



organic and sustainable industry standards

March 3<sup>rd</sup>. 2008

Hello!

Welcome to OASIS, an organization whose purpose is to support organic and sustainable Health & Beauty consumer goods. OASIS meets the unprecedented consumer demand for reliable production standards for companies pursuing a greater share of the **Organic and Sustainable Market**. Companies pursuing this market **have no functional standard to utilize**. We have identified the concept of *sustainable* as covering the broader spectrum of which *organic* is but one measurement. It is our hope that we will work together to develop HBA standards that will measure different types of sustainable practices, including organic production and sustainable packaging for the HBA category, to eventually include household cleaners and other products.

Consumer demand for organic and sustainable goods now outpaces its conventional counterparts in virtually every category. As distribution channels change, more capital flows and suppliers grow to meet demand, the need for workable standards the consumer can trust becomes more important than ever – and more relevant to the viability of the sustainable industry. The USDA has done a good job at regulating organic agricultural goods, but does not have the mandate to support the Personal Care Industry. Other measures of sustainability, such as packaging and manufacturing of non-food household consumer products, remain outside of USDA's scope.

Organic And Sustainable Industry Standards – OASIS - was formed by a group of concerned trade professionals, and **we are pleased to invite you to join today**. Join as a *voting member* if you plan on certifying a Health and Beauty product or ingredients made using organic raw materials. Join as a *supporting member* if you work in a supporting role in the production of sustainable Health and Beauty products.

We contact you in the hope that you share this vision and want to be a part of this exciting organization. OASIS has finally established workable standards for organic and sustainable manufacturing for the Health and Beauty industry, to the benefit of the manufacturer, the consumer and, most importantly, to our living planet. OASIS Standards will become internationally recognized, and regarded as the seal that represents Sustainable and Organic Manufacturing. We hope you will join in this work and contact us with your support for OASIS. Please do not hesitate to contact us regarding any questions or feedback you may have about OASIS.

Sincerely,

Tommy Dionisio, Cosway Company  
Karl S. Halpert, Private Label Select  
Gay C. Timmons, Oh, Oh Organic, Inc.  
Troy Aykan, The Hain-Celestial Group, Inc.  
Denise Peterson, Cognis Corp.

Karl Krummel, L'Oreal  
Debra Claire, Perfect Organics Inc.  
Tim Schaeffer, Beauty Without Cruelty  
Tim Kapsner, Aveda Corp.  
Mary C. Mulry Ph.D., Foodwise, Inc.



organic and sustainable industry standards

## The OASIS MISSION

*OASIS is dedicated to providing verifiable standards that support and promote organic and sustainable production for the Health and Beauty Industry, utilizing principles of incremental improvement and continuous change. The OASIS seal provides assurance to the consumer of credible value for organic and sustainable claims on OASIS products.*

OASIS is a 501(c 6) Non-profit corporation organized in the State of Nevada.

**Founders:** Troy Aykan, *Hain Celestial Group*; Debra Claire, *Perfect Organics*; Tommy Dionisio, *Cosway Company*; Karl S. Halpert, *Private Label Select*; Tim Schaeffer, *Depth Body LLC*; Tim Kapsner, *Aveda*; Rich Otterson, *McIntyre Group*; Gay Timmons, *Oh, Oh Organic Inc.*; Mary Mulry, *Foodwise, Inc.*; Denise Peterson, *Cognis Corp*, Karl Krummel, *L'Oreal*.

### **OASIS initial Goals and Benefits include the commitment to:**

1. Develop, maintain and administer verifiable certification standards that support sustainable production.
2. Provide a forum for communications and education for consumers and trade members regarding sustainable production for the Health and Beauty industry.
3. Participate and advocate in the global marketplace for international collaboration on standards that support organic and sustainable production.
4. Serve as a link between interested industry producers and qualified suppliers for supplying raw materials to chain members.
5. Communicate, interact, and collaborate with other agencies concerned with improving the sourcing and long term environmental and health impact of Health and Beauty products.

### **OASIS Values:**

#### **Leadership:**

At OASIS, our commitment to leadership is at the heart of what we do. OASIS is committed to the principal that how we make our decisions is as important as the decisions themselves.

#### **Establish Responsibility:**

OASIS will take responsibility for sustainable leadership by championing sustainable production models in the Health and Beauty sector,

#### **Maintain Integrity:**

OASIS will be guided by the precautionary principle in utilizing technical and scientific data to create certifiable standards that will help to improve and sustain the health of our environment.

#### **Ensure Inclusiveness:**

OASIS will ensure inclusive and transparent decision-making to build understanding and shared commitments toward our common goals.

#### **Exhibit Transparency:**

OASIS shall strive for honesty, openness and transparency.

