



THE BEST THERE IS

*Enjoy with Confidence
& Good Conscience*

RAISING THE BAR

*in the Industry
& the Aisles*

- ✓ RESULTS
- ✓ SOURCE
- ✓ ENVIRONMENT
- ✓ SAFETY

BE GOOD TO YOUR

WHOLE
BODY

FACT:

The U.S. government does not require health studies or pre-market testing for personal care products.

It's time to put 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 more than 25 years of experience and 2 years of tough scientific research review we stepped up to help give concerned consumers something to count on.



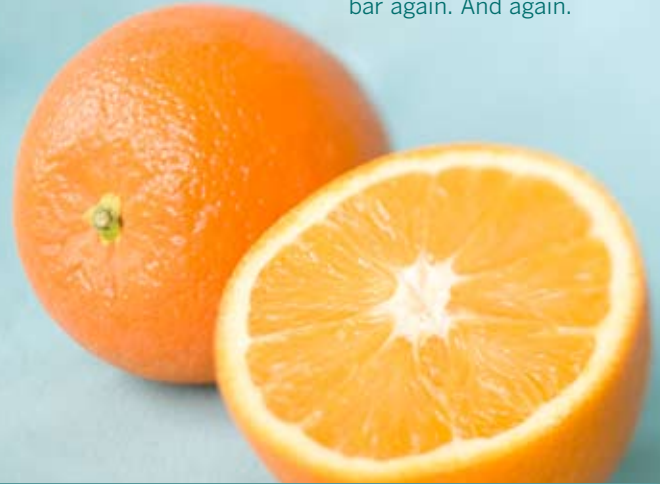
Look for products with the Premium Body Care™ symbol and you will find the best there is. These are the most exceptional personal care products available. They meet the strictest standards for quality sourcing, environmental impact, results and safety. Premium Body Care truly allows you to be good to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

RAISING THE BAR

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?

It took our experts more than two years to meticulously examine each and every personal care ingredient in Whole Body.

Using the most current safety and efficacy data, research and resources available they evaluated 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 has been 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.

WE IDENTIFIED MORE THAN 250 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

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 as a safer alternative.

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.

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

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

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 now 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!

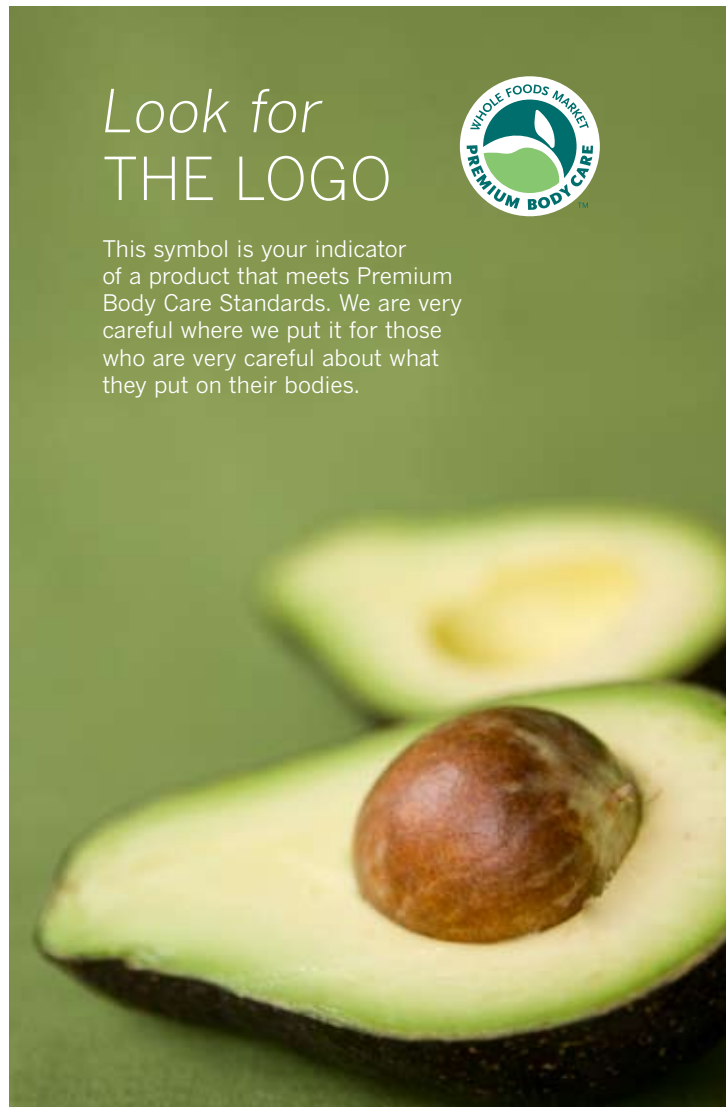
FACT:

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 as a starting point, 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.





PREMIUM BODY CARE™

from WHOLE FOODS MARKET®

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.

WHOLEFOODSMARKET.COM

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