



VIBRANT HEALTH BALANCED LIVING  
**natural**  
SOLUTIONS

Dear Sophyto,

Sept 15, 2008

Congratulations—you are a Beauty With a Conscience Awards Editor Pick! Out of the hundreds of natural products that passed our criteria, your product stood head and shoulders above the rest. You have earned our admiration for combining healthy ingredients and sustainable processes with the luxury and indulgence of high-end skincare.

On behalf of our mission—and yours—we are proud to have launched these awards. Our Beauty With a Conscience awards not only honor the companies on the frontlines of natural skincare, but help women choose the healthiest beauty products available. Knowing the link between the unnecessary toxin exposure in many beauty products and serious health concerns, we made the conscious decision to host our awards in October in conjunction with Breast Cancer Awareness Month.

Let's get the word out that women don't have to sacrifice health in the name of beauty. To help you spread the good news, attached is a jpeg of our awards symbol for your use. Feel free to post it on your website, incorporate it in your packaging, or come up with your own creative use for it until our next round of awards in September 2009. And look for your personalized award to arrive in the mail in the coming weeks.

As for us, we're not resting on our laurels. We're giving readers a turn to give a shout-out to their favorites. We have a contest in the works to kick-start this new round of picks. For a little added incentive to participate, we'll give away several gift baskets full of a selection of awards' winners and editor's picks. If you'd like to be a part of that promotion, please supply us with one sample of the following pick: Mega Omegas Day Face Moisturizer.

Thank you for making it easier for women to be beautiful—naturally.

Yours in health and beauty,

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