

Save Your World's Conservation Focus

1 PRODUCT = 1 ACRE OF RAINFOREST SAVED FOR 1 YEAR

Save Your World is a green company made up of people who share a passion for preserving some of the world's last wild places for future generations. To accomplish this mission we have adopted a pledge that every product we sell will contribute directly to conservation.

This pledge reflects our belief that people want to make a difference, but lack a means of tying that desire to their daily lives. Our pledge and the projects we support are intended to fill that gap.

The Guyana Conservation Concession: Balancing the needs of People and Nature

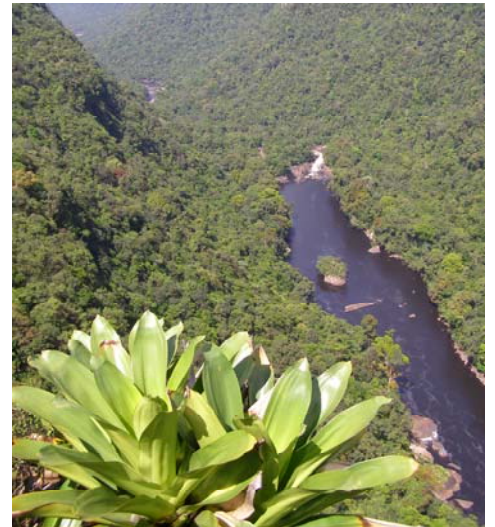
Save Your World's flagship conservation project involves a unique and innovative leasing program protecting some of the most pristine rainforest on the planet. Saving biodiversity is a complex business. But sometimes, conservation solutions are beautifully simple. So it is with the "conservation concession" a project pioneered by Conservation International (CI) with support from Save Your World in the South American nation of Guyana. Instead of leasing the land to a logging company, Guyana is leasing 200,000 acres to CI for conservation.

In the same way conservation should be a viable and attractive option for consumers, this long-term, renewable lease makes it an easy alternative for Guyana. "By putting conservation on an equal footing with extractive industry, the government and people of Guyana don't have to choose between conservation and economic development," says Dr. Richard Rice, Save Your World's chief conservation officer and architect of the concession. "With total annual costs of less than \$100,000 per year, this project is a great bargain, given the importance of the area for both conservation and people."

Located in the upper reaches of Guyana's largest river, the Essequibo, the project protects one of the most important watersheds on Earth. Following a survey in 2007, Dr. Phillip Willink of The Field Museum of Chicago concluded, "the aquatic ecosystems of the Upper Essequibo Conservation Concession (UECC) are one of the most pristine, if not the most pristine, on the planet."

The region's abundance of fresh water habitat supports an amazing diversity of species: 1,500 plants, 200 mammals, and more than 400 freshwater fish are found in the vicinity – the highest fish diversity in the world for an area this size.

The Macushi and Wapishana indigenous groups depend on the region's natural resources and communities near the concession, including Apoteri, Rewa, and Crash Water, helped to establish its boundaries to ensure that they do not conflict with traditional claims. They now benefit directly from the project's community fund, which provides \$10,000 per year to support a variety of programs including a community owned eco-lodge in Rewa village, and investments in transportation and livestock rearing.



The Phoenix Islands Protected Area: A Market-based Approach to Conservation

Recently, Save Your World began its second conservation initiative partnering with Conservation International and the New England Aquarium to support the Phoenix Islands Protected Area, the world's largest marine protected area, encompassing untouched ocean and coral atolls in the South Pacific nation of Kiribati (pronounced KIRR-i-bas). Through an agreement being negotiated with the government of Kiribati, Save Your World will help to fund the protection and management of this amazing site.

Nestled in a remote area in the South Pacific, halfway between Hawaii and Fiji, the Phoenix Island Protected area is one of the world's last intact coral archipelago ecosystems. Surveys in 2000 and 2003 pronounced the coral reef and bird populations of the islands as unique and virtually untouched by man. In declaring the Phoenix Islands Protected Area in 2006, the Government of Kiribati entered into an agreement with its partners Conservation International and New England Aquarium.



Kiribati protects the area – limiting access to fisheries and controlling development of the region's atolls – and in return receives support for management and is compensated for lost revenue from fishing licenses through payments from an endowed trust. Under this arrangement conservation has, for the first time, become a realistic alternative to more conventional sources of economic development. On signing our agreement **Save Your World**, will join with its customers to directly channel support to the Government and people of Kiribati for the protection of this amazing site.

Save Your World

Save Your World, under the brands Save Your Skin™, Save Your Hair®, Save Your Body®, Save Your World®, and Save Your Lips®, introduced the first pure organic Yerba Maté–infused, all-natural personal care product line in the United States, with the mission to Save Your Rainforest through the product pledge "1 Product = 1 Acre of Rainforest Saved for 1 Year®." Products are available in a complete line of shampoos, conditioners, body lotions, shower gels, body washes, lip balms, and exfoliating soaps with naturally moisturizing glycerin. Save Your World recently announced a comprehensive program for eco-friendly hotels with a message of "1 Room for 1 Night = 1 Acre Saved for 1 Year™." Save Your World is an approved member of Green America's Green Business Network™ and is a proud sponsor of Walking the Amazon.

Save Your World has quickly become a leading innovator in both the all-natural personal care products and the conservation arenas. Save Your World goes to great lengths to ensure that its natural products are made in an environmentally sensitive manner, and pledges:

- *Fair Trade practices will always be our policy*
- *Raw materials and ingredients are all natural and biodegradable*
- *Packaging will be made of recycled or recyclable materials*
- *No animal testing or animal byproducts will ever be used*
- *No Parabens, no Sodium Lauryl Sulfate, and no 1, 4 Dioxane*