

TRANSPARENCY STATEMENT

September 2008

Last year we were excited to share with you the new visual expression of Jurlique, and to provide a complete Q&A on both our new packaging design and our products and formulas. The overwhelming response to our new expression has been extremely positive. Naturally, such modifications raise concern over changes in product ingredients and formulations and it is our intention to maintain transparency and to clarify our practices in this statement.

We are Pioneers

Jurlique's vision to provide an alternative, biodynamic approach to beauty began over 20 years ago, borne out of a set of ideals that continues to inspire and guide everything we do. Jurlique began to formulate skincare products by growing herbs and flowers on our own certified biodynamic farms. We believe that the best skincare is developed naturally.

We are Biodynamic

We believe that farming biodynamically, sustainably, is just as healthful for our skin as it is for the environment. We work with, not against, the earth's natural growth cycles. We regenerate, rather than consume, nutrient-rich soil. These sustainable practices enhance the health and wellbeing of our crops, growing the most potent and concentrated herbs and flowers available. The result of our biodynamic farming is superior products for your skin— and we are happy to lead the industry in the development of biodynamic skincare.

Each of our products is formulated with a unique "living energy blend" – a custom, hand-harvested blend of our biodynamically and organically grown herbs and flowers that when combined in our formulas, re-balances skin, naturally.

We Source the Finest Ingredients

We hold ourselves to the strictest standards in the growing, developing, and sourcing of our ingredients. First, we seek to develop products with as many of the biodynamic herbs and flowers grown on our farms as we can produce. When that is not feasible, we source from other biodynamic or organic farms. And for those few ingredients which are not yet available to us in a biodynamic or organic form, we use all-natural or naturally-derived variants.

This is an evolving process. As more consumers demand biodynamic and organic products, more sources in line with our philosophies are becoming available. Our goal,

our mission, in all of our development is to be the global leader in this regard, focused on continual innovation.

We Strive to Improve Our Formulas

As we become more knowledgeable and more sophisticated about our processes, we are better positioned to lead the development of biodynamic products and to share what we know with our customers. Through this process, we apply what we have learned to the development of our formulas. We strive to increase the organic content of our ingredients, phase-out ingredients that do not meet our stricter standards (e.g. PEGs), and continue to comply with regulatory protocols. Thus, modifications to our formulations and ingredients are inevitable and necessary while presenting an opportunity to continually improve.

As we undertake reformulations of our products, it is always our goal to minimize the impact on our customers by assuring the least variation in formula texture and aesthetic, and to assure that our formulas are equally or more effective and safe for our customers. However, due to the natural origin of raw materials used as replacements, different batches of the same finished product might vary in color but not in performance.

We are happy to share that we are achieving this goal with the help of an internal panel of long-term Jurlique users as well as our own internal research and development team.