

lavera
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LAVERÉ
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1.877.528.3727

Meet Lavera Skin Care North America

Lavera gets your skin glowing!

Lavera, meaning 'the truth', has been pioneering naturally effective skin care since 1987. What began as a handful of products to address the needs of sensitive skin, has now grown into a complete range of natural and organic treatments for all skin types and ages; including specialized anti-aging skin care, innovative sun protection, men's grooming products, soothing care for babies, salon-worthy hair products, trend setting makeup and a delicious line of spa-inspired treatments for body and bath, as well as Lavera's signature 'neutral' range for sensitive skin. One of Germany's most loved beauty companies, Lavera products are developed using only the purest natural ingredients, wherever possible from certified organic sources, and continue to win countless European awards for innovation and excellence.

Our promise...

Lavera's goal is to offer **100% natural**, effective skincare that can be tolerated even by the most sensitive skin. All of our products are carefully developed in accordance with strict guidelines set by the **BDIH**, the certification body in Europe for natural and organic beauty products, and we receive further endorsements from five other certifying organizations, including **EcoControl** and the **Organic Trade Association**. You can be confident that Lavera products do not contain any chemical preservatives such as parabens, genetically modified or petroleum based ingredients, synthetic fragrances or colorings, nor are they tested on animals. Free of gluten, and in many cases vegan, Lavera products are also the perfect choice for allergy sufferers. If you are looking for **naturally effective skincare with a conscience**, then Lavera is for you!

Ingredient commitment

100%

designed for sensitive skin
pure organic plant oils
organic herb and flower extracts
cruelty free
free from parabens and synthetic preservatives
free from fragrances emulsifiers and petroleum products



Product Certifications

Lavera's products are certified by BDIH, IMO, EcoControl, Oeko-Test, Safe Cosmetics & the Organic Trade Association (OTA).

Manufacturer Certifications

Lavera's entire manufacturing process is certified by the following:
ISO9000, ISO9001, ISO9002 and Ecocert.

Meet the CEO



Ulrike Jacob-Dewor, CEO, Lavera Distribution North America Inc.

Ulrike Jacob-Dewor was responsible for bringing Lavera to a wider, international audience in 1998, when she founded the first global distributorship for Lavera skin care. An inspiring and highly energetic business leader, Ulrike balances work with a healthy and athletic lifestyle and is also a passionate sailor and triathlete.

Born in Germany, Ulrike studied chemistry and biochemistry at the University of Wurzburg, Germany and La Jolla, California graduating with a Master of Science in Biochemistry in 1995. During her studies, Ulrike worked within the community as an environmental consultant, offering advice and solutions to people with chemical sensitivities and those exposed to toxic contaminations.

Upon completion of her degree, Ulrike decided to fulfill her desire to explore the world. During her travels she discovered Vancouver, Canada, as a place with a strong environmental focus and felt immediately at home. She decided to stay and began work on a PhD in biochemistry. In the course of her research Ulrike collaborated with scientists from across the globe, an experience that confirmed her belief in the power of international relationships, and their ability to foster positive change in both the personal and business worlds.

During her PhD studies in Vancouver, Ulrike approached Lavera in her native home of Germany. As one of the leading natural skin care companies in Germany, she felt that Lavera needed to expand internationally and 'go global' with its award winning product ranges. In 1998, Ulrike formed Lavera Distribution for the USA and Canada as the first international partner for Lavera. Today, Lavera products are available in almost every state in the US and province in Canada - as well as in more than 25 countries worldwide.

In Ulrike, Lavera has found its ideal champion. A firm believer in organic farming methods and sustainable business practices, Ulrike believes, like Lavera, that companies should not only have financial goals, but also a strong commitment to the environment and the health and well being of each individual. She continues her work in the community and supports children and adults with sun protection and education about organic principles.

Ulrike divides her time between Seattle and Vancouver, BC.

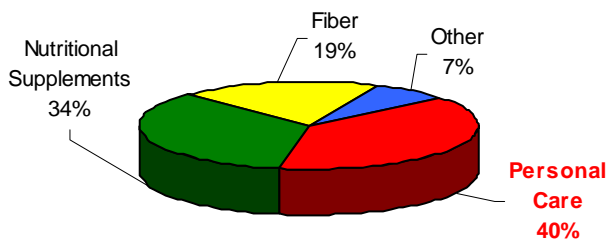


U.S. Organic Personal Care Industry Overview

Organic non-food products had consumer sales of \$437 million in 2003 and growth of 19.8%. Roughly 40% of organic non-food sales, or \$170 million, were of personal care products. Compared to organic foods, which had a penetration rate of 1.9% in 2003, organic non-foods are significantly 'underdeveloped' as a category and accounted for only 0.15% of total sales in their respective conventional categories in 2003.

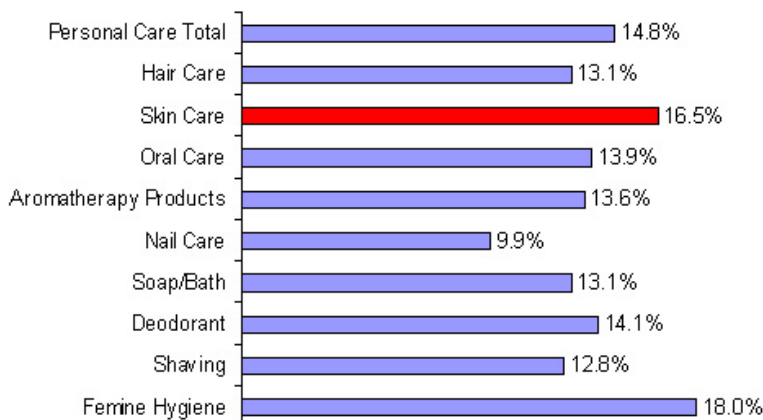


Organic Non-Foods Category Share, 2003



Organic Categories	Sales (\$Mil)	Growth 2003 (%)
Personal Care	170	19.4%
Nutritional Supplements	151	15.1%
Fiber	85	22.7%
Other (Household Cleaner, Flowers, Pet Food)	32	41.9%
Total Organic Consumer Non-Food Sales	438	19.8%

Organic Personal Care Forecasted Annual Growth 2004-2008



According to PTA's 2004 Manufacturer Survey respondents, all organic personal care categories are forecasted to experience average annual sales growth of 10-18% during the 2004-2008 period.

Source: OTA's 2004 Manufacturer Survey. Category and growth estimates derived from survey responses, Nutrition Business Journal's organic industry model, SPINS retail data, and other sources.

Consumer Behavior Organic Products

Organic is a very strong consumer trend in both food and non-food categories with more than 20% growth each year over the past 10 years!

We all know the benefits of eating organic foods – fewer toxins, no genetically modified ingredients and more flavor. Choosing organic beauty products brings the same advantages, with naturally effective treatments for skin, hair and body that feel great, smell delicious and work in harmony with skin's natural functions to promote health and radiance. In addition to the benefits they reap for personal health, organic farming methods also have tremendous advantages for the environment.

1. Consumers are taking Action to Improve their Health

Studies show that US consumers have shifted from “knowing” what is healthy” to “doing” what is healthy. E.g. 91% feel that improving their physical health is either “important” or “very important”. 70% took active steps to improve their health over the prior year.

2. Health oriented women are Big Spenders

Health oriented women shop more than non-health oriented women and spend more in every category of products:

Store Type	Health oriented women	Non-health oriented
Mass merchandise stores	83%	75%
Drug stores	74%	73%
Online	63%	54%
Department stores	55%	41%
Book stores	41%	29%
Chain retail stores	40%	22%
Athletic stores	34%	20%
Electronic stores	25%	16%
Music stores	24%	15%

3. Health Oriented Women are looking for the following benefits in Personal Care Products*:

- Paraben Free
- Organic
- FDC color Free
- SLS Free (Sodium Lauroyl Sulfate)
- GMO Free
- PEG Free

* According to 2006 study commissioned by Tesco, a leading UK retailer.

Lavera - A Leader in Organic Skin Care

In choosing Lavera, you have selected a top manufacturer with 20 years of experience in producing the finest quality all natural and organic skin care, sun care and cosmetic products.

Quality

Lavera's products are paraben free, SLS free, PEG free, with organic ingredients and recycled packaging.

Depth of Product Line

Lavera has a comprehensive product line consisting of 74 Makeup, 69 Bath & Lotion, 29 Moisturizers, 32 Hair products, 16 Sun, 12 Baby, 10 Anti-Aging, and 16 Men's products.

Performance

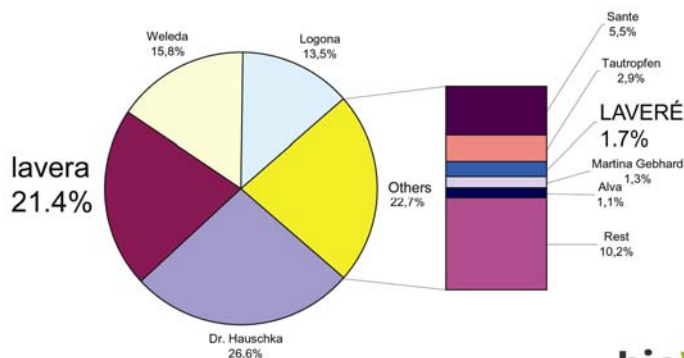
Lavera is the top performing all natural / organic skin care and cosmetic line on the market. When choosing an all natural product, there are some sacrifices in performance when compared against synthetics based products formulated with preservatives, synthetic colors, fragrances and mineral oils. Lavera products shine with its innovation, performance and effectiveness - outperforming all other all natural skin care and cosmetic manufacturers.

Good examples are the cosmetically elegant and invisible mineral based Anti-Aging Sun Screen SPF 20 Face or the Lifting Serum in the LAVERÉ Anti-Aging line giving more firmness, hydration and visible reduction of lines.

Brand Awareness and Market Share

Lavera is currently sold worldwide in over 12 000 locations and is available in 25 different countries. Lavera is THE market leader in Europe, with a 27% of the market. In the sunscreen category, Lavera commands an overwhelming 50% share.

Market share of the segment cosmetics in Germany



The graph shows the market shares of the most important brands in the segment in the period between July 2005 and June 2006.



Especially in North America, Lavera is focused on increasing the brand awareness with a variety of campaigns:

- Advertising and features in a broad range of magazines such as Shape, Allure, and Elle. A larger sample of these can be seen in the **Public Relation Campaigns** section following. For 2007, over 20 press features already are confirmed as of February 15, 2007. Lavera is a favorite of numerous beauty editors with skin sensitivity of main stream beauty magazines!
- In addition, lavera heavily promotes a new **Go Organic!** campaign and provide **Store Events** every eight weeks per location throughout the seasons with **<Go Organic!>**banners and T-Shirts.
- **Celebrity outreach** to stars like Goldie Hawn, Debra Messing, etc see following testimonials
- Sponsorships and regular Events such as **GREEN LOUNGE, EMMY AWARDS, BREAST CANCER WALKS, SAFE COSMETICS CONFERENCE** keep lavera in the media.

Innovation

Lavera is THE innovative company in the natural product industry and has won numerous awards for innovation. Lavera was the first company who developed 100% mineral sun protection – we still have a 50% market chair for natural sun care products in Europe.

Packaging

Lavera will be moving from a six language packaging to a new two language English and French only packaging for the North American market over the next 2 years. The start will be with the Sun Screen and the Faces lines, following will be all ranges. The packaging is bio-degradable, PVC free and manufactured under environmentally friendly standards.

Competitor Overview

LAVERA	POSITIONING: <ul style="list-style-type: none"> - Offering full personal care range - Attracts health oriented age group 30 – 45 - Award winning & Innovative - Best performing Organic Makeup line on the market - Industry leader with 100% mineral SUN screens 	INGREDIENT COMMITMENT: <ul style="list-style-type: none"> - Certified Natural BDIH - For Sensitive skin - Cruelty Free - Paraben Free - GMO Free - Organic
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Competitor	Positioning	Difference to Lavera
Avalon	<ul style="list-style-type: none"> - Advertises European quality - Widely available in all Natural Product Shops 	<ul style="list-style-type: none"> - Focus on skin care, no Makeup line, - Unsafe Ingredients e.g. PEG are used.
Aveda	<ul style="list-style-type: none"> - Exclusively in salons 	<ul style="list-style-type: none"> - PEG, parabens, and petroleum-based ingredients
Aubrey	<ul style="list-style-type: none"> - BDIH certified. - Widely available in all Natural Product Shops 	<ul style="list-style-type: none"> - Focus on skin care, no Makeup line, - Unsafe Ingredients e.g. PEG or PABA is used.
Bare Minerals	<ul style="list-style-type: none"> - Mineral Makeup. 	<ul style="list-style-type: none"> - A micronized titanium dioxide is used. New studies show this powder can be carcinogenic
Boerlind	<ul style="list-style-type: none"> - High End German - Widely available in all Natural Product Stores. 	<ul style="list-style-type: none"> - Not BDIH certified. - Ingredients like PEG, Parabens, Diazilidyl urea as synthetic preservatives are used.
Burt's Bees	<ul style="list-style-type: none"> - Young and trendy, - Strongest with lip balms and lip rescue products. 	<ul style="list-style-type: none"> - Synthetic fragrances are used. - Attracts younger age group.
Dr. Hauschka	<ul style="list-style-type: none"> - BDIH certified, - Celebrity loved, - Exclusive German brand. 	<ul style="list-style-type: none"> - Heavy formulations - Strong essential oils used might irritate sensitive skin types - Not as user friendly as it works based on a self healing, holistic principle - Age group 35-60 that finds heavier formulations attractive
Ecco Bella	<ul style="list-style-type: none"> - Makeup & chocolate beauty bar are strong items. - Widely available in all Natural Product Stores. 	<ul style="list-style-type: none"> - Not BDIH certified. - Not Organic. - Ingredients like PEG, Parabens, Diazilidyl urea are used.
Gabriel / ZuZu	<ul style="list-style-type: none"> - Makeup for dark skin tones 	<ul style="list-style-type: none"> - Not BDIH certified as Parabens, FDC colors - Not organic. - A micronized titanium dioxide is used. New studies show this powder can be carcinogenic.
Glo Minerals	<ul style="list-style-type: none"> - Mineral makeup - Celebrity endorsed 	<ul style="list-style-type: none"> - Limited to makeup - Parabens, micronized TiO2 in powder form.
Jurlique	<ul style="list-style-type: none"> - "Purest skin care on Earth" - corporate concept stores in US and Canada. 	<ul style="list-style-type: none"> - Focused on SPA industry and own stores - Strong essential oils used might irritate sensitive skin types
Weleda	<ul style="list-style-type: none"> - Medicinal brand from Germany focusing on health benefits. 	<ul style="list-style-type: none"> - Strongest seller are: Baby line and toothpastes. - No Makeup, no Sun, no Anti-Aging.

Key Products in North America

Cosmetics

Always thought about organic cosmetics as limited in color selection and unattractive in packaging? Check out Lavera's Trend Color Cosmetics and everything it has to offer. 100% gentle and hypoallergenic cosmetics for sensitive skin. Precious plant oils, herb and flower extracts, mostly from certified organic farming. Colors derived from minerals provide brilliant and consistent effects. Wonderful soft emulsions blend well, natural minerals protect skin against sun.



Sun Care



Lavera chooses to use 100% mineral based active ingredients in the Sun screen line to maintain healthy functioning of the internal organs and reproductive hormones. Lavera mineral sun screens are cosmetically elegant and able to protect against UVA, UVB and UVC sun rays, unlike the pasty white zinc oxide sun screens in the past.

- Effective immediately after application, no waiting time necessary
- Non-chemical, non-estrogenic, non-irritating
- Broad spectrum protection against UV A, B and C rays that burn and photo age skin
- No PABA, PEG, synthetic fragrances or preservatives that could cause skin irritations
- Waterproof and Bio-degradable



Skin Care

Anti-Aging Skin Care System

LAVERE is a full product range that is 100% naturally effective with Bio-Hyaluronic acid, Sepilift, Cova extract, Phycollagen, Arbutin, Co-Emzyme Q10, Bamboo and White Tea extract and Vitamins. Developed for natural skin care devotees that expect natural cosmetics not only the purest ingredients and utmost effectiveness, but also anti-aging protection. A celebrities favorite! Effectiveness statistics available to prove results.



FACES Organic Treatment System

In the treatment system Faces, every skin type gets the right care. Faces offers special products for individual needs and organic active ingredients organic Jojoba & Wild Rose Extract, hyaluronic acid, liposomes prepared from plant-derived lecithin to release purest organic, healing essences deeply into the skin. Vitamins E, C and A protect against environmental influences. For Dry & Mature, Combination, Acne and Sensitive Skin types

Neutral Unscented Skin Care

Lavera's Neutral range is a line of eight products formulated to care and protect for even the most sensitive skin, including conditions such as eczema, psoriasis and rosacea. Forming the base of most products in the Neutral range are oils of organic evening primrose and sea buckthorn, renowned for their wonderful ability to balance, soothe and heal easily irritated skin conditions. The line is free of any essential oils, and other herb and plant extracts. An effective, natural alternative to the use of prescription treatments, and can safely be used in conjunction with homeopathic remedies.





Men – Shaving

Our Men lines are a complete range of products for men, suitable even for those with very sensitive skin. Carefully developed to provide effective, all-natural skin care and protection with the minimum of fuss, many products offer multiple '2-in-1' benefits, allowing a simpler, speedier routine for fresh and healthy skin.

Hair Care

Happy, Healthy Hair – leave it to the experts at Lavera.

Healthy, shiny, well nourished hair – Lavera's comprehensive hair care system offers unique, all-natural products carefully tailored to meet the needs of each individual hair type. The range includes products for daily cleansing and conditioning, special intensive treatments and salon-worthy styling.



Bath

A luxurious Body care line in ten fruity blends to experience a pampering SPA treatment at home. Used for shower and bath care, it takes body care to a sensual journey. All products are suitable for vegans, except the Milk and Honey line.



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Client Reference List



Wegmans

Healthy Directions, LLC 



elephant
pharmacy*

AmeriMark



CHINABERRY

amazon.com



Live well with
PHARMASAVE

Finlandia
PHARMACY

Central Market
H.E.B.

Mother's
Market & Kitchen

Store Support Team

As a licensed esthetician I am concerned with effective, result oriented skin care of the highest quality. Lavera fulfills all expectations by using the purist and safest ingredients that provide visible benefits! I am proud to support and recommend Lavera skin care.

Karissa, Esthetician



As an esthetician, I love working with the LAVERÉ line because I can give my clients what they want most: Results! They can see and feel results right away! I feel great about recommending LAVERÉ and all the Lavera products. The high quality Lavera ingredients are unsurpassed by anything else on the market today.

Barbara, Esthetician

As a professional esthetician, my passion is skin care. I love helping people bring out their natural beauty, and enhance and protect that beauty. I am particularly fond of the Lavera/ LAVERÉ lines because of their natural approach that leads to visible results. Among my many favorites in the lineup are the SPF 20 Anti-age Sunscreen, LAVERÉ Hydro Sensation Cream, and the Basis Lip Balm!

Brian, Esthetician

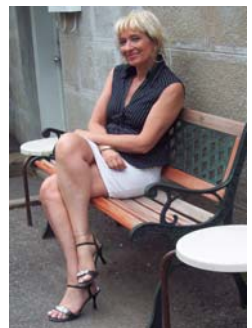


Lavera resonates with me on so many levels... I am wholly committed to skin and body care health, skin cancer research, natural health treatments in spas, retail stores, and ultimately hospitals someday. In addition to being a passionate advocate of skin and body nutrition and over all wellness; I have always been a devoted organic cosmetics & food buyer.

Vara, Esthetician

Over the years as a makeup artist, I have come across lots of women having allergy problems because of the chemical products. And because of that lots of women don't wear makeup anymore. So I started to surf the net to find a good line of skin care and makeup that was natural and possibly organic. It took me a good two months of searching until I found Lavera that respond to a true and honest organic line, and behind the name is a fantastic business woman named Ulrike who is committed to her line 100%..

Suzanne, Makeup Artist



I was very happy to discover lavera because they believe in using only ingredients with the highest quality possible. This fits my organic lifestyle perfectly as I eat organically and have been using natural, plant-based products for over 10 years now.

Makenzi Mahan, Makeup Artist

Store Events

Valentine's Day Store Events



The poster features the Lavera logo at the top, followed by the text 'Spring Promotion'. Below this is a collage of images showing a woman in a white lab coat, various skincare products, and a woman's face. The text 'Enter to win a Spring Beauty Basket Value \$100.00' is prominently displayed. At the bottom, it says 'And meet lavera Make-up Artist KYRA for an organic makeover. Friday, April 7, 2006 4 - 7 pm'.

Meet a Lavera Specialist
for an organic makeover and

Enter to win a
Spring Beauty Basket
(Value \$100)

Summer Store Events



The poster features the Lavera logo at the top, followed by the text 'LEARN ABOUT ORGANIC & SAFE SUN PROTECTION and receive a FREE lavera Lip Balm SPF 15*'. Below this is a photograph of a woman and a child sitting on a beach under a yellow umbrella. At the bottom, it says 'Meet lavera Specialist Jacqui Whole Foods Market Union Square Monday, June 26, 2005, 4-8 PM'. A small note at the very bottom reads '*With purchase of \$50 or more'.

LEARN ABOUT ORGANIC & SAFE SUN PROTECTION

and receive a FREE Lavera Lip Balm SPF 15*

LAVÉRÉ Anti-aging Store Events



**EXPERIENCE AN ORGANIC ANTI-AGING
MINI FACIAL**

and receive a free LAVÉRÉ Travel Set

Marketing Support

- **Web advertisement:** banners and store locator for all locations
- **Events** in Metropolitan areas New York, Los Angeles and San Francisco, e.g. “Beauty Night Out” organized by SHECKY’s event management company, and the Green Lounge 2006 Emmy Awards event.
- **Consumer sampling** programs with National Wellness Conference, Oscar Nights, Martha Stewart Show, Greenpeace Substitute with Style, Safe Cosmetics Organization, Bay to Breakers Sports event.
- Strategic Active & Healthy Lifestyle Sun Screen **Sponsorships** with Canadian National Sailing Association
- **Trade Shows** attended and scheduled:
 - Anaheim Natural Products Expo West March 2006
 - Baltimore Natural Products Expo East October 2006
 - Montreal CHFA February 2007
 - Anaheim Natural Products Expo West March 2007
 - Las Vegas IESCS June 2007
 - Baltimore Natural Products Expo East October 2007
- A large supply of **free handout samples** for our retailers to encourage consumer trial before purchase
- **Point of purchase support** – Testers, posters, shelf-talkers
- **Features and Printed advertisements** in national magazines such as Allure, Shape, Elle. We have over 20 press features confirmed for 2007



Public Relations Campaign

A sampling of the beauty magazines Lavera has placed advertising and has had features in:



Celebrities & Lavera

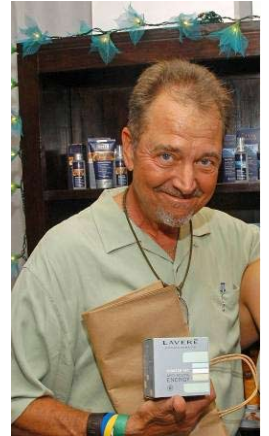


Actress **Debra Messing**

Redhead Debra Messing with her trademark voluminous hair is a familiar face as half of TV's odd couple, *Will & Grace*. Debra favors Lavera's chemical-free moisturizers by LAVERÉ (Hydro Sensation, \$65, and Repair Absolute Cream, \$79). She discovered our organic brand when she was pregnant.

Actor **Greg Itzin**

Lavera's Men CARE and LAVERÉ Anti-Aging are a favorite of Greg Itzin whose most recent major role has been President Charles Logan on the popular television drama *24*.



Actress **Goldie Hawn**

Best known for her role in *Private Benjamin*, this actress, director, producer and devout Buddhist loves the natural effectiveness of the LAVERÉ Anti-aging line.



TV Presenter **Kirsty Gallacher**

"Lavera is the only organic product range I use. I love their products – especially the Trend makeup, hair products and body lotions. I have normal to dry skin and find that Lavera products leave my skin hydrated and glowing. My favorite product is the basis Sensitive Protection Body Lotion (\$17.90) – I particularly love its richness and delicious fragrance. It works perfectly!"



Actress **Suzy Amis**

Santa Monica's Beauty Expert Caitlin introduced actress Suzy Amis (known from movies such as *"Twister"* and *"Titanic"*) to the Lavera line. James Cameron's wife is dedicated to using natural skin care and is amazed with Lavera products.





International Model & Actress **Jerry Hall**

"I love the smell of LAVERÉ and all the products go onto my skin smoothly which I like. My favorite LAVERÉ product is the Body Control anti-cellulite lotion (\$69) – I love its silky smooth feel and it absorbs really well. Also – it really works! LAVERÉ products have become a favorite in my bathroom!"

Actress **Masiela Lusha**

"I love Lavera's Lipgloss and the LAVERÉ products," says the young Albanian born actress and writer who currently stars on the hit sitcom *George Lopez*.



International Model & Actress **Lady Isabella Hervey**

"My skin is constantly stressed due to the amount of traveling I do. I can only use pure, natural products and LAVERÉ is my favorite range. Their ultimate eye cream (\$69) is a God-send and I also love the 3 in 1 active cleanser (\$32.50) as it removes my makeup and tones my skin."



Actor **Andy Milder**

Recently known from HBO's show *Weeds*, the actor's favorite scent of Lavera's Men line is the Men SPA Aqua Fresh: a splash of Refreshment with Herbs and Lemon.



Shipping and Order Fulfillment Details

Order Details

Wholesale Orders can be placed:

- Via Phone (877) 528-3727
- Via Fax (877) 298-4012
- Via Email info@lavera.com
- Online www.lavera.com

Shipping Details

- Lavera orders ship with UPS Service
- Shipping time is generally 4 – 7 business days incl. transit time

Shelf Life of Lavera products

The shelf life is between two and three years after production even without harsh chemical preservation. Lavera products have a batch number and “best use by” date on every product.

Educational Workshops

Work shops are provided in the following cities across the US and Canada:

Spring:	Toronto New York Vancouver Seattle
Summer:	Washington, DC San Francisco Boston Montreal
Fall:	Toronto Seattle Vancouver New York
Winter:	Los Angeles Dallas Denver

We offer catered onsite trainings at our client's corporate or regional offices or at offsite facilities in the area.

