



## FREQUENTLY ASKED QUESTIONS - Nature's Gate Organics Fruit Blend™

### Q: Who is the target consumer for Nature's Gate Organics Fruit Blend?

**A:** The Organics Fruit Blend range targets the consumer seeking performance based organic personal care products that indulge the senses while protecting skin and hair against environmental damage. Specifically formulated to protect color-treated hair from fading.

### Q: How is the Nature's Gate Organics Fruit Blend line different than the Nature's Gate Organics Herbal Blend line?

**A:** The Fruit Blend line was formulated specifically to address the needs of color-treated hair and skin concerned with environmental damage and aging. This line features Organic fruits and seeds, prized for their skin nourishing antioxidants and a unique blend of Wheat Proteins and patented Sunflower Seed Extract which protects color-treated hair from fading and damage caused by UV exposure.

The Herbal Blend line targets a broader range of skin and hair needs. This range features Organic herbs and botanicals, such as Lavender, Lemongrass, Aloe and Chamomile, known for their skin and hair benefits. Each product has been formulated to address a specific hair and skin type, including dry, oily, damaged, and healthy.

### Q: Where are the Organic fruit essences and extracts sourced?

**A:** Our Certified Organic fruit and flower essences and extracts are locally grown on a family owned farm in Northern California. This Organic farm, whose water source is derived from the winter rains and snow pack of the Sierra Nevadas, is dedicated to providing Nature's Gate with the freshest, purest, highest quality ingredients, while making a positive impact on the environment.

### Q: What is the unique ingredient that protects hair color from fading?

**A:** Our formulas contain a patented form of Sunflower Seed Extract which is extremely rich in antioxidants called polyphenols. This ingredient is proven to protect both healthy and processed hair from damage caused by UV exposure. Those with color-treated hair benefit enormously from this ingredient as it protects dyed hair from shampoo wash-out and the fading caused by UV exposure.

### Q: What products and benefits does the Nature's Gate Organics Fruit Blend line offer?

**A:** The Fruit Blend range offers antioxidant protection for the skin and color-treated hair by blending Certified Organic fruit and herbal extracts with functional ingredients, essential oils, and delicious scents. Our Fruit Blend shampoos and conditioners contain a blend of highly potent patented Sunflower Seed Extract and Wheat Proteins which protects hair color from fading. The collection includes Shampoo, Conditioner, Body Lotion, Liquid Soap, and Stick Deodorant in 4 distinctive Fruit Blends:

- 1. Asian Pear & Red Tea:** *For dry, damaged hair and all skin types*
  - Pear, a source of Vitamin C, moisturizes while Red Tea is a potent antioxidant and anti-irritant
  - Kiwi, Fig and Apricot, rich in vitamins and minerals, nourish and hydrate
  - Vitamin E & Jojoba Oil smooth dry, rough skin and split ends

- 2. Mandarin Orange & Patchouli:** *For normal or dull hair and all skin types*

- Orange softens and smoothes hair to restore shine while Patchouli awakens the senses
- Pineapple and Elderberry, high in antioxidants, cleanse and tone while Lemon Balm refreshes and stimulates
- Jojoba and Apricot Oil seal in moisture

- 3. Grapefruit & Wild Ginger:** *For fine, weak hair and all skin types*

- Naturally antiseptic and rich in Vitamin C, Grapefruit protects skin and strengthens and fortifies weak color-treated hair. Wild Ginger soothes and stimulates
- Cranberry and Kiwi, potent antioxidants, nourish and protect
- Sunflower Seed Oil and Aloe moisturize

- 4. Persimmon & Rose Geranium:** *For dry hair and all skin types*

- Persimmon, rich in Vitamin C and minerals, protects against heat damage and moisture loss. Rose Geranium, a natural antiseptic, moisturizes, soothes and rejuvenates
- Mango and Melon, rich in essential fatty acids, hydrate, nourish and soothe

### Q: Why will your customers love Nature's Gate Organics Fruit Blend?

**A:** The Fruit Blend line is specially formulated with antioxidants to help reverse the effects that free radicals, such as pollution and the sun, have on skin and hair. Color-treated hair is shiny, vibrant and healthy looking while skin is nourished, hydrated and protected from environmental stress. Each product offers an optimal blend of organic purity and performance with delicious floral, spicy and fruity scents. All Certified Organic plant and fruit essences are sourced from a local Organic farm, dedicated to enhancing our planet and our well-being.

### Q: What is the preservative in the Organics Fruit Blend line?

**A:** The Organics Fruit Blend line uses a preservative system we created exclusively for Nature's Gate that is completely **paraben and formaldehyde donor free**. This system includes:

- **Phenoxyethanol** – An aromatic ether alcohol widely used as a preservative in natural cosmetics as an alternative to parabens
- **Ethylhexylglycerin** – Boosts efficacy of Phenoxyethanol. Also, functions as a skin conditioner
- **Glyceryl Undecylenate** – An emollient and preservative enhancer derived from a combination of Castor Bean Oil and Glycerine derived from Rapeseed or Sunflower Oils

### KEY SELLING FEATURES Nature's Gate Organics Fruit Blend

- Proven to help **protect hair from color-fade** and UV damage
- Fruit based antioxidants **protect skin from aging** and environmental stress
- Organic essences and extracts are locally grown, **fresh from the field**
- Supports the hair color and anti-aging skincare categories, two of the fastest growing personal care categories +12% and +11% respectively \*
- Unique floral, spicy and fruity scents
- Targets high growth Organic personal care category +21% \*\*
- **No Parabens, Phthalates, Sodium Lauryl/Laureth Sulfates**
- **Vegan Certified** and never tested on animals

\* SPINS 52 weeks ending 5-17-08  
Packaged Facts, "Skincare Products In The US 2008"  
\*\* Natural Foods Merchandiser Market Overview June 2007

