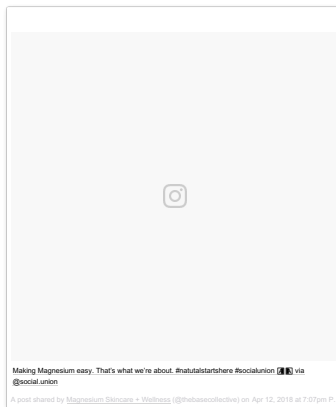
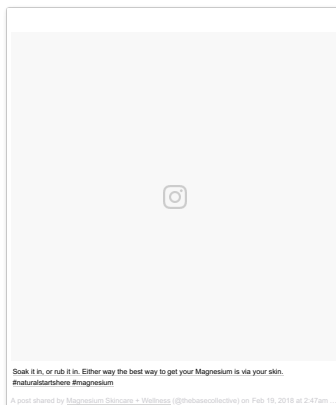




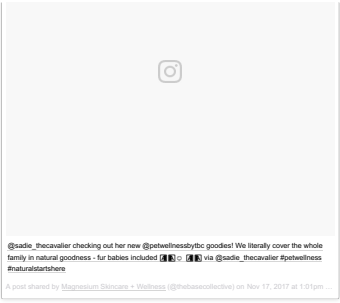
Products are exported to China and the US and are sold through [Anthropologie](#), and a partnership with a major Australian retailer is also in the pipeline, with several new products in the works.



"It's almost a 'be careful what you wish for' thing because I'm super busy now — I have a nanny for a couple of days a week and on those days I work on The Base Collective, getting up at 5am and working around the kids, but it is hugely satisfying."



"I am happy people are finally taking notice and [the industry] is starting to grow and I hope it forces other brands to adopt similar principles."



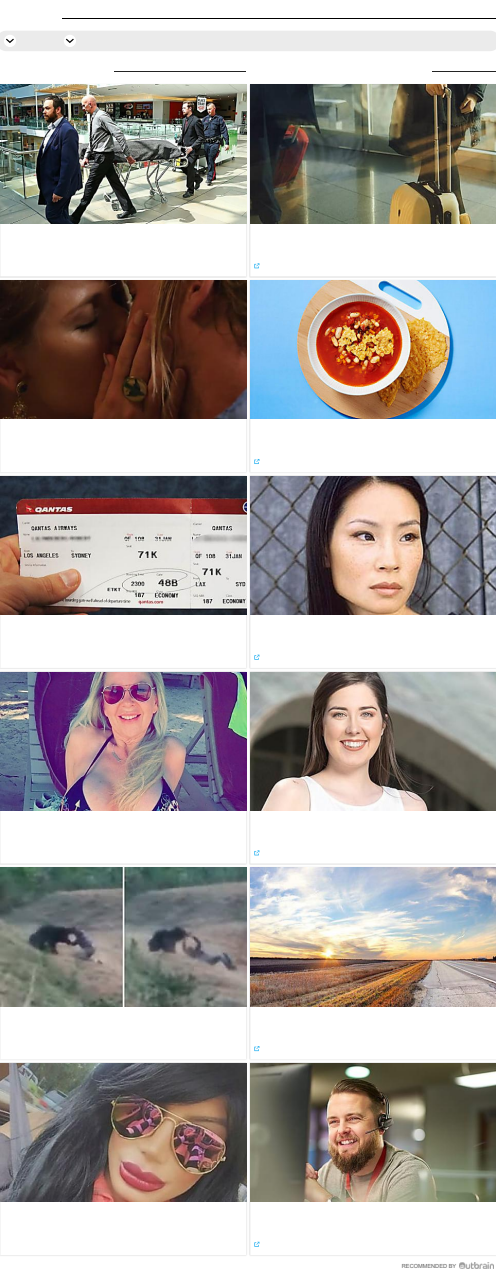
Mrs Sanghvi said her husband had an entrepreneurial background and had helped the company develop — although its rapid success had been a “steep learning curve” and “huge mistakes” had been made along the way.

But said the company now had a “seven figure” turnover and that while initially they were producing around 400 bottles per month, that had now grown to “tens of thousands” every few weeks.

“The Base Collective has seen phenomenal growth and it is heartwarming to know it is resonating with people and there is demand for our products,” she said.

She said the lucrative partnership with Anthropologie began after the American clothing, home decor and beauty retailer noticed The Base Collective on social media and got in touch.

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