THE BEST THERE IS
Enjoy with Confidence & Good Conscience

HOLDING THE BAR HIGH
in the Industry & the Aisles

RESULTS ✓
SOURCE ✓
ENVIRONMENT ✓
SAFETY ✓
**FACT:**
The U.S. government does not require health studies or pre-market testing for personal care products.

**OUR PREMIUM BODY CARE® PUTS THE “CARE” BACK IN PERSONAL CARE!** People are looking for safer, more natural body care products, but there is a lot of confusion about what “natural” actually means. So, with close to 30 years of experience and 6+ years of tough scientific research review, we stepped up to help give concerned consumers something to count on.

Look for products with the Premium Body Care® symbol and you will find the best there is. These are the most exceptional personal care products available. They meet the strictest standards for quality sourcing, environmental impact, results and safety. Premium Body Care® truly allows you to be good to your whole body.

**A STRONG FOUNDATION**
Our original trusted standards have made Whole Body™ the go-to place for the highest-quality, natural personal care products. Customers rely on us because we carefully evaluate each and every product to ensure it meets those basic standards. If it doesn’t, you won’t find it on our shelves!

**HOLDING THE BAR HIGH**
While our basic standards already set us apart, the additional tier of Premium standards allow us to constantly remain at the forefront of positive change for your healthy lifestyle. We’re always moving forward, raising the bar, shooting for the stars! And it doesn’t stop there. As we discover new information, we’ll raise the bar again. And again.

**FACT:**
There are many non-natural components and processes in most U.S. body care products. Even those labeled “natural” may contain harsh preservatives or ingredients with environmental concerns.
BUILDING A NEW STANDARD

STOP AND THINK FOR A SECOND OF EVERYTHING THAT MIGHT GO INTO BODY CARE—
a bottle of shampoo, for example. Where do the ingredients come from? What about the effect on
the environment when it’s rinsed off in the shower or when swimming? And, of course, will it make
for clean, beautiful hair without side effects?

For several years now, our experts have been meticulously examining each and every
personal care ingredient in Whole Body™.

Using the most current safety and efficacy data, research and resources available they evaluate
each product ingredient in four key areas, searching for the excellence that we believe makes for a
premium product.

RESULTS
Does it work? Yes! All items that meet our Premium
Body Care® standard are made with ingredients that
must be necessary for the product to function well and
look appealing while providing real results. We also
look for higher concentrations of botanically derived
ingredients that actually nourish your skin and body.

SOURCE
When it comes to personal care, the word “natural”
is on labels everywhere, yet there is no regulated
definition. All the more reason for us to aim high!
Premium Body Care® is made to meet strict criteria
with ingredients as close to nature and as minimally
processed as possible.

ENVIRONMENTAL IMPACT
In reality the body care products that everyone
uses eventually go right down the drain and into
our environment. Therefore, all products that meet
our Premium Body Care® standard must have little
environmental impact during manufacturing
and also when released into the environment.

SAFETY
What goes on the body goes in the body. So,
because personal care products are not regulated
like food in this country, we have done the research
and made the tough calls ourselves. All Premium
Body Care® product ingredients are labeled
accurately with little risk of contaminants, have
established safety data or are less likely to cause
skin irritation or allergies.
A CLOSER LOOK

The process of evaluating every personal care ingredient on our shelves toward creating Premium standards continues to be a worthy challenge for Whole Foods Market®. Safety? Efficacy? Source and environmental impact? Check, check, check and check!

NOW LET’S LOOK AT SOME SPECIFICS.

As of January 2010, there were more than 380 ingredients unacceptable for Premium Body Care®.

These include parabens, polypropylene and polyethylene glycols, sodium lauryl and laureth sulfates. Our research also yielded crucial information about the effects of ingredients in several categories of public interest.

Preservatives are necessary in body care products, especially water-based products. Our Premium Body Care® standard allows only milder preservatives. They must be shown to function properly, yet have a lower likelihood of causing cosmetic-related allergies and sensitivities.

Fragrance is a component that most people expect in premium products and, if naturally derived, may have aromatherapy benefits, as well. For philosophical and safety reasons, only natural essential oils and components of natural essential oils are allowed as fragrances in our Premium standard.

Fact: Sunscreen is recommended by experts, yet many chemical sunscreens have been shown to have questionable safety. Our Premium standard allows only those that physically screen sun and that do not contain nanoparticles as a safer alternative.

Surfactants are used for cleaning, degreasing, emulsifying, conditioning and creating foam. They also remove essential fatty acids and may be irritating to the skin. Our Premium standard allows only the safest, most gentle types available.
## How Our Standards Stack Up

<table>
<thead>
<tr>
<th></th>
<th>Likely applies to many common CONVENTIONAL BODY CARE PRODUCTS</th>
<th>Required by our standards for all PREMIUM BODY CARE® PRODUCTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Results</strong></td>
<td>The chief priority—along with low manufacturing cost—often secondary to concern for health, safety and negative environmental impact</td>
<td>Performance and efficacy are high priorities, made with ingredients that are necessary for the product to function well, may include beneficial nutrients</td>
</tr>
<tr>
<td><strong>Source</strong></td>
<td>Synthetic and/or highly processed ingredients, parabens, artificial fragrance, petroleum-based ingredients, minimal or nonexistent levels of botanical ingredients, animal testing allowed</td>
<td>Primarily nature-based and/or botanically derived ingredients in effective quantities, natural fragrance only, 95% petroleum free, no animal testing allowed</td>
</tr>
<tr>
<td><strong>Environmental Impact</strong></td>
<td>No standard or requirements, potentially harmful preservative and chelator ingredients</td>
<td>Sourced and manufactured with respect for the environment, minimal eco-impact after use</td>
</tr>
<tr>
<td><strong>Safety</strong></td>
<td>No safety testing required by FDA, no requirement to provide safety data</td>
<td>No safety testing required by FDA, absolutely must conform to strict Whole Foods Market® acceptable/unacceptable ingredient list</td>
</tr>
</tbody>
</table>

Get more details at wholefoodsmarket.com/premiumbodycare
GREAT THINGS ARE IN STORE
What’s Now and What’s Next

THE BEST THERE IS
Premium Body Care® is our top tier, our most exceptional personal care products. They offer concerned consumers like you better choices than ever before so you can shop with good conscience and more confidence than ever before.

SPARKING POSITIVE CHANGE
Our intention is that the Premium standard be effective, fair and attainable for our suppliers. We also believe that we have a responsibility toward the health of people and the planet. Hopefully our efforts will encourage the quality of personal care—and the industry as a whole—to evolve.

THE FUTURE IS BRIGHT
In Whole Body® our Premium Body Care® standards are the priority criteria as we select new personal care products for our shelves. And, it appears we’re succeeding in moving the industry forward because the selection is constantly growing!

FACT:
Science never stops. Our customers trust us to stay on top of the latest breakthroughs, so the Premium standards are designed to evolve as new science-based studies and research come to light. We are excited to consider them a work in progress, an opportunity to raise the bar ever higher.

Look for THE LOGO
This symbol is your indicator of a product that meets Premium Body Care® Standards. We are very careful where we put it for those who are very careful about what they put on their bodies.

WALKING THE TALK
We are proud that all of our 365 Everyday Value® body care products meet our Premium Body Care standard because this makes the highest quality products available to everyone, every day, at an affordable price.
OUR PREMIUM STANDARDS OFFER THE BEST THERE IS IN PERSONAL CARE. By choosing these high-quality products, you also choose to promote healthy, lasting changes in the body care industry. Enjoy them with confidence and good conscience.

WHICH PRODUCTS MEET OUR PREMIUM BODY CARE® STANDARDS? Look for the symbol or ask a Whole Body™ Team Member to see the latest list!

CURIOUS? CONFUSED?
Ask a question and you will discover that our Whole Body Team Members are thoroughly trained and well educated about the products we offer. They are there to help you and are pleased to guide you in making the most informed decisions for your needs. They’re not doctors, though, so always check in with your healthcare practitioner.