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## FAST FACTS

### Marula Oil-The Leakey Collection

- Marula Oil is fast absorbing. Due to its high levels of oleic (omega-9 acid at 60-70% concentrations) it easily penetrates the skin and provides longer lasting hydration.
- Marula Oil is gluten-free, considered vegan and not tested on animals.
- It is 99% pure Marula Oil and it is scented with 1% blend of natural essential oils. Marula Oil is a preservative, synthetic and Paraben free formula.
- The combination of fast-absorption and anti-microbial properties make it perfect for any skin type, including the acne prone skin and very oil, problematic skin.
- Marula oil provides a superior and longer lasting hydration of moisture for dry and mature skin.
- For sunburned skin, Marula Oil soothes and provides relief to traumatized skin.
- Following facials and chemical peels, the skin is very irritated and dry which makes Marula Oil excellent for post facial treatments.
- An excellent source of topical antioxidants, the free radical fighting capability is very important for skin healing and anti-aging.
- Marula Oil is an excellent moisturizer that can help plump up skin to reduce fine lines.
- Marula Oil has an 18 month shelf life and we recommend using the product within 6 months after opening.

### The Medical Benefits

- Marula Oil has a higher concentration of oleic acid and is rapidly absorbed into the skin avoiding a greasy feel.
- Brunswick Lab from Massachusetts tested the antioxidant power of Marula Oil versus Argan Oil and found Marula Oil did significantly better at fighting free radicals due to a higher antioxidant power.
- Free radicals can lead to premature aging and skin damage, which Marula Oil fights.
- Marula Oil is an anti-inflammatory that soothes traumatized skin, including sunburned skin, radiated skin and post facial peel skin. It reduces redness and calms inflammation.
- Marula Oil helps breast cancer patients fight ultra violet radiation and irradiation for cancer treatments that lead to inflammation and free radical skin damage.
- With a high levels of antioxidants, Vitamin E and phenolic compounds, Marula Oil helps patients reduce redness and inflammation.

### Tips and Applications

- It is recommended to apply Marula Oil as a nightly moisturizer for your face and neck area because skin replenishes during sleep.
- We suggest you apply Marula Oil to a clean face or after exfoliation of the skin.
- Marula Oil provides optimal hydration that your skin needs for better healing and repair so for dry skin, apply it more frequently as needed.
- Marula Oil can be used in conjunction with your night crème and eye cream.
- For dry skin, add a few drops to your facial cleanser to retain the optimal amount of moisture.
- A few drops can be added to liquid foundation or tinted moisturizer.
- Marula Oil can be added under SPF for extra moisture or after sun exposure to add soothing relief.



## The Leakey Collection

- The Leakey Collection is a lifestyle company that creates and distributes innovative high-design products for the high-end marketplace using sustainable natural materials and Fair Trade practices.
- Fair Trade is a guiding set of principles for people doing business that ensures a living wage, workers participation in decision-making, and company investment in the area in which they practice.
- Thousands of jobs are created in the gathering and processing of the Marula Oil. By developing a consumable product this work opportunity creates long lasting job opportunities for rural women in East Africa.
- The only impact on the environment is a positive one. No farms means that the natural habitat has not been altered and in fact wild-harvesting promotes the conservation of natural stands of trees that are often cut for firewood. The fallen fruit is collected over a vast area ensuring that no particular area is stripped of the fruit, nuts, seeds, and food source for the proliferation of the species, the animals, or human needs on which they have become dependent over the centuries.
- Philip and Katy founded T.R.A.D.E., Trust for Rural African Development and Enterprise, in an ongoing effort to support projects in education, women's health, and sustainable community development.

# Dr. Ashton Kaidi

CO FOUNDER



According to Dr. Ashton Kaidi's mom, he was meant to be an engineer. As a kid growing up during the space age, he was naturally fascinated with astronomy and rocketry; the moon landing filled his imagination with an insatiable desire to become involved in the field. This desire went on to manifest itself in the form of rockets and model airplanes lining nearly every inch of his childhood home's garage. He came to pride himself on his extreme attention to detail, and many of his rockets were award winning. As much as he enjoyed the objective, scientific side of astronomy, Dr. Kaidi was more attracted to its subjective beauty loving nothing more than to look at the magnificent photographs of distant planets and galaxies taken by the Palomar telescope. It was around this period, sometime in the late 70's early 80's, he took his first feeble steps into the field of astrophotography.

Not long after Dr. Kaidi's first unsuccessful foray into the field, he entered college as an astrophysics major. As a student of the sciences, he was required to take one biology course in his sophomore year, when a friend of his convinced him to take anatomy. He found the class surprisingly interesting. "The technical aspect of dissection and identification of the intricate structures of the body revealed to me a hitherto unknown allure in medicine. The human body is a magnificent machine, with multiple moving parts all perfectly coordinated and precisely timed," he stated.

While in medical school, Dr. Kaidi's aforementioned love of anatomy drew him towards surgery, and more specifically plastic surgery. "In my mind, plastic surgery is the mastery of anatomy at the highest level. Plastic surgeons work on a multitude of different areas, each with a starkly different anatomy, and as one re-arranges tissue and skin, one is frequently faced with an unpredictable outcome that can be solved only with a thorough knowledge of the surrounding systems. For optimal cosmetic results, both the artistic and scientific brain must work together," said Dr. Kaidi. The attention to detail and artistic imagination that Dr. Kaidi had cultivated during all those years of makeshift rocketry seemed to have paid off in this regard.

The word "plastic" derives from the Greek *plastikos*, and means literally "to change or mold." Dr. Kaidi carries this into his daily life, and hopes to change the lives of others for the better. It is Dr. Ashton Kaidi's philosophy of patient care that makes him unique. \*\*It's what convinced Kathy DeBest, after six consults with plastic surgeons for a breast reduction, that she chose Dr. Kaidi to do her surgery. She ruled out surgeons who suggested she also have other procedures done at the same time.

It was when the Leakeys began exploring marula oil as the next addition to The Leakey Collection, that they approached Dr. Kaidi a trusted friend, to verify it's healing benefits on the skin and get clinical insight into the depth of the oil's benefit's. Dr. Kaidi had been actively involved in many research projects that had won several research awards, presenting his work nationally at 40 scientific meetings. His work on facial aesthetic surgery has appeared in prestigious plastic surgery journals, including the Journal of Plastic and Reconstructive Surgery and Seminars in Plastic Surgery. He has authored 18 scientific publications on wound healing, facelifts and other surgical topics. It was the healing benefit's of marula that interested him enough to conduct a study on marula oil.

Dr. Kaidi undertook a 24 patient clinical study to determine the efficacy of marula oil in treating damaged skin following radiation therapy for breast cancer. Patients were divided into 2 treatment groups. Patients in Group 1 were instructed to apply the marula oil to the affected skin twice daily, while Group 2 patients were instructed to apply a skin moisturizer. The patients were examined weekly for 6 weeks. He saw astounding results on the healing of scars and blistering post radiation. The marula oil treated group had a more rapid resolution of skin redness and swelling. Patients described marula oil as soothing and fast absorbing.

Now a believer in the 'miracle oil' of East Africa, Dr. Kaidi collaborated with the Leakeys in their shared belief in the powerful healing properties of pure marula oil. Dr. Kaidi witnessed the healing benefits on the skin of his cancer patients, and sees the potential benefits. "Marula oil contains a variety of antioxidants that effectively reduce the skin damage caused by free radicals", said Dr.Kaidi. The Leakeys saw the benefits that can change lives of women and children in rural East Africa. Together they are committed to bringing beauty to the lives of women around the world and developed the product Marula-The Leakey Collection, which will be available in December of 2011 at marula.com.

**About:**

Dr. Ashton Kaidi is a Plastic Surgeon in Newport Beach, California. He is the past Chairman of Plastic Surgery at Hoag Memorial Hospital. Dr. Kaidi also serves on clinical faculty at the University of California, Irvine and is on the Board of Directors at Newport Beach Surgery Center in Newport Beach, California. He is certified by the American Board of Plastic Surgery and is an active member of the American Society of Plastic Surgeons. He is a Fellow of the American College of Surgeons and member of the California Society of Plastic Surgeons. Dr. Kaidi obtained his medical degree from Loma Linda University, in Southern California. Following Medical School, he completed a general surgery residency at Pontiac General Hospital/a University of Michigan affiliated hospital. He completed his plastic, aesthetic and reconstructive training at Loma Linda University Medical Center.

During his training he has served as a national delegate for the American Association of Medical Colleges, representing Plastic Surgery. He was also the recipient of Frank Rogers outstanding academic award in plastic surgery. He has been actively involved in many research projects and has won several research awards. Dr. Kaidi has presented his work nationally at 40 scientific meetings. His work on facial aesthetic surgery has appeared in prestigious plastic surgery journals, including the Journal of Plastic and Reconstructive Surgery and Seminars in Plastic Surgery. He has authored 18 scientific publications on wound healing, facelifts and other surgical topics. Dr. Kaidi recently celebrated his 21 year wedding anniversary to his wife Michelle. They have two teenage boys.

# Katy Leakey

CO FOUNDER



Katy Leakey was born and raised in southern California, but her life has been shaped by much broader global horizons. When Katy was still a young girl, her parents co-founded the world renowned L.S.B. Leakey Foundation, named after Dr. Louis S. B. Leakey, most famous for his studies of early man, and provided funding for a variety of anthropological studies around the world. The foundation, operated from Katy's home in the beginning days of its existence, was also young Katy's introduction to the Leakeys, with whom she maintained a life-long friendship and which was later to shape her life's journey both personally and professionally. Famous anthropologists, artists, politicians and learned guests from all points of the world crossed her threshold growing up and left her with an incredible passion to pursue what are the most fundamental values and principals the vast cultural mix around the world must share or accept in one another in order to work together yet maintain the rich variety of our heritages.

Katy obtained her fine arts degree from Otis Art Institute in Los Angeles in 1976 and through her interpretive art and writing, began her search to illuminate the values and societal principals that unite mankind across all cultures. While pursuing her twin passions of fine art and anthropological travel, she founded a *trompe l'oeil* business in 1981, with studio/offices in Southern California and Colorado that designed and executed murals and decorative painting in the homes and businesses of residents across the United States, Mexico and England. And it was Katy's consuming passion in humanity that lead her to study the ancient art of medicine under a Jivaro witch doctor and provided rich but dangerous adventures such as being held hostage by a Peruvian Commandant in the deep reaches of the Amazon. But even under these dangerous circumstances, it was her quest to understand what unites us as a species that allowed her to learn from one of the world's last practicing ancient cultures.

In 1998, based on her experiences in the Amazon Jungle with the Mayoruna Indians, Katy created an art exhibit of multi-media sculptures, titled *Linking Ethos*, which toured college campuses and gave lectures building bridges of understanding by illustrating to people from the most contemporary cultures what fundamental values they share with the people from the most ancient cultures. The exhibit featured handcrafted books with imagery and words that detail the physical and metaphysical, each piece portraying the juxtaposition of life in the jungle with western life, although - abstractly - each culture faces the same dilemmas.

In all her travels however, Katy never lost her original fascination with the experiences and people her parents had shared with her growing up, or the cultural curiosity she had for the rich diversity of Eastern Africa. After nearly twenty years from their first meeting, Katy married the youngest brother of the famed Leakey clan, Philip, on the Maasai Mara plain during the yearly migration and relocated permanently to Kenya.

In 2002, perhaps as a final culmination of her twin passions of art and cultural curiosity, Katy joined Philip in founding an enterprise called The Leakey Collection™. The Leakey Collection provides work opportunity to 1,400 Maasai, primarily women, hand-producing products from natural sustainable resources designed for the main street markets of U.S. and Europe. The Leakey Collection is not just about the products themselves but mostly about the benefits it brings to the daily lives of the Maasai. The business model they've created, unlike the typical business model of the West, adapts itself to the existing daily routines and environment and needs of its Fair Trade producers. Rather than building factories, the Leakey's have set a precedent in their innovation of nomadic work sights to preserve the environmental and the cultural integrity of the areas in which they work. Over the last ten years The Leakey Collection has produced a variety of different products from jewelry to home accessories and now is moving into consumables, such as skin care... products that lend themselves to a continuing demand but still are derived from a renewable resource...such as the indigenous Marula tree.

Today her work continues along the same veins of creativity and intellectual curiosity that were first shown as a young girl in southern California...only now focused on sharing the beauty, art, and heritage of East Africa while preserving the environmental resources and cultural integrity of her friends and neighbors, the Maasai.

Marula-The Leakey Collection™

# Philip Leakey

CO FOUNDER



Born the third son of the famed paleoanthropologists Drs. Louis and Mary Leakey, Philip was raised in both Kenya and Tanzania in a family that has always been closely associated with this part of Africa for the past 100 years. Philip's childhood was organized around expeditions to places like Oldupai Gorge where his parents searched for bones, footprints and artifacts of early man.

His youthful playground was Africa's majestic Serengeti savanna surrounding Oldupai. While his parents pursued the demanding, meticulous nature of their work Philip was free to explore the intricacies and vastness of nature around him. Each day he developed and honed his life defining curiosity. By the age of 10 he had enough adventures to fill a book and due to his unmatched survival skills he was often given the duty of driving the over worked family truck 50 miles over harsh terrain to collect water once a week for camp. The many years of needing to understand everything around him and to make

something from nothing in order to carry on one's pursuits developed in Philip his unquenchable thirst for discovery and learning. "If I haven't learned something today, then today was a failure," a philosophy that Philip lives by and inspires in those around him.

At 14, Philip had already decided he wanted to work within the political arena to influence issues surrounding human rights and the environment. At 16, he decided to drop out and made a deal with his parents. Already fluent in Kiswahili Philip struck a deal with his parents that he would fend for himself if they would sponsor him at a three-month course in Swahili grammar, which he knew he needed to attain his vision in the political arena. Setting out to support himself at such a young age he started a series of small businesses, mining, foot safaris, fertilizer manufacturing, collecting medicinal plants,. As one Kenyan has said, it's quicker to list the businesses he hasn't had than the ones he has. By 1974, Philip had made his first attempt at running for the Kenyan Parliament. Unsuccessful, he tried again, in 1979, and won, becoming the first and still to this day, only white Kenyan elected to its Parliament. He was soon named a presidential appointee to the Kenyan Assistant Minister of the Environment and Natural Resources. Over the next fifteen years, Philip served his government in a variety of governmental roles including Foreign Affairs and Applied Technology until finally being named in 1992, a full Cabinet Minister for Environmental and Natural Resources.

In 1993, politics began to take a back seat while Philip conducted a personal mission of research on the conservation of Kenya's Wetlands areas. The research and experiments over the two-year period introduced a new industry in Kenya to produce natural floor coverings from fast reproducing plants which are indigenous species grown along the Kenyan coastal wetlands. This labor-intensive project enables people of these areas to have a sustainable harvest from the Wetlands without having to introduce exotic crops, thus insuring the viability of the Wetland in their natural state.

But it was in 2001, after several years of traveling the world as both a political and environmental consultant and lecturer, when Philip along with his wife Katy - an artist who once baby-sat for Jane Goodall and an adventurer herself merged his two greatest passions - the natural environment and the people of East Africa - to form an enterprise called The Leakey Collection™. The Leakey Collection provides work opportunity to 1,400 Maasai, predominantly women, hand-producing products from natural sustainable resources designed for the main street markets of the U.S. and Europe. Philip emphasizes that The Leakey Collection is not just about the products themselves but mostly about the benefits it brings to the daily lives of rural people. The business model they've created, unlike the typical business model of the West, adapts itself to the existing daily routines and environment of it's Fair Trade producers. Rather than building factories, the Leakeys have set a precedent in their innovation of nomadic work sights to preserve the environmental and the cultural integrity of the areas in which they work. Over the last ten years The Leakey Collection has produced a variety of different products from jewelry to home accessories and now is moving into consumables, such as Skin Care products which lend themselves to a continuing demand but still are derived from a renewable resource such as the indigenous Marula tree. The wild fruit of which first sustained Philip when he was 16 and out prospecting for gemstones; and now he's hoping will benefit millions of consumers as well as his friends and neighbors, the Maasai.

#### References:

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