

INTRODUCING PREMIUM BODY CARE

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MINIMAL
PROCESSING
FOR
MAXIMUM
AHHHHH.



BE GOOD TO YOUR **WHOLE**
BODY

WFM Body Care Quality Standards

Already the **HIGHEST IN THE INDUSTRY.**

We **CAREFULLY EVALUATE** each and every product we sell.

All personal care products must meet our **CURRENT BODY CARE QS LIST.**

With the growing interest in natural personal care, **WE DECIDED TO SET THE BAR HIGHER.**

The Result: **PREMIUM BODY CARE**, a top tier standard that recognizes the highest quality personal care products we sell



**WE'VE
WORKED
HARD TO
ENSURE OUR
PRODUCTS
DO THE SAME.**



BE GOOD TO YOUR **WHOLE
BODY**

Premium Body Care: The Process

We worked **MORE THAN 3 YEARS** with the most recent scientific data and research to examine **EACH AND EVERY BODY CARE INGREDIENT ON OUR SHELVES** in four areas:

Results

Source

Environmental Impact

Safety

PREMIUM BODY CARE GOES BEYOND NATURAL!



BODY CARE
HAS A
BRAND NEW
STANDARD.
OURS.



BE GOOD TO YOUR **WHOLE BODY**

Over 300 Unacceptable Ingredients Including

ACETAMIDE MEA	CARBOMER	ISOPROPYL MYRISTATE	PABA	SODIUM LAURETH SULFATE
ACRYLATES COPOLYMER	CETEARETH 2 – 100	KOJIC ACID	PARABENS	SODIUM LAURYL SULFATE
ALKYL BENZOATE	CETRIMONIUM BROMIDE	LAURAMIDE MEA	PENTYLENE GLYCOL	SODIUM MYRETH SULFATE
ALPHA HYDROXY ACIDS	CETRIMONIUM CHLORIDE	LAURETH-7	PETROLATUM	SODIUM POLYACRYLATE
ALUMINUM HYDROXIDE	CHLORPHENESIN	LAURETHSULFOSUCCINATE	PHTHALATE	SOYAMIDE DEA
ALUMINUM OXIDE	COCAMIDE DEA	METHOXYCINNAMATE	POLAXAMER 335	STEARDIMONIUM CHLORIDE
ALUMINUM POWDER	COCAMIDE MEA	METHYL GLYCETH-20	POLYACRYLAMIDE	SYNTHETIC FRAGRANCE
AMMONIUM LAURETH SULFATE	COCAMIDE MIPA	METHYL GLYCOL	POLYBUTENE	TALC
AMMONIUM LAURYL SULFATE	CYCLOMETHICONE	METHYL PROPANEDIOL	POLYETHYLENE GLYCOL (PEG)	TEA-LAURYL SULFATE
AMMONIUM POLACRYLATE	CYCLOPENTASILOXANE	METHYLPARABEN	POLYISOBUTENE	TETRASODIUM EDTA
ARTIFICIAL COLORS	CYCLOTETRASILOXANE	MINERAL OIL	POLYPROPYLENE GLYCOL	TRICLOSAN
AVOBENZONE	DIAZOLIDINYL UREA	MYRISTYL LACTATE	POLYQUATERNIUM 7, 10, 11	TRIDECYL NEOPENTANOATE
BEHENALKONIUM CHLORIDE	DIHYDROXYACETONE	MYRISTYL MYRISTATE	POLYVINYLPIRROLIDONE	TRIETHANOLAMINE (TEA)
BEHENTRIMONIUM METHOSULFATE	DIMETHYLPOLYSILOXANE	OCTINOXATE	PROPYLENE GLYCOL	TRIHYDROXYSTEARIN
BENZALKONIUM CHLORIDE	DISODIUM EDTA	OCTISALATE	PROPYLPARABEN	TRIMETHYLSILOXYSILICATE
BENZOPHENONE	DMDM HYDANTOIN	OCTOCRYLENE	PVP/VA COPOLYMER	TRISODIUM EDTA TROMETHAMINE STEARATE
BUTYLENE GLYCOL	ETHYLENE GLYCOL	OLEFIN SULFONATE	QUATERNIUM-15	TROPOLONE
BUTYLPARABEN	IMIDAZOLIDINYL UREA	OLETH (2-50)	SODIUM ACRYLATE	WHEATGERMAMIDOPROPYL DIMETHYLAMINE
	ISOPROPYL METHYLPHENOL	OXYBENZONE	SODIUM DEHYDROACETATE	

Anatomy Of A Shampoo

CONVENTIONAL

Ammonium Laureth Sulfate
Ammonium Lauryl Sulfate
Glycol Distearate
Cocamide MEA
Fragrance
Guar Hydroxypropyltrimonium Chloride
Hydrogenated Polydecene
Disodium EDTA
Trimethylolpropane Tricaprylate/Tricaprate
Panthenil Ethyl Ether
METHYLCHLOROISOTHIAZOLINONE
METHYLISOTHIAZOLINONE
FD&C RED 4
Ammonium Xylenesulfonate

REGULAR

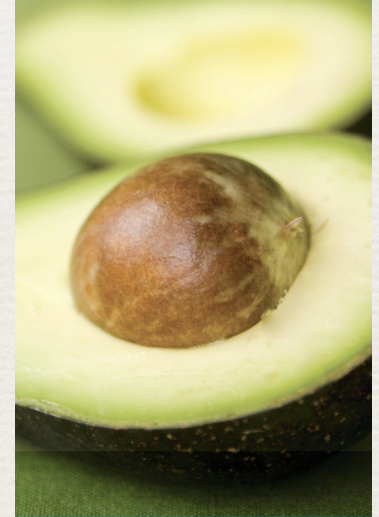
Aloe barbadensis
SODIUM LAURYL
SULFOACETATE
DISODIUM LAURETH
SULFOSUCCINATE
Cocamidopropyl betaine
Cetyl alcohol
Glyceryl cocoate
GLYCOL STEARATE
Jojoba
Panthenol
METHYL/
PROPYLPARABEN
Citric acid
Grapefruit extract
FRAGRANCE

PREMIUM

Cocamidopropyl Betaine
Decyl Glucoside
Aloe Barbadensis Leaf Extract
Euterpa Oleracea(Açai)Fruit Extract
Hydolyzed Wheat Protein
Sweet orange oil
Tintura Violet Flowers
Theobroma cacao L.(cocoa) Extract
Citrus reticulata (mandarin) oil
Potassium Sorbate
Sodium Benzoate
MalPhigia Glabra(Acerola)Fruit
Extract
Xanthan Gum



WE'VE LEFT
NO INGREDIENT
UNTURNED.



BE GOOD TO YOUR **WHOLE**
BODY

Impact of Premium Body Care

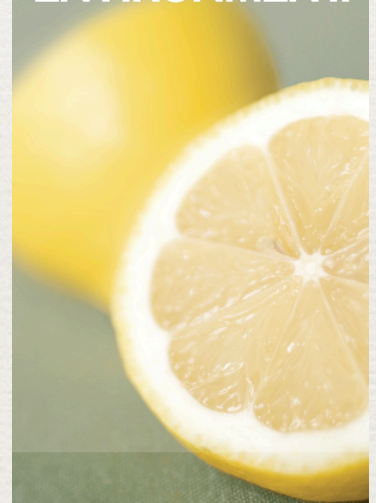
Customers can easily choose over 2600 top tier Premium products—[LOOK FOR THE LOGO!](#)

Vendor Collaboration--an [INCLUSIVE PROCESS](#), we worked with vendors from the start.

[A HUGE IMPACT ON THE INDUSTRY](#)—many reformulations and fabulous exclusive products.



CONTRIBUTING
TO SMOOTHER
SKIN **AND**
**A CLEANER
ENVIRONMENT.**



BE GOOD TO YOUR **WHOLE
BODY**

Impact of Premium Body Care cont...

TM AND CUSTOMER EDUCATION—Be Good to Your Body, Premium Website, WFMU, Video.

Eventually, we would like all of our body care products to meet our Premium Standard

AN EVOLVING STANDARD--a starting point, a work in progress, an opportunity to raise the bar even higher.



BODY CARE
THAT'S LOVED
**FOR WHAT'S
LEFT OUT.**



BE GOOD TO YOUR **WHOLE
BODY**