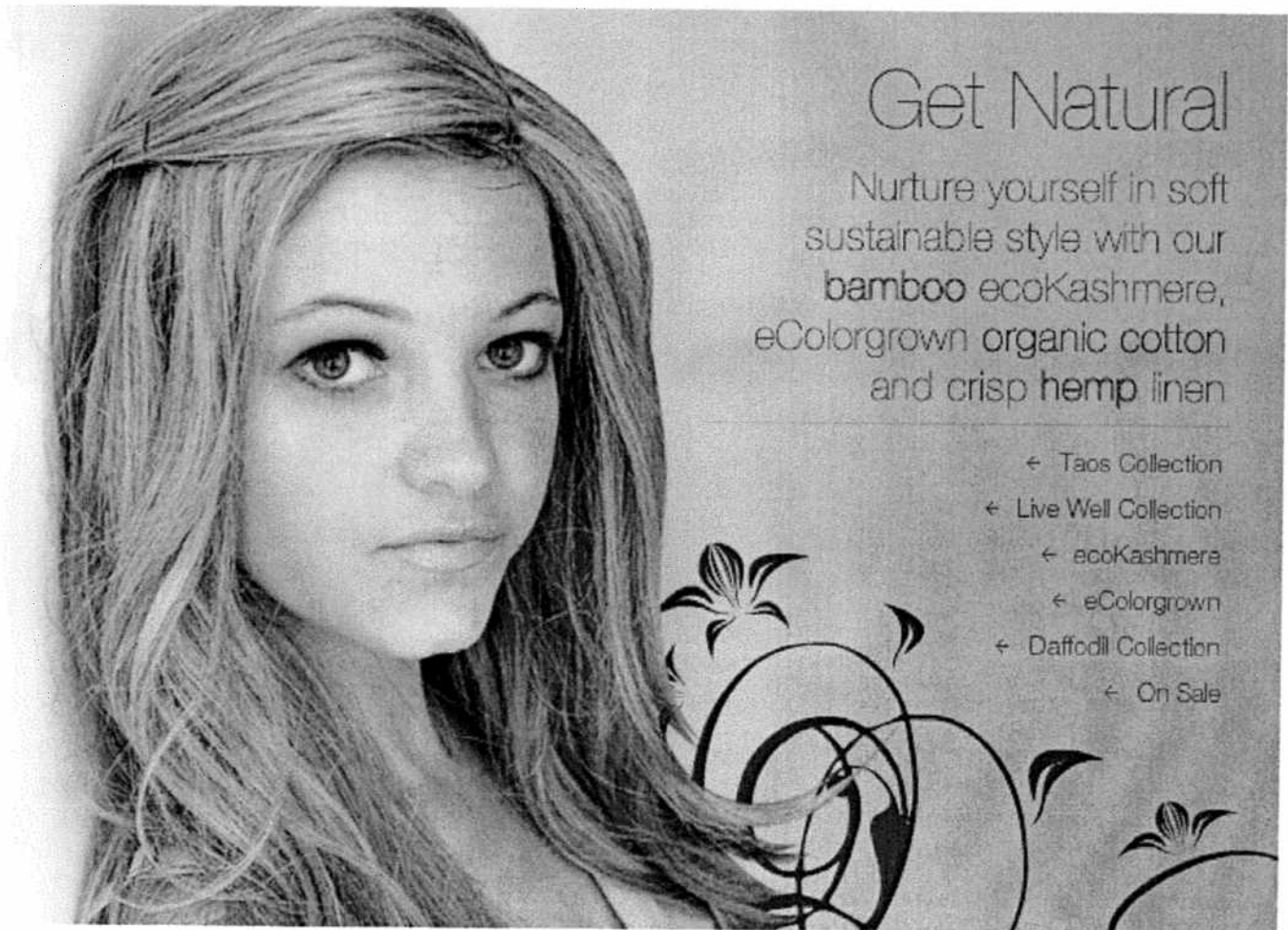


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Comfort with Benefit™ - Organic Cotton, Natural Fibers and Bamboo Apparel

Of all organic, natural fibers, organic cotton is one of the most popular. Organic cotton is grown using methods and materials that have a low impact on the environment.

Conventional cotton farming is one of agriculture's most environmentally destructive activities, taking an enormous toll on the air, water, and soil, as well as people living around pesticide laden cotton fields. Cotton uses approximately 25 percent of the world's insecticides and more than 10 percent of the pesticides (including herbicides, insecticides, and defoliants.). In the U.S. in 2000, 84 million pounds of pesticides were sprayed on the 14.4 million acres of conventional cotton grown in the country, ranking cotton second behind corn in total amount of pesticides sprayed. The Environmental Protection Agency (EPA) ruled in 2000 that seven of the top 15 pesticides used on cotton in the United States as "possible," "likely," "probable," or "known" human carcinogens.

Organically grown **bamboo clothing** is luxuriously soft with a texture akin to silken cashmere, and looks fantastic in nature inspired low impact fabric hues. Bamboo fiber's moisture absorbency is twice that of cotton, and has natural antimicrobial properties, commonly known as "bamboo kun." **Bamboo clothing** wicks moisture and odor away from your body at twice the rate of conventional cotton. Bamboo does not require the use of pesticides due to this natural antifungal and antibacterial agents. The same natural substance that protects bamboo growing in the field protects you as you wear **bamboo clothing**.

Bamboo is known to be the fastest growing plant on earth, making it naturally renewable. It grows to its maximum height in approximately 3 months and matures in 3-5 years. Bamboo's growth characteristics enable it to spread rapidly across large areas, and bamboo cultivation can improve soil quality in degraded and eroded areas.

Hemp is the original choice for **organic clothing**, with references to its use in **organic clothing** and textiles for over 12,000 years. Presidents Washington and Jefferson both grew hemp, and hemp was grown by the early American settlers. Ben Franklin owned a mill that made hemp paper. Jefferson drafted the Declaration of Independence on hemp paper.

Hemp denim was the chosen fabric for the first pair of Levi's jeans. More resilient than cotton denim, hemp is just as soft and versatile. And the hemp plant is one of the most amazing eco-friendly plants known on the planet. Industrial grade hemp produces three times more fabric per acre than non-organic cotton, and is a natural for organic farming techniques due to its natural antimicrobial qualities. The hemp plant actually replenishes the soil it is grown in, leaving it richer in essential nutrients than before it was planted. It also grows extremely fast, so it's an excellent crop in terms of productivity for the farmer. But it's hemp's wearability and texture that makes it a natural choice for the jonano Eco Scrub line in silken hemp linen.

Hemp natural fibers are longer, stronger, more absorbent and more mildew-resistant than cotton. **Organic clothing** made of at least 50% hemp block the sun's UV rays more effectively than other fabrics.

At Jonano™, we are passionate about the **organic clothing** that we offer you. Jonano™ is meticulous in removing the guess work out of what is good for your family, saving you both time and headaches. Whether shopping for yourself, your family, or choosing baby gift, we want you to know that the natural products you are choosing, are also items we are using in our home. Enjoy your shopping experience.

ecoKashmere: Soft, Knit Bamboo Fiber

Known for its buttery soft feel without the cost.

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Sami Baby: Natural clothing for your child

Sami Baby Collections highlight your baby's playful nature.

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Eco Scrubs: For the environment and for you

Functional and fresh Eco Scrubs transition in any environment.

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Eco Scrubs™ trademark registered.
eColorgrown™ trademark pending.
Sami Baby™ trademark pending

Sami Designs Inc specializes in trademark eco-friendly fabrics
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Natural Fibers

BAMBOO CLOTHING



Bamboo is a natural, renewable resource that can be made into easy-care fabrics. Made from the cellulose extracted from the bamboo plant, this elegant eco-fiber is manufactured using a non-toxic process which spins buttery-soft machine washable fabrics. Bamboo grows very quickly and does not require fertilizers or pesticides. Jonano uses only authentic spun bamboo of the highest quality and strength. It is comfortable, breathable, and kills bacteria that cause odor. Jonano's bamboo ecoKashmere™ Line feels like silken cashmere next to the skin, and will wick moisture at twice the rate of conventional cotton. Our organic baby clothing line of bamboo baby clothes and gifts introduce naturally soft and protective

bamboo clothes to your smallest and most precious family members.

Jonano natural bamboo clothing provides a high level of comfort, plus natural antimicrobial protection designed to inhibit the growth of the bacteria and fungi that cause odor. The natural antimicrobial qualities of bamboo clothing help to protect you from perspiration, staining, and helps keep your clothing looking great longer. Best of all, bamboo clothing keeps its natural antimicrobial benefits even after repeated washing.

ORGANIC COTTON CLOTHING



Certified organic cotton is cotton grown without the use of harmful pesticides, herbicides or artificial fertilizers. It is also free of formaldehyde finishes. Organic cotton clothing wears well and is extremely breathable, unlike synthetics that pill, emit static electricity, prematurely age and trap perspiration. Non-organic cotton clothing is commonly portrayed as natural, yet its cultivation and processing contaminates groundwater and ultimately drinking water, poisoning the food chain.

Jonano's Daffodil Line of designer tees are made of 100% certified organic cotton. Not only do they look great, but you can smile knowing that your designer tee has had less environmental impact than conventional cotton tees because its organic. Plus, the purchase of your designer tee is contributing to the noble efforts of finding a cure for cancer.

Sami Baby highlights our Scandinavian roots with organic baby clothing in styles reminiscent of the native dress worn by the Sami of the Scandinavian north. Each piece has been carefully selected to ensure that quality, durability and softness are

sewn into every organic baby item in our collections.

HEMP CLOTHING



Hemp is an eco-fiber made from the inner bark of the hemp plant. Hemp clothing is durable, breathable antimicrobial and similar in feel and weight to high quality linen but softer. It is also UV resistant and machine-washable.

Jonano Eco Scrub™ Line is the first of it's kind, offering natural fiber options in Hemp Linen and 100% Certified Organic Cotton.

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Luxurious Eco Fashion

Eco-fashion

Jonāno™ presents a collection of luxurious organic clothing to uplift the senses and help preserve this unique planet we call home. The texture and colors of nature's own palette are a never ending source of inspiration. Heirloom colorgrown organic cottons, crisp structured hemp linens and cashmere-soft bamboo come alive in earthy greens, deep salty blues and early morning taupes.

The nonprofit Sustainable Technology Education Project (STEP) defines eco-fashion as clothing "that takes into account the environment, the health of consumers and the working conditions of people in the fashion industry." Clothes and accessories that meet such criteria are often made using organic raw materials, such as cotton, bamboo and hemp grown without pesticides.

Jonāno eco chic collections are manufactured from sustainable raw materials such as colorgrown organic cotton, organic bamboo and hemp. Jonāno™ chooses to create garments that are sustainably-made with the quality craftsmanship you desire. We use non-reactive dyes and natural un-dyed fabric shades to create our eco-chic color palette. Organic baby clothing is hypoallergenic, safe and natural for babies sensitive skin.

Nurture yourself as you wear your values in luxurious organic clothing created using sustainable business practices and fair labor standards that honor Mother Earth.

ECO-CHIC

The term eco-chic is exclusive to fashionable and stylish clothing created using environmentally-friendly processes. Embracing the idea of making a positive impact on the future of the planet, Jonāno selects high quality organic and natural fabrics that utilize the earth's resources in an Eco-friendly sustainable manner. Natural and **organic clothing** is created using as few chemicals and harmful impact on the environment as possible, promoting ecological responsibility.

CERTIFIED ORGANIC COTTON

Certified Organic Cotton is cotton grown without any harmful pesticides, herbicides or artificial fertilizers using biologically based and sustainable growing methods such as crop rotation rather than with highly synthetic and destructive fertilizers. It is also free of formaldehyde finishes. Jonāno™ is proud to be a member of the Organic Trade Association. Organic cotton clothing wears well and is extremely breathable, unlike synthetics that pill, emit static electricity, prematurely age, and trap perspiration.

Upon your request, we will be happy to forward a certificate of authenticity for every fabric labeled as certified organic. Hemp and bamboo are grown organically without the use of toxic chemicals but the industry has not yet drawn up standards for certification for these new eco-fibers. For more information about the Organic Trade Association, visit www.ota.com.



FABRICS BEST FOR SKIN SENSITIVITIES

Most people suffering from skin dermatological conditions can comfortably wear hypoallergenic clothing made from certified organic fibers such as cotton, bamboo and hemp. Bamboo and Hemp are bacteria resistant in their natural growing natural state. Customers with skin sensitivities to fabric dyes can choose our all natural dye-free organic clothing from the ecoKashmere® collection. Many of our chemically sensitive customers are able to wear most items in our store except those that have Lycra in them. For shipping, each garment is protected for shipping in a reusable zip bag to protect them from residues that might rub off from shipping boxes and shipping envelopes. These ziplock style bags are great for travel and storage - please reuse.

FAIR TRADE

Fair Trade farming and production supports living wage and safe and healthy conditions for workers worldwide. Jonano partners with cooperatives as well as small independent manufacturers. While Jonāno™ is not yet a member of the Fair Trade Federation, we are careful to screen each manufacturer who participates in the creation our clothing. By adhering to Fair Trade and sustainable environmental principles, Fair Trade producers foster a more equitable and sustainable system of production and trade that benefits people and their communities.

We have solidified overseas relationships with manufacturing partners who share our social and environmental standards and operate according to the principles of Fair Labor working conditions.

We are very conscious about fair labor. Our manufacturing partners promise fair working

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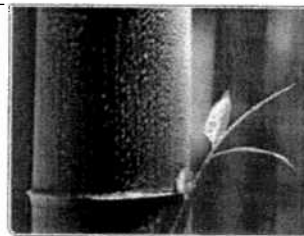
Known for its buttery soft cashmere feel without the cashmere cost, the ecoKashmere® Collection by Jonano offers transitional basics in our signature soft bamboo blends.

DETOX YOUR WARDROBE

The natural antibacterial properties of bamboo fabric come from an inherent quality of bamboo commonly called "bamboo kun." Bamboo cultivation does not require the use of pesticides, making it a natural choice for organic farming techniques. It is rarely attacked by pests or infected by pathogen. The same natural substance that protects bamboo growing in the field functions in ecoKashmere, killing germs that cause odor.

Its benefits go even further as easy-care ecoKashmere® does not need, nor do we recommend, chemical dry cleaning. Healthier for you and the environment, pesticide-free and chemical-free, ecoKashmere® bamboo clothes are the new earth's cashmere.

Harmonizing with the Jonano mission to merge boutique fashion design with environmental awareness, the ecoKashmere® Line displays passion for ecological sustainability.



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eColorgrown Peasant Dress



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Jonano™ is one of the few scrub companies on Earth specializing in eco-friendly fabrics and sustainable business practices.

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About Jonano

About Jonano®.

Check out the Fall 07 Collection [VIDEO](#)

What is ecoKashmere®?

Jonano's bamboo ecoKashmere® Line feels like silken cashmere next to the skin, and will wick moisture at twice the rate of conventional cotton.

Care Instructions

All items have been pre-washed.

Machine wash cold or warm, gentle cycle. Line dry or machine dry on low heat. Warm iron. No bleaching or drycleaning. [Sizes & Care Guidance](#)

Bamboo Fiber Development

Although bamboo has long been known in Asia for its many unique applications, the idea of using bamboo to spin yarns is a much more recent technology. Interest in bamboo has steadily grown as more and more information becomes available concerning its inherent characteristics. Bamboo grows rapidly and can be harvested every two to three years with little or no environmental impact making it a remarkable, sustainable resource when compared to a tree forest that takes over 60 years to recover from deforestation. Bamboo is also inherently antimicrobial, so it is seldom infected by pathogens or eaten by pests. There is no need to use chemicals or pesticides to grow bamboo. Recent testing has proved that there is little or no growth in bacteria when it is brought into contact with bamboo for a period of 24 hours. It is noteworthy that for centuries, food in Japan was wrapped in bamboo leaves to keep it from spoiling. In addition, bamboo's molecular configuration gives it the ability to absorb and release moisture very rapidly.

The bamboo is grown on plantations and logged by hand. It is then finely shredded and bamboo cellulose is extracted. Impurities are then removed leaving only the finest quality fibers which are pulped into a cardboard-like sheet. The pulp is dissolved into viscose before being made into a spun or filament fiber using a low impact, closed loop system.

Reduced Footprint

When this much care has been taken to create a fiber that is truly natural, organic and sustainable, the manufacturing process must also be environmentally responsible. Jonano® creates ecoKashmere® in Asia in accordance with ISO 1400 environmental standards. It is made from organically grown bamboo and harvested close to vertically integrated manufacturers to lessen the transportation costs between fabrication facilities.

The bamboo is spun, and then dyed using closed systems mild alkali bath processes which has been determined to be safest for the environment. Jonano chooses to use chlorine-free paper for mailings, recycled materials for labeling and packaging, and opts for shipping in preference to air transport - all conscious environmental choices.

Environmental Policy

Within the objectives of establishing a third party certification system covering fair and safe working conditions as well as clean manufacturing from fiber to finished good, Jonano manufacturers have earned the right of being certified by ISO 9000: 1400 Environmental Management. The ISO 14000 environmental management standards exist to help organizations minimize how their operations negatively affect the environment (cause adverse changes to air, water, or land), comply with applicable laws, regulations, and other environmentally oriented requirements, and continually improve on the above.

ISO 14000 is similar to ISO 9000 quality management in that both pertain to the process (the comprehensive outcome of how a product is produced) rather than to the product itself. As with ISO 9000, certification is performed by third-party organizations rather than being awarded by ISO directly. The ISO 19011 audit standard applies when auditing for both 9000 and 14000 compliance at once.

The scope of the Environmental Management was established in accordance with environmental laws and regulations, some of the managing principles can be found listed below:

- Minimization of wastes at source
- Reuse or treat with an appropriate method all possible wastes
- Reduce the use of natural resources to minimum levels by effective use of energy and raw materials
- Comply with occupational health and safety requirements
- Using latest environmentally friendly technologies in facilities
- Generating employee awareness and responsibility

ÖKO-TEX 100 Certification

It is absolutely essential that the chemicals used in the production of textiles must not have any negative effects on human health and the environment. For this reason, authorized laboratories and professional certification groups test our textile products; physical and chemical analyses are used to verify that textile products are safe to be used for the consumer and the environment. Our manufacturing systems have been certified that they have met the ÖKO-TEK STANDARD 100. This certificate is renewed every year. For detailed information, please visit www.oeko-tex.com and www.testex.com.

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True Red Long Sleeve Bamboo Pique Polo

Slip into sensually soft bamboo pique and experience eco luxury like you've never felt before. Made from bamboo ecoKashmere™ pique, in a light buttery knit that is too good for words. Great drape with a bit of stretch and remarkably flattering fit that falls to to the hip. Featuring a deep vee polo neckline, long sleeves, and an embroidered tattoo style logo at the nape of the neck. Tapestry print detailing inside neck opening.

Color: True Red

Composition: 95% Bamboo 5% Lycra Pique

Available Colors: Cream Brule, Moroccan Blue, True Red

Care and Wash: Hand or machine wash cool, hang dry or tumble cool. Do not dryclean.

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February 25, 2006

Why You Should Buy Organic Clothing

Everyone needs clothes. They shelter us from the elements and define our personal style. Jonano offers information on organic clothing and new bamboo fabric alternatives that offer value-added benefits without the environmental cost.

DID YOU KNOW?

- A cotton t-shirt blended with polyester can release approximately one quarter of its weight in air pollutants and ten times its weight in carbon dioxide. Each organic fiber t-shirt you buy eliminates the use of 150 grams of agricultural chemicals. It takes approximately one pound of chemicals to grow three pounds of conventional cotton, while organic cotton is grown chemical free.
- Bamboo is a natural, renewable resource that can be made into easy-care fabrics. Made of the cellulose extracted from managed bamboo farms, this elegant eco-fiber is manufactured using a non-toxic process which spins buttery-soft machine washable fabrics. Bamboo grows very quickly and does not require fertilizers or pesticides. Jonano manufactures only authentic spun bamboo of the highest quality and strength. It is comfortable, breathable, and kills bacteria that causes odor. The jonano ecoKashmere™ line of base layer protective apparel feels like silken cashmere next to the skin, and will wick moisture at twice the rate of conventional cotton.
- Certified organic cotton is cotton grown without the use of harmful pesticides, herbicides or artificial fertilizers. It is also free of formaldehyde finishes. Organic cotton wears well and is extremely breathable, unlike synthetics that pill, emit static electricity, prematurely age and trap perspiration. Non-organic cotton is commonly portrayed as natural, yet it is highly cultivated and processed which contaminates groundwater and ultimately drinking water, poisoning the food chain.
- Most people suffering from skin dermatological conditions can comfortably wear garments made from organic fibers such as organic cotton or bamboo. Depending on your level of skin sensitivity, you may need to wear hypoallergenic, dye-free clothing. Bamboo Fabric is naturally antimicrobial, and will not harm those with skin sensitivities. No chemicals have been



added to achieve this value added benefit. For shipping, jonāno wraps unpackaged garments in unbleached tissue paper to protect them from residues that might rub off from shipping boxes and shipping envelopes.

- Natural and organic fiber fabrics are processed with as few chemicals and harmful impact on the environment as possible. By purchasing natural and organic fiber clothing you are supporting environmental causes. By purchasing sustainable clothing that reduces environmental impact, clothing that supports and nourishes the earth and the lives of all people involved in the process of growing, manufacturing and distributing the clothing, you also support the principals of Fair Trade working conditions, earth and animal welfare.
- The Fair Trade Federation, FTF, is an association of fair trade wholesalers, retailers and producers whose members are committed to providing fair wages and good employment opportunities to economically disadvantaged artisans and farmers worldwide. Jonāno supports and follows the principals of the FTF. By adhering to social criteria and environmental principles, Fair Trade Organizations foster a more equitable and sustainable system of production and trade that benefits people and their communities

published February 25, 2006
written by Bonnie Siefers
Owner/Designer
www.jonano.com
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Guide ID: 1000000000762371 Guide created: 02/23/06 (updated 03/25/06)

Headquartered in Pittsburgh, PA, Jonāno™ is one of the few scrub companies on Earth specializing in eco-friendly fabrics and sustainable business practices.

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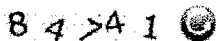
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March 8, 2006 - Skin Care And Hypoallergenic Solutions For Diabetics

March 8, 2006 - Skin Care And Hypoallergenic Solutions For Diabetics

March 8, 2006

Skin Care And Hypoallergenic Solutions For Diabetics

Skin care problems are common in diabetics. Jonano offers hypoallergenic, naturally antimicrobial baselayer protection against bacteria and fungus that cause odor.

Diabetes can affect every part of the body, including the skin, and as many as one third of diagnosed diabetics will develop a skin disorder during their lifetime.

High levels of blood glucose cause dry skin, particularly in the legs and feet. A unique condition known as diabetic neuropathy prohibits nerves from transmitting messages to the central nervous system which allow the skin to produce moisturizing sweat. When dry skin cracks and peels, germs gain access to the dermal inner layers, often leading to dangerous skin infections.



Bacterial Infections:

Several kinds of bacterial infections occur in people with diabetes causing inflamed skin tissue that is usually hot, swollen, red

and painful. Most infections are caused by Staphylococcus bacteria, commonly known as Staph. [WebMD](#) recommendations for taking care of minor skin irritations are:

- Gently wash the area with a mild hypoallergenic soap and warm water;
- Cover the irritated skin with a hypoallergenic or cloth bandage, or gauze pad secured in place with hypoallergenic or paper tape;
- Keep checking the area to make sure the irritation doesn't get worse;
- Change the bandage at least once a day.

Ask your doctor. Some infections may require treatment with antibiotics in the form of pills and/or creams.

Fungal Infections:

Common fungal infection include athlete's foot, ringworm (a ring-shaped patch), jock itch and female yeast infection. Most infections are caused by the yeast-like fungus, *Candida albicans*, which causes itchy rashes in moist warm folds of the skin. This fungus causes bright red, itchy rashes, often surrounded by tiny blisters and scales.

If you think you have a fungal infection, visit your doctor, as you will require a prescription medicine to cure it.

Mucormycosis is seen in people with diabetes. This fungal infection starts in the nasal cavities and can spread to the eyes and brain. It can be fatal if left untreated.

Protecting your Skin:

Keeping your diabetes under control is the most important factor in preventing skin complications. Follow your health care provider's advice in regard to nutrition, exercise and medication. Check your blood glucose levels as instructed and keep your levels within the range recommended by your doctor.

Proper skin care will also reduce your risk of skin problems:

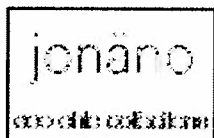
- To prevent dry skin when the temperature drops, use a room humidifier
- When bathing use warm (not hot) water and a mild, hypoallergenic moisturizing soap;
- Avoid prolonged showers and baths and pat skin dry (do not rub);
- Avoid scratching irritated skin, apply mild hypoallergenic moisturizers instead;
- If you are prone to acne, see a dermatologist. Use only products labeled noncomedogenic or nonacnegenic;
- Take care of small cuts with antibacterial ointment and a hypoallergenic bandage. Change dressing daily;
- Protect your skin from the elements - use SPF of 15+ and protect your extremities. Use moisturizing lip balm.
- Choose newly available hypoallergenic and naturally antimicrobial clothing options.

See a doctor if you have any pain or discomfort that continues for more than two days or an elevated temperature. Go to the doctor immediately if you notice any pus developing on a sore or near it. Jonāno offers naturally antimicrobial, hypoallergenic clothing for Men, Women and babies.

published March 7, 2006
written by Bonnie Siefers
Owner/Designer www.jonano.com
A division of Sami Designs, LLC

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EcoKashmere ®
Comfort with Benefit trademark application pending.
Sami Eco Scrubs trademark application pending.

Headquartered in Pittsburgh, PA, Jonāno™ is one of the few scrub companies on Earth specializing in eco-friendly fabrics and sustainable business practices.



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October 25 2008 - Eco-minded Shoppers are Discovering Renewable Bamboo



<!--[if !vml]--><!--[endif]--> <!--[if !vml]--><!--[endif]-->(openPR) - Designed for parents who seek only the best when it comes to their precious little ones, soft, ringspun bamboo ecoKashmere is both luxurious and healthy not only for your little ones, but also for the environment. Organically grown bamboo fabrics are soft, naturally antimicrobial, and gentle on baby's delicate skin. The mom and baby range available from <http://www.jonano.com/>, is proving to be a runaway success.



Jonano presents [Sami Baby](#), a collection of organic baby clothing to uplift the senses and help preserve this unique planet we call home. Designed for parents who seek only the best when it comes to their precious little ones, the collection is timeless, offering classic infant and baby items in eco-chic fabrics that you will feel good about. A pure, natural environment is vital to children of all ages. Organic fabrics are softer, more luxurious and healthier not only for your little ones, but also for the environment. Embracing the idea of making a positive impact on the future of the planet, Jonano selects high quality organic and natural fabrics that utilize the earth's resources in an eco-friendly manner, while at the same time providing the Comfort with Benefit unique to luxurious

organic and natural fibers.

Organically grown bamboo fabrics are soft, naturally antimicrobial and more breathable on baby's delicate skin. Soft ringspun bamboo and organic cotton protect babies delicate skin and colorgrown options offer hypoallergenic alternatives. From the fibers we choose to the recycled tissue we wrap your finished product in for shipping, we are committed to providing you the best personal service, quality product and superior value that we can offer.

<!--[if !vml]--><!--[endif]-->The Sami are the indigenous people of Scandinavia, with roots stretching back thousands of years, to the first people who settled along the Northern Arctic. For thousands of years the Sami People have been using the land in harmony with nature. Inspired by the Scandinavian Sami of the northern arctic, Sami Baby organic baby clothing separates and collections feature quality sustainable fabrics made from the finest bamboo and organic cotton. At Jonäno™ we feel strongly that the Sami tradition of living a symbiotic relationship with the world is essential to maintaining a healthy lifestyle. That's why only sustainable and organic clothing, made according to fair trade standards meet our criteria. It's the content of the heart that defines the Sami philosophy of life.

The jonäno name is derived from the ancient Sami language and translates as "everybody healthy."

juohkehas (everyone, everybody, everyperson)

ná (in this way, like this way, this way)

no (well, healthy)

Sami Baby highlights baby's playful nature. Look for bold stripes in bright color contrasts that evoke the native Sami dress. At Jonäno, we are passionate about the organic clothing that we offer you. Jonäno is meticulous in removing the guess work out of what is good for your family, saving you both time and headaches. Enjoy your shopping experience.

- § Crafted of the world's softest bamboo ecoKashmere, Sami Baby's exclusive, mix-and-match stripes and prints get a bunch of giggles from baby!
- § The essential Sami Sleeper keeps baby snug and cozy with easy pull on styling and an elastic open hem for easy changes in a lullaby 'Counting Sheep' pattern.
- § Everyone loves onsies! Panda bears adorn these colorful bamboo basics. This essential bodysuit has an easy-on lap collar and snaps at the bottom to make diaper changes snappy!
- § This super-cute lap tee with 'Tomte' stripe is a fabulous everyday piece for your child –Tomte is Swedish for little elf, and your little one will look perfectly elfish topped off with the tie top beanie. Produced in an environmentally friendly manner that's easy on the earth, your Sami baby will look sweet and feel great too!

Safer for the environment and baby, look for organics that are not only chemical-free, but also produced without any harsh chemical bleaches or dyes. Organically grown ensures that the fabric and crop remain pure and free from harmful chemicals and dyes. As a result, organics are not only gentle on baby's sensitive skin, but also safer for the people who make the clothes, for the farmers who grow the crops, and for the environment."

Created using sustainable business practices and fair labor standards that honor Mother Earth.

The Sami Baby Collection of apparel for newborns to nine months and retail from \$9.00 - \$32.00 U.S. Wholesale inquiries are welcome at sales@jonano.com

Visit www.samibaby.com for more information.

Press Inquiries:

Bonnie Siefers

Owner/Designer

Jonäno eco chic collections, Sami Designs INC

724.935.9753

Discover the difference of
ecoKashmere®

Made from the fastest growing woody plant on earth, bamboo requires no pesticides, making this exotic fiber 100% eco-friendly. Renowned for its antibacterial properties and breathability, bamboo provides *comfort with benefit™*. Wear your values in luxurious style created using sustainable business practices and fair labor standards that honor Mother Earth.



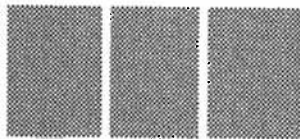
eco-chic boutique
Sami Baby Socks

First Year

ecoKashmere®

95% Bamboo Tencel Fiber / 5% Nylon

jonano.com



Organic Bamboo



Nurture yourself
as you Wear your
Values™ in luxurious
ecoKashmere®
bamboo clothing - a
sustainable choice that
honors Mother Earth.

Bamboo is a natural,
renewable resource
that can be made into
easy-care textiles. This
luxurious eco fabric
is derived using a low
impact process, which
spins machine washable,
buttery cashmere-like
fabrics.

- Bamboo offers a high level of comfort, plus natural antimicrobial protection;
- Bamboo inhibits the growth of the bacteria and fungi that cause odor and perspiration staining;
- Best of all, bamboo clothing retains its natural antimicrobial benefits even after repeated washing.

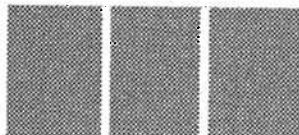
Bamboo is a prolific grass that does not require fertilizers or pesticides. What's more, bamboo is completely biodegradable, replenishing soils essential nutrients.


Bamboo comes from nature and completely returns to nature in the end.

Wear Your Values™

Jonano™ selects only farm grown bamboo of the highest quality and strength in creating ecoKashmere®.

Jonano™
877.ECO.9753
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95% Bamboo 5% Spandex

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- [Wear Your Values | The Naked Truth](#)

The Naked Truth

Bamboo Fabric - The Naked Truth

Yes, it's true. Bamboo fabric uses a chemical process to turn its Cellulosic fibers into fabric. And yes, it's also true that the process is similar to Tencel®, viscose and rayon production and is, in fact, considered a sub-category of both Viscose and Rayon. The production of rayon has been in existence since the mid 1800's and since then has undergone many iterations. More recently, new processes have been developed which enable plant-based fibers (such as bamboo) to be utilized in the production of fabric.

Some companies, such as ours, produce bamboo fiber via what's called an advanced "closed loop" solvent spinning process, which has minimal impact on the environment and an economical use of energy and water. The solvent is continually recycled during the production process. So, production plant emissions into the air from smokestacks and from waste water are significantly lower in comparison to many other man-made fiber operations. The solvent to digest the bamboo pulp can be

toxic, but utilizing the closed loop process, this solvent is carefully reused and not thrown into local water systems. It's also important to note that products made from bamboo can be recycled, incinerated or digested in sewage. The fiber will usually degrade completely in just eight days in waste treatment plants.

So where does that leave us? Unfortunately, the truth is that 99% of all products we consume, ...even the eco friendly ones, have some negative environmental impact. Given this, it often comes down to a choice between the lesser of two evils when it comes to purchasing products. We all know how great bamboo is to grow, but do we all know how bad cotton is to grow?

Cotton uses approximately 25% of the world's insecticides; seven out of ten of these are among the most toxic chemicals on earth. It takes 1/3 of a pound of chemical fertilizers to produce just one pound of cotton (essentially one t-shirt). This exerts an enormous toll on the earth's air, water and soil and impacts the health of people working in this industry and in cotton growing regions. Even organic cotton has drawbacks. But that would take a whole new blog entry.

In comparison, bamboo requires NO fertilizer, pesticides or chemicals to grow, being that it is one of the fastest growing plants on the planet. In addition, it has no harmful residues left on it from the non-sustainable, chemically damaging cultivation that cotton requires. In terms of carbon dioxide, bamboo consumes 45% more carbon than a similar stand of trees. It is for these reasons many consider bamboo to be an environmentally viable alternative to cotton. So does bamboo fabric have some drawbacks? Of course!

But just consider what product does not? The answer to that may just be donning your birthday suit and going "au natural" - and that's the naked truth.

ecoKashmere

Known for its buttery soft feel without the cost.

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Sami Baby

Sami Baby Collections highlight your baby's playful nature.


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Sami Designs Inc specializes in trademark eco-friendly fabrics
and sustainable business practices.

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