

## Media Release

### Inspired by Country: delivering sunscreen protection for all Australians

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Images for download available [here](#).

Protecting Australians from the harmful effects of the sun for all skin types was the inspiration behind the creation of Binda Botanicals, a Brisbane-based business producing high-quality, ethically made sunscreen products that combine traditional Indigenous knowledge with modern manufacturing methods.

Binda Botanicals has developed a vegan sunscreen range crafted with 100% organic Australian ingredients. The products are SPF50 certified and dermatologically tested, providing broad-spectrum ultraviolet (UV) protection while remaining reef-safe to help safeguard marine ecosystems from harmful chemicals commonly found in conventional sunscreens.

Australia continues to face one of the highest rates of skin cancer in the world. In 2025, an estimated 17,000 Australians were diagnosed with melanoma, the deadliest form of skin cancer. More than two in three Australians are expected to be diagnosed with some form of skin cancer during their lifetime.

Recognising the need for effective sun protection that suits Australia's diverse population, Binda Botanicals has focused on creating products that are both high-performing and accessible to people with a wide variety of skin tones.

Sustainability and ethical production practices are embedded throughout the business. Binda Botanicals does not use animal-derived ingredients, opposes animal testing, ethically sources its materials and packages its products in recyclable materials. Through a partnership with Seven Clean Seas, the company also contributes to the removal of plastic waste from oceans around the world.

Supporting communities is another cornerstone of the business. As a proud Indigenous-owned company, Binda Botanicals regularly donates sunscreen products to First Nations organisations, community events and sporting activities, helping ensure families, children and community members can stay protected while enjoying the outdoors.

The Binda Botanicals range includes sunscreen products for babies and children, face and body sunscreen enriched with native Kakadu Plum, and mosquito protection products designed for Australian conditions.

As Australians continue to prioritise health, sustainability and social responsibility in their purchasing decisions, Binda Botanicals is demonstrating that effective sun protection can go together with ethical business practices and environmental stewardship.

**Supply Nation CEO Kate Russell said:**

“Binda Botanicals is a powerful example of Indigenous entrepreneurship, drawing on Country and Culture to create an innovative product and a distinctive brand with strong foundations for long-term success.

“High-quality sunscreen that delivers on its promises is essential in Australia’s harsh climate, particularly given our deep connection to our beautiful beaches and oceans. Binda’s ethical approach, commitment to sustainability, and support for Indigenous communities are qualities that will resonate strongly with Australian consumers.”

**Wade Krueger, Binda Botanicals Managing Director and Founder said:**

“Swimming and days at the beach were a big part of my childhood growing up in Redcliffe. Mum would absolutely cover my brother, sister and me with sunscreen, without fail. She would put it on us but forget about herself.”

“Sun safety is important for everyone and all skin types. I know and appreciate the health disparities experienced by First Nations people, and Binda is my commitment towards better health outcomes.

“There have been significant consumer concerns recently as to the validity of sunscreen SPF ratings. It’s very important that Binda maintains our commitment to the highest quality standards and appropriate certification. Our sunscreen is more than just a protective barrier; it’s an investment in your health, the environment, and a commitment to sustainability and ethical practices.

“Binda Botanicals is the result of two worlds coming together – the values I learned from my adopted family and the culture I reconnected with through my Ma:Mu heritage. If our products help protect families from the experiences my mum went through, while creating opportunities for First Nations communities, then we’re achieving exactly what we set out to do.”

**For further information, please contact Corporate Affairs Manager Robert Grasso on 0405 157 557 or Media Manager Paul Sanda on 0477 192 778.**