



Founded in 2008, Amazon Beauty Inc. and its registered trademark name Amazon Beauty® was established by its co-founders, Fabian Lliguin and Anna Ayers. Both are passionately committed eco-agents who travel deep into the Amazon Rainforest to work with native tribes-people, with the dual mission of protecting the tribes' intellectual property rights and way of life, as well as preserving the beauty of the planet. Through those efforts, Amazon Beauty Inc. was created, thereby sharing the Amazon's most potent beauty secrets with the world through its luxurious, efficacious hair and body products.

Amazon Beauty Inc. and its registered trademarks and product lines, such as Rahua, are in no way affiliated with other companies of a similar name. After substantial justification, we were able to obtain the Amazon Beauty™ trademark ourselves because we work directly with the people in the Amazon, and our product ingredients come directly from the Amazon rainforest. We are the only company that owns the trademark "Amazon Beauty."

The Amazon Beauty® story began with a mission to protect the Amazon jungle and the Quechua Achuar tribeswomen who hand-produce Rahua oil, used in the Rahua product lines. Initially, Anna and Fabian were reluctant to introduce this miracle ingredient to the rest of the world, fearing exploitation of their beloved Amazon rainforest and its native peoples. However, through many discussions with the native women who had introduced their beauty secret to them, Anna and Fabian learned that Rahua plants are truly unique in that they will sustainably grow and thrive. If the environment in which they are grown is altered, compromised or exploited, the plant will not produce good quality nuts, which will impact the quality of the oil and its sustainability.

Fabian and Anna decided to honor the indigenous knowledge of the tribeswomen by compensating them generously for the ceremonial traditions used in harvesting the nut and preparing the oil, thereby protecting the environment and ensuring its continued tradition. This acknowledges the great care and attention that must be taken to produce the most potent, highest quality Rahua oil that is also sustainable. This defines what we call a symbiotic ingredient. Amazon Beauty Inc. has set the standards for beauty. Today, native tribeswomen benefit from sustainable harvesting of this precious, rainforest-grown ingredient, thereby protecting the rainforest and their way of life. We also support ongoing projects in the Amazon rainforest and in other parts of the world.

Rahua by Amazon Beauty Inc. is unique in that it not only empowers women all over the world by giving them beautiful, healthy hair with the most natural ingredients, but also gives back to and supports the native women harvesting Rahua in the Amazon Rainforest. It's important that everyone knows that what we do and stand for at Amazon Beauty Inc. and Rahua is uniquely ours, and is in no way connected with Amazon.com or Amazon.com/beauty.

This is a story of passion, truth and a true desire and resolute commitment to do well in the world. Amazon Beauty Inc. and its Rahua brand feel very privileged to build this earth-friendly, sustainable

business in partnership with women from Amazonian nations such as Waorani, Achuar, Quichua, Quechua and Shuar. Amazon Beauty Inc. shares the tribe's reverence for the rainforest and its indigenous cultures. Rahu oil, ungurahu oils, Morete oil and Sacha Inchi oil, in addition to other ingredients, are sourced and processed by these women and men in accordance with the traditional methods that have been passed down for generations, and Amazon Beauty™ is ensuring that continues.

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