

# Exhibit A

**Ingredients:** Aqua (Purified Water), Sodium Myreth Sulfate, Cocamidopropyl Hydroxysulfate, Cocamide MEA, Aloe Barbadensis (Aloe Vera) Gel\*, Vegetable Glycerin, Lavandula Intermedia Leaf/Flower/Stem Extract\*, Anthemus Nobilis (Chamomile) Flower Extract\*, Calendula Officinalis (Calendula) Extract\*, Glycol Stearate, Tocopheryl Acetate (Vit. E), Allantoin, Panthenol (Vit. B5), Prunus Armeniaca (Apricot) Kernel Oil, Sodium PCA, Persea Grattissima (Avocado) Oil, Polyquaternium-7, Xanthan Gum, Citric Acid, Benzyl Alcohol, Sodium Benzoate, Potassium Sorbate, Natural Color, Fragrance Oil Blend.  
\*Certified Organic

**Caution:** For external use only. Avoid contact with eyes. Keep out of reach of children, use under adult supervision only.

**J/Ä/S/Ö/N**  
PURE, NATURAL & ORGANIC



Lavender



**Satin Shower™**  
**Body Wash**

No Lauryl/Laureth Sulfates  
Concentrated and Moisturizing  
Paraben Free

12 FL OZ 355 mL e

**FOR THE BATH:**  
Foamy and luxurious, rich natural oils, emollients and humectants are combined to make your bathing experience a new pleasure. Use this lavishly fragrant, precious bubbling potion for your bath. Delicate Lavender, relaxing Chamomile and rich natural oils of Avocado, Apricot and Vitamin E are concentrated into a formula of unequaled quality.

**FOR THE SHOWER:**  
Rich lather and soothing comfort are your natural choices if you care about your body. Enjoy! Pump this concentrated formula onto a loofah, sponge or washcloth then massage onto skin.

**To Use:** Thoroughly wet body. Lather and gently scrub to remove daily dirt and excess oils. Follow with your favorite JASON Hand and Body Lotion.

- pH Balanced Formula
- Natural Deodorant Action
- No Animal By-Products
- No Animal Testing
- Bio-Degradable
- Paraben Free

Toll Free 1-877-JASON-01  
www.jason-natural.com

Mfg. by JASON NATURAL PRODUCTS  
14401 California Avenue, Ste. 200  
Culver City, CA 90230  
MADE IN USA



*Natural and organic  
ingredients may cause  
color variations*

Ingredients: Aqua (Purified Water), Sodium Myreth Sulfate, Anthemus Nobilis (Chamomile) Flower Extract\*, Cocamidopropyl Betaine, Aloe Barbadensis (Aloe Vera) Leaf Juice\*, Decyl Glucoside, Calendula Officinalis (Marigold) Flower Extract\*, Polyquaternium-7, Symphytum Officinale (Comfrey) Leaf Extract\*, Cyclomethicone, Arnica Montana (Arnica) Flower Extract, Dimethicone, Hypericum Perforatum (St. John's Wort) Plant Extract\*, Tilia Cordata (Linden) Flower Extract, Panthenol (Vit. B5), Simmondsia Chinensis (Jojoba) Seed Oil\*, Tocopheryl Acetate (Vit. E), Triticum Vulgare (Hydrolyzed Wheat) Protein, Triticum Vulgare (Wheat) Amino Acids, Triticum Vulgare (Wheat) Germ Oil, Lecithin, Retinyl Palmitate (Vit. A), Citrus Grandis (Grapefruit) Seed Extract, Sodium Benzoate, Potassium Sorbate, Natural Color, Essential Oil Blend.  
\*Certified Organic

Questions? Comments? Call our  
Toll Free Hotline 1-877-JASON-01  
[www.jason-natural.com](http://www.jason-natural.com)

0-78522-00082-2

Mfg. By:  
JASON NATURAL COSMETICS  
Culver City, CA 90232-2484  
Naturally, since 1959  
MADE IN USA

**J/Ä/S/Ö/N**  
PURE, NATURAL & ORGANIC



**Kids Only!**



**Extra Gentle  
Shampoo**

No Lauryl/Laureth Sulfates

Enriched with Chamomile,  
Marigold and Whole Wheat Proteins

Minimizes Tangling to Ease  
Wet and Dry Combing

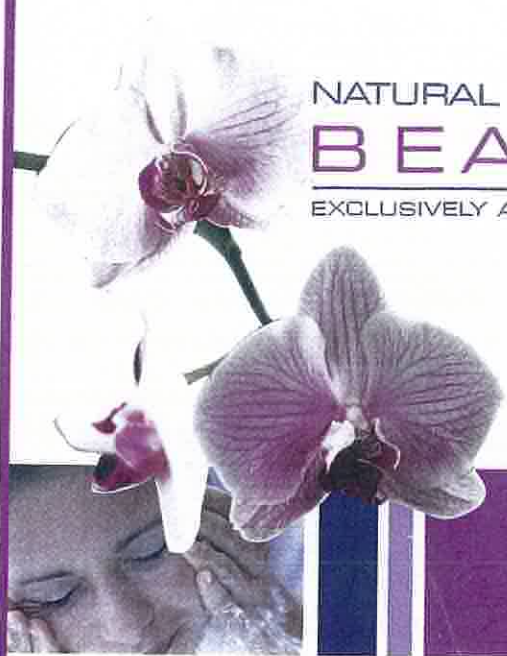
17.5 FL OZ 517 mL e

**Kids Only!™ Extra Gentle Shampoo** for children of all ages. Today's polluted environment and water can be harsh on young children's hair and skin. **JASON Kids Only!™ Extra Gentle Shampoo** is specifically formulated with extra-mild botanical surfactants to cleanse gently, thoroughly and in total comfort. Certified organic extracts of Chamomile and Marigold help calm and soothe. Mild enough for daily use. This shampoo has the same pH as the tears from your eyes, so there'll be no tears if shampoo gets into your little one's eyes.

**To Use:** Thoroughly wet hair. Always do a quick light-lathering shampoo first. Rinse and follow with a second super-lathering to thoroughly remove stubborn oils and excess daily dirt and debris. Repeat, if necessary. For added protection of hair and scalp, follow with **JASON Kids Only!™ Extra Gentle Conditioner**.

- No Lauryl/Laureth Sulfates
- Safe For Use On Children
- Bio-Degradable
- No Animal By-Products
- No Animal Testing
- No Synthetic Fragrances





NATURAL PRODUCTS

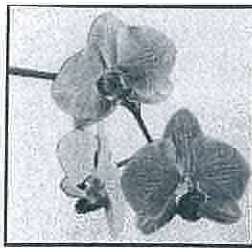
BEAUTY

EXCLUSIVELY AT EXPO EAST '05



Your Guide to  
Natural Beauty

**J/Ä/S/Ö/N®**  
PURE, NATURAL & ORGANIC



# J/Ä/S/Ö/N®

PURE, NATURAL & ORGANIC

At JASON, we believe that it is equally important to pay attention to what you put on your body as well as what you put in your body. JASON Natural Products has been a leader in the natural personal care category since 1959 by creating pure, natural, and organic products for entire body. We offer a wide range of products appropriate for the whole family including skin care, hair care, body care, oral care, and deodorants.

Today, we have too little time and too many short cuts. But some things should never be compromised - especially caring for yourself and your family. Combining our legacy in the art and science of natural personal care with the highest quality ingredients and formulations, **JASON Natural Products are key to taking great care of your body head to toe everyday.**

## **JASON** Natural. Caring for You Head to Toe.

### **The JASON Promise**

At JASON, we continually strive to find the best natural yet effective ingredients to put into our formulas so you can be assured that you are putting the best possible natural products on your body that work. We maintain high quality standards in terms of what we will put into our products and we avoid using animal by-products, synthetic colors or fragrance, and harmful chemicals in all our products. Additionally, we do not engage in any animal testing in the development of our products.

**TO USE** Apply to damp skin in bath or shower and gently massage into moisturizing lather. Rinse clean. For a luxurious bath soak, pour 1/2 ounce under warm running water.

**INGREDIENTS** Purified water, cocamidopropyl betaine, disodium cocoamphodiacetate, sodium cocoyl sarcosinate, coconut acid, babassuamidopropyl ammonium chloride, organic lavandula angustifolia (lavender) flower<sup>(1)</sup>, calendula officinalis (calendula) flower<sup>(1)</sup> and chamomilla recutita (chamomile) flower<sup>(2)</sup> extracts, bisabolol (chamomile), ethylhexylglycerin, arginine (amino acid), panthenol (pro-vitamin B5), tocopherol (vitamin E), organic lavandula angustifolia (lavender) oil<sup>(3)</sup> and other essential oils.

- 1) Certified by Quality Assurance International
- 2) Certified by BCS Öko-Garantie
- 3) Certified by International Certification Services

**NO PARABENS, HARSH PRESERVATIVES  
OR GRAPEFRUIT SEED EXTRACT.  
NO SODIUM LAUREL OR LAURETH SULFATE.  
100% VEGETARIAN INGREDIENTS.  
NO ANIMAL TESTING.**

AVALON NATURAL PRODUCTS  
PETALUMA, CA 94975-0428 U.S.A.  
MADE IN CANADA ©2006 1216 351963  
[www.avalonorganics.com](http://www.avalonorganics.com)



## AVALON ORGANICS®

### BATH & SHOWER GEL



### LAVENDER ENRICHED WITH VITAMIN E, PANTHENOL & ARGININE

Gently cleansing, nourishing  
lather of Lavender moisturizes  
and softens the skin.



**OUR PLEDGE. YOUR ASSURANCE.**  
SAFE, EFFECTIVE, PRO-ORGANIC BODY  
CARE WITHOUT ARTIFICIAL COLORS,  
SYNTHETIC FRAGRANCES OR PARABENS.  
EU COSMETICS DIRECTIVE COMPLIANT.

32 FL OZ e 950 ML

### LAVENDER BATH & SHOWER GEL

Nourishing botanicals, gentle cleansers  
and the soothing aroma of organically  
grown Lavender replenish your skin and  
revitalize the senses.

### CONSCIOUSNESS IN COSMETICS

Avalon Organics creates Consciousness  
in Cosmetics, an awareness of intention,  
responsibility, efficacy and the value of life.

Our science-based body care products are not  
tested on animals and do not contain parabens  
or other harsh preservatives, mineral oil,  
artificial colors or synthetic fragrances to  
assure these chemicals will not be absorbed  
into the body through the skin.

Avalon Organics supports sustainable  
agriculture and relentlessly seeks out  
organic ingredients. Our products are  
vegetarian and hypo-allergenic.

Consciousness in Cosmetics is the  
source of our vision that encompasses  
us all. We welcome you to join us.

**TO USE** For daily all-over use. For best results, moisturize after bathing. Reapply to hands after washing.

**INGREDIENTS** Purified water, cyclopentasiloxane, cetearyl alcohol, polysorbate 60, organic helianthus annuus (sunflower) oil<sup>(1)</sup>, cetyl alcohol, vegetable glycerin, sorbitol, stearyl alcohol, dimethicone, organic lavandula angustifolia (lavender) flower<sup>(1)</sup>, calendula officinalis (calendula) flower<sup>(1)</sup> and chamomilla recutita (chamomile) flower<sup>(2)</sup> extracts, babassuamidopropylbetaine, bisabolol (chamomile), organic theobroma cacao (cocoa butter)<sup>(1)</sup>, organic linum usitatissimum (flaxseed) and cocos nucifera (coconut) oils<sup>(1)</sup>, sodium chloride, beta-glucan (oat), ethylhexylglycerin, arginine (amino acid), stearic acid, organic lavandula angustifolia (lavender) oil<sup>(3)</sup> and other essential oils.

- 1) Certified by Quality Assurance International
- 2) Certified by BCS Öko-Garantie
- 3) Certified by International Certification Services

**NO PARABENS, HARSH PRESERVATIVES  
OR GRAPEFRUIT SEED EXTRACT.  
100% VEGETARIAN INGREDIENTS.  
NO ANIMAL TESTING.**

AVALON NATURAL PRODUCTS  
PETALUMA, CA 94975-0428 U.S.A.  
MADE IN CANADA ©2006 1216 352253  
[www.avalonorganics.com](http://www.avalonorganics.com)



## AVALON ORGANICS®

### HAND & BODY LOTION



### LAVENDER ENRICHED WITH BETA GLUCAN

#### MOISTURE MAXIMIZATION

Nourishing Lavender, protective plant lipids and the rich, oat nutrition of Beta Glucan deliver sumptuous skin hydration.



#### OUR PLEDGE, YOUR ASSURANCE.

SAFE, EFFECTIVE, PRO-ORGANIC BODY CARE WITHOUT ARTIFICIAL COLORS, SYNTHETIC FRAGRANCES OR PARABENS. EU COSMETICS DIRECTIVE COMPLIANT.

32 FLOZ e 950 ML

### LAVENDER HAND & BODY LOTION

A triple dose of rich lipid sources – certified organic Sunflower, Flaxseed and Coconut Oils – restores the skin's lipid balance for long-lasting, easily absorbed moisturization and silky, supple skin. Enriched with Beta Glucan for cellular rejuvenation.

#### CONSCIOUSNESS IN COSMETICS

Avalon Organics creates Consciousness in Cosmetics, an awareness of intention, responsibility, efficacy and the value of life.

Our science-based body care products are not tested on animals and do not contain parabens or other harsh preservatives, mineral oil, artificial colors or synthetic fragrances to assure these chemicals will not be absorbed into the body through the skin.

Avalon Organics supports sustainable agriculture and relentlessly seeks out organic ingredients. Our products are vegetarian and hypo-allergenic.

Consciousness in Cosmetics is the source of our vision that encompasses us all. We welcome you to join us.

#### LAVENDER MOISTURIZING CREAM SHAVE

This moisturizing cream shave formula spreads easily, provides lift and glide, rinses clean and soothes sensitive skin for a perfect shave. Enriched with Beta Glucan to speed the repair of nicks or irritation.

**TO USE** Rinse skin thoroughly with warm water. Apply a thin, transparent layer of cream shave over damp skin. Shave normally, rinsing razor frequently.

#### CONSCIOUSNESS IN COSMETICS

Avalon Organics creates Consciousness in Cosmetics, an awareness of intention, responsibility, efficacy and the value of life.

Our science-based body care products are not tested on animals and do not contain parabens or other harsh preservatives, artificial colors or synthetic fragrances to assure these chemicals will not be absorbed into the body through the skin.

Avalon Organics supports sustainable agriculture and relentlessly seeks out organic ingredients. Our products are vegetarian and hypo-allergenic.

Consciousness in Cosmetics is the source of our vision that encompasses us all. We welcome you to join us.

**INGREDIENTS** purified water, cetyl alcohol, stearyl alcohol, ethylhexyl palmitate, sorbitol, behentrimonium chloride, helianthus annuus (sunflower) seed oil, certified organic aloe barbadensis leaf juice<sup>1)</sup>, linum usitatissimum (flax) seed oil, organic extracts of calendula officinalis flower<sup>2)</sup>, lavandula angustifolia (lavender) flower<sup>3)</sup>, chamomilla recutita (matricaria) flower<sup>4)</sup> and camellia sinensis leaf<sup>1)</sup>, panthenol, tocopherol (vitamin E), arginine, vegetable glycerin, beta glucan, sodium chloride, hydroxyethylcellulose, ethylhexylglycerin, phenoxethanol, organic lavandula angustifolia (lavender) oil<sup>4)</sup> and other essential oils.

- 1) Certified by Quality Assurance International
- 2) Certified by Texas Department of Agriculture
- 3) Certified by Oregon Tilth Certified Organic
- 4) Certified by International Certification Services

NO PARABENS, HARSH PRESERVATIVES OR GRAPEFRUIT SEED EXTRACT.  
100% VEGETARIAN INGREDIENTS. NO ANIMAL TESTING.



AVALON NATURAL PRODUCTS  
PETALUMA, CA 94970-0498 U.S.A.  
MADE IN THE U.S.A. ©2007  
1216 331101  
[www.avalonorganics.com](http://www.avalonorganics.com)



# AVALON ORGANICS®

## MOISTURIZING CREAM SHAVE



### LAVENDER

ENRICHED WITH  
BETA GLUCAN

Plant Oils and Aloe nourish,  
moisturize and provide glide  
for a smooth, close shave as  
Beta Glucan helps speed  
the repair of nicks and irritation.



**OUR PLEDGE.  
YOUR ASSURANCE.**  
SAFE, EFFECTIVE, PRO-ORGANIC BODY  
CARE WITHOUT ARTIFICIAL COLORS,  
SYNTHETIC FRAGRANCES OR PARABENS.  
EU COSMETICS DIRECTIVE COMPLIANT.

8 FL OZ e 225 ML

**TO USE** Work into rich, moisturizing lather.  
Rinse clean.

**INGREDIENTS** Purified water, cocamidopropyl betaine, disodium cocamphodisulfate, sodium cocoyl sarcosinate, coconut acid, hebesamidopropylbetaine chloride, organic lavandula angustifolia (lavender) flower<sup>1)</sup>, calendula officinalis (calendula) flower<sup>2)</sup> and chamomilla recutita (chamomile) flower<sup>3)</sup> extracts, vegetable glycerin, bisabolol (chamomile), ethylhexylglycerin, arginine (amino acid), panthenol (pro-vitamin B5), tocopherol (vitamin E), organic lavandula angustifolia (lavender) oil<sup>4)</sup> and other essential oils.

1) Certified by Quality Assurance International  
2) Certified by BCS Bio-Cert  
3) Certified by International Certification Services

NO PARABENS, HARSH PRESERVATIVES  
OR QUARTERWIT SEED EXTRACT.  
NO SODIUM LAUREL OR LAURETH SULFATE.  
100% VEGETARIAN INGREDIENTS.  
NO ANIMAL TESTING.

AVALON NATURAL PRODUCTS  
PETALUMA, CA 94970-0428 U.S.A.  
MADE IN CANADA ©2006 DIN 34599  
avalonorganics.com



**AVALON  
ORGANICS®**

**GLYCERIN  
HAND SOAP**



**LAVENDER**  
ENRICHED WITH  
VITAMIN E, PANTHENOL & ARGININE

Soothing Lavender and a  
moisturizing lather to cleanse hands  
thoroughly yet gently.



**OUR PLEDGE.  
YOUR ASSURANCE.**

SAFE, EFFECTIVE, PRO-ORGANIC BODY CARE  
WITHOUT ARTIFICIAL COLORS, SYNTHETIC  
FRAGRANCES OR PARABENS. 100% COMMITMENT.

12 FL OZ e 350 ML

#### LAVENDER GLYCERIN HAND SOAP

Perfect for frequent washing. Gentle,  
effective cleansers are blended with  
moisturizing glycerin and certified  
organic lavender to cleanse,  
refresh and moisturize hands.

#### CONSCIOUSNESS IN COSMETICS

Avalon Organics creates Consciousness  
in Cosmetics, an awareness of intention,  
responsibility, efficacy and the value of life.

Our science-based body care products are  
not tested on animals and do not contain  
parabens or other harsh preservatives,  
mineral oil, artificial colors or synthetic  
fragrances to assure these chemicals will not  
be absorbed into the body through the skin.

Avalon Organics supports sustainable  
agriculture and relentlessly seeks out  
organic ingredients. Our products are  
vegetarian and hypo-allergenic.

Consciousness in Cosmetics is the  
source of our vision that encompasses  
us all. We welcome you to join us.

BE BEAUTIFUL.  
BE SMART. BE SAFE.

#### HONOR YOUR BODY WITH CONSCIOUSNESS IN COSMETICS

Our skin covers us from head to toe with a delicate shield of protection. Much of what we put on our skin is absorbed directly into our body. For this reason, the products we apply to our skin must be truly safe. **Consciousness in Cosmetics** is our commitment to creating an extraordinary range of safe, efficacious and organic body and skin care products, using the purest ingredients, free of pore-clogging mineral oil, petrolatum or propylene glycol, artificial colors, synthetic fragrances and parabens. We only use safe ingredients we trust, because we know they can be absorbed into the body.



#### STRENGTHENING OUR COMMITMENT TO ORGANICS

Our name - Avalon Organics - represents our long-standing commitment to organic agriculture because it reaches the highest ideal of sustainability, delivering benefits to the soil, to farmers, to the environment and to our customers.

Our formulas contain significant levels of beneficial certified organic essential oils, botanicals, herbs and vegetable oils that produce both a measurable expansion of organic acreage under cultivation and offer the greatest safety and healthful benefits for the skin and body. Every organic ingredient we use is certified and each certifier is listed on our label.

**AVALON ORGANICS®**  
CONSCIOUSNESS IN COSMETICS™

**HONOR YOUR BODY  
WITH CONSCIOUSNESS™**



**CONSCIOUSNESS  
IN COSMETICS™**



**AVALON ORGANICS®**

# HONOR YOUR BODY WITH CONSCIOUSNESS™



## CONSCIOUSNESS OF INGREDIENT PURITY

Avalon Organics relentlessly seeks out and uses ingredients that are purer, more natural or organic and creates products that are safer to use.

In this new reformulated range of Avalon Organics Bath and Body products we have eliminated Parabens, the most widely used category of body care preservatives. We have eliminated them because they have been implicated in breast cancer.

We continue to exclude sodium lauryl and laureth sulfates, which are known irritants, and use more natural cleansers, which clean the skin and hair just as effectively, now more gently.

We use organic essential oils for fragrance and reject mineral oil, petrolatum, propylene glycol, artificial colors and synthetic fragrances. Avalon Organics products are free of all toxic synthetic preservatives, petroleum-based ingredients, formaldehyde donors and other proven harmful chemicals.

We only use ingredients that we trust, knowing they can be absorbed into the body through the skin.

## CONSCIOUSNESS OF ORGANICS

It's in our name: Avalon Organics. Our name represents our commitment to organic agriculture because it reaches the highest ideal of sustainability, delivering benefits to the soil, to farmers, to the environment and to our customers.

We intentionally use beneficial, certified organic botanicals and oils in our products that will produce a measurable expansion of organic acreage cultivation. These ingredients are certified organic according to USDA National Organic Standards.

## CONSCIOUSNESS OF WELLNESS, VITALITY AND LOOKING GREAT

Avalon Organics brings consciousness to the fulfillment of our customers' deepest desires for how they want to look and feel — full of vitality and radiant health — by providing products of exceptional quality and efficacy, products that perform and deliver their promise.

Our new products and new formulations offer an unprecedented range of enhanced benefits because they are made with unique, innovative ingredients with higher levels of science-based nutrients and botanicals.

## CONSCIOUSNESS OF THE SENSUALITY OF BODY CARE

Our Shampoos, Conditioners, Bath & Shower Gels, moisturizing Soaps and hydrating Hand & Body Lotions deliver a bouquet of luxurious fragrances of organic essential oils, gentle foaming lather and rich, soothing, moisturization. Cleansing and nourishing, they enliven the body, honoring it with pure consciousness.

## CONSCIOUSNESS OF PERSONAL CHOICE AND SENSITIVITY

Avalon Organics is conscious of the value of all life and neither tests our products on animals nor supports the testing of our ingredients on animals.

Avalon Organics brings consciousness to the individual dietary needs, choices and practices of our customers and for this reason our products do not contain any animal-based ingredients.

We are especially conscious of the allergenic sensitivity of many of our customers and offer an array of products, which do not contain synthetic fragrances, harsh irritants or other ingredients that commonly cause allergic reactions.



## OUR COMMITMENT

Avalon Organics' commitment to Consciousness in Cosmetics allows us to create a larger vision that encompasses us all. Our goal is to honor the body with consciousness. Our vision is alive and continually expanding and we are all part of it. We are on the path of Consciousness in Cosmetics. We welcome you to join us.



## CONSCIOUSNESS IN COSMETICS™

Supple, soft, sensitive skin.

The skin is the largest organ in our body. While it covers us from head to toe, it's a delicate shield of protection and much of what we put on our skin is absorbed directly into our body.

For this reason, the products we apply to our skin must be truly clean and pure, natural and organic, made from ingredients that are effective and safe.

That's the essence, the guiding principle of Consciousness in Cosmetics.



These three simple words — Consciousness in Cosmetics — now define an unwavering commitment at Avalon Organics. A commitment to create an extraordinary, unprecedented range of new and reformulated products, which are inherently pure and safe while expanding the efficacy and vibrantly healthy benefits of natural body care.

This mission inspires us and guides us on all levels to create natural body care products of exceptional quality.

# AVALON ORGANICS™



## CERTIFIED ORGANIC SOAP BARS



### THE ULTIMATE IN TRULY ORGANIC BAR SOAP.

A complete range of exquisite soaps, created with certified organic coconut and palm oils. Six varieties offer hydrating moisturization, gentle exfoliation, superb facial cleansing, unscented hypo-allergenic protection, and gentle washing for baby's tender skin.

These organic bars cleanse delicately and lather abundantly with the triple moisturizing benefits of Shea Butter, Aloe and Glycerin. Organic essential oils infuse these soaps with the purest aromatic botanical expressions.

And they're all formulated with Consciousness in Cosmetics, so you can be assured no harsh preservatives, parabens, artificial colors or fragrances will be absorbed into the body through the skin.

#### LAVENDER

Enriched with Shea Butter, Aloe and Olive Oil

#### LEMON

Enriched with Shea Butter, Aloe and Olive Oil

#### ROSEMARY MINT

Enriched with Shea Butter, Aloe and Olive Oil

#### NEW! ALOE-UNSCENTED

Enriched with Oatmeal, Shea Butter, Aloe and Olive Oil

#### NEW! ORGANIC BABY SOAP

Enriched with Shea Butter, Aloe and Olive Oil

#### NEW! FACIAL SOAP

Enriched with Shea Butter, Aloe and Macadamia Nut Oil

## MOISTURIZING CREAM SHAVES



### THE QUINTESSENTIAL CREAM SHAVE.

Certified organic Plant Oils and Aloe moisturize the skin and provide perfect razor glide for an elegantly smooth close shave. With its Beta Glucan, this wonderful cream helps speed the repair of wounds and irritation and promotes cellular regeneration for fresher skin.

With the assurance of Consciousness in Cosmetics so you can be assured no harsh preservatives, parabens, artificial colors or fragrances will be absorbed into the body through the skin.

#### LAVENDER

Enriched with Beta Glucan

#### LEMON

Enriched with Beta Glucan

#### PEPPERMINT

Enriched with Beta Glucan

#### ALOE-UNSCENTED

Enriched with Beta Glucan

## ROLL-ON DEODORANTS



### RELIABLE, HEALTHY, ALL-DAY DEODORANT PROTECTION.

Confidence and pure assurance. We made it possible with certified organic essential oils in a petroleum-free, glycerin base that blocks the metabolic pathway of odor causing bacteria and eliminates odor.

Clean, effective deodorant protection, formulated with Consciousness in Cosmetics, without aluminum, petrochemicals, propylene glycol or parabens to ensure these chemicals won't be absorbed into the skin.

#### LAVENDER

Paraben and Propylene Glycol Free

#### LEMON

Paraben and Propylene Glycol Free

#### PEPPERMINT

Paraben and Propylene Glycol Free

#### ROSEMARY

Paraben and Propylene Glycol Free

#### WILD YAM

Paraben and Propylene Glycol Free

## GLYCERIN HAND SOAPS



### THE PERFECT LIQUID GLYCERIN SOAP FOR FREQUENT WASHING.

These vegetable-based lathers clean hands thoroughly yet gently. Copiously enriched with glycerin, they moisturize with deep hydration, infusing fragrances of organic essential oil of lavender, rosemary, peppermint and lemon. Avalon Organics Liquid Glycerin Soaps are a delightfully pure experience everywhere you wash.

Created with Consciousness in Cosmetics, so you can be assured no harsh preservatives, parabens, artificial colors or fragrances will be absorbed into the body through the skin.

#### LAVENDER

Enriched with Vitamin E, Panthenol

#### LEMON

Enriched with Vitamin E, Panthenol

#### PEPPERMINT

Enriched with Vitamin E, Panthenol

#### ROSEMARY

Enriched with Vitamin E, Panthenol

## HAND & BODY LOTIONS



### MOISTURE MAXIMIZATION.

Triple hydration from three luxurious certified organic Plant Lipids - Sunflower, Coconut and Flaxseed Oils - provides long-lasting, nourishing moisturization for skin that's dry and thirsty. Plus fresher skin, thanks to Beta Glucan's stimulation of collagen synthesis and cellular turnover.

Avalon Organics Hand & Body Lotions are formulated with Consciousness in Cosmetics, without pore clogging petroleum-based ingredients, parabens or other harsh preservatives, to ensure these chemicals won't be absorbed into the skin.

### LAVENDER

Enriched with Beta Glucan and three certified organic Plant Oils

### LEMON

Enriched with Beta Glucan and three certified organic Plant Oils

### PEPPERMINT

Enriched with Beta Glucan and three certified organic Plant Oils

### ROSEMARY

Enriched with Beta Glucan and three certified organic Plant Oils

### YLANG YLANG

Enriched with Beta Glucan and three certified organic Plant Oils

### NEW! ALOE-UNSCENTED

Enriched with Beta Glucan and three certified organic Plant Oils

## BATH & SHOWER GELS



### A GENTLE, SENSUAL CLEANSING EXPERIENCE.

A more gentle way to cleanse the skin and awaken the senses with bubbling lathers of botanical extracts and fragrant organic essential oils.

Honor your body with Consciousness in Cosmetics, without petroleum-based ingredients, harsh chemicals or parabens to ensure these chemicals won't be absorbed into the skin.

### LAVENDER

Enriched with Vitamin E, Panthenol and Arginine

### LEMON

Enriched with Vitamin E, Panthenol and Arginine

### PEPPERMINT

Enriched with Vitamin E, Panthenol and Arginine

### ROSEMARY

Enriched with Vitamin E, Panthenol and Arginine

### YLANG YLANG

Enriched with Vitamin E, Panthenol and Arginine

**HONOR YOUR BODY  
WITH CONSCIOUSNESS™**



**CONSCIOUSNESS  
IN COSMETICS™**

**AVALON ORGANICS®**



**PARABEN FREE**

OUR COMMITMENT TO SAFE, EFFECTIVE, ORGANIC BODY CARE WITHOUT  
HARSH PRESERVATIVES, SYNTHETIC FRAGRANCES OR ARTIFICIAL COLORS.  
100% VEGETARIAN INGREDIENTS. NO ANIMAL TESTING.

**AVALON NATURAL PRODUCTS**

Petaluma, CA 94975-0428 U.S.A. TEL: 707.769.5120 FAX: 707.769.0868 [AvalonOrganics.com](http://AvalonOrganics.com)



Printed on recycled paper.

# Exhibit B



**Pensimmon & Rose Geranium**  
Paraben Free

112 FL OZ (354 mL)



Refresh your senses with the soothing scent of Rose Geranium when reawakening skin with our exclusive blend of amino acids and vitamins. Organic Polyurethane and Polypropylene Extracts, rich in antioxidants, are combined with Glycerin and Organic Aloe for instantly noticeable soft hands.

Our Certified Organic Extracts are fresh from the field, locally grown in California on land dedicated to growing Nature's Gate botanical essences. At the family-owned Organic farm, each plant receives individual care, ensuring the highest purity and quality. The farm's water source is derived from the winter rains and snow pack of the Sierra Nevada.

How to Use: Hydro scalp into hair and add water. Lather. Rinse.

FOR EXTERNAL USE ONLY. AVOID CONTACT WITH EYES!

**NONIDENTITY:** Una ricerca di Giovanni Carli Ballola e del suo gruppo di lavoro, pubblicata su *Journal of the American Academy of Child and Adolescent Psychiatry*, ha scoperto che i bambini con un'identità sessuale non conforme alle norme eterosessuali hanno un rischio maggiore di essere vittime di bullismo e di depressione. I ricercatori hanno analizzato i dati di oltre 1.000 bambini e adolescenti di età compresa tra i 10 e i 17 anni, che hanno partecipato a una indagine nazionale sulla salute mentale. I risultati mostrano che i bambini con un'identità sessuale non conforme alle norme eterosessuali sono più a rischio di essere vittime di bullismo e di depressione rispetto ai loro coetanei eterosessuali. La ricerca ha anche scoperto che i bambini con un'identità sessuale non conforme alle norme eterosessuali sono più a rischio di essere vittime di bullismo e di depressione rispetto ai loro coetanei eterosessuali.

100

No Phthalates or Parabens  
No Sodium Lauryl Sulfate  
No Animal Testing  
No Animal By-products  
Made with Certified Organic Botanicals

Classified by Nature's Code  
Criswellville, CA 95711  
www.naturescode.com • 800-  
944-6462



CHRYK



PMS 9160



PLMS 2706



CUSTOM  
MATCH  
ORANGE



00095 Perdimion and Rose Geranium AR-174-132C

AP-174-132C  
00095 Persimmon and Rose Geranium

Item #: 10101459

01057-20000

continued from page 10



Published by Nelson's Copyright Company, CA 94133  
Copyright © 2000 Nelson's Copyright Company, CA 94133



POT WHITE PMS:BLACK







Produced by Nature's Own, Chatsworth, CA 91311  
 © 2000 Nature's Own, Inc. Made in U.S.A. 1-800-321-7072





# ORGANICS®

Taking Natural Health & Beauty  
Care to the next level of performance  
with Nature's Gate Organics.





**NOW** Paraben Free



# an organic makeover

Nature's Gate Herbal and Fruit Blend Organics deliver optimal performance and purity with Certified Organic botanicals of Lavender, Chamomile, Lemongrass, Red Tea and Grapefruit.

- **Unique, Intoxicating Scents!**
- **No Parabens**
- **No Phthalates**
- **No Sodium Laureth/Lauryl Sulfates**
- **No Mineral Oil, Lanolin or Petrolatum**
- **No Animal Derived Ingredients**
- **No Animal Testing**

## The Organics Campaign

We are very excited to introduce an integrated program designed to deliver in store excitement and drive retail sales with coupons, samples, in store merchandising materials and discounts!

Call your Sales Representative to learn how you can participate today.

[www.natures-gate.com](http://www.natures-gate.com) • 1.800.327.2012

Circle Reply #116

# Exhibit C

## *Giovanni Organic Hair Care*

Organic and natural as possible without compromising exceptional salon performance.....

- Formulated with certified organic botanicals
- No harsh sulfates
- Ph Balanced
- Cruelty free, no animal by-products
- 100% Vegetarian
- 100% Recyclable packaging
- 100% Biodegradable formulas

## *I am alive with the possibility of beauty*

I am Earth. The gravity of what I am about to do cannot be seen or felt. It can only be sensed because it keeps us grounded, you and I. It will give us purpose, you and I. It will keep us whole and beautiful and real. I run my hands through my hair and it is natural. I love the weight of it. I am firm in my commitment to it. I am Earth. I am Giovanni. And I am ready to rock your world.





and style

I am Wind. Barely a whisper, I rush by, intriguingly invisible, I kiss my own skin, ruffle my hair, blow through my clothes. I am in the air, always, and can tickle the senses as I loft the memory of fragrances past high. I am wind, and I flow in and around and up and down. I am Giovanni and I live to give movement to hair. I live to give mystery to the elements. Will I stay or will I blow? Oh to know.

## Why choose *ORGANIC*?

By using certified organic botanicals and biodegradable ingredients in all Giovanni products we:

- Reduce pollution to protect our air, water and soil
- Support Safety in Cosmetics
- Support Sustainable Agriculture
- Preserve the environment for future generations
- Create a more nutrient rich formula to nourish and protect you hair

**Giovanni**  
ORGANIC HAIR CARE



I am Water. I want to be perfectly clear as I reflect upon my very nature. Inside of me is great mystery, pure and simple. I know I am the essence of cool, the beauty of life. I drink it up, all of it. I am moisture for hair, hydration for life. I am water and I feel, deeply. I am Giovanni and the experience defines me, washes over me. I am the alluring element of innocence. I can be warm, but can turn to ice in a heartbeat.

## Why choose *ORGANIC*?

By using certified organic botanicals and biodegradable ingredients in all Giovanni products we:

- Reduce pollution to protect our air, water and soil
- Support Safety in Cosmetics
- Support Sustainable Agriculture
- Preserve the environment for future generations
- Create a more nutrient rich formula to nourish and protect you hair

**Giovanni**  
ORGANIC HAIR CARE

## I am Giovanni. I am about to indulge.

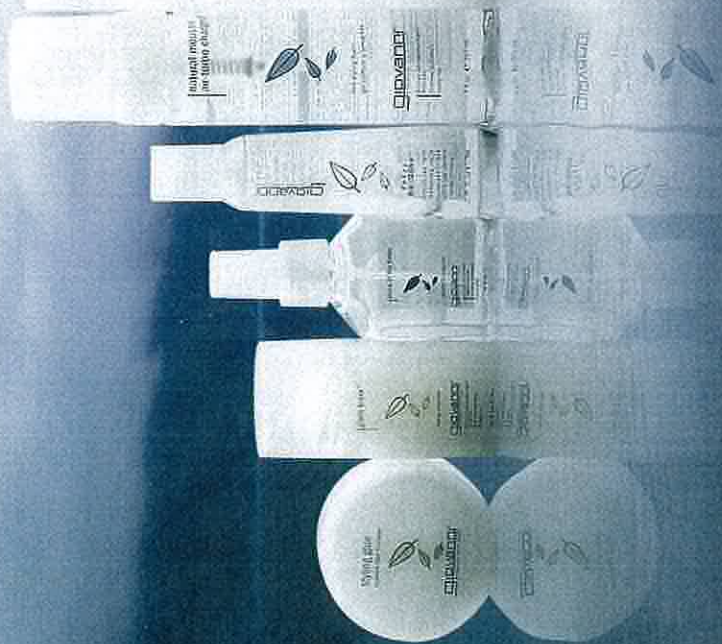
**Tea Tree Triple Treat Shampoo.** Invigorating ingredients wash in rejuvenation. You're left with something rich, clean, and incredibly stimulating for hair and mind.

**50/50 Balanced Shampoo** balances the art of clean with moisture and protection. Gentle enough for every day.

**Golden Wheat Shampoo** is ideal for removing excess oils while contributing to a beautiful head of hair.

**Smooth As Silk Shampoo.** Pearlitized formula that glistens in your hand and transforms hair into a silky palette. Lather and glow with the flow that begins your style.

**50/50 Balanced Hair Remoisturizer** reawaken dry hair to the wonders of moisture. A blend of organic ingredients and protection factors make dull hair the life of the party.



**Direct Leave-In Conditioner**

**Tea Tree Triple Treat Conditioner**

**50/50 Balanced Hair Remoisturizer**

**Golden Wheat Shampoo**

**50/50 Balanced Shampoo**

**Golden Wheat Shampoo**

21 premium, certified organic products: shampoos, conditioners

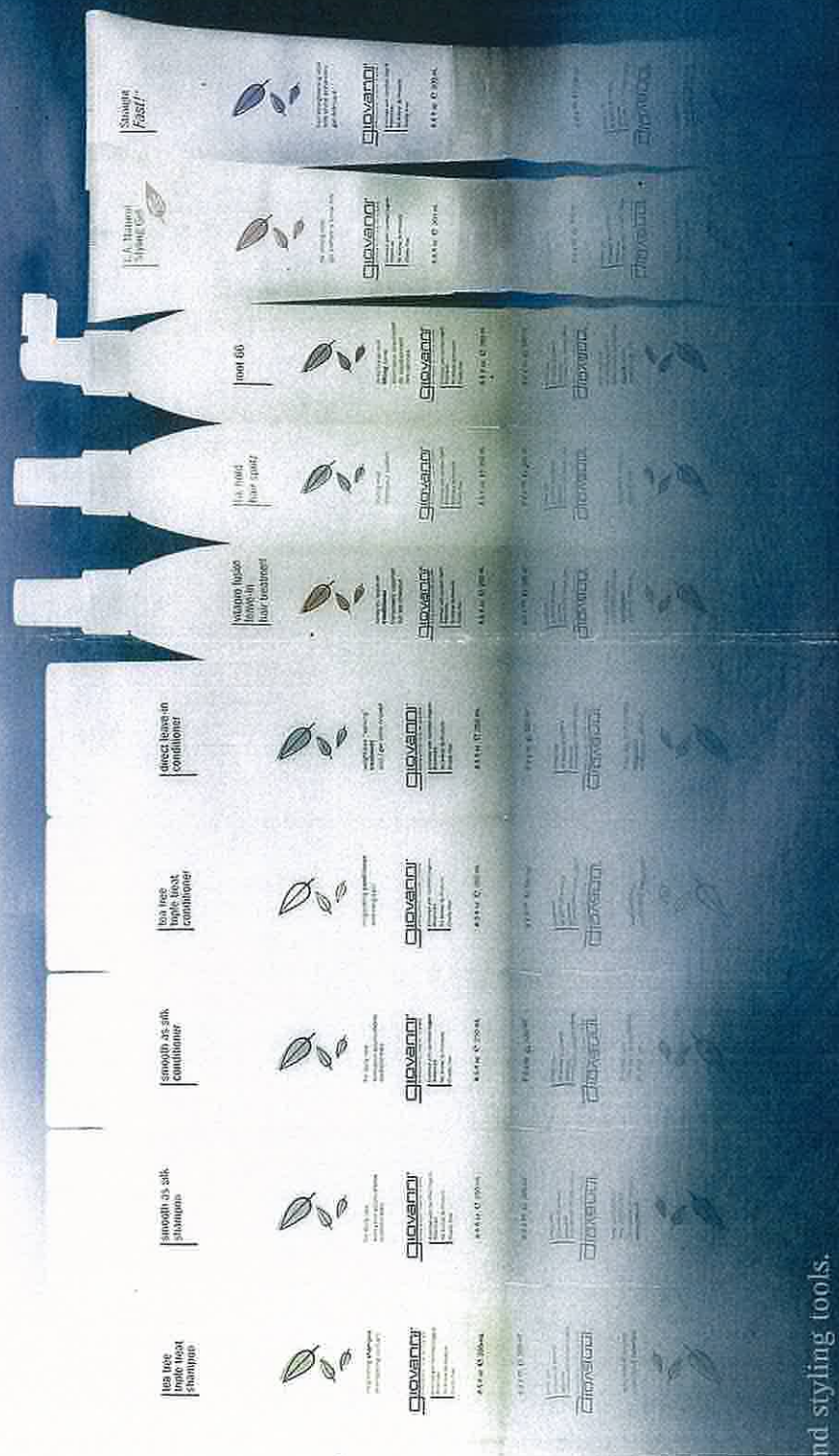
**Smooth As Silk Conditioner** makes your hair feel amazingly repaired and ready for your style.

**Tea Tree Triple Treat Conditioner.** A plethora of stimulating ingredients provide a tingling sensation that soothes and smooths hair and scalp.

**Nutrafix Hair Reconstructor** rebuilds hair from the cuticle layer, replacing missing nutrients and adding proteins for strength. For chemically dependent hair.

**Direct Leave-In Conditioner.** This leave-in treatment repairs and has the added benefit of plumping up each repaired hair so that it feels thicker. Pumped up with style.

**Vitapro Fusion Leave-In Hair Treatment** fuses together the best parts of vitamins with the essential elements in proteins to create soft, manageable, beautiful hair.



**Sunset Styling Lotion.** Complete versatility. Straight hair blows straighter. Curls get more curls. Controls frizz, seals in moisture and goes for the gold.

**Sunrise Styling Lotion.** Complete versatility. Straight hair blows straighter. Curls get more curls. Controls frizz, seals in moisture and goes for the gold.

**Styling Glue.** Spike your tips, slick your sides, pull a pompadour, tuck a duck. Styling Glue puts you in charge of your own customized style.

**More Body Hair Thickener.** This slippery gel makes hair fat and thick. Suddenly you have more body and thickness exactly where you need and want it.

**L.A. Natural Styling Gel takes hold to the extreme.** Grab onto style and hold on tight. With this strong holding gel, you can stand firm in the spotlight.

**Natural Mousse Air-Turbo Charged** takes hair to exciting new heights. The texture, bodying, volumizing ingredients infused into this formula make hair spring into action.

**Root 66.** Height is at your fingertips and you hold the controls. Raise the roots and cruise down the style highway.

**Straight Fast!** Smooth the curls, relax the waves, control the unruliest hair. This lightweight crystal clear gel adds silky shine while repelling humidity.

**Frizz Be Gone** The perfect sealant. This liquid style controls frizz, adds shine and condition and even works to help lock in hair color.

**L.A. Hold Hair Spritz.** Great for under the lights, or for hot, hot nights. Spray this hard-holding mist all over your finished style for finished control.

**Shine of the Times.** Silicone finishing mist creates gloss that rocks, with a smooth surface that talks.

**Glam Traxx.** Lay down hair's Glam Traxx with the matte wax to push your style to the up-max. Put style at your fingertips.

**and styling tools.**

# Exhibit D

Desert Essence®

**organics**  
Body Care

## Fragrance Free Body Wash

Pure

8 fl. oz. (237 ml)

Desert Essence Organics Fragrance-Free Body Wash is enriched with natural, botanical ingredients. This cleanser purifies while nourishing the skin.

**Directions:** Squeeze onto wet hands or body sponge. Work into a rich, creamy lather. Wash skin, rinse and dry thoroughly. Use with Desert Essence Organics Fragrance-Free Body Lotion for optimal results.

**Organic Jojoba Oil:** An ingredient that works to leave the skin feeling moisturized and revitalized.

**Grapefruit Seed Extract:** Gently deep cleans pores and refreshes skin.

**Alpha Hydroxy Acids:** Help improve oil balance of the skin and gently exfoliate to reveal the next layer of fresher, younger skin.

**Ingredients:** Aqueous Infusion of Certified Organic Extracts: Organic Camellia Sinensis (Green Tea) Leaf, Organic Olea Europaea (Olive) Leaf and Organic Macrocystis Purpurea (Sea Kelp); Sodium Coco Sulfate, Cocamidopropyl Betaine, Decyl Polyglucoside, Vegetable Glycerin, Organic Simmondsia Chinensis (Jojoba) Seed Oil, Citrus Grandis (Grapefruit) Seed Extract, Alpha Hydroxy Acids (Glycolic acid from sugar cane and Malic Acid from fruits), Beta Hydroxy Acid (Salicylic Acid), 1,2-Octanediol, Phenoxethanol, Potassium Sorbate.

<sup>1</sup> Certified Organic by Ecocert • Certified Organic by QCS

### 100% Vegan Wheat & Gluten Free

NO: Parabens, Sodium Lauryl/Laureth Sulfates, phthalates, artificial fragrances or colors, silicones, EDTA, glycol or petroleum based ingredients.

Cruelty Free and Biodegradable: No animal testing of raw materials or finished product.  
No Phosphates. Clear Skin. Clear Conscience™.

Color variations in product may occur due to natural ingredients.  
Item No. 3757DE



WIND POWER

Formulated and Quality Tested by Desert Essence®  
Walton, CA 91355  
www.desertessence.com  
Made in Canada



08A81

1 CL017

Desert Essence®

**rganics**

Hair Care

## Fragrance Free Shampoo

Pure

8 fl.oz. (237 mL)

Desert Essence Organics Fragrance Free Shampoo is a gentle yet effective unscented shampoo. Organic extracts and oils provide moisture, minerals, and vitamins that hair needs to grow stronger. Upon use, hair is softer, shinier, and more manageable.

**Directions:** Apply to damp hair, massage into hair and scalp. Rinse thoroughly. Repeat as necessary. Follow with Desert Essence Organics Pure Conditioner for optimal results.

**Organic Green Tea:** Rich in antioxidants and polyphenols, Green Tea gives the hair gloss and shine.

**Organic Jojoba Oil:** An ingredient that acts on the scalp to leave the skin feeling moisturized and revitalized.

**Organic Kelp and Nettle Extracts:** Provide iron, calcium, potassium, and other vitamins and minerals which absorb into and help strengthen each hair strand.

**Ingredients:** Aqueous Infusion of Certified Organic Extracts: Organic Olea Europaea (Olive) Leaf<sup>1</sup> and Organic Macrocyctis Pyrrhiza (Sea Kelp)<sup>2</sup>, Organic Urtica Dioica (Nettle)<sup>3</sup>, Organic Camellia Sinensis (Green Tea) Leaf, Cocamidopropyl Betaine, Sodium Coco Sulfate, Decyl Polyglucoside, Polyquaternium-7, Organic Simmondsia Chinensis (Jojoba) Seed Oil, DL-Panthenol (Pro-Vitamin B5), 1,2-Octanediol, Phenoxethanol, Potassium Sorbate.

<sup>1</sup> Certified Organic by EcoCert. <sup>2</sup> Certified Organic by QCS

### 100% Vegan Wheat & Gluten Free

NO: Parabens, Sodium Lauryl/Laureth Sulfates, phthalates, artificial fragrances or colors, silicones, EDTA, glycol or petroleum based ingredients.

**Cruelty Free and Biodegradable:** No animal testing of raw materials or finished product. No Phosphates, Clear Skin, Clear Conscience™.

Color variations in product may occur due to natural ingredients. Item No. 371 (DE)



Formulated and Quality Tested by  
Desert Essence®  
Valencia, CA 91355  
www.DesertEssence.com  
Made in Canada



08A81

3 C1009

## Green Apple & Ginger Thickening & Volumizing Shampoo

# 3700DE - 8 Fl oz. (237mL)  
UPC - 718334337005  
SRP - \$8.99

Desert Essence Organics Green Apple & Ginger Thickening & Volumizing Shampoo is a gentle but effective cleansing system based on sugar and coconut oil. Organic extracts and oils provide moisture, minerals and vitamins that hair needs to grow stronger. Upon use, hair is softer, shinier and more manageable.

## Italian Red Grape Shampoo

# 3703DE - 8 Fl oz. (237mL)  
UPC - 718334337036  
SRP - \$8.99

Desert Essence Organics Italian Red Grape Shampoo prepares the hair for the restorative and protecting benefits of Desert Essence Organics Italian Red Grape Conditioner. The ingredients work synergistically to protect both color and non-color treated hair from damage by environmental stressors such as the sun. This unique formula also repairs damage that has already occurred.

## Spicy Citrus Hand and Body Lotion

# 3742DE - 8 Fl oz. (237mL)  
UPC - 718334337425  
SRP - \$8.99

Desert Essence Organics Spicy Citrus Hand and Body Lotion is an organic lotion that provides deep moisturizing of the skin through the use of organic oils and natural waxes. After use of this pure formula, your skin will feel silky and rejuvenated. Lightly scented with natural essential oils of orange, ginger and clove.

## Coconut Hand and Body Lotion

# 3743DE - 8 Fl oz. (237mL)  
UPC - 718334337432  
SRP - \$8.99

Desert Essence Organics Coconut Hand and Body Lotion is an organic lotion that uses tropical oils and extracts to help skin refresh and renew. After use of this pure formula, skin looks and feels silky. It is lightly scented with tropical organic coconut oil.

## Vanilla Chai Hand and Body Lotion

# 3745DE - 8 Fl oz. (237mL)  
UPC - 718334337456  
SRP - \$8.99

Desert Essence Organics Vanilla Chai Hand and Body Lotion is an organic lotion that uses Teas and Extracts to help repair the skin and calm the senses.

## Green Apple & Ginger Thickening & Volumizing Conditioner

# 3702DE - 8 Fl oz. (237mL)  
UPC - 718334337029  
SRP - \$8.99



Desert Essence Organics Green Apple & Ginger Thickening & Volumizing Conditioner is a fast-penetrating, natural conditioner which leaves hair smooth and silky. Organic extracts and oils provide deep moisturizing, while vitamins and antioxidants penetrate into the shaft to correct everyday damage and make individual hair strands look fuller.

## Italian Red Grape Conditioner

# 3704DE - 8 Fl oz. (237mL)  
UPC - 718334337043  
SRP - \$8.99



Desert Essence Organics Italian Red Grape Conditioner is a fast-penetrating, natural conditioner which is able to protect both color and non-color treated hair from damage done by environmental stressors such as the sun. The powerful antioxidants-resveratrol and red wine extract-are able to act as antioxidant UV filters to protect the hair.

## Almond Hand and Body Lotion

# 3741DE - 8 Fl oz. (237mL)  
UPC - 718334337418  
SRP - \$8.99



Desert Essence Organics Almond Hand and Body Lotion is an organic lotion that provides deep nourishment to dry skin. After use of this pure formula, your skin will feel soft and silky. Lightly scented with rich, natural almond oil.

## Bulgarian Lavender Hand and Body Lotion

# 3744DE - 8 Fl oz. (237mL)  
UPC - 718334337449  
SRP - \$8.99



Desert Essence Organics Bulgarian Lavender Hand and Body Lotion is an organic lotion that uses Bulgarian Lavender to calm the skin and senses. Bulgarian Lavender is from a different species of plant than traditional lavender. This species is known throughout Eastern Europe to have a healing effect on the skin, as well as an ability to soothe the senses.



Desert Essence®

**rganics**

[www.DesertEssence.com](http://www.DesertEssence.com)

Desert Essence®

# Organics

*A line of beauty care products based on ingredients and traditions found on organic farms from around the world*



At Desert Essence, we believe that natural health is important both inside and out, so we use only pure, natural and organic ingredients. Following our established tradition of excellence, we are very proud to introduce our new Desert Essence Organics line.

**100% Vegan and Free of Wheat, Gluten, Parabens,  
Sodium Laurel/Laureth Sulfates, Phthalates, Artificial Fragrances and Colors,  
Silicones, EDTA, Glycols and Petroleum based ingredients**

Desert Essence®

# Organics

NEW

At Desert Essence, we believe that natural health is important both inside and out, so we use only natural and organic ingredients. Desert Essence Organics is a line of beauty care products based on ingredients and traditions found on organic farms from around the world.

Following our established tradition of excellence we are very proud to introduce our newest additions to the Desert Essence Organics line.

## Repair



## Hair Care



100% Vegan, Wheat FREE, Gluten FREE,  
and FREE of Parabens, Sodium Laurel/Laureth Sulfates,  
Phthalates, Artificial Fragrances or Colors, Silicones,  
EDTA, Glycols and Petroleum based ingredients.

© Desert Essence 2006

DESERT ESSENCE  
SEE PAGE 37 IN THE BODY CARE SECTION

Exhibit

E

---



everything to keep your body, from  
head to toe, smoothed and soothed

- [About Freeman](#)
- [Products](#)
- [Great Deals](#)
- [Mailing List](#)
- [My Account](#)
- [View Cart](#)

search

shop

- [bath & body care](#)
  - [Feeling Beautiful](#)
  - [Good Stuff Organics](#)
  - [Truly Luscious](#)
  - [Beautiful Body](#)
- [foot care](#)
  - [BareFoot](#)
- [hand care](#)
  - [Bare Hands](#)
- [face care](#)
  - [Vita K Solutions/Perfect C](#)
  - [Good Stuff Organics](#)
  - [Feeling Beautiful](#)
- [hair care](#)
  - [Pssssst](#)
  - [Papaya](#)
  - [Ellin LaVar Textures](#)
  - [Top 10 Miracles](#)
  - [Sea Kelp](#)
  - [60 Second Style](#)
  - [BioBalance](#)
  -

- [What's New!](#)
- [Top 10 Products](#)
- [Great Deals](#)

☐ Good Stuff Organics

## Creamy Body Wash



Good Stuff Organics **Creamy Body Wash** features a blend of natural Coconut Oil to hydrate and help protect skin from free radicals, organic Aloe Vera to soothe and cleanse, organic Grape Seed Extract, and Fair Trade Cocoa Butter for the ultimate refreshing and hydrating shower experience.

### Usage:

Squeeze onto hands or washcloth, work into lather and massage over body. Rinse well.

### Recommend:

Use daily or as needed.

### Available sizes:

10 fl. oz.

**Price: \$8.99**

Quantity:

# Exhibit F

# Dr. Bronner's Telephone Survey Frequency Questionnaire

March 6-23, 2008

**401 Organic Personal Care Product Consumers**

Q.1 Interviewer initials Hello, my name is (interviewer name). I'm from California Opinion Surveys. I would like to ask you a few questions about products you may buy at your local store. I am NOT selling anything and I will NOT ask you for a donation. Are you the primary shopper in the household, do you evenly split the shopping responsibilities with another member of the household, do you do some of the shopping, or do you do almost no shopping for the household? (IF ALMOST NO SHOPPING) Can I speak with the person in the household who shops or does the shopping on your behalf? (REPEAT INTRODUCTION FOR NEW RESPONDENT) (IF NEW RESPONDENT NOT AVAILABLE, SCHEDULE CALL BACK)

	Total*
Primary shopper .....	79
Split evenly .....	14
Some shopping .....	6
Almost no shopping (ASK FOR PERSON IN HH WHO SHOPS) .....	-
(No shopper in household) .....	-
(Don't know/refused) .....	-
(ref:Q1)	

Q.2 How many shoppers are there in your household?

	Total
One (GO TO SCREEN1).....	39
Two or more (GO TO BDAY) .....	61
Don't know/refused.....	-
(ref:PRIMARY)	

Q.3 (IF PUNCH 2 ON PRIMARY) For this survey, I'd like to interview a shopper in your household who is at least 18 years of age and who had the most recent birthday. Can I speak with him or her? (IF YES, CONTINUE) (IF RESPONDENT NOT AVAILABLE, SCHEDULE CALL BACK)

	Total
Yes .....	100
No .....	-
(ref:BDAY)	

\*All totals in the survey reflect percentages

Q.4 Are you or is any member of your family involved in the news media or in marketing research? (IF YES, TERMINATE)

	Total
Yes .....	-
No.....	100
(ref:SCREEN1)	

Q.5 Are you or is any member of your family employed by a company that manufactures healthcare/personal care products? (IF YES, TERMINATE)

	Total
Yes .....	-
No.....	100
(ref:SCREENPR)	

Q.6 In the past year, have you purchased organic products, such as organic foods, organic health care products, or any other product you consider to be organic?

	Total
Yes .....	100
No.....	-
(Don't know/refused) .....	-
(ref:ORGSCRN)	

Q.7 In the past year, have you purchased natural personal care products that you consider to be organic, such as soap, shampoo, body wash or lotion?

	Total
Yes .....	100
No.....	-
(Don't know/refused) .....	-
(ref:SCREEN2)	

Q.9 Would you say you purchase organic personal care products on a regular basis, occasionally, or hardly ever?

	Total
On a regular basis .....	40
Occasionally .....	52
Hardly ever .....	9
(Don't know/refused) .....	-
(ref:USEAMT)	

Q.10 Do you consider most of the personal care products you purchase to be organic, or are there just a few specific such products you purchase?

	Total
Most are organic.....	21
Just a few specific items.....	75
(Don't know/refused) .....	3
(ref:QUANTORG)	

Q.11 Do you regularly purchase liquid soap among the personal care items you consider organic?

	Total
Yes .....	45
No.....	52
(Don't know/refused) .....	3
(ref:SOAP)	

Q.12 Now, I am going to read you a few label names of liquid hand soap. Please tell me whether you consider a product with this label organic, or not organic.

	Org- anic	Not Org- anic	DK/ Ref	Org- anic - Not
12 Blue Sky Organics, Liquid Soap .....	59	15	26	43
13 Blue Sky, Obsessively Organic, Liquid Soap.....	54	19	27	34
14 Blue Sky Liquid Soap, Made with Organic Oils.....	36	39	25	-3
15 Blue Sky, Pure Natural and Organic, Liquid Soap .....	55	16	29	39
16 Blue Sky, 100% Organic Active Ingredients, Liquid Soap .....	63	13	24	50
17 Blue Sky Natural Soap..... (ref:ORGANIC)	22	49	30	-27

Q.18 Now I would like you to compare the labels of these products to each other. Please rank each label as to how organic you think it is on a scale from "1" to "5" with "5" as the MOST organic and "1" as the LEAST organic. You can use any number from "1" to "5."

	Mean	1	2	3	4	5	DK/ Ref
18 Blue Sky Organics, Liquid Soap .....	3.8	7	8	18	21	34	12
19 Blue Sky, Obsessively Organic, Liquid Soap.....	3.8	8	9	17	16	37	12
20 Blue Sky Liquid Soap, Made with Organic Oils.....	3.0	9	20	34	15	10	12
21 Blue Sky, Pure Natural and Organic, Liquid Soap .....	3.6	6	8	24	21	28	12
22 Blue Sky, 100% Organic Active Ingredients, Liquid Soap .....	4.2	4	6	11	19	48	12
23 Blue Sky Natural Soap..... (ref:MSTORG)	2.3	31	22	21	6	8	12

Q.24 Now I am going to read you a list of liquid soap products. Please tell me whether you are familiar with this product. Are you familiar with:

	Yes	No	DK/ Ref	Yes - No
24 Avalon Organics Glycerin Hand Soap .....	33	66	1	-33
25 Dr. Bronner's Magic Soaps, Made with Organic Oils .....	32	66	2	-34
26 Queen Helene Organic Fair Trade Certified Cocoa Butter Body Wash.....	18	80	2	-62
27 JASON, Pure, Natural, and Organic Satin Soap.....	21	78	1	-57
28 Nature's Gate Organics Liquid Soap.....	25	73	2	-47
29 Kiss My Face "Obsessively Organic" Liquid Soap.....	37	61	2	-24
30 Burt's Bees Hand Soap.....	69	30	1	40
31 Softsoap Hand Soap..... (ref:PRODUCT)	69	30	1	40

Q.32 Do you currently use this product? (IF NO) Have you ever used this product?

	Yes	No, Used Before	No, Never Used	DK/ Ref
32 Avalon Organics Glycerin Hand Soap .....	12	9	78	1
33 Dr. Bronner's Magic Soaps, Pure-Castille Soap, Made with Organic Oils .....	17	8	74	1
34 Queen Helene Organic Fair Trade Certified Cocoa Butter Body Wash.....	5	7	88	0
35 JASON, Pure, Natural, and Organic Satin Soap.....	7	7	86	1
36 Nature's Gate Organics Liquid Soap.....	8	8	83	1
37 Kiss My Face "Obsessively Organic" Liquid Soap.....	12	8	78	2
38 Burt's Bees Hand Soap.....	32	14	53	1
39 Softsoap Hand Soap..... (ref:PRODUCE)	53	16	30	0

Q.40 Now, from what you know, which of these products do you consider "organic" or "not organic."

	Org- anic	Not Org- anic	DK/ Ref	Org- anic - Not
40 Avalon Organics Glycerin Hand Soap .....	60	20	20	41
41 Dr. Bronner's Magic Soaps, Pure-Castille Soap, Made with Organic Oils .....	48	34	18	14
42 Queen Helene Organic Fair Trade Certified Cocoa Butter Body Wash.....	58	22	20	35
43 JASON, Pure, Natural, and Organic Satin Soap.....	61	21	18	40
44 Nature's Gate Organics Liquid Soap.....	68	13	19	54
45 Kiss My Face "Obsessively Organic" Liquid Soap.....	67	15	18	52
46 Burt's Bees Hand Soap.....	45	39	16	7
47 Softsoap Hand Soap..... (ref:PRODORG)	8	79	13	-70

Q.48 Now I would like you to compare the products I have read to each other. Please rank the products on a scale from "1" to "5" based on how organic you consider each product to be, with "5" as the MOST organic and "1" as the LEAST organic. You can use any number from "1" to "5."

	Mean	1	2	3	4	5	DK/ Ref
48 Avalon Organics Glycerin Hand Soap .....	3.6	4	13	21	24	27	11
49 Dr. Bronner's Magic Soaps, Pure-Castille Soap, Made with Organic Oils .....	3.3	7	15	29	21	17	10
50 Queen Helene Organic Fair Trade Certified Cocoa Butter Body Wash .....	3.6	7	10	18	26	26	12
51 JASON, Pure, Natural, and Organic Satin Soap.....	3.6	6	9	25	23	26	12
52 Nature's Gate Organics Liquid Soap.....	3.7	6	8	22	25	29	12
53 Kiss My Face "Obsessively Organic" Liquid Soap .....	3.7	9	10	13	19	37	10
54 Burt's Bees Hand Soap.....	3.1	18	15	20	17	23	7
55 Softsoap Hand Soap..... (ref:RANKORG)	1.7	53	21	9	5	3	8

Q.56 Now I am going to read you some types of ingredients. For each, please tell me if, in your opinion, a product branded as "Organics" should or should not contain that ingredient.

	Shld	Shld Not	(Dpnds on Qnty)	DK/ Ref	Shld - Not
56 Ingredients made with both plant and petroleum compounds .....	15	79	0	6	-64
57 Petrochemicals .....	5	89	-	6	-84
58 Synthetic preservatives .....	9	87	0	4	-78
59 Organic oils .....	91	5	-	4	86
60 Cleansing ingredients based off of organic agriculture, with no pesticides used .....	88	9	1	3	79
61 Cleansing ingredients based off of conventional agriculture, that may have used synthetic fertilizers, pesticides or herbicides .....	5	92	0	2	-87
62 Plant-based ingredients that have gone through a hydrogenation process .....	48	40	1	11	8
63 Plant-based ingredients that have gone through a sulfation process .....	34	49	-	17	-15
(ref:INGRED)					

Q.64 If you were looking for a liquid soap you consider organic, which would you prefer:

A liquid soap with its major cleansing ingredients based on conventional agriculture, that may use synthetic fertilizers, pesticides and herbicides.

OR

A liquid soap with its major cleansing ingredients based on organic agriculture that does not use synthetic pesticides and herbicides.

	Total
Liquid soap with conventional agriculture-based cleansing ingredients .....	28
Liquid soap with organic agriculture-based cleansing ingredients .....	70
(Both) .....	0
(Neither) .....	2
(Don't know/refused) .....	1
(ref:PESTEIOR)	

Q.65 In your opinion, should a product be permitted to be branded "Organics" if its cleansing ingredients are based on conventional agriculture that may use synthetic fertilizers, pesticides or herbicides, or should it not be permitted to be branded or labeled "Organics".

	Total
Should be permitted to be branded "Organics" .....	5
Should NOT be permitted to be labeled "Organics" .....	94
(Don't know/refused) .....	1
(ref:PESTICID)	

Q.66 If you were looking to buy a liquid soap you consider organic and you knew that a particular soap contained petrochemical preservatives and that most of its major cleansing ingredients were made from conventional agriculture and not from certified organic agriculture, would you still buy that soap, or would you look for another brand that had cleansing ingredients made from certified organic agriculture?

	Total
Still buy that soap .....	11
Look for another brand with more organic materials .....	85
(Don't know/refused) .....	4
(ref:AGRIC)	

Q.67 Have you heard, read, or seen anything about "fair trade"? (IF YES) Have you heard a lot, some, or only a little?

	Total
Yes, heard a lot .....	16
Yes, some .....	26
Yes, a little .....	19
No .....	39
(Don't know/refused) .....	0
(ref:FAIRTRAD)	

Q.68 Have you heard, read, or seen anything lately about truth in organic labeling? (IF YES) Have you heard a lot, some, or only a little?

	Total
Yes, heard a lot .....	12
Yes, some .....	22
Yes, a little .....	20
No .....	46
(Don't know/refused) .....	0
(ref:Q67ADD)	

Q.69 Fair trade helps producers of agricultural products invest in their farms, communities, and protect the environment by promoting fair prices and fair labor conditions to empower farmers. If a product is labeled "Organic fair trade", does that communicate to you that the majority of the product is organic and fair trade, or that less than a majority of the product is organic and fair trade?

	Total
Majority organic and fair trade .....	73
Minority organic and fair trade .....	13
(About equal) .....	1
(Don't know/refused) .....	13
(ref:TRADES)	

Q.70 Of all of the ingredients in Queen Helene's bodywash, one minority ingredient - cocoa butter - is "fair trade." Do you believe Queen Helene should be allowed to make its current "fair trade" claim based on a single ingredient that does not make up the majority of the product?

	Total
Yes, should be allowed to make the "fair trade" claim .....	14
No, should not be allowed to make the "fair trade" claim ....	79
(Don't know/refused) .....	7
(ref:QUEEN)	

Q.71 Now, I would like to ask you a few questions for statistical purposes only. How often do you go shopping for food and personal care products?

	Total
Every day .....	4
Several days a week .....	16
Once or twice a week .....	58
Once or twice a month .....	21
Less than once a month .....	1
(Don't know/refused) .....	0
(ref:SHOPPING)	

Q.72 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	Total
Liberal .....	31
Moderate .....	36
Conservative .....	28
(Don't know/refused) .....	5
(ref:IDEO1)	

Q.73 In what year were you born?

	Total
18 - 24 .....	10
25 - 29 .....	6
30 - 34 .....	11
35 - 39 .....	10
40 - 44 .....	11
45 - 49 .....	14
50 - 54 .....	10
55 - 59 .....	9
60 - 64 .....	6
Over 64 .....	10
(No answer) .....	3
(ref:AGE)	

Q.74 What is the last year of schooling that you have completed?

	Total
1 - 11th grade .....	3
High School graduate.....	15
Non-college post H.S. ....	1
Some college.....	31
College graduate.....	34
Post-graduate school .....	15
(Don't know/refused) .....	1
(ref:EDUC)	

Q.75 What is your race?

	Total
White .....	65
Black.....	6
Hispanic/Latino.....	19
Asian .....	4
(Other).....	2
(Mixed) .....	2
(Don't know/refused) .....	2
(ref:RACE)	

Q.78 Last year, that is in 2007, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

	Total
Less than \$10,000.....	3
\$10,000 to under \$20,000 .....	4
\$20,000 to under \$30,000 .....	9
\$30,000 to under \$50,000 .....	14
\$50,000 to under \$75,000 .....	15
\$75,000 to under \$100,000 .....	14
\$100,000 to under \$150,000 .....	17
\$150,000 to under \$250,000 .....	6
\$250,000 or more.....	2
(Don't know/refused) .....	16
(ref:INCOME)	

Q.8 Record respondent's gender (INTERVIEWER CODE -- DO NOT ASK)

	Total
Male.....	30
Female .....	70
(ref:GENDER)	

## Region

	Total
LA County.....	25
LA Area .....	22
Bay Area.....	22
San Diego.....	9
Sacramento/North .....	11
Central Valley .....	11
North.....	44
South .....	56
Coast .....	66
Inland.....	34
(ref:REGION)	

# Dr. Bronner's Intercepts Frequency Questionnaire

March 9-12, 2008

453 Organic Product Shoppers

Q.5 In the past year, have you purchased natural personal care products that you consider to be organic, such as soap, shampoo, body wash or lotion?

	Total
Yes .....	100
No.....	-
(Don't know/refused) .....	-
(ref:SCREEN2)	

Q.6 Record respondent's gender (INTERVIEWER CODE -- DO NOT ASK)

	Total
Male.....	34
Female .....	66
(ref:GENDER)	

Q.7 Would you say you purchase these items on a regular basis, occasionally, or hardly ever?

	Total
On a regular basis .....	41
Occasionally .....	45
Hardly ever .....	14
(Don't know/refused) .....	-
(ref:USEAMT)	

Q.8 Do you consider most of the personal care products you purchase to be organic, or are there just a few specific such products you purchase?

	Total
Most are organic.....	43
Just a few specific items.....	54
(Don't know/refused) .....	2
(ref:QUANTORG)	

Q.9 Do you regularly purchase liquid soap among the personal care items you consider organic?

	Total
Yes .....	69
No.....	29
(Don't know/refused) .....	2
(ref:SOAP)	

Q.10 (BLUE SKY TEST) Now, which of these products would you consider organic?

	Org- anic	Not Org- anic	(DK/ Ref)	Org anic - Not
10 Blue Sky Organics, Liquid Soap .....	75	15	9	60
11 Blue Sky, Obsessively Organic, Liquid Soap .....	72	19	9	53
12 Blue Sky Liquid Soap, Made with Organic Oils .....	61	29	10	32
13 Blue Sky, Pure Natural and Organic, Liquid Soap .....	77	15	7	62
14 Blue Sky, 100% Organic Active Ingredients, Liquid Soap .....	81	11	8	70
15 Blue Sky Natural Soap .....	44	43	13	1
(ref:ORGANIC)				

Q.16 (BLUE SKY TEST) Now I would like you to compare the labels of these products to each other. Please rank the six labels below in order, from "1" to "6" in terms of which you think is the "most organic" liquid soap, with "1" as the most organic, and "6" as the least organic. Each must have a number in order and you cannot give any the same number.

	Mean	% 1	% 2	% 3	% 4	% 5	% 6
16 Blue Sky Organics, Liquid Soap .....	3.6	13	13	20	26	16	12
17 Blue Sky, Obsessively Organic, Liquid Soap .....	3.6	11	19	15	18	26	11
18 Blue Sky Liquid Soap, Made with Organic Oils .....	4.0	9	11	17	20	22	21
19 Blue Sky, Pure Natural and Organic, Liquid Soap .....	3.0	17	26	25	14	12	6
20 Blue Sky, 100% Organic Active Ingredients, Liquid Soap .....	2.3	44	21	12	8	10	5
21 Blue Sky Natural Soap .....	4.6	5	10	12	14	13	45
(ref:MSTORG)							

Q.22 Here is a set of liquid soap products. Are you familiar with:

	Yes	No	(DK/ Ref)	Yes - No
22 Avalon Organics.....	62	36	2	27
23 Dr. Bronner's Magic Soap .....	43	53	4	-9
24 JASON .....	50	46	4	4
25 Nature's Gate Organics.....	53	44	3	9
26 Kiss My Face "Obsessively Organic" .....	49	47	4	2
27 Burt's Bees.....	58	38	4	21
28 SoftSoap .....	79	19	2	61
(ref:PRODUCT)				

Q.29 (SHOW ALL PRODUCTS) Do you currently use this product? (IF NO) Have you ever used this product?

	Yes	No, Used Before	No, Never Used	(DK/ Ref)	Use or Used
29 Avalon Organics.....	40	24	35	1	64
30 Dr. Bronner's Magic Soap .....	21	22	55	2	42
31 JASON .....	27	22	48	2	49
32 Nature's Gate Organics.....	28	24	47	1	52
33 Kiss My Face "Obsessively Organic" .....	29	20	48	3	49
34 Burt's Bees.....	30	25	43	2	55
35 SoftSoap .....	56	22	21	1	78
(ref:PRODUCE)					

Q.36 Now, which of these products do you consider "organic" or "not organic."

	Org- anic	Not Org- anic	(DK/ Ref)	Org anic - Not
36 Avalon Organics.....	85	12	3	72
37 Dr. Bronner's Magic Soap .....	64	24	12	40
38 JASON .....	56	33	11	23
39 Nature's Gate Organics.....	77	16	6	61
40 Kiss My Face "Obsessively Organic" .....	75	18	7	57
41 Burt's Bees.....	59	30	11	29
42 SoftSoap .....	26	63	11	-36
(ref:PRODORG)				

Q.43 Now I would like you to compare these products to each other. Please rank the seven products in order, from "1" to "7" in terms of which you consider the "most organic" liquid soap, with "1" as the most organic, and "7" as the least organic of these soaps. Each must have a number in order and you cannot give any the same number.

	Mean	% 1	% 2	% 3	% 4	% 5	% 6	% 7
43 Avalon Organics.....	2.8	30	20	18	12	11	5	4
44 Dr. Bronner's Magic Soap .....	3.8	18	11	13	19	18	12	8
45 JASON .....	4.4	8	11	14	15	21	19	13
46 Nature's Gate Organics.....	3.3	14	28	20	15	11	8	5
47 Kiss My Face "Obsessively Organic" .....	3.7	14	15	21	17	16	11	7
48 Burt's Bees.....	4.4	10	10	8	15	16	33	7
49 SoftSoap .....	5.6	5	6	6	9	7	11	56
(ref:RANKORG)								

Q.50 Now I am going to read you some types of ingredients. For each, please tell me if, in your opinion, a product branded as "Organics" should or should not contain that ingredient.

	Shld	Shld (De- Not	(DK/ pends)	Ref)
50 Ingredients made with both plant and petroleum compounds ....	20	64	11	4
51 Petrochemicals .....	16	66	12	6
52 Synthetic preservatives.....	19	61	16	4
53 Organic oils .....	84	10	4	2
54 Cleansing ingredients based off of organic agriculture, with no pesticides used .....	70	16	10	3
55 Cleansing ingredients based off of conventional agriculture, that may have used synthetic fertilizers, pesticides or herbicides ...	20	57	18	5
56 Plant-based ingredients that have gone through a hydrogenation process.....	30	42	19	9
57 Plant-based ingredients that have gone through a sulfation process .....	23	47	19	11
(ref:INGRED)				

Q.58 In your opinion, should a product be permitted to be branded "Organics" if its cleansing ingredients are based on conventional agriculture that may use synthetic fertilizers, pesticides or herbicides, or should it not be permitted to be branded or labeled "Organics".

	Total
Should be permitted to be branded "Organics" .....	33
Should NOT be permitted to be labeled "Organics" .....	63
(Don't know/refused) .....	4
(ref:PESTICID)	

Q.59 If you were looking to buy a liquid soap you consider organic and you knew that a particular soap contained petrochemical preservatives and that most of its major cleansing ingredients were made from conventional agriculture and not from certified organic agriculture, would you still buy that soap, or would you look for another brand that had cleansing ingredients made from certified organic agriculture?

	Total
Still buy that soap .....	39
Look for another brand with more organic materials .....	58
(Don't know/refused) .....	3
(ref:AGRIC)	

Q.60 Now, I would like to ask you a few questions for statistical purposes only. How often do you go shopping for food and personal care products?

	Total
Every day .....	9
Several days a week .....	26
Once or twice a week .....	39
Once or twice a month .....	23
Less than once a month .....	2
(Don't know/refused) .....	-
(ref:SHOPPING)	

Q.61 In what year were you born?

	Total
18 - 24 .....	31
25 - 29 .....	17
30 - 34 .....	12
35 - 39 .....	12
40 - 44 .....	8
45 - 49 .....	7
50 - 54 .....	4
55 - 59 .....	4
60 - 64 .....	1
Over 64 .....	2
(No answer) .....	4
(ref:AGE)	

Q.62 What is your race?

	Total
White .....	46
Black .....	9
Hispanic/Latino .....	26
Asian .....	13
(Other) .....	2
(Mixed) .....	3
(Don't know/refused) .....	0
(ref:RACE)	

Q.65 Last year, that is in 2007, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

	Total
Less than \$10,000 .....	5
\$10,000 to under \$20,000 .....	8
\$20,000 to under \$30,000 .....	11
\$30,000 to under \$50,000 .....	20
\$50,000 to under \$75,000 .....	21
\$75,000 to under \$100,000 .....	13
\$100,000 or more .....	15
(Refused) .....	5
(Don't know) .....	1
(ref:INCOME)	

## Intercept location

	Total
Los Angeles.....	46
Orange County.....	16
San Diego.....	5
San Francisco.....	33
(ref:LOCATION)	

## Store location

	Total
LA-Trader Joes-Sepulveda, West LA.....	4
LA-Whole Food Market-Gayley, LA.....	4
LA-Bristol Farms-Beverly, W Hollywood.....	1
LA-Whole Foods-3rd, LA.....	5
LA-Trader Joe's-Arroyo Pkwy, Pasadena.....	4
LA-Trader Joe's-Mission, Pasadena.....	3
LA-Whole Foods-Arroyo Pkwy, Pasadena.....	0
LA-Trader Joe's-Lake, Pasadena.....	1
LA-Trader Joe's-Mason, Chatsworth.....	1
LA-Trader Joe's-Sta Monica, W Hollywood.....	3
LA-Trader Joe's-Balboa, Granada Hills.....	5
LA-Whole Foods-National, LA.....	15
OC-Trader Joes-Culver, Irvine.....	2
OC-Trader Joes-Campus, Irvine.....	6
OC-Henry's Market-Harbor, Costa Mesa.....	4
OC-Whole Foods-Park, Tustin.....	0
OC-Sprouts Farmers Market-Alton Pkwy, Irvine.....	2
SD-Whole Foods-University, San Diego.....	1
SD-Trader Joes-Grossmont, La Mesa.....	4
SF-Rainbow Grocery-Folsom, San Francisco.....	4
SF-Trader Joe's-Bay, San Francisco.....	11
SF-Mall-Milpitas.....	18
(ref:STORELOC)	

# Exhibit G

# COMING CLEAN

· A Campaign to Establish Strict Organic Standards for Body Care Products ·

Organic Consumers Association's new campaign, "Coming Clean," is working to have organic body care products covered under the same rigorous labeling and production standards that are now in place for organic foods.

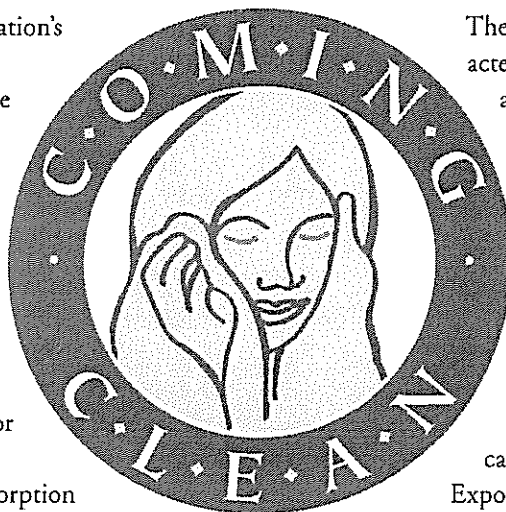
Scientists and medical practitioners warn of the impact of substances absorbed through the skin—whether it's soap, shampoo, cosmetics, suntan oil, or lotions for babies and children.

This process of direct absorption through the skin and capillaries into the body is particularly important, because it completely bypasses the kidneys and liver, which normally filter out toxins. The ability of skin to serve as a direct and unfiltered "gateway" into the bloodstream is exactly why nicotine patches and other medicinal surfactants are so effective.

Consumers who are already seeking out organic food also want organic body care products. Body care companies, capitalizing on this consumer concern, have started labelling some of their products "organic," too, but it is not always clear what that means.

Many of the leading brand name products in the body care and cosmetics marketplace currently labeled "organic" are composed mostly of "organic" perfumed water, often containing as little as 5% organic ingredients other than these waters. In addition, a number of these products contain petroleum-based ingredients which can contain trace toxic contaminants.

Compounding the problem, various companies and interests in the "natural" products industry are pressuring a task force of the Organic Trade Association (OTA) to formulate proposed federal organic standards for body care products that could seriously undermine the integrity of the organic label.



These compromised standards, if enacted, would allow companies to simply add "organic" perfumed water to the same synthetic cleansers, conditioners, and preservatives found in main-stream products. If the "organic water" is 70% of the content, the product could then legally be labeled "70% organic."

In response to this outrage, Organic Consumers Association (OCA) launched its "Coming Clean" campaign at the Natural Products Expo West in Anaheim, California in March, 2003.

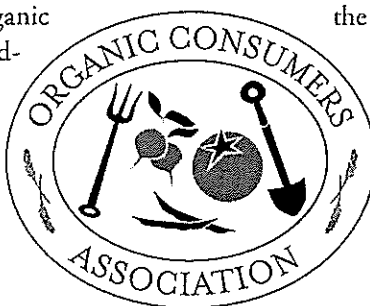
The OCA believes that the only real solutions to this problem involve public education, marketplace pressure, and network building—as well as possible litigation and legislative action. Either we must convince the OTA and the US Department of Agriculture National Organic Program (NOP) to resist pressure from "natural" companies attempting to water down organic standards, or the organic community will have to develop and popularize an appropriate third-party certified "Eco-Label" which meets the traditional standards of organic integrity.

We must begin to educate ourselves to identify and avoid problematic and potentially hazardous products and ingredients already sold in the marketplace. (See the ingredients graphic on the other side, for a start.)

We should also make certain that Fair Trade practices, validated either by third party organic or Fair Trade certifiers, permeate the entire chain of production and marketing of body care products labeled as organic.

For further information on OCA's Coming Clean campaign, see our website, as well as the other side of this leaflet.

If you would like to get involved in the Coming Clean campaign, please contact the OCA national office.



Organic Consumers Association  
6101 Cliff Estate Road  
Little Marais, MN 55614  
218 226 4164 · fax: 218 353 7652  
[www.organicconsumers.org](http://www.organicconsumers.org)

# DON'T WATER DOWN ORGANIC STANDARDS FOR BODY CARE!

## THE PROBLEM

A number of body care product companies are counting non-agricultural water as organic, to greenwash their products and make organic label claims, even though their formulations are largely composed of the synthetic cleansers, conditioners and preservatives found in mainstream products. This fraud is destroying the integrity of the organic label.

## FLORAL WATER

Floral waters (or hydrosols) are the water by-product of essential oil steam distillation and are basically a complicated way of making tea. Companies making body care products based on synthetic surfactants (detergents or wetting agents) front-load their ingredient list with floral waters and water extracts/infusions. The names of the synthetic surfactants that actually make up the product are buried further down the list. These waters are claimed to be key functional organic components but are, in the context of the whole product, inconsequential.

## CORE INGREDIENTS

*The core ingredients in these products often include one or more of the following:*

Olefin Sulfonate is a surfactant, derived entirely from petroleum, and has no place in an organic product.

Cocoamidopropyl Betaine uses a petroleum intermediate in building the surfactant.

Ethoxylated surfactants like Sodium Myreth Sulfate use petroleum-derived ethylene oxide to ethoxylate alcohol sulfates which can produce 1,4 dioxin, a toxic material, in trace quantities.

Paraben preservatives are also petroleum-derived.

## THE SOLUTION

*Organic Consumers Association believes that body care ingredients and products should only be labeled organic if:*

Certified organic agricultural feed-stocks (raw materials) are used exclusively, rather than petroleum or conventional vegetable feed-stocks, in the manufacture of key ingredients.

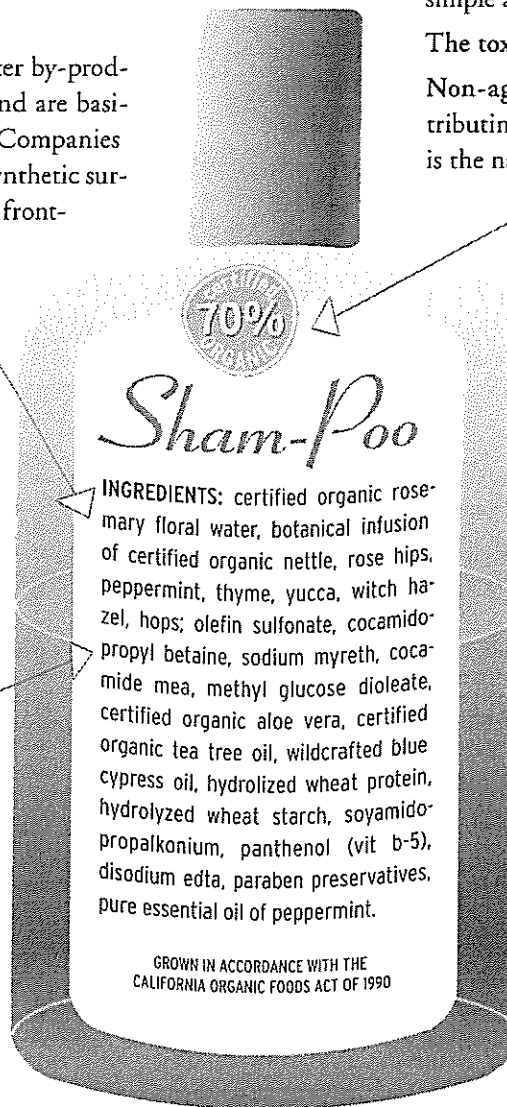
The manufacture of these ingredients is reasonably simple and ecological.

The toxicity of each ingredient is minimal.

Non-agricultural water is not counted as contributing to organic content. (Agricultural water is the naturally occurring water in a plant.)

## 70% ORGANIC?

Even though organic floral water/hydrosol is over 99% non-agricultural water, this water is counted as "organic". This practice drastically inflates the weight of organic ingredients, to make the claim "70% Certified Organic Ingredients." However, organic regulations stipulate that only the non-water weight of a product is counted when determining organic content. A soup company cannot replace regular water in a conventional vegetable soup product with "organic rosemary water" and then claim the soup is "70% Organic" without organically sourcing any of the vegetable ingredients.



Organic Consumers Association  
6101 Cliff Estate Road  
Little Marais, MN 55614  
218 226 4164 · fax: 218 353 7652  
[www.organicconsumers.org](http://www.organicconsumers.org)



Find out more at [www.organicconsumers.org/bodycare](http://www.organicconsumers.org/bodycare)



**DO YOU KNOW WHAT'S IN  
YOUR BODY CARE PRODUCTS?**

**When the  
brand name  
says 'Organics',  
be sure to check  
the ingredients!**

*Unfortunately,  
most body care  
products with the  
word "Organics"  
in the brand name  
are not nearly as  
organic as you  
might think.  
Don't fall for  
the product  
branding, read  
the ingredient list.*

**TO LEARN MORE,  
VISIT THE  
ORGANIC  
CONSUMERS  
ASSOCIATION  
WEBSITE:**



**A Quick Shopper's Guide to  
Organic Body Care Products**



**AVOID CONVENTIONAL  
DETERGENTS AND PRESERVATIVES**

A body cleansing product based on such conventional synthetics should not be considered "organic." Look out for ingredients like: Cocoamidopropyl Betaine, Olefin Sulfonate, Sodium Lauroyl Sarcosinate, Potassium Cocoyl Glutamate, Parabens, Phenoxyethanol, etc. Make sure "liquid soaps" are made from organic versus conventional oils or synthetics.

**LOOK FOR "ORGANIC" VERSUS  
"PURE NATURAL" ESSENTIAL OILS**

Even at low use levels, essential oils often support more farm acreage than the rest of the ingredients combined, and that acreage should be organic not conventional.

**DON'T BE FOOLED BY HYDROSOLS AND  
LONG LISTS OF ORGANIC HERBAL WATER EXTRACTS**

These ingredients look good at the front of ingredients lists but are mostly ordinary water with minimal relevance aside from making conventional synthetic products appear organic.

**[www.organicconsumers.org](http://www.organicconsumers.org)**

# Exhibit H

## **SURVEY INDICATES CONSUMERS ARE CONFUSED ABOUT ORGANIC PERSONAL CARE PRODUCT LABELING**

The Organic Consumers Association implemented an expansive consumer survey in 2007. The survey results indicate consumers are widely confused by current labeling techniques used by most popular organic personal care products.

### **WHO TOOK THE SURVEY?**

The survey was sculpted with the assistance of organic industry experts, including organic personal care product manufacturers, organic certifiers, and consumer rights protection advocates. The 19 question survey, was taken by more than 5,500 consumers who regularly purchase organic products. The participants of the survey represent shoppers who go out of their way for organic products. 74% of survey respondents say that most or "a good portion" of their personal care products contain organic ingredients.

### **CONSUMERS MISUNDERSTAND THE MEANING OF "MADE WITH ORGANIC"**

Nearly half of the survey respondents incorrectly believe that a product labeled as "Made with organic ingredients" is either "all" or "nearly all" organic ingredients. In reality, there are no federal regulations requiring personal care products labeled as "Made with organic ingredients" to contain any particular level of organic ingredients, and most personal care products using this label are made up of 70% or fewer organic ingredients.

### **CONSUMERS MISUNDERSTAND WHAT "CERTIFIED" MEANS**

Surprisingly, only 16% of survey respondents were aware that a personal care product with the "USDA Certified Organic" seal on its label is very likely more organic than a product that only lists a certifying agency. In the actual marketplace, more than 95% of personal care products are not organic enough to meet the criteria required to use the USDA organic seal, and these products, which often contain multiple conventional synthetic ingredients, simply list a certifying agency for the organic ingredients contained in the product. According to this survey, consumers are confused by the listing of the certifying agency or wording such as "contains certified organic ingredients" and falsely assume it means the whole product is organic.

### **CONSUMERS HAVE STRONG OPINIONS ABOUT SYNTHETIC INGREDIENTS**

Although most personal care products with organic labeling contain some mix of synthetic ingredients, 60% of survey respondents indicated that even products labeled as "70% organic" should not contain synthetic ingredients and 30% said synthetics should only be allowed only if they are manufactured from organically derived sources. This percentage may be tempered when compared to the fact that 55% of respondents didn't know some synthetic ingredients are currently allowed under the USDA National Organic Program for food products. The organic personal care survey also found that 67% of organic consumers believe that a personal care product that is allowed to contain new additional synthetic ingredients in the "made with" category, should require front paneling labeling stating: "This Product Also Contains Synthetic Ingredients".

### **CONSUMERS THINK PRODUCTS WITH THE WORD "ORGANIC" IN THE BRAND NAME SHOULD REALLY BE ORGANIC**

An overwhelming 98.6% of organic personal care survey respondents believe that a product with a derivation of the word "organic" in its brand name should either be 100% organic, or, at the very least, should NOT contain synthetic detergents and preservative ingredients that are not currently allowed under the NOP.

The full survey results are below:

1. To what degree do you purchase organic food products?

	Response Percent	Response Total
<b>Most of my food has organic ingredients.</b>	<b>65.2%</b>	<b>3626</b>
A good portion of my food has organic ingredients, but it's probably less than half.	25.4%	1410
Very few of my food products have organic ingredients, but I use those regularly.	5.3%	295
Occasionally I purchase a food product with organic ingredients but not regularly.	3.6%	199
I've never purchased a food product with organic ingredients.	0.2%	9
Not sure.	0.4%	20
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

2. Do you currently use any personal care products (e.g. shampoo, lotion, toothpaste, cosmetics, etc.) that contain organic ingredients?

	Response Percent	Response Total
<b>Most of my personal care products have organic ingredients.</b>	<b>45.2%</b>	<b>2514</b>
A good portion of my personal care products have organic ingredients, but it's probably less than half)	28.3%	1571
Very few of my personal care products have organic ingredients, but I use those regularly.	11.9%	663
Occasionally I purchase a personal care product with organic ingredients but not regularly.	10.6%	590

I've never purchased a personal care product with organic ingredients.

1.7% 95

Not sure.

2.3% 126

**Total Respondents 5559**

(skipped this question) 0

3. All "organic" labeling of products in the U.S. is regulated by the government.

**Response Response  
Percent Total**

True

10.7% 593

False

61.5% 3421

Not sure

27.8% 1545

**Total Respondents 5559**

(skipped this question) 0

4. If you saw a food product labeled as "Made with Organic Ingredients", what portion of organic ingredients would you expect in that product?

**Response Response  
Percent Total**

All of it.

27.9% 1549

Nearly all of it.

24% 1336

At least half of it.

18.7% 1038

Less than half of it.

19.6% 1087

Not sure.

9.9% 549

**Total Respondents 5559**

(skipped this question) 0

5. If you saw a personal care product labeled as "Made with Organic Ingredients", what portion of organic ingredients would you expect in that product?

**Response Response  
Percent Total**

All of it.

25.1% 1395

Nearly all of it.

23.5% 1308

At least half of it.

16.8% 932

Less than half of it.

23.5% 1308

Not sure.

11.1% 616

**Total Respondents 5559**  
(skipped this question) 0

6. If all you knew about "Product A" is that it is certified organic and all you knew about "Product B" is that it has the USDA Organic seal, which product would you think is more organic?

	<b>Response Percent</b>	<b>Response Total</b>
<b>Product A</b> .....	<b>50.2%</b>	<b>2791</b>
Product B .....	16.3%	905
They'd be the same .....	16%	892
Not sure. ....	17.5%	971
<b>Total Respondents</b>	<b>5559</b>	
(skipped this question)	0	

7. Are you aware that the USDA national organic standards allow the use of certain synthetic ingredients and processing aids in minor amounts in food products that are considered "necessary" for food production (example: ethylene--used to ripen tropical fruit)?

	<b>Response Percent</b>	<b>Response Total</b>
Yes, I knew that. ....	45.4%	2524
<b>No, I didn't know that.</b> .....	<b>54.6%</b>	<b>3035</b>
<b>Total Respondents</b>	<b>5559</b>	
(skipped this question)	0	

8. The current list of allowed synthetic ingredients under the national organic standards was developed specifically for food products. There are some personal care companies (e.g. lotion, lip balm, etc.) that are currently meeting those food-grade standards and claim no new synthetics should be allowed. But there are some personal care companies that claim certain types of products can't be made without additional synthetic ingredients (example: nearly all sunscreens currently rely on zinc oxide to block the sun, which is a synthetic ingredient). Should personal care companies get to add more allowable synthetic ingredients to that list for the non-organic portion of their products that are labeled "70% Organic"?

	<b>Response Percent</b>	<b>Response Total</b>
Yes. ....	8.4%	465
No. ....	23.8%	1324
<b>I don't believe there should be a list of allowed synthetics for products containing organic</b> .....	<b>55.5%</b>	<b>3085</b>

**ingredients in the first place.**

Not sure. <input type="checkbox"/>	12.3%	685
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

9. Which of the following type of product do you believe synthetic detergents should be allowed in (note: Shampoos typically use one of three different types of "cleansers": detergents, soaps or natural plant saponins. Each of these "cleans" the hair in a different way. The majority of mainstream non-organic shampoos on the market are currently detergent based. Some argue that if a product claims to be natural and organic, the detergents should be replaced with soaps or natural plant saponins. Others argue that a product will function very differently without the synthetic detergent, thereby making it function differently from what a consumer may expect.):

	<b>Response Percent</b>	<b>Response Total</b>
a) Personal care products that are labeled as being totally organic should be allowed to contain synthetic detergents.	1%	54
b) Personal care products that are labeled as being at least 70% organic should be allowed to contain synthetic detergents.	28.9%	1606
c) Neither a) or b) <input type="checkbox"/>	62.3%	3463
d) Not sure. <input type="checkbox"/>	7.8%	436
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

10. Which of the following type of product do you believe synthetic preservatives should be allowed in (note: the majority of mainstream non-organic personal care products on the market contain synthetic preservatives. Some argue that if a product claims to be natural and organic, these synthetic preservatives should not be allowed as the National Organic Program does not allow synthetic preservatives and there are natural preservatives and methods of bottling a product to provide a limited shelf life without synthetics. Others argue that removing synthetic preservatives from personal care products would result in a shortened shelf-life and possible microbial contamination, thereby requiring some personal care products to be refrigerated or labeled with an expiration date):

	<b>Response Percent</b>	<b>Response Total</b>
a) Personal care products that are labeled as being totally organic should be allowed to	1.1%	61

contain synthetic preservatives.		
b) Personal care products that are labeled as being at least 70% organic should be allowed to contain synthetic preservatives.	31%	1724
c) Neither a) or b)	60.2%	3346
d) Not sure.	7.7%	428
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

11. If a personal care product has the word "organic" or "organics" on its label, claims to be made of 70% organic material and also contains synthetic ingredients that are not currently allowed under the USDA National Organic Program, the following should be required:

	Response Percent	Response Total
a) Synthetic chemical ingredients should not be permitted in these products.	23.6%	1310
b) The product should carry a note on its front panel saying "This Product Also Contains Synthetic Ingredients".	26.9%	1497
c) The synthetic ingredients should be made from organic materials (example: if a synthetic detergent can be made out of organic corn, it should be required).	6.1%	337
d) Both b) and c)	40.3%	2242
e) Not sure.	3.1%	173
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

12. Some ingredients in personal care products can be absorbed into the bloodstream through the hair follicles and/or through the skin:

	Response Percent	Response Total
True	92%	5113
False	0.6%	31

7.5% 415

**Total Respondents** 5559

(skipped this question)

13. If a personal care company uses the word "Organic" or "Organics" in their company name (example: "Bob's Organics"), how should the laws apply to their products?

**Their products should be  
100% organic.**

Response Percent	Response Total
---------------------	-------------------

64.3%      3576

Their products should contain a significant portion of organic ingredients and should not contain synthetic detergents or preservatives.

32.3%      1793

Their products should contain  
 some organic ingredients, and  
 it doesn't matter if the other  
 ingredients are synthetic  
 detergents and preservatives.

1% 57

Not sure. 

2.4% 133

Total Respondents 5559

## Answer to question

14. If you see the name of the certifying agent on the label of a personal care product labeled "organic," what should you expect from that product?

**Their products should be  
100% organic.**

Response Percent	Response Total
---------------------	-------------------

76% 4223

Their products should contain a significant portion of organic ingredients and should not contain synthetic detergents or preservatives.

21.3% 1184

Their products should contain some organic ingredients, and it doesn't matter if the other ingredients are synthetic detergents and preservatives.

0.7% 39

Not sure. ☐

2% 113

Total Respondents 5559

(skipped this question) 0

15. When purchasing a personal care product with the word "organic" on the front label, how frequently do you read the full ingredient panel on the back before choosing to purchase that particular product?

	Response Percent	Response Total
Always	50.2%	2792
Most of the time	31.8%	1765
Half the time	9.6%	533
Rarely	7.4%	413
Never	1%	56
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

16. How often do you look for the "USDA Organic" seal on a product that claims to be organic?

	Response Percent	Response Total
Always	25.6%	1424
Most of the time	27.6%	1537
Half the time	10%	556
Rarely	22.5%	1252
Never	14.2%	790
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

17. How often do you look for some statement of "certification" on a product that claims to be organic?

	Response Percent	Response Total
Always	43.2%	2404
Most of the time	31.8%	1767
Half the time	8.5%	474
Rarely	11.9%	663
Never	4.5%	251
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

18. Personal care products that do not advertise themselves as "100% Organic" but contain at least 70% organic ingredients should be allowed to contain synthetic detergents and preservatives if:

	Response Percent	Response Total
a) The detergents/preservatives are made from organic agricultural material.	41.3%	2297
b) The detergents/preservatives are made from non-organic agricultural material.	4.7%	260
c) The detergents/preservatives are made with petroleum compounds.	0.6%	36
d) Synthetic detergents/preservatives should not be allowed.	34.9%	1942
e) Not sure.	18.4%	1024
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

19. If you answered (a) above, (i.e. that a synthetic detergent or preservative should only be allowed if it could be made by processing organic source materials) should that same synthetic detergent or preservative be allowed if the source organic materials were not commercially available, thereby requiring the use of non-organic source materials?

	Response Percent	Response Total
Yes	6.1%	339
No	30.3%	1684
I didn't answer (a) above.	49.6%	2756
Not sure.	14%	780
<b>Total Respondents</b>		<b>5559</b>
(skipped this question)		0

# Exhibit I

I have used Avalon Organics lotions, shampoos, etc., and found out that they not only contain chemicals that produce 1,4 dioxane but also other carcinogenic chemicals, among them endocrine disruptors and reproductive toxicity. This is an absolute DISGRACE. These companies should be ashamed of themselves and imprisoned.

Maggie, NJ

Because of my health, it is necessary for me to stay healthy by using non-toxic products that are non-carcinogenic, non-allergenic, and non-immune suppressive. I generally feel that anything that goes onto my body which can enter through the skin should be organic and chemical-free to avoid causing liver damage from the toxicity and to avoid environmental neuro-toxins, estrogens, etc. This is as important as what you put into your body even though main stream products do not carry such healthy organic ingredients and when they do they often fudge on the word "organic" by having a few organic ingredients and then many non-organic toxic ingredients. This has to stop so that consumers are not misled by false advertising. Consumers who don't know may be unknowingly buying something they think is good for them when in fact it is not. People with cancer, for instance, may go organic to avoid the excess burden of toxins on their body so their body can detoxify and start to heal itself. If your product is mislabeled, it not only hurts the ignorant, it also hurts those who are fighting for their very life. You should not put sheep's clothing on a wolf. Stop mislabeling your products.

Joyce, IN

I've been buying Jason products because they are more affordable than other products which do not contain parabens or sodium lauryl/laureth sulfates. Little did I know that Jason uses another harmful chemical, Ethylene Oxide, which generates the carcinogen 1,4-Dioxane as a byproduct. I am so disappointed! How can such products be labeled "organic"?

Scottie, MD

When I realized I have an extremely allergic and sensitive immune system, a friend recommended trying Avalon Products, which are sold as "organic."

I purchased Avalon Rosemary Shampoo, which made my scalp burn. Then I tried their Avalon Skin Moisturizing Cream, only used it one time and it burned my cheek.

I was not aware that these were not true organic products. ☐ ☐ I did email their company and was advised to take back the products for a full refund.

June, MD

I am disabled with MCS and rely on proper labeling of products for my health and safety. THESE COMPANIES DO NOT HAVE MY PERMISSION TO PLAY WITH MY HEALTH!

B., HI

How shocking it was to read that a number of "organic" products in my house are actually as toxic as similar conventional items. The intent in buying these products is to reduce my exposure to carcinogens, as I am a member of the Board of Directors for a national cancer awareness group. It is absolutely shameful for corporations to take an individual's right to decide from them via misleading product labeling. These companies need to be held liable for their actions.

L., CA

As an ecologist and long-term advocate of organic products, I am deeply disturbed by the myriad companies falsely labeling their products as "organic" when they obviously do not meet the generally accepted meaning of this term.

In a time when so many people are interested in removing toxic chemicals from our bodies and our environment, it is disgusting that those companies that we are relying upon to help with this cause are the very ones who have embarked upon a misleading campaign to grossly capitalize on the green movement.

Shame on them and the companies that support them in their campaign of deception.

We need honest dependable companies to lead a confused public towards a greener future.

I ask that all who are in a position to affect this change join me in cry for accountability and integrity, for ourselves, our planet, and our future.

Sincerely, Mark, CA

I have been "duped" several times now with products being labeled as "organic", when they were not. Several members of my family have severe allergies, and are affected by chemical ingredients, which I try to avoid purchasing. I am furious that the government and big business are taking away our freedom of choice and our right to chemical-free products, and deliberately hiding unwanted ingredients in the products we must and/or prefer to use. It's not only dishonest and greedy, it can be life-threatening in allergy situations.

Judy, PA

I have a chronic disabling immune deficiency disease. I rely on organic body care products & home care items to keep me healthier than I might otherwise be. I am alarmed to learn that the products I've been relying on like various Kiss My Face products are not organic after all. Please do what you can to eliminate 1,4-Dioxane from all products or label them as carcinogenic. Be honest with consumers -- we demand it for our well-being and for the well-being of our planet. And we will be more constant as consumers when you show that you can be honest with us.

Marirose, NH

I have used several bath products that have been labeled as organic - Nature's Gate Shampoo, Kiss My Face products. I live in a very rural area and shop at a chain store that does promote "green" products. The area I live in has a extremely high rate of cancer and autism rates - well above the national rates. I am trying to limit exposure to contaminants and promote a better earth for those who will be here well beyond me... I am not able to afford shipping to order products online and cannot afford to travel to the bigger suburban area that has more of a selection. I am very frustrated that the selection of products that I have to choose from that are labeled organic - I often look and spend several minutes trying to figure out which is better - but all have huge list of ingredients that I cannot pronounce. I often leave the store frustrated and have to compromise my family's choice to be organic in bath products due to misleading labels and availability.

Melissa, NY

I returned a three-pack of Nature's Gate Neroli, Orange and Chocolate Mint Liquid Soap to amazon.com because this "organic" product formulation contained endocrine-disrupting parabens - this was a couple of years ago. The current formulation doesn't have parabens but it still has butylene glycol which has been tested as a suspected carcinogen and phenoxyethanol, a possible neurotoxicant.

Charleen, CA

I'm deeply disappointed in hearing that several brands I've used, with the thought that they were 100% organic, were not. I had been glad that "organic" skin care products were available not only at my local co-op but also at my grocery store. It is sad to learn that certain brands that seemed to be making an honest living providing very high quality skin care products are, in fact, just doing a great marketing job in making us believe their products contain organic and "natural" ingredients. Instead, we are probably getting some of the same unacceptable ingredients that would be found in cheaper non-organic synthetic products. So, in essence, I'm paying more for products that are aren't really better for me. Until action is taken to remedy this by the companies that have been producing these so-called "organic" skin care products, I will stop using products by Avalon "Organics", Jason "Pure, Natural & Organic", Nature's Gate "Organics". These are brands that I've used in the past with the idea that they contained no synthetic ingredients.

Angela, KY

I remember buying some Jason's products and Nature's Gate and some of the other named companies passing themselves off as organic and you know: just a little of these 'fake' products and as a consumer I can tell right away. And of course I bring the product back to the store. I don't sit and suffer and waste my money.

But listen: you people need to get HONEST and STRAIGHT. Why do you think we are having a financial crisis? Greed. Cheating. Have to 'steal' to make a profit.

Clean up your act. Confront your misdeeds and get back on track. You will sleep better, have better lives when you are awake.

Leslie, CA

A note to Kiss My Face, I do not appreciate you deceiving the public and me that you are selling a organic and natural product that does not have and harmful ingredients. I use your products and I am very disappointed. Natures Gate, I am also disappointed in your company, I also use your toothpaste and other products. Very disappointed in your deception. Shame on you!

Marguerite, NC

One hour ago I was giving my children a bath, with filtered water. As I washed their hair (with Nature's Gate Organics Shampoo) I was thinking about how lucky I was to be able to buy natural and organic products for them. How lucky I was to be able to shield them from the harsh carcinogenic chemicals that are in so many personal care products.

Then I put my children to bed and checked my email and read the Organic Consumers Association (OCA) Newsletter.

Well I have to hand it to you. Your company has just taught me a lesson that I knew but grew complacent about. Most Big Corporations are full of green wash. Happy to promote an image of organic, reap the profits, sell out their customers and make a buck. Boy you people sure fooled me.

Needles to say when I read the OCA's report I felt angry, lied to, cheated and generally bent out of shape. I have been buying your hair care products for years and was happy to switch over to your organic line when it came out. In a perfect world you all would owe me several thousand dollars in product - purchased under false pretenses. As it is your lying and cheating will be left to your conscience. But for obvious reasons I don't think that you will lose any sleep.

You have however lost a customer. And believe me I like to talk so with any luck I will cause you to lose a few more in the coming days.

Sincerely, □Kim, CA

P.S. Please look for a box containing two brand new gallons of shampoo I recently purchased. I would feel guilty putting it in our land fill with it being so chemical laden and all. The least you can do is dispose of it for me. This way I'll have a little satisfaction instead of the frustration and anger I feel right now.

I have been recently diagnosed with cancer. I have bought organic for the last 5 years. I do not like paying a higher price for something and then finding out it is not organic. I think this is fraud. I want truly organic products not something that comes close.

Maridy, WA

I bought these green-washed non-organic personal care products thinking they were "organic" and that the extra money I was spending was justified. My family is on a very tight budget and we do our best to buy organic products because we feel the added price is worth it. You have misled us with your fraudulent labeling and we are very disappointed. Never again will we buy any personal care product if we don't know what every single ingredient is because your insincerity has taken us down the path of distrust. I am especially infuriated being that I am 7 months pregnant and thought I was doing right by my unborn baby. Shame on you - I hope you can sleep at night.   □  
□Sincerely,   □Lorena, AZ

As a nursing/pregnant mother, I of course want to use only the purest products for me and my family. I would be willing to pay a little bit more for better quality products. The worse part is though that, as a consumer, we think products out there are "safe," and then later we found they're not. Very unsettling and unnerving. It disgusts me that people try to use cheap items to make products and then mislabel them for something else.

Leigh, TX

Most body care products on the shelf are fill with toxins and chemicals I do not want for my family, friends or patients. I try to explain how the ingredients listed is not natural and organic. Most people do not understand, it took me months to research these products and it is unacceptable to continue to mislead and poison the public. The population is becoming more sick every year, and I have to believe it is a direct result of chemicals and toxins in our food, water, household products, body care products, vaccines etc. We have to fix this, our children depend on us. Want to solve the health care crisis? Clean up the poisons and chemicals we are eating, breathing and slathering on our bodies!!! I am a chiropractor in MI, and have done hours of research on these subjects, and know for sure this is no joke. I have rid my environment of these products and I no longer suffer with eczema and asthma, think of all the children who are suffering... do something!!!

Thea, Chiropractor, MI

What???? I hunted and hunted for products that worked for me and that were chemical free. I especially trusted Jason and Avalon as most of my products are theirs. I even spend the 6 bucks on toothpaste and now I find that I was lied to. You guys can shut your doors cause I am sure I won't be the only one who will never buy your products again. I will find a company that I can trust cause they are out there, it's just companies like you that make it hard for the good guy.

I don't care that my products are pretty much new, I will send them back to you as i wouldn't even put your garbage in my can.

Sheralee, SK

TO JASON - I have bought your toothpaste thinking I was obtaining all organic and au naturale - in fact I have a stock pile of this item under my bathroom cabinet- I am not a happy consumer will not buy again.

Marjorie, CO

To Kiss My Face:

I have just begun to purchase your deodorant thinking that it would be pure, natural and organic. To my dismay, this is not the true fact. Have I been misled?? A waste of my hard earned money!

Marjorie, CO

It's frustrating that a company would consider itself natural, and yet the products still contain parabens as preservatives. What I really want to happen is for companies to remove ingredients from their products that have carcinogenic and teratogenic links. Please make the products safe for us and our children! It's getting difficult to find truly safe, well formulated skin care, cosmetics, and personal care products.

Christine, PA

Almost fell for it! I was looking to purchase a natural alternative to petrochemical laden shaving creams for my fiance. Fortunately I read the label on the Kiss My Face version and discovered it contains polyethylene glycol! I put it back and purchased some aloe vera gel that my fiance says works just great on his sensitive skin!

Valerie, NS

I am against non-organic companies using the organic name, and falsely using an organic label. The organic organizations have members; have ethical/moral philosophies, regulations, and controls, laws that organic farmers and companies must abide by. The organized bodies of members of the organic communities deserve to be respected. Those who buy the organic name embrace their philosophies and way of life. Legally it is a formalized legal body, and the companies that falsely use their name without permission are committing a crime. I support the organic bodies such as OCA, their philosophies of respect for nature are my philosophies, and ECOCERT does not represent my beliefs.

Kat, NY

I love the Jason products and I'm really upset to hear that they may contain carcinogens. I am writing Jason to ask them to clean up their act and make their products truly organic.

Golbin, NJ

As a person with Multiple Chemical Sensitivities, correct labeling is VERY important to me and to my health!

Deborah, OR

For the past few years I have been working on providing my family a chemical free, truly organic lifestyle. One day I just decided to chuck everything in our house that I couldn't

pronounce and couldn't get straight talk about what the ingredient list really meant. I am now expecting a baby and am proud to say that Dr. Bonner's is the only product line I feel I can trust. I am so angry that so many baby products that claim to be organic really are not at all. It is so dishonest to lead people into thinking that there product delivers an empty promise. I tell everyone that I can that they need to scrutinize each label not trust the front packaging that does such a wonderful job of luring you in to a false sense of security. Avalon, Nature's Gate, California Baby, Earth's Best, Nature's Baby - it's all the same - NOT REALLY ORGANIC.

I can't stress how offended I am with the green washing of Giovanni hair care products and Avalon facial care. I would go out of my way to the local organic store just to buy these products at almost twice the price, I even told my friends about how great they were. Now, not only do I look like a hypocrite after telling people to put down their Herbal Essences and grab a bottle of Giovanni to support the cause, I have stuffed hundreds of dollars into the pockets of two companies that don't deserve to charge the prices they have! these products if not for being mislabeled organic would be in the no-name bargain bin of your local big name grocery store. It's totally outrageous that these companies can mislead people the way they do and this is their very intention, and now I refuse to be taken for a ride again. You better believe I'm going to read the label ... if I can't pronounce it, I won't buy it.

Cleopatra, AB

Since being diagnosed with AML, a life threatening cancer requiring a stem cell transplant, It has become necessary to be very careful about avoiding infections. Hence, I have been watching my body care products and depend on natural and organic care products to avoid the possibility of death due to infection from body care products containing conventional or petrochemical materials. I am truly concerned about false labeling of "organic" any certifier green-washing non-organic personal care products. Please consider consumers, such as myself, that depend on corporations committed to honest labeling in the best interest of their consumers, rather than the dollar.

Robert, CA

I was very upset to find that these organic products were mislabeled, especially after spending so much money to ensure I was buying the best. The company I supported the most was Avalon, for shampoo, but also bought Jason shampoos.

Stella, VA

The deception that these companies have given the public definitely warrants judicial intervention with strict penalties. I, personally, go out of my way to ensure that I am buying organic products and I am willing to pay extra knowing that I am using products that are truly natural. I have bought products from Desert Essence, Jason, Nature's Gate and Kiss My Face and to know that I have been given false information and basically tricked into buying their products is a total breach of consumer trust. Shame on these companies and shame on Ecocert!

Nova, AB

I feel betrayed.

I am very chemically sensitive. I have tried brands like Jason's, Kiss My Face, and Aubrey's, all labeled as organic. Every time I have had to stop using the product because of sensitivity problems. I don't have much money either, so having to purchase these products at higher prices than other products because of their claim of being organic.

The fact that mislabeled products can demand a higher prices makes the practice particularly disgusting.

Wilma, CA

I was extremely disappointed to read about the misleading information concerning supposed organic personal care products. Being a consumer of Desert Essence products (and paying a lot of money for them) I am very frustrated and angry with this company, as well as the others.

Agatha, PA

My family has been using JASON satin wash for quite a while now. We are infuriated to find out a product we trusted is in fact not actually safe.

Amanda, CA

The label "organic" has to mean that every ingredient is non-toxic to humans and comes from natural sustainable practices. An ingredient derived from coal should not be considered organic since the coal industry is injurious to the environment, as people of West Virginia are well aware of.

Dean, IL

I have many, many allergies and as such cannot risk my health on products whose labels are inaccurate or misleading. I need to know ALL ingredients contained in a product.

Karen, IN

I do not agree with cosmetic, body and personal care product companies being allowed to label their products as "organic" when they only contain a squirt of organic citrus juice and the remainder of the ingredients contain parabens and SLS. If your label says organic, then mean it. Enough is enough. Quit attempting to broaden your consumer base by using fancy words. Your fancy-word-reading consumers are educated and we won't stand for it!

Sabrina, NJ

I am very disappointed to learn that Giovanni products are not organic. I wish they would

reformulate their hair care line.

C., CA

I have been using Jason and Kiss My Face products for years and am absolutely outraged! I am going to stop using these products immediately and pray that no harm has been done. These companies need to make a full public disclosure immediately. Attempts to sweep the problem under the rug will not work ultimately, and these companies will go out of business, if they don't admit there is a problem and correct it.

Kevin, IL

As a consumer and organic farmer, labeling integrity is of utmost importance to me and my family. We live in a county that should be providing accurate not misleading labeling leadership. Get to work!

Lauren, OR

My cousin, Tami and I feel so strongly about 'organic' that we started our own organic personal care products business... We researched several competitors and were shocked to learn the truth behind their 'organic' statements, either stated or implied. It is imperative that we, as consumers, are told the truth behind packaging and contents of products. And as suppliers of products, we would never provide a client something we did not believe to be organic and healthy!

Suzy, FL

I am trying to take an active role in choosing healthy cosmetics. I now read all labels with a careful eye. It really annoys me that chemicals like 1,4 dioxane aren't listed on a product's ingredients list. I think it's very sneaky that certain brands contain this chemical and claim to be healthy and safe for consumers. I will not purchase Giovanni products anymore because of this.

Francesca, NY

Dear Natures Gate Company:

After learning that your products are not truly organic, I will never buy them again. Your deceit is disgusting and unforgivable.

Amy, NY

I buy Natures Gate products. I buy these thinking I can at least trust SOMEONE, especially a known "organic" business. I feel betrayed and disgusted by this. These businesses need to remember why they are creating organic products - the number one reason should NOT be for profits, it should be because they are responsible and actually CARE about the earth and everything here.

SALIANE, AZ

I have a Ph.D. in chemistry and I have been concerned for decades about abuse of the term "organic." We have enough abuse by the media and confusion among the general public. Corporations must remain accountable for increasing the confusion.

KEVIN, NY

Ecocert, you should be deeply ashamed of your actions. You don't gain anything by misleading the public. I will continue to be vigilant and will not purchase any products that have certified by your company. The truth is always revealed in the end so it's always wiser to be sincere and truthful in your business practices.

Innocentia, VA

I am so pissed off and mad that there are products out in the stores that say Organic but in reality they are not. I used to be those people who had to buy my things and go and not caring what I put in my body. until I started to research more on household products, body, dental and food. I am disgusted that I probably bought one of these so called expensive "Organic" products for my children, my husband and me. These products need to be banned and come down from shelves ASAP. My mother was diagnosed with breast cancer when I was 12 years old. Now I am 25 years old and she is healthy but still. Who knows what we put in our bodies that can give us so many diseases.

Natalie, WA

I am a years-long fan of Giovanni shampoo & conditioner, and have turned on friends and family to this product, recommending it highly. Now recent testing indicates that a sample of Giovanni products contain toxic levels of 1,4 Dioxane.

I spend a lot of money on this product, in trust that I am using a truly organic brand. Now I must stop until Giovanni reformulates to HUMAN SAFE standards.

I am deeply concerned about the health of the planet, and my own health. I am shocked to see the names of so many products that I thought I could trust, and that I have spent significant amounts on, listed. This needs to be very public information, and as a consumer I will be spreading the word.

Marisa, CA

I'm extremely disappointed in Avalon "Organic" products, a product which I have spent my hard earned money on and trusted to be what it's label claims--ORGANIC. I can get the same amount of carcinogen laden shampoo for \$4 at Target, but I opted to spend a whopping \$13 per bottle (I purchase the large pump bottle of shampoo AND conditioner) because I thought I was doing something good for myself and the environment. This sort of false advertising is unacceptable, and measures must be taken to prevent this sort of

thing from happening. I will no longer support Avalon Organics, they've taken enough of my money already, and obviously have little to no morals left in their money-hungry souls.

Lori, CA

I have bought several products from a company named Avalon Organics. I assumed that their product was, well, organic. So I'm surprised to see that not only is the product not organic, but it's full of potentially cancer-causing chemicals.

This must be changed immediately. Companies like Avalon should not be able to have "organic" in their name unless they really sell organic products. It is mislabeling, and fraudulent.

Gregory, CA

I would just like to say that I am so disappointed. I live in a little town in Nevada...I drive 60 miles every two weeks into Las Vegas to buy my groceries and natural personal products, because we do not have access to those (organic foods and products) things where I live. It costs me a small fortune to do this, but I do it because it is the right thing to do for myself and my family. What a disappointment to find that not only have I been paying up to 7-8 times more for some of these products, but to find out that they, too...just like stuff I could buy at WALMART...are harmful to myself and my small children.

Shame on these companies for misleading people who are trying so SO SO hard to do the right thing with our health...and the health of those we love. There is no reason to have chemicals in your products that you KNOW are harmful.

Let me tell you that my mom has cancer. My sister has had cancer twice, and she is only 38. My grandma died of cancer, as did my grandpa and my uncle, just recently. Please take chemicals out of your products that you KNOW CAUSE these kinds of diseases. It's horrible. My mom is battling lymphoma right now. I have her eating healthy organic foods, and have convinced her to use "natural" cleaners for her home, and also for herself. Now I find some of the things I told her would be better for her battle with lymphoma...aren't. It's sickening.

Robyn, NV

Certifying products as "organic" when they contain conventional and/or petrochemical ingredients is green-washing. Green-washing is contemptible. Green-washing is not only contemptible, is is immoral.

I will buy no products certified by Ecocert or any other company that engages in contemptible practices such as green-washing.

Paul, CA

I have very long hair and I have probably bought 20 bottles of Avalon shampoos and conditioners in the last year. I am very upset to learn that I didn't buy a safe product.

Elizabeth, TX

I am very disturbed to learn that both my years of trust and my wallet have been violated by untruthful organic labeling claims of 'organic' manufacturer! As a former health co-op store manager and 25-year organic consumer, this is very upsetting.

Joy, NJ

# Exhibit J

Fall 2006

SA

# HOPSMART;) )

NO HYPE + NO ADS + JUST GREAT BUYS!

## Get the best!

tested over  
100 products  
and the

# 52

buys in  
closet organizers  
closets  
complements  
dresses  
& more!

THE HIDDEN  
GEMS AT  
OUTLET STORES

WEB SITES  
SHOPPER  
DON'T KNOW

11/1/06

79

63>



74034 1000



the top-rated  
closet system  
(see page 26)

uth in beauty;)

## How to find **REAL** organic body-care products

Many "organic" creams and cleansers have ingredients that may surprise you. Here's what to look for when you shop.

**C**ocamidopropyl betaine. Methylparaben. Phenoxyethanol. These hardly sound organic—and they're not. They're synthetic substances and they've got health or safety issues surrounding them. But they show up in many products that sound like they're pure and natural, such as Alba Organics Deep Sea Facial Mask and Kiss My Face Obsessively Organic Big Body Lavender & Chamomile Shampoo.

"There's anarchy in the world of organic labeling," says Craig Minowa, a spokesman for the Organic Consumers Association. One problem is that some so-called organic personal-care products don't meet the same government standards required for organic foods. While some ingredients may be certified as organic, the product itself may not be. What's more, these products may contain unapproved synthetic ingredients.

Some manufacturers confuse the issue by including the word "organic" in their brand name, even though it isn't clear how much of their product is actually certified as organic. Others promote certified organic ingredients on the label when in fact they may only make up a small

percentage of a chemical-heavy formula.

So how do you pick out the real organic cosmetics or at least those that don't include potentially harmful ingredients? First, look for an organic certification seal. Then see whether the product is labeled "100% organic" (it must contain only organically produced ingredients); "organic" (it must consist of at least 95 percent organically produced ingredients); or "made with organic ingredients" (it must have at least 70 percent organic contents). Also see whether water is the first ingredient. It may not be worth paying extra for an organic product that's mostly water.

It's fairly easy to find soaps and body lotions worthy of the organic label (see facing page). But makeup is tricky. Go to [www.ewg.org/reports/skindeep](http://www.ewg.org/reports/skindeep) to find safety ratings on all kinds of products, including nonorganic ones that may still be worth considering if you're determined to avoid slathering your body with potentially harmful chemicals. Several companies told us they're phasing out parabens and other chemicals and replacing them with natural preservatives. In the meantime, watch out for "organic" products that really aren't.



### THE WRONG STUFF

Labels may lie, but ingredient lists are pretty straightforward, and yet many of those we found on so-called organic products (like those at left) were eye opening. Along with ingredients like organic aloe juice and tea tree oil were potentially unhealthy chemicals, although the amounts at which these substances become problematic are generally unknown. Parabens, which we found in many products, may among other things disturb the endocrine system. Other examples include cocamidopropyl betaine, which can trigger allergic reactions, and phenoxyethanol, which can irritate skin and eyes. These and other synthetics such as disodium EDTA and sodium myreth sulfate that aren't approved by the government's organic program just shouldn't be in "organic" products. So before you buy, read the labels front and back!

These "organic" products have questionable synthetic ingredients.

## We give these products the **green light**

The items below don't contain questionable chemicals and are loaded with organic and natural ingredients



Aubrey Organics  
Natural Spa Sea  
Wonders Relaxing  
Massage Oil,  
\$14.95, [www.aubrey-organics.com](http://www.aubrey-organics.com)



Terressentials 100%  
Organic Fragrance-Free  
Moisture Cream,\* \$16  
[www.terressentials.com](http://www.terressentials.com)



Vermont Soap Organics,  
\$4.29 per bar  
[www.vermontsoap.com](http://www.vermontsoap.com)

Coco Zum Chocolate  
Body Butter,\* \$12  
[www.indigowild.com](http://www.indigowild.com)



Terressentials 100%  
Organic Flower Therapy  
Flower Acid Facial  
Masque,\* \$16.50  
[www.terressentials.com](http://www.terressentials.com)

Aubrey Organics Natural  
Spa Sea Wonders  
Relaxing Bath Salts, \$17.95  
[www.aubrey-organics.com](http://www.aubrey-organics.com)



The Merry Hempsters  
Organic Hemp Balm,  
\$2.49 per tube  
[www.merryhempsters.com](http://www.merryhempsters.com)

Nourish Organic  
Cucumber & Water-  
cress Face Wash, \$9.95  
[sensibilitysoaps.com](http://sensibilitysoaps.com)



Dr. Bronner's  
& Sun Dog's  
Magic Lavender  
Coconut  
Organic Lotion,  
\$9.99  
[www.drbronner.com](http://www.drbronner.com)



\*Product is not certified organic, but all the ingredients are natural and/or certified organic.

## When organic isn't

Labels on cosmetics and body-care products can be misleading



**URVASHI RANGAN,**

Ph.D., director of GreenerChoices.org, our Web site on products for a better planet, tells you how to be a smarter shopper for your health and the environment.

**O**n a recent trip to my local pharmacy's body-care aisle, I couldn't believe the number of "organic" products on the shelves. But I also couldn't believe what I was seeing on the ingredients lists. As an advocate for strong organic labeling standards, I keep an eye on these kinds of things.

"Pure, Natural & Organic Aloe Vera 84% Shampoo," for example, sounds, well, pure, natural, and organic. But the label showed that the product contains plenty of synthetic ingredients, including cocamidopropyl betaine, dimethicone, polyquaternium-7, potassium sorbate, and sodium benzoate.

The problem is that "organic" personal-care items are not always held to the same organic standards as food. So labels can be misleading to consumers looking to buy products that they view as more healthful or better for the environment.

At a recent public meeting of the National Organic Standards Board that I attended there was a lively discussion of what the government should do about "organic" personal-care products: Should it just get rid of the organic label on

those items or try to close the many loopholes in the rules? The loopholes allow companies to make organic claims without having to meet USDA standards.

For food and body-care products, USDA certification states that up to 5 percent of the ingredients in items labeled "organic" and up to 30 percent of ingredients in products labeled "made with organic" ingredients can be nonorganic, which can include synthetic chemicals. However, while only approved synthetics can be used in organic foods, just about anything goes when it comes to personal-care items labeled organic (without the USDA Organic certification). They might contain ingredients such as preservatives and fragrances—precisely the kinds of chemicals many people buying organic products are trying to avoid. (Only certified products labeled "100 percent organic" must be all organic.)

Here's another way "organic" products might mislead you: Water and salt don't have to be counted in calculating organic ingredients. So "organic" products, such as bath salts, can be mostly salt or water with just a drop of organic ingredients. Bottom line: If you're paying a premium for organic, you might not be getting much for your money.

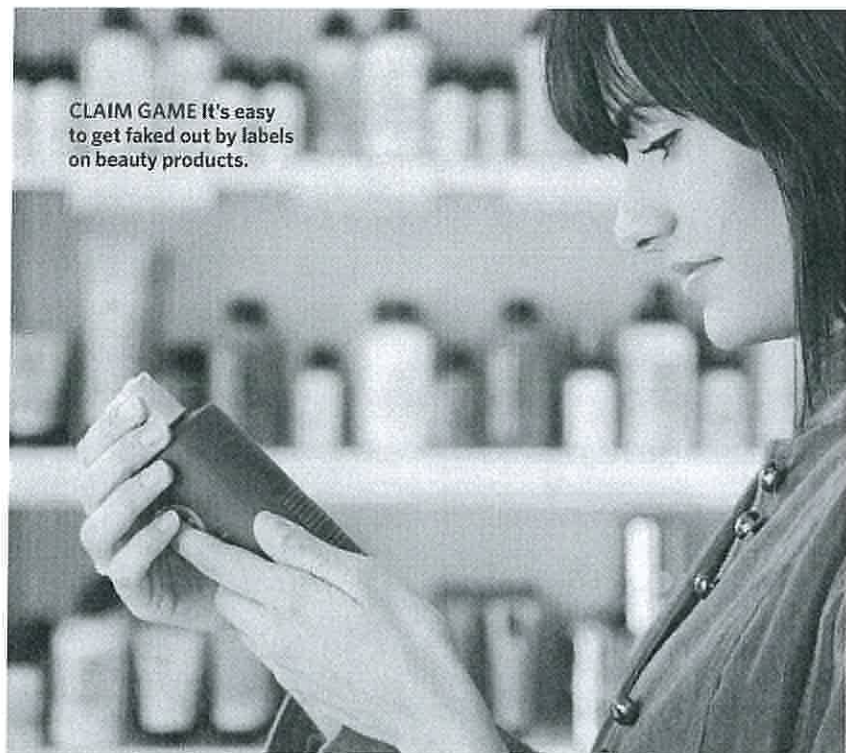
Consumers Union, the nonprofit publisher of ShopSmart, has urged the National Organic Program to raise standards for personal-care items labeled organic. Until then, here's what you can do.

- 1. Look for the USDA Organic certification seal.** Just 5 percent or less of the product can contain synthetics, and they must be on the government's approved list.
- 2. Check ingredients.** Be on the lookout for the number of nonorganic ingredients and the word "fragrance," which might indicate the product contains phthalates, a family of chemicals often found in fragrances that might pose health risks.
- 3. Speak up.** Tell manufacturers and the government that all organic personal-care products should meet the same standards as organic foods. For more info, go to [www.USDA.gov](http://www.USDA.gov) and search for the National Organic Program.



# truth in beauty;)

**CLAIM GAME** It's easy to get faked out by labels on beauty products.



## What's your beauty IQ?

Take our quiz and find out how to tell when cosmetics claims might be bogus and when they're for real

**1. Before a new cosmetic goes on the market, the Food and Drug Administration must ...**

- a. Test the product for safety.
- b. Review data from the manufacturer supporting specific product claims.
- c. Review the label for accuracy.
- d. All of the above.
- e. None of the above.

**2. A "natural" cosmetic must ...**

- a. Contain ingredients that are extracted from plants or animals.
- b. Contain no artificial colors, fragrances, or preservatives.
- c. Be less likely to cause an allergic reaction.
- d. All of the above.
- e. None of the above.

**3. A "hypoallergenic" product must ...**

- a. Be tested and prove to be less likely to cause allergic reactions in sensitive individuals.
- b. Not contain common allergens.
- c. Be less likely than other products to cause irritation.
- d. All of the above.
- e. None of the above.

**4. Which of the following claims means that the product cannot contain any of the specified ingredient?**

- a. Alcohol-free.
- b. Unscented.
- c. Oil-free.
- d. All of the above.
- e. None of the above.

**5. A noncomedogenic or nonacnegenic product ...**

- a. Usually does not contain common pore-clogging ingredients.
- b. Must be tested and shown not to cause pimples in acne-prone people.
- c. Must be oil-free.
- d. None of the above.

**6. "Cruelty-free" means a product must ...**

- a. Have no ingredients that were tested on animals.
- b. Not be tested on animals.
- c. None of the above.

**7. Which of the following assures you that the product was tested before it went to market?**

- a. Sensitivity tested.
- b. Dermatologist tested.
- c. Allergy tested.
- d. All of the above.
- e. None of the above.

**8. If the label says "made with organic ingredients," that means it must have ...**

- a. No synthetic substances.
- b. At least one ingredient that's organic.
- c. At least 70 percent organic ingredients.
- d. The term may be meaningless.

**9. Can you spot the phony in this list of cosmetics claims?**

- a. "... contains enhanced dermo-smoothing D/Contraxol+ and elastin-enhancing Fibrelastine to help renew elastin in just 48 hours."
- b. "... scientifically advanced skin care discovery that protects skin from the electromagnetic effects of today's modern-day conveniences like cellphones and computers."
- c. "... exclusive multi-patent pending Bo-Hylurox technology ... the at-home alternative to line-relaxing injections."
- d. "... the first and only thermophyllic serum specifically developed to intensify Dermal-Epidermal Junction integrity."

See page 19 for answers ►

What you should  
know about

# CHEMICALS IN YOUR COSMETICS

## QUICK read

**Phthalates, a family of chemicals used in cosmetics, may pose significant health risks but:**

They're found in perfumes, nail polishes, and other products we use every day.

Scientists say they're found in our bodies as well.

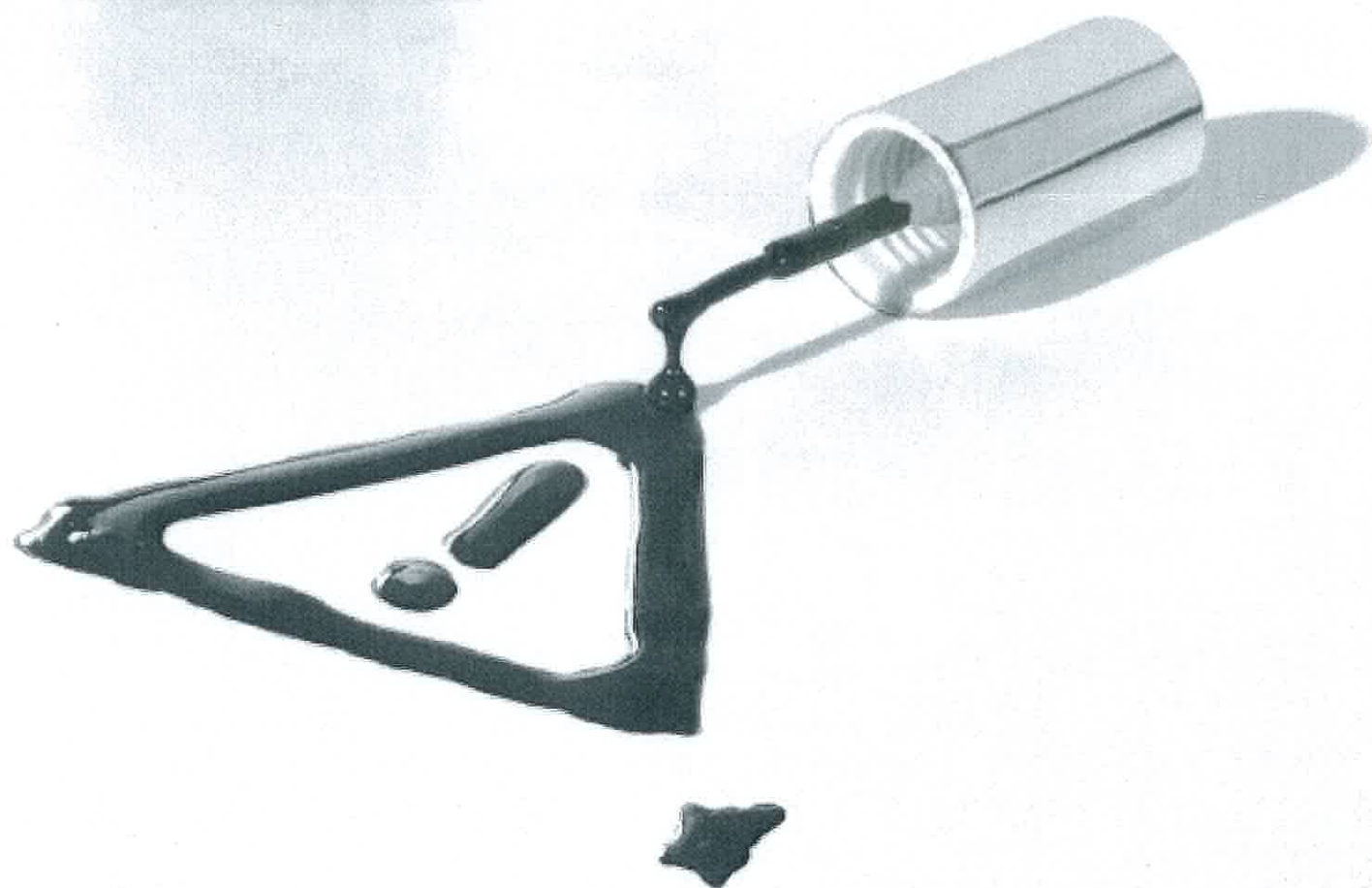
In many cases, they're not listed on labels, so they can be difficult to avoid.

Some manufacturers are removing them from their products, but the FDA has not restricted their use.

**Y**ou slather, spray, and paint them on and rub them in. Cosmetics are so much a part of your daily regimen that you probably never think twice about them. If they're on store shelves, it seems reasonable to figure that they're safe to use, despite those unpronounceable ingredient lists.

But at least some of what's in your cosmetics might not be so good for you. One example is the family of chemicals known as phthalates (pronounced THAL-ates), which may be linked to developmental and reproductive health risks. The industry says phthalates are safe, but some companies have dropped them in response to public concern. Essie, OPI, and Sally Hansen, for example, are removing dibutyl phthalate (DBP), which is used to prevent chipping, from nail polishes. Other big-name brands that have reformulated products to remove some phthalates include Avon, Cover Girl, Estée Lauder, L'Oréal, Max Factor, Orly, and Revlon.

PHOTO BY HOLLY LINDEM



If you're trying to cut back on phthalates, however, sticking with these brands may not make much of a difference. You'll find phthalates in too many other personal-care products, including body lotions, hair sprays, perfumes, and deodorants. The chemicals are used to help fragrances linger and take the stiffness out of hair spray, among other reasons. They're also in detergents, food packaging, pharmaceuticals, and plastic toys. And they have turned up in our bodies.

Although phthalates show up in so many places, they're often absent from labels because disclosure is not always required. That's the case with fragrances. We tested eight fragrances (see below) and although none of the products included phthalates in its

ingredient list, they all contained the chemicals. Some were made by companies that specifically told us their products were free of phthalates, and two even say as much on their Web sites.

Getting your nails done or spritzing on your favorite perfume obviously isn't going to kill you. But the health effects of regular long-term exposure, even to small amounts, are still unknown.

## Makeup wakeup call

Companies that have eliminated phthalates are no doubt getting the message that people are paying more attention to ingredients. But public concern isn't the only factor driving the reformulations.

## Take a whiff of this

We tested eight fragrances to check for phthalates. Five of them are top sellers from some of the largest perfume manufacturers, including Celine Dion Parfums Eau de Toilette Spray by Coty, Clinique Happy Perfume

Spray, Elizabeth Taylor White Diamonds Eau de Parfum, Estée Lauder Beautiful Eau de Parfum Spray, and Liz Claiborne Curve Eau de Toilette Spray. Here's what else we tested and our surprising findings:



■ All the fragrances we tested contained at least these two phthalates: Di(2-ethylhexyl) phthalate (DEHP), which is banned in cosmetics in Europe, and diethyl phthalate (DEP), which is not banned and was present in much larger amounts. Our findings seem counter to a fragrance-industry survey that reported DEHP use is down to zero.

■ Two products—Aubrey Organics Jade Spice Eau de Parfum and Aveda Love Pure-Fume Essence—went into the test group because the companies say they don't contain any phthalates. But we found DEP, DEHP, and diisodecyl phthalate (DIDP) in the Aubrey Organics product. Aveda's perfume contained DEP and DEHP.

■ Estée Lauder says that DEP is the only phthalate used in any of its products, but we found DEHP along with DEP in Estée Lauder Beautiful and its Clinique Happy. (The company also

owns Aveda.) A Liz Claiborne representative told us that none of its products contains DEHP, but we found that chemical—plus DEP—in Liz Claiborne Curve.

■ We tested Christian Dior Poison Eau de Toilette Spray because in 2002, tests by the Environmental Working Group, Health Care Without Harm, and Women's Voices for the Earth found that it had four types of phthalates, more than any of the other 16 fragrances tested. The 2002 study found DEP, DEHP, dibutyl phthalate (DBP), and benzyl butyl phthalate (BBP) but our tests showed only DEP and DEHP.

■ We bought Happy, Poison, and Beautiful in both the U.S. and Europe, and found the E.U.-banned phthalate DEHP in all the samples.

■ No fragrances mentioned phthalates on their labels. But by law, they can list the word "fragrance" without citing any of its components, including phthalates.

Another reason is a European ban. Although the U.S. has outlawed just eight cosmetic ingredients, the European Union has banned more than 1,000. For companies that make cosmetics, complying with E.U. rules makes good business sense. It's more efficient to sell the same product worldwide. It's also good PR. About 380 U.S. companies have publicly pledged their allegiance to cosmetic safety by signing the Compact for Global Production of Safe Health & Beauty Products, under which they voluntarily pledged to reformulate globally to meet E.U. standards.

The reformulation trend is likely to gain further momentum from the California Safe Cosmetics Act of 2005, which took effect only this year. Manufacturers that sell over \$1 million a year in personal-care products in the state must report any products containing a chemical that is either a carcinogen or a reproductive or developmental toxic agent. Among those that must be disclosed are the phthalates DBP and di(2-ethylhexyl) phthalate (DEHP). California plans to make this information public, possibly on the Web, so some companies may choose to remove rather than report the ingredients.

## Guinea pig nation

Despite the laws, pacts, and reformulations, questions about safety remain. Cosmetic industry critics argue that the Food and Drug Administration has not told companies what "safe" means, leaving them to make their own decisions. In fact, with cosmetics, the government generally takes action only after safety issues crop up.

Take the case of Rio hair relaxers. In December 1994, the FDA warned against two products sold through infomercials after consumers complained about hair loss, scalp irritation, and hair turning green. Rio announced that it would stop sales but there were reports that it continued to take orders. The California Department of Health then stepped in to halt sales and in January 1995, the U.S. Attorney's Office in Los Angeles filed a seizure action. By then, the FDA had received more than 3,000 complaints. Rio later reformulated and renamed its products.

The Rio case illustrates how holes in the government's cosmetic regulatory system can hurt consumers. The industry essentially regulates itself. The Cosmetic Ingredient Review panel, made up of physi-

## Q&A with a scientist



Urvashi Rangan, Ph.D., senior scientist and policy analyst at Consumers Union, the publisher of this magazine, talks about how the government could be doing a better job of protecting women's health.

### WHAT CAN BE DONE TO MAKE COSMETIC INGREDIENTS SAFER?

Because most cosmetic ingredients have never been publicly assessed for safety, in the end it's the consumer who is the guinea pig. It doesn't mean that everything out there is unsafe, but if you're rubbing something under your arms or putting it on your face or lips every day, that's enough exposure to hope it would have been tested for safety over the long haul. The Food and Drug Administration should require more chronic toxicity testing of ingredients in personal-care products and needs to create standards for that testing.

### WHAT'S WRONG WITH THE WAY THE INDUSTRY REGULATES ITSELF?

It's commendable that the Cosmetic Ingredient Review (CIR) panel looks at ingredient safety. But there is no independent oversight. The CIR is funded by an industry association. We would hope that a more independent body, like the government, would be requiring and overseeing the safety and efficacy of those ingredients. That's important in terms of being accountable to the public.

### WILL CALIFORNIA'S NEW LAW REQUIRING COMPANIES TO REPORT UNSAFE INGREDIENTS MAKE A DIFFERENCE?

California often sets the precedent. But there's still the question of whether new formulas will be any safer. If the U.S. doesn't have any standard protocols for safety and efficacy testing, it's just a big leap into the unknown.

cians and toxicologists and funded by the industry's leading trade group—the Cosmetic, Toiletry, and Fragrance Association (CTFA)—assesses ingredient safety. Another industry group reviews fragrances and helps create safety standards. But manufacturers aren't obligated to do anything with this information.

"We're working on the honor system when it comes to cosmetics safety," says Jane Houlihan, vice president for research at the Environmental Working Group (EWG), a research and advocacy group. "In the absence of federal standards, we have a huge range of safety in the products we buy every day."

The FDA has made efforts to improve its ability to spot problems and issue warnings. The agency now has a computerized database, called CAERS, that collects reports of problems such as allergic reactions. Complaints can be sent via the FDA Web site or by calling a district office. But Amy Newburger, a

# We take issue with the idea that a little bit of poison

dermatologist at St. Luke's-Roosevelt Hospital Center in New York City and a former member of the FDA's General and Plastic Surgery Devices Panel, says her experiences make her wonder about the system's effectiveness. In one case, she filed a report by phone and on the CAERS system after she and several of her patients got a rash with blisters after using an anti-aging treatment. It wasn't until a year later, in November 2006, that the FDA sent an e-mail asking her to complete some forms, she says. The FDA responds that it doesn't provide information or feedback to people who file complaints. It simply routes them to the appropriate office for evaluation. The FDA says it may also send reports to companies.

## So what are the risks?

Scientists know very little about how repeated exposure to small amounts of phthalates in cosmetics may affect your health, if at all. But some studies suggest that the chemicals are present in our bodies.

In 2005, the federal Centers for Disease Control and Prevention reported that it had found breakdown chemicals from two of the most common

cosmetic phthalates in almost every member of a group of 2,782 people it examined. A separate study published in the journal *Environmental Health Perspectives* (EHP) in 2005 showed that men who used the most personal-care products, such as after-shave and cologne, had the highest urinary levels of a breakdown product of diethyl phthalate (DEP).

In rodent studies, phthalates have caused testicular injury, liver injury, and liver cancer. We found no such clear hazards in human research. But we did find studies suggesting that phthalates may be associated with other health issues, including the following four examples from one source alone, EHP, which is a leading journal published by the National Institutes of Health. In 2000, EHP published a small study that said elevated blood levels of phthalates were associated with premature breast development in young girls. Another report in 2003 found that men with higher concentrations of two phthalate breakdown products in their urine were more likely to have a low sperm count or low sperm motility. A study published in 2005 said women with higher levels of four phthalate compounds in their urine during pregnan-

## SMARTER cosmetic shopping

So what can you do to reduce your exposure to phthalates and other potentially harmful cosmetic ingredients? Reading labels is a start but it is not always helpful, especially in the case of phthalates. That's because while phthalates are used in fragrances added to many products, including deodorants and lotions, fragrance ingredients don't have to be broken out because they're considered trade secrets and can be quite numerous. Manufacturers need only list the word "fragrance" on the label to cover all the chemicals in these formulas. In a 2002 study by the Environmental Working Group (EWG), Health Care Without Harm, and Women's Voices for the

Earth, 52 products, including perfumes, deodorants, hair gels, mousses, hair sprays, and hand and body lotions, were found to contain one or more phthalates, but none listed them on the label. So what can you do?

### 1 CUT BACK

If you use perfume, consider skipping it every other day—or drop it altogether if you're pregnant or breastfeeding. Seek out deodorants, hair sprays, body lotions, and other products that don't list in their ingredients the word "fragrance" (or "fragrance/parfum"), which might indicate phthalates. Be aware that even if a product says "unscented" or

"fragrance free" on the label, there's no guarantee it's phthalate-free. Some "fragrance free" products include a masking fragrance to cover up the chemical smell of the raw ingredients.

### 2 CHECK BEFORE YOU BUY

Get the EWG's free "Shopper's Guide to Safe Cosmetics" at [www.ewg.org/skindeep/cr](http://www.ewg.org/skindeep/cr). The brochure has a list of ingredients to avoid and tips on safer shopping. Also check out the Skin Deep database at [www.ewg.org/reports/skindeep](http://www.ewg.org/reports/skindeep). The site has safety ratings of more than 14,000 personal-care products, including lipstick and face cream. You can find

## doesn't matter, because safer alternatives are available.

cy were likelier to give birth to boys with smaller scrotums. And a 2006 report cited low testosterone levels in male newborns exposed to higher levels of phthalates in breast milk.

Experts in the industry and the government are aware of such reports but say there is no cause for alarm. The FDA, for instance, concluded after a thorough review of the literature that "it's not clear what effect, if any, phthalates have on health." And the CTEA, the industry trade group, notes that government and scientific bodies in the U.S. and Canada have examined phthalates without restricting their use in cosmetics. After the 2005 report linking phthalate exposure to smaller scrotum size, in particular, the trade group said, "The sensational and alarming conclusions being drawn from this single study are completely speculative and scientifically unwarranted."

Even companies that have dropped phthalates from products say they are safe. "This policy is driven by a wish to allay public concern and does not reflect concern with the safe use of the ingredients," Avon said after

announcing that it would cut DBP from its product line. John Bailey, the CTEA's executive vice president for science, says ingredients like DBP in nail polish are simply not a hazard in such small amounts.

On the other side are some environmental and public-health advocates who say possible carcinogens and reproductive toxins do not belong in cosmetics, no matter how small the amount. "We take issue with the idea that a little bit of poison doesn't matter, because safer alternatives are available," says Stacy Malkan, communications director of Health Care Without Harm. "Companies should be making the safest products possible, instead of trying to convince us that a little bit of toxic chemicals are OK."

While the scientific jury is still out, we at *ShopSmart* believe it makes sense to reduce your exposure to phthalates, especially if you're nursing, pregnant, or trying to become pregnant. See below for some tips.

**Surf before you shop.**  
At [www.ewg.org](http://www.ewg.org), you can search the Skin Deep database for safety ratings of more than 14,000 personal-care products.

products that received the EWG's "green," or low-concern, safety rating by clicking on "How does your brand stack up?" Alternatively, click on "Custom shopping list" to search for products that are free of skin irritants or that have links to reproductive toxicity and other problems. For a printable purse-size list of ingredients to avoid, check out the Breast Cancer Fund's Product Safety Tip Card at [www.breastcancerfund.org/safecosmetics](http://www.breastcancerfund.org/safecosmetics). And for details on FDA regulations, go to [www.cfsan.fda.gov/~dms/cos-toc.html](http://www.cfsan.fda.gov/~dms/cos-toc.html). The FDA site also carries news of warnings and recalls involving cosmetics and other widely used consumer products.



### 3 SPEAK UP

Let the makers of your favorite cosmetics know that you don't want ingredients that could pose avoidable health risks. If you decide not to buy a product because, for example, it has phthalates or is inadequately labeled, call or e-mail the company and explain why you stopped using the

product or switched to a different brand. "Change could happen fast if consumers demand it," says Stacy Malkan of Health Care Without Harm. You can also go to [www.safecosmetics.org](http://www.safecosmetics.org), where you can send a message to the cosmetics industry and pass along information to family members or friends who might find it useful.

## THE SURPRISING ANSWERS TO OUR BEAUTY QUIZ See page 17 for questions

**1. e. The FDA does not approve cosmetics products (except for color additives) or their packaging before they go to market.** Cosmetics companies are responsible for making products that are safe and accurately labeled. If the government suspects a product is hazardous or mislabeled, it can issue warning letters and go to court to make the company comply. But we found that some cosmetics companies that received warnings about deceptive drug-like claims in the past few years were still marketing products with similar claims.

**2. e. "Natural" is not a legally defined term for use in cosmetics, so it can mean anything.** Products with that label can contain ingredients extracted from plants but also have artificial colors, preservatives, or fragrances. However, even truly all-natural products are not necessarily safer or more healthful for your skin than ones containing synthetic ingredients. Some natural ingredients are highly allergenic. "Poison ivy is natural," says Amy Newburger, M.D., a dermatologist at St. Luke's-Roosevelt Hospital Center in New York City. "Give me a chemical that I know has been tested for purity and safety any day."

**3. e. The FDA has tried to legally define "hypoallergenic" but was struck down by the courts.** While companies can use the term to refer to products that contain fewer known allergens, they can slap the label on virtually anything. Fragrances tend to have the most allergenic components. If you're reaction prone, stay away from strongly scented products and always do a patch test with a new product.

**4. e. "From a regulatory perspective, these terms have no significance and may be subject to misinterpretation,"** says Stanley Milstein, Ph.D., special assistant to the director of the Office of Cosmetics and Colors at the Center for Food Safety and Applied Nutrition. "Oil-free" products can contain ingredients that might have a slick or oily feel to them. "Alcohol-free" products are usually devoid of ethyl or isopropyl alcohol but could still have other alcohols (look for ingredients ending in "ol"). "Unscented" cosmetics usually have no perceptible odor but might contain small amounts of masking fragrances used to block the smells of other ingredients. Still, they tend to have less fragrance than scented products and so might be a better choice if you're allergy prone.

**5. a. Although the FDA has not specifically defined those terms, companies usually use them to mean that a product doesn't contain ingredients known to clog pores.** So if you have acne, you can look for such a label. Keep in mind that some companies do tests on rabbit ears to see if ingredients are comedogenic, but those tests might not be reliable, and the results might not apply to humans. In fact, some noncomedogenic ingredients can actually cause pimples.

**6. c. The terms "cruelty-free" or "no animal testing" are not legally defined.** Some companies might avoid animal testing, relying instead on information from scientific literature, lab tests, or tests on humans. Others might use those claims on a product even when they commission independent laboratories to test individual ingredients on animals.

Your best bet is to look for the Leaping Bunny symbol, signifying that a product conforms to a corporate standard set by the Coalition for Consumer Information on Cosmetics, an international coalition of animal-protection groups.

**7. e. Many big-name cosmetics makers do test their products, but because the FDA doesn't require supporting evidence for any claims before products go to market, you can't count on marketing copy to be true.** False claims are illegal, but since terms such as "allergy tested" or "dermatologist tested" are not formally defined, it might be difficult for the FDA to take action against the companies that wrongly use those words.

**8. c. The government's rules for organic cosmetics are more lax than those for most organic food items.** Questionable chemicals could be used in the nonorganic portion of organic cosmetics. To avoid those chemicals, check to see if the product is labeled "100% organic," meaning it must contain only organic ingredients. "Organic" means that it has at least 95 percent organic ingredients. "Made with organic ingredients" means that it has at least 70 percent organic contents besides water and salt.

**9. Psych! They're all real claims. We just couldn't top the copywriting pros.** "Some of the technical terms represent end products of considerable basic and applied scientific research," Milstein says. "Others may well be empty, pseudoscientific-sounding platitudes." In other words, don't believe everything you read, even if it's on a scientific-sounding label.

# Get ready to **change** the way you shop ...



Does this \$550 vacuum  
do something SPECIAL?

page  
**59**



Is the outlet version of  
this bag JUST AS GOOD?

page  
**25**



Should you BUY these  
"organic" products?

page  
**20**



Which is the BEST brand  
of paint for your house?

page  
**57**

# 355

Tips and picks from over  
1,000 independently tested  
and rated products.

**SHOPSMART;)™**  
NO HYPE + NO ADS + JUST GREAT BUYS!

# Exhibit K

---

www.jimbos.com

# JIMBO'S

...Naturally!

SEPTEMBER

## CARMEL VALLEY

Del Mar Highlands Town Center | 858.793.7755  
12853 El Camino Real, San Diego CA 92130

## CARLSBAD

The Forum | 760.334.7755  
1923 Calle Barcelona, Carlsbad CA 92009

## ESCONDIDO

Felicitia Junction Shopping Ctr | 760.489.7755  
1633 S. Centre City Parkway, Escondido CA 92025

## 4S RANCH

4S Commons | Opening FALL 2006!  
10511 4S Commons Dr, San Diego CA 92127

## Kid's Corner

### Summer First Aid for Falls and Bruises

Getting a child to take medicine can be difficult. Herbs for Kids' products are not only great tasting and natural, they're also alcohol and sugar free!

Herbs for Kids® is dedicated to providing products formulated especially for children with their finicky taste buds in mind that are also manufactured in accordance to strict pharmaceutical standards. Herbs for Kids® are quality products parents can trust, and kids love the taste!

As a parent you may feel helpless when your child

## BACK TO SCHOOL *Savings*

### Feature Product

Blending Nature and Science  
to Benefit You and the Earth

Organics is the trend of the moment in the personal care industry; however, it is more than just a sales and marketing gimmick. Organics means a crop is produced with no synthetic pesticides or fertilizers and takes "natural" a step further as it is considered

after year we snicker, sneeze, and cough our way through the cold and flu season. Children catch at least six to eight colds annually, and the flu virus plagues us all.

The key to staying well is a healthy immune system. Herbs for Kids Echinacea/Astragalus™ formula is a wonderful blend for extra immune support especially for children who seem to catch "everything that goes around." Prior to the cold and flu season, make it a priority for your kids to get plenty of rest and make sure they eat as healthy as possible, staying away from sugar. Reach for Herbs for Kids Echinacea/Astragalus™ for the extra support they need during times of stress and fatigue.

#### References:

Janet Zand, Lac, OMD, Rachel Walton, RN, Bob Rountree, MD, Smart Medicine for A Healthier Child, 1994 p. 1640166, 278-281.

## VITAMINS

HERBS FOR KIDS®

Deep Immune Support  
Echinacea/Astragalus

**\$100 OFF**

Reg. \$9.55 (1 oz.)

One coupon per person. Min. \$10 store purchase.  
Expires 9/26/06; PLU #9785 N; PLU #9786 R



JIMBO'S  
- COUPON -

the healthiest option for crops and the environment.

Continued on Page

# Save the Date

## JOIN US FOR THESE GREAT FREE PROGRAMS!

### SLOW THE AGING PROCESS

By Valerie Hall, Nutritional Consultant

ESCONDIDO

Wednesday, September 13; 6:30pm

### THE NATURAL APPROACH TO AGING

By Dr. Jon Dunn, Naturopathic Doctor

CARMEL VALLEY

Thursday, September 14; 6:30pm

### WHAT'S COOKING? BACK TO SCHOOL LUNCHES

Another great cooking class by our talented staff.

CARMEL VALLEY, ESCONDIDO, CARLSBAD

Wednesday, September 20; 6:30pm

### RESOLVING STRESS RELATED ISSUES WITH HOLISTIC LIVING

By Josh Rubin, OTR/L and CHEK Practitioner

CARLSBAD

Thursday, September 21; 6:30pm

### DETOXIFY YOUR WAY TO HEALTH & VITALITY

By Alberto Trujillo, Flora, Inc. National Education Manager

CARMEL VALLEY

Tuesday, September 26; 6:30pm

# Vitamin DEPARTMENT

**SENIORS**

EVERY DAY IS SENIORS DAY—All shoppers 60 years of age and older receive a 5% DISCOUNT! (Excluding sushi and small appliances)

## AUBREY ORGANICS

**SAVE 20% ON SELECT HAIRCARE**

GPB Shampoo	11 oz.	reg. \$9.95
Rosa Mosqueta Shampoo	11 oz.	reg. \$9.95
Rosa Mosqueta Conditioner	4 oz.	reg. \$9.95
Island Naturals Shampoo	11 oz.	reg. \$9.95
GPB Conditioner	11 oz.	reg. \$10.25
Island Naturals Conditioner	11 oz.	reg. \$10.25
B5 Design Gel	8 oz.	reg. \$10.75
Rosa Mosqueta Conditioner	11 oz.	reg. \$19.45

Contains certified organic ingredients; no parabens or petrochemicals. Rich herbal moisturizers, and soy and almond protein to revitalize.



## NORDIC NATURALS

**SAVE 20% ON SELECT PRODUCTS**

Children's DHA Liquid	4 oz.	reg. \$12.95
Arctic Cod Liver Oil Orange	8 oz.	reg. \$19.95
Children's DHA	90 SG chewables	reg. \$13.95
Children's DHA	180 SG chewables	reg. \$21.95

Freshness and purity are guaranteed by Nordic Naturals. Manufactured according to European Pharmacopoeia and Norwegian Medicinal Standards. Molecular distillation enhances all their oils and eliminates potential impurities.\*



## AVALON ORGANICS

**SAVE 15% ON VITAMIN C FACIAL SKINCARE**

Soothing Lip Balm	.25 oz.	reg. \$4.75
Refreshing Cleansing	8.5 oz.	reg. \$9.49
Hydrating Cleansing Milk	8.5 oz.	reg. \$9.49
Balancing Facial Toner	8.5 oz.	reg. \$9.49
Moisture Plus Lotion SPF15	4 oz.	reg. \$15.19
Rejuvenation Moisturizer	2 oz.	reg. \$18.99
Renewal Facial Cream	2 oz.	reg. \$18.99
Revitalizing Eye Cream	1 oz.	reg. \$21.85
Vitality Facial Serum	1 oz.	reg. \$21.85

Activated Vitamin C helps improve circulation, tone, and texture of your complexion. Certified organic botanicals and powerful antioxidants for age-defying results.\*



## HERB PHARM

**SAVE 25% ON SELECT HERBAL EXTRACTS**

Skullcap	1 oz.	reg. \$9.49
Valerian	1 oz.	reg. \$9.49
Relaxing Sleep Tonic	1 oz.	reg. \$9.95
Pharma Kava	1 oz.	reg. \$12.19
Pharma Kava	60 Vcaps	reg. \$16.25

All Herb Pharm herbs are certified organic or custom wildcrafted in their natural wild habitat and never fumigated or irradiated. Promotes relaxation, reduces stress, and helps for a restful sleep.\*



## ENZYMATIC THERAPY

**Revitalizing Sleep**

**\$9.19**

Our Reg. \$12.19 (30 caps)

ALSO: Save \$2 on Daily Energy B Complex \$5.69, reg. \$7.69 (30 caps). Formulated by Dr. David Teitelbaum, M.D. author of "From Fatigued to Focused."



## NATURE'S GATE ORGANICS

**Body Lotions**

**\$7.55**

Our Reg. \$8.55 (12 oz.)

ALSO: Save \$1 on Liquid Soaps \$4.75, reg. \$5.75 (12 oz.). Assorted Varieties.



## AVALON ORGANICS

**Bath and Shower Gels**

**\$7.99**

Our Reg. \$8.99 (12 oz.)

Peppermint, Lavender, Lemon, Rosemary, and Ylang.



Balancing Facial Toner .....	8.5 oz.	reg. \$9.49
Moisture Plus Lotion SPF15 .....	4 oz.	reg. \$15.19
Rejuvenation Moisturizer .....	2 oz.	reg. \$18.99
Renewal Facial Cream .....	2 oz.	reg. \$18.99
Revitalizing Eye Cream .....	1 oz.	reg. \$21.85
Vitality Facial Serum .....	1 oz.	reg. \$21.85

*Activated Vitamin C helps improve circulation, tone, and texture of your complexion. Certified organic botanicals and powerful antioxidants for age-defying results.\**



Relaxing Sleep Tonic .....	1 oz.	reg. \$9.95
Pharma Kava .....	1 oz.	reg. \$12.19
Pharma Kava .....	60 Vcaps	reg. \$16.25

*All Herb Pharm herbs are certified organic or custom wildcrafted in their natural wild habitat and never fumigated or irradiated. Promotes relaxation, reduces stress, and helps for a restful sleep.\**



## ENZYMATIC THERAPY Revitalizing Sleep

**\$9<sup>19</sup>**

Our Reg. \$12.19 (30 caps)

*ALSO: Save \$2 on Daily Energy B Complex \$5.69, reg. \$7.69 (30 caps). Formulated by Jacob Teitelbaum, M.D. author of, "From Fatigued to Fantastic."*



SAVE  
\$3.00

## NATURE'S GATE ORGANICS Body Lotions

**\$7<sup>55</sup>**

Our Reg. \$8.55 (12 oz.)

*ALSO: Save \$1 on Liquid Soaps \$4.75, reg. \$5.75 (12 oz.). Assorted Varieties.*



SAVE  
\$1.00

## AVALON ORGANICS Bath and Shower Gels

**\$7<sup>99</sup>**

Our Reg. \$8.99 (12 oz.)

*Peppermint, Lavender, Lemon, Rosemary, and Ylang Ylang.*



SAVE  
\$1.00

## FLORA Floradix Iron Regular

**\$20<sup>99</sup>**

Our Reg. \$21.99 (8.5 oz.)

*ALSO: Save \$1 on Yeast Free (8.5 oz.) \$21.99; Iron/Yeast Free (17 oz.) \$37.99.*



SAVE  
\$1.00

## BLENDED NATURE AND SCIENCE

*Continued from page 1*

The Nature's Gate Organics line is an example of taking health and purity to the next level in personal care. Through the use of certified organic botanicals in its formulations, Nature's Gate places the environment and sustainable agriculture as a priority in its manufacturing and development practices.

The liquid soaps and lotions featured in the Nature's Gate Organics line moisturize, soften and nourish skin for the ultimate in luxurious, organic personal care.

Patented and specialty ingredient blends, which deliver optimum results, continue to set the bar high in the personal care category. Clearly marked indicators on organic packaging, which signify the certifying body, educate consumers regarding which ingredients are certified organic. Furthermore, cruelty-free products and recyclable packaging are also steps many organic companies have initiated to help preserve the beauty of nature. By using personal care items, consumers can rest assured they are using the purest, safest products on the market.

*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to treat, cure or prevent any disease. Furthermore, the material in these articles is not intended as medical advice. Its use is solely informational and educational. Please consult a health professional should the need for one be indicated.*

## CHOLESTESTROL TESTING

ESCONDIDO ..... Tues, Sep 05; 10am-1pm (\$13/test)  
CARMEL VALLEY .... Mon, Sep 11; 10am-1pm (\$13/test)

# Exhibit L

---



# SUNFLOWER

SERIOUS FOOD... SILLY FUN



GAIA HERBS

## Herbal Solutions for Healthy Living

De-Stress with the ultimate support for relaxation from Gaia Herbs.\*

**25% OFF OUR ALREADY LOW PRICES**

Other sizes & liquids also on sale

60 Caps Adrenal Health, Aller-Leaf, Holy Basil, Kava Kava, Rhodiola Rosea, Sound Sleep

JASON PURE, NATURAL & ORGANIC

## Satin Shower Body Washes

FOAMY AND LUXURIOUS — you'll love this lavishly fragranced, bubbling body wash!

**\$8.99** 30 Oz. MSRP \$12.75

ENTIRE LINE OF 30 OZ. BODY WASHES



## Vitamins Help Soothe & Protect the Scalp

EO combines natural ingredients with therapeutic essential oils to create hair care products like no other. Choose the formula that's right for your hair.

**\$5.49** 8 Oz. MSRP \$6.99

ENTIRE LINE OF 8 OZ. SHAMPOOS & CONDITIONERS



## Soaps Made with Organic Oils

The Bronner family continues to responsibly produce the fine ecological soaps you have loved and lathered with for more than 50 years, now certified to USDA's National Organic Program standards.

**\$3.99** 8 Oz. MSRP \$5.99

**\$9.99** 32 Oz. MSRP \$12.99

ALL 8 & 32 OZ. LIQUID SOAPS



RENEW LIFE The Digestive Care Company

Renew Life offers a variety of natural digestive care supplements to support and maintain digestive health.\*

**20% OFF OUR ALREADY LOW PRICES**

CandiZyme, DigestMore, DigestMore Ultra, GasStop, ParaZyme

## Experience a Body Scrub — Like No Other!

Aura Cacia



Organic raw sugar cane granules lift away dull skin as shea butter, coconut oil, and vitamin E restore the skin's vitality and radiance.

ENTIRE LINE OF 8 OZ. BODY POLISHES

**\$8.99** 8 Oz. MSRP \$10.99

## Safe, Natural Homeopathic Remedies for the Entire Family

Hyland's understands homeopathy, and we understand families. Hyland's cares for your family at every stage of life.

**15% OFF OUR ALREADY LOW PRICES**



## Organic Goodness is in Your Hands

Organic Moisturizers — Organic body lotions nourish and moisturize dry, sensitive skin all over.

**\$8.99** 11 Oz. MSRP \$9.95

Organic Foaming Soaps — This fabulous organic self-foaming liquid soap creates instant lather with its aerating pump, and leaves a mild scent.

**\$5.99** 8.75 Oz. MSRP \$6.95

**\$7.99** 12.5 Oz. MSRP \$8.95



\* This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

LOOK FOR THESE SALE ITEMS AT A PARTICIPATING STORE NEAR YOU:

SALE GOOD UNTIL APRIL 30, 2006

(List of stores continued on page 49)

730 N. Cooper St.  
Gilbert, AZ 85233  
480-926-0605

245 East Bell Rd. #15  
Phoenix, AZ 85027  
602-218-4969

4402 N. Miller Rd.  
Scottsdale, AZ 85251  
480-941-6001

1706 E. Southern Ave. #1706  
Tempe, AZ 85287  
480-820-4900

7877 E. Broadway Blvd.  
Tucson, AZ 85711  
520-546-6117

4645 E. Speedway Blvd.  
Tucson, AZ 85712  
520-325-1320

# Exhibit

# M

---

- [WFM Home](#)
- [Stores](#)
- [Products](#)
- [Recipes](#)
- [Health & Nutrition](#)
- [Values](#)
- [Company](#)
- [Forums](#)
-  [Subscribe via RSS](#)



## the official whole foods market® blog

Welcome to the Whole Foods Market blog

[Contact Us](#) | [RSS Feeds](#) | [Meet Our Contributors](#)  
[Email Subscriptions](#)

## Organic Body Care Policy

**This is Whole Foods Market's policy on the use of the word "organic" on personal care products.**

*We believe that the "organic" claim used on personal care products should have very similar meaning to the "organic" claim used on food products, which is currently regulated by the USDA's National Organic Program. Our shoppers do not expect the definition of "organic" to change substantially between the food and the non-food aisles of our stores. Accordingly, the following requirements apply to all personal care products which use the word "organic" in any way on the product label.*

**Scope:** This policy applies to all cosmetic and personal care products sold at Whole Foods Market.

**Timeline:** We expect all products sold in our stores to be in full compliance by June 1, 2011. We expect each of our suppliers who are making an "organic" claim to submit their plans for compliance to us by August 1, 2010.

**Please Note:** Products for which "organic" is included as part of the brand name must be certified to the USDA NOP or NSF 305 standards.

### Requirements & Examples:

#### **1: Products making an "Organic" product claim**

*Examples:* "Organic Jojoba Shampoo," "Organic Sea Mineral Body Wash"

*Certification requirement:* Must be certified to the USDA's National Organic Program standard for organic (>95%) products.

*Documentation required:* Suppliers must present an organic certificate, issued by a USDA-accredited certifier and showing certification to the NOP standard. The certificate must name the specific products being evaluated.

## **2: Products making a "Made with Organic \_\_\_\_\_" claim**

*Examples:* "Made with organic oils," "Made with organic essential oils and botanical ingredients."

*Certification requirement:* Must be certified to the USDA's National Organic Program standard for Made With Organic (>70%) products.

*Documentation required:* Suppliers must present an organic certificate, issued by a USDA-accredited certifier and showing certification to the NOP standard. The certificate must name the specific products being evaluated.

## **3: Products making a "Contains Organic \_\_\_\_\_" claim**

*Examples:* "Contains organic oils," "Contains organic aloe and rosemary."

*Certification requirement:* Must be certified to the NSF/ANSI 305 Organic Personal Care Standard.

*Documentation required:* Suppliers must present certification documentation demonstrating current compliance with the NSF/ANSI 305 standard.

## **4: Products listing an organic ingredient in the "Ingredients:" listing**

*Example:* "Ingredients: WATER, ALOE BARBADENSIS LEAF JUICE (ORGANIC ALOE VERA) .....,"

*Certification requirement:* Organic ingredient must be certified to the USDA NOP standard.

*Documentation required:* Suppliers must present an organic certificate, issued by a USDA-accredited certifier and showing certification to the NOP standard. The certificate(s) must name the specific ingredient(s) being evaluated.

## **On the Web**



[Whole Foods Market photos on Flickr](#)



[Whole Foods Market on Facebook](#)



[Whole Foods Market updates on Twitter](#)

## Videos & Podcasts



View our growing library of video content.



Audio podcast all about natural body care and supplements.

RECENT POSTS

ARCHIVES

BLOGROLL

- [Green Holidays: Practice Precycling](#)
  - [Gifts From Your Kitchen](#)
  - [Celebration Lentil Loaf](#)
  - [A Good Start to Citrus](#)
  - [Holiday Ham Cooking Tips and Recipes](#)
  - [What's New: Clean for the Holidays](#)
  - [Don't Fret the Festivities](#)
  - [Holiday Cookie Time](#)
  - ['Tis the Season – A Wine for Every Time](#)
  - [Our Ham Producers Raise the Bar](#)
  - [Be a Star With a Holiday Cheese Plate](#)
  - [Top Five Money-Saving Tips for Giving](#)
  - [Not Your Everyday Baking Basics](#)
  - [Tips for Greener Holidays: Cards](#)
  - [Celebrate the Latest Issue of The Whole Deal](#)
- Older posts available in the *Whole Story* [Archives](#)

## Categories

- [Back to School](#) (23)
- [Best Meal of the Week](#) (15)
- [Cheese](#) (24)
- [Community – Local and Global](#) (18)
- [Farm to Market](#) (65)
  - [South](#) (2)
- [Field Reports](#) (20)
- [Floral](#) (15)
- [Food & Recipes](#) (302)
- [Food Issues](#) (43)
- [Food Podcasts](#) (68)

- [Food Safety](#) (11)
- [Grass-fed Beef](#) (12)
- [Green Action](#) (112)
- [Health Starts Here](#) (8)
- [Healthy Tips](#) (94)
- [Holiday Archive](#) (24)
- [Holidays 2009](#) (78)
- [Holidays 2010](#) (68)
- [Lets Retake Our Plates](#) (20)
- [Local Producer Loan Program](#) (27)
- [Local Vendors](#) (12)
- [Locally Grown](#) (20)
- [Make It Natural](#) (25)
- [Meat](#) (6)
  - [Ham](#) (6)
- [Music](#) (12)
- [Random Stuff](#) (21)
- [Seafood](#) (22)
- [Secret Ingredient Cooking Videos](#) (106)
- [Trends & New Stuff](#) (217)
  - [Contests](#) (54)
- [Turkeys](#) (13)
- [Value – Whole Deal](#) (109)
- [Video Presentations](#) (30)
- [What We're Reading](#) (21)
- [Whole Body](#) (115)
- [Whole Body Podcast](#) (87)
- [Whole Planet Foundation](#) (35)
- [Whole Trade](#) (38)
- [Wine & Beer](#) (29)

## About us

Welcome to Whole Story, the official blog of Whole Foods Market.

Don't know us? In a nutshell, we are the world's leading natural and organic grocer and we're passionate about healthy food and a healthy planet. [Learn more](#) about us.

We're lucky to have a whole bunch of smart, passionate people doing incredible things in areas like organics, supporting local growers, green practices, fair trade, micro-lending and all kinds of food related stuff. We'll use this blog to share some of the cool things going on around here.

Of course, what makes this blog really exciting is YOU — so join the conversation!

 [Comment Posting Guidelines](#)

[Terms of Use](#) | [Privacy Policy](#) | [Contact Us](#)

Copyright 2008-2010. Whole Foods Market IP, L.P.