

SCIENCE VALIDATES THE USES OF NEEM:

Modern science is also studying Neem for its potential use in the field of medicine. Preliminary results and clinical evidence tend to support the extraordinary benefits of neem oil, neem leaf and neem bark. Other studies indicate that Neem supports the structure and function of the immune system. Again, while generally outside the scope of our product line, it is interesting to once again note the wide-ranging benefit of neem and how it is now being recognized throughout the world, and confirmed by scientific studies. Those interested in learning more about neem and its uses might start with some of the current literature on the subject as follows:

The National Research Council, organized by the National Academy of Sciences, and acting under a grant from the Agency for International Development, compiled an extensive body of research on the many incredible beneficial uses of Neem. This information was published under the title *Neem: A Tree for Solving Global Problems*, National Research Council, 1992, National Academy Press, Washington DC.

The U.S. Department of Agriculture began a research program in 1975 for the use of Neem and other plants for potential use in controlling insects and fungi. The program eventually showed that neem had the best results of any plant tested. In 1985 the EPA approved its first commercial neem based insecticide. Neem is considered to be a leading candidate for development of a range of broad-spectrum pesticides. The EPA has subsequently approved the use of various neem-based insecticides for use on a wide variety of insect pests and for use on food crops.

Neem has also been the subject of a major book originally published under the auspices of the Neem Association, a non-profit organization dedicated to informing the public about the uses of neem, and now re-issued in an updated edition by Lotus Press, Twin Lakes, Wisconsin, under the title: *Neem: The Ultimate Herb* by John Conrick. The author has compiled an extensive list of research studies and scientific reports done on various potential benefits of neem.

THE NEEM AURA PRODUCT LINE:

Neem Aura recognized the value of neem as an herbal ingredient of extreme benefit both applied topically and taken internally. As a result, extensive research was done to develop the most effective way to deliver the benefits of neem to people, and this led to the development of the Neem Aura product line. The product line consists of the following segments:

Personal Care Products: We supply a neem crème, a neem hand and body lotion, a neem outdoor spray, and 4 varieties of ultra-sensitive neem soap. In addition we supply neem oil and neem extracts that can be added to your own lotions and crèmes, shampoos and conditioners, turned into a mouthwash, or in some cases used full strength directly on the skin. We will discuss some of these uses later more extensively.

Herbal Dietary Supplements: We supply neem capsules, neem extracts and neem leaf and powder, so that you can make teas or encapsulate neem on your own in combination with your other favorite herbs.

Bulk Neem Products: We are a major importer of the highest quality Neem Oil, organically grown Neem Leaves and Neem Bark and we supply these products to consumers in personal usage quantities, as well as in bulk to manufacturers and others who need large quantities of the product. As such we have located the best sources of Neem around the world to ensure that we are always able to supply the cleanest, highest quality, fully certified and guaranteed neem products anywhere.

Our products and our bulk neem are all either certified organically grown or ethically wild harvested. Our Neem extract is made under our direct control and supervision in small batches using U.S.P. methods of extraction. Our Neem oil is the best wild harvested neem oil from India and each batch comes with certification of purity and quality. We use spectrographic analysis of the neem oil to ensure that each batch shows not less than 1500 ppm Azadirachtin content, which is used as a marker to ensure the overall potency of the oil itself. This puts our neem oil in the very top rank from any source in the world. This oil is extracted without chemical solvents.

None of our products are tested on animals. Our entire product line is "cruelty free". The Aloe Vera we use is organically grown, as is the Neem Leaf in our products.



NEEMAURA PERSONAL CARE PRODUCTS:

Neem Cream: Our Neem Cream is a highly concentrated face and body cream. The organically grown neem leaf is extracted directly into the aloe vera base, together with other synergistic herbal components such as St. Johnswort, Chamomile, White Willow bark, Grape Seed, Arnica, Horse Chestnut, Thyme, Goldenseal, Barberry and Ivy Leaf extract. We use an extra potency of Neem Oil to create a highly

concentrated topical cream which is very soothing and moisturizing. Our unique extraction process means that we are able to produce this product with no water. It contains our exclusive NeemAura® Moisturizing Complex, which means you get the benefit of the neem oil, the herbal extracts and the aloe vera all in one. Our most popular product, a little goes a long way!

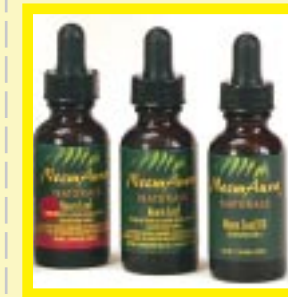
Neem Hand and Body Lotion: This product restores and maintains healthy, radiant skin. This is a soothing, nutritious lotion suitable for face, hand and body. It contains our exclusive NeemAura® Moisturizing Complex featuring Aloe Vera and Neem, along with synergistic herbal partners. This product makes a wonderful and refreshing general moisturizing lotion suitable for use on the entire body. It absorbs quickly and is non-staining. It is also frequently used for shaving or as an after-shaving lotion, and after exposure to wind or sun.

Neem Outdoor Spray: Now you can enjoy the out of doors, naturally. This product is formulated so everyone can appreciate the wonders of nature without the nuisance of the pesky elements. Organically grown neem is extracted directly into aloe vera without the use of water. You can use this spray whenever you are going to be out of doors and exposed to the elements. There is no DEET used in this product.



Neem Soap: Our soap is produced in small batches by hand from neem oil and other essential oils in a vegetable oil base. The soap is especially useful for anyone with sensitive skin, as it is ultra-mild, deep cleansing and moisturizing. It is available in 4 different ultra-sensitive formulations. You can choose from our Refreshing Citrus (for all skin types), Mint (for normal to oily skin), Lavender Oatmeal (for normal to dry skin), or Cornmeal Honey (for combination skin) blends.

Neem Topical Oil: Concentrated, 100% pure virgin cold pressed wildcrafted Neem Oil has been found useful for a number of skin and scalp concerns. We import the finest quality neem oil with a measured azadirachtin content in excess of 1500 ppm. It can be used either full strength or added to shampoo, lotions or creams to enhance the neem action on the skin. Note that pure Neem oil has a distinctive odor, which causes many to prefer our cream or lotion as the best way to apply neem to the skin.



NEEM DIETARY SUPPLEMENT PRODUCTS:

Neem Leaf Capsules: Our neem leaf capsules are made from organically grown neem leaf powder in a vegetarian capsule. As

an herbal dietary supplement it can be used daily to help support proper immune system function and as a part of the diet to maintain healthy blood sugar levels. (**note that these statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.) Our capsules are free of salt, sugar, corn, soy, yeast, wheat, dairy products and are formulated without preservatives, flavors, colors or excipients. Each capsule contains 400 mg. of neem leaf powder. Neem leaf is traditionally used in the ayurvedic tradition as a tonic and blood cleanser, and is considered to be cooling to counteract Pitta (fire element) imbalances.



Neem Leaf Extract: We supply our extract in both a regular strength and triple-potency form. These alcohol extracts are made under our direct control in small batches to assure the highest quality result. Our original regular strength extract utilizes a 1:15 dry herb to menstruum ratio. Triple potency utilizes a 1:5 ratio. An extract is the fastest way to get neem to work in your body as a dietary supplement. It can also be used topically added to shampoo. Many people dilute it and use it as a refreshing and cleansing mouthwash.