic Merchant Immune Tea
- Best Energising Tea – Organic Merchant Energy Tea
- Best Evening Tea – Organic Merchant Restful Tea
- Editor's Choice – Organic Merchant Australian Bush Blush Tea
- Editor's Choice – Organic Merchant Rooibos & Rose Tea

The Beauty Shortlist Awards were launched in the UK in 2012 by natural beauty journalist and eco lifestyle advocate Fiona Klonarides to spotlight and support stand-out natural, ethical, and sustainable brands.

The awards are well known for their transparency and ethical focus. They provide a level playing field to global brands and smaller artisan brands alike, celebrating the brightest new beauty and natural health launches alongside already very well-established brands and products.

Organic Merchant has had an award-winning 12 months after being awarded Manufacturer of the Year by the Australian Organic Industry Awards in November last year and winning 10 Golden Leaf Awards including best tea website and best tea packaging.



Established in 2011 by naturopath Chalimah Jeanne, Organic Merchant creates organic teas, tisanes, cacao blends and bath soaks for people, planet, and purposefulness.

Each product has been years in the making, taking learnings from modern science, ancient Western, Chinese, Peruvian and Ayurvedic teachings. Crafted with the philosophy of purity and beauty, brewing a kaleidoscope of colours and aromas to enchant the senses, heal the body and soothe the mind.

To learn more about Organic Merchant visit www.organicmerchant.com.au

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