

Diana Forrest

Qetesh Body Loofah



Qetesh Body Loofah is a small business based in Perth, retailing and wholesaling 100% Natural Egyptian Loofah products.

“Born and raised in Perth, my Egyptian parents introduced me to loofah from a very early age. We used to grow it in our back yard along the fence. My mother would dry the loofah in the sun and then customise the sponge with cotton material for use at bath time and for washing the dishes.

My parents have aged, and since this time in my life I have not been able to find a suitable bath sponge. On trips to Egypt I would bring back these natural sponges for myself and friends. As this product was not obtainable in Australia a business idea was born.

In 2003 I started to explore the opportunity of starting my own small business. I created the brand name Qetesh Body Loofah, Qetesh meaning "goddess of love and beauty".

Whilst I was pregnant with my first child I attended courses held by the SBDC (Small Business Development Corporation) as well ATO (Australian Tax Office) courses which provided me with the tools and education for operating a successful business. I researched and found a grower and manufacturer of loofah who has been in the business for 25 years and has never distributed to Australia. This activity commenced as an idea and progressed into something more. I now have 3 children and with launching a small business and a growing customer base, this has been a tremendously rewarding accomplishment in my life.”