

introducing
skincare for today's actively healthy families

for babies + kids



Left Side

Launch Release

Episencial's All Natural Skincare Products and Ingredients
Episencial's Guide to Skincare for the Growing Years
Sustainability for a new Vivid Green Generation
The Vivid Green Shopper from Episencial

Right Side

Episencial - All Natural Skincare for Actively Healthy Families
Episencial's CEO and Founder Kim Walls
Episencial's Green From Day One Hospital Program
Episencial's Partners and Alliances

info@episencial.com 800.690.1610 Los Angeles CA USA



NEW ALL NATURAL, ACTIVELY HEALTHY SKIN CARE FOR BABIES AND KIDS FEATURES ERIC CARLE'S *THE VERY HUNGRY CATERPILLAR*

Immune-boosting, Newborn-Safe Skin Care Products from Episencial Feature Planet-Friendly Organics, Solar-Powered Manufacturing and Sustainable Packaging at an Affordable Price

Los Angeles, October, 2008 – Actively healthy families with green values now have an authentic, affordable choice in all natural skin care for their children as this month Episencial launches its eponymous product line for young children featuring the beloved artwork of *The Very Hungry Caterpillar* from The World of Eric Carle.

Beginning in October 2009, Episencial products will be available nationwide at leading retailers including select Buy Buy Baby (East Coast) and Whole Foods (AZ, HI, Las Vegas and So. California) and online at drugstore.com, target.com and sproutbaby.com. Episencial is the first company to deliver clinically effective, newborn-safe products designed to support the essential immune functions of the skin. The Episencial skin care system offers parents a complete range of products based upon formulas relied on by leading spas and clinics for more than thirty years.

Made exclusively from all natural ingredients, more than 50 percent of which are organic, Episencial is leading the chemical-free charge in personal care products for kids. Moving beyond the “greenwashed” approach typical of all natural products, Episencial manufactures in the U.S. using solar power and recycled and sustainable packaging.

“Bath time is serious fun – it’s a teachable moment between parent and child about what it means to be actively healthy and these products creatively engage the senses of children to learn to care for their skin, body and planet,” said Kim Walls, skin care clinician and CEO of Episencial. “As a mom, I’m proud to be able to offer honestly effective and green products at a reasonable price that can be found at stores I shop at all the time!”

Often, parenthood brings with it a renewed connection to the planet. Today’s marketplace is filled with products eager to oblige this new sense of purpose in effort to increase sales. Parents can choose Episencial with confidence; without compromising on quality, their commitment to the environmental or their budget. Prices for Episencial products range from \$5.99 to \$14.99, well below the average prices of natural personal care products for children. Sales of Episencial products benefit the company’s philanthropic partner Healthy Child, Healthy World and its mission to protect children from harmful chemicals.

(more)

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Featuring the favorite fruits from *The Very Hungry Caterpillar*, the complete Episencial skin care system is competitively priced for the mainstream retail market and includes:

- *Nurturing Balm* - Relief and protection for diaper area and sensitive places (The Caterpillar)
- *Protective Face Balm SPF 6* - All over relief for chapped skin & lips (Apple)
- *Soothing Cream* - Relief for eczema, itches and bothered skin (Pear)
- *Sweet Dreams Bubble Bath* – Long-lasting bubbly gel concentrate (Plum)
- *Better Body Butter* - Silky soft hydrating lotion (Strawberry)
- *Playful Foaming Wash* - Ultra pure hydrating hair and body cleanser (Orange)
- *Sunny Sunscreen SPF 35* - Water resistant sun protection for face and body (The Sun)

“Being the exclusive skin care manufacture for The World of Eric Carle is an incredible honor,” said Walls. “*The Very Hungry Caterpillar* is a fun and inviting reflection upon the wonder and beauty of nature. Episencial products embody these values and serve as an important reminder that small changes make a big impact.”

About Episencial

With Episencial products you can begin to instill green values from day one. Sharing these fun and inviting products -- and the care and consideration that goes into making them -- with children can serve as a building block for making actively healthy choices for themselves and the planet. Episencial was founded by Kim Walls, M.S., a second-generation skin care expert from the Epicuren family, who couldn't find skin care products for her babies that met her standards for quality and care for the environment – so she created her own. Episencial now proudly offers two distinct all natural skin care lines: Epicuren Baby featuring exclusive imagery from renowned artist Anne Geddes and the new Episencial skin care system with artwork from The World of Eric Carle.

About Eric Carle

Eric Carle is the acclaimed and beloved creator of brilliantly illustrated and innovatively designed picture books for very young children. Since publication of *The Very Hungry Caterpillar* in 1969, Eric Carle has illustrated more than seventy books, many best sellers, most of which he also wrote, and more than 88 million copies of his books have sold around the world. Carle believes “children are naturally creative and eager to learn. I want to show them that learning is really both fascinating and fun.” For more information about Eric Carle, visit: eric-carle.com. In 2002, Carle and his wife helped to found The Eric Carle Museum of Picture Book Art (www.picturebookart.org) in Amherst, MA, the first full-scale museum in this country devoted to national and international picture book art, conceived and built with the aim of celebrating the art that we are first exposed to as children. For more information about Eric Carle visit www.eric-carle.com.

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EPISENCIAL PRODUCTS

Welcome to Episencial's range of all-natural skincare products for babies and kids, inspired by *The Very Hungry Caterpillar's* favorite fruits from the colorful World of Eric Carle.

Quite Simply, but seriously, Episencial skincare:

- is **free** from ALL the bad stuff - no synthetic additives
- provides **professional** quality at an unbeatable price
- is baby **safe** for the most sensitive skin - ages 0 to 150
- enhances **immunity** with doctor recommended, clinically effective formulas
- smells **terrific** with real fruit juice extracts - not fragrances
- is made exclusively with all natural ingredients and lots of organics like **raspberry** juice, **cucumber** extract, **orange** extract, and **avocado** oil
- is beautifully packaged in **recycled** bottles and sustainable materials - phthalate and BpA free
- manufactured with **solar power**, and proudly made in the **USA**

The government requires all products use the INCI Latin (English) nomenclature for botanical ingredients- but we include the actual source information to help make it easier to understand. Isn't that nice?

PLAYFUL FOAMING WASH

Ultra pure hydrating hair & body cleanser.
SRP: \$8.99/Size: 8oz

features & benefits

- Won't irritate eyes or sensitive places. Rinses off fast!
- Gentle and hydrating cleanser using thyme oil and plant-based surfactants. Sulfate free!
- Fragrance free. Organic orange extract is our mild and fresh scent.
- Organic ginkgo biloba and calendula extract to sooth the skin
- Organic aloe and soothing oat extract to moisturize naturally.



INGREDIENTS: Water (Aqua), Sodium Laurylglucosides, Hydroxypropylsulfonate (Sugar Based), Aloe Barbadensis (Organic Aloe Vera) Leaf Juice, Sodium Lauryl Glucose Carboxylate (Sugar Based), Lauryl Glucoside (Plant Derived), Sodium Cocoyl Glutamate, Disodium Cocoyl Glutamate, Methyl Glucose Dioleate (Corn Based Thickener), Sodium Lauroyl Oat Amino Acids (Plant Derived), Glyceryl Caprylate (Plant Derived), Avena Sativa (Oat) Kernel Extract, Ginkgo Biloba (ORGANIC) Extract, Calendula Officinalis (ORGANIC Marigold) Flower, Citrus Aurantium Dulcis (ORGANIC Orange) Fruit Extract, Capryl Hydroxamic Acid, Caprylyl Glycol, Glycerin (Plant Derived), Panthenol (Pro-Vitamin B5), Citrus Nobilis Peel Oil (ORGANIC Mandarin Orange) Essential Oil, Citric Acid (Naturally Derived)

SWEET DREAMS BUBBLE BATH

Long-lasting bubbly gel concentrate.

Size: 8oz/SRP: \$8.99

features & benefits

- Won't irritate eyes or sensitive places.
- Enhanced bubbles from natural, sugar derived surfactants. Sulfate free!
- Organic avocado oil and soothing oat extract to hydrate skin.
- Organic ginko biloba, green tea extract, and mandarin orange.
- Organic lavender oil with plum and peach extracts help wind down for a peaceful night's rest.



INGREDIENTS: Water (Aqua), Sodium Laurylglucosides Hydroxypropylsulfonate (Sugar Based), Aloe Barbadensis (ORGANIC Aloe Vera) Leaf Juice, Sodium Lauryl Glucoside Carboxylate (Sugar Based), Lauryl Glucoside (Plant Derived), Sodium Cocoyl Glutamate, Disodium Cocoyl Glutamate, Methyl Glucose Dioleate (Corn Based Thickener), Sodium Lauroyl Oat Amino Acids (Plant Derived), Avena Sativa (Oat) Kernel Extract, Glycol Distearate (Plant Derived), Glyceryl Caprylate (Plant Derived), Ginkgo Biloba (ORGANIC) Extract, Geranium Maculatum Extract, Chamomilla Recutita (ORGANIC Matricaria) Extract, Calendula Officinalis (ORGANIC Marigold) Flower, Capryl Hydroxamic Acid (Natural Preservative), Caprylyl Glycol (Natural Preservative), Vaccinium Angustifolium (Blueberry) Fruit Extract, Sea Salt, Lippia Citriodora (ORGANIC Lemon Verbena) Flower Extract, Glycerin (Plant Derived), Panthenol (Pro-Vitamin B5), Melia Azadirachta Leaf (Neem) Extract, Coccinia India Fruit Extract, Citric Acid (Naturally Derived), Amino-Ester

SOOTHING CREAM

Helps relieve eczema, itches & bothered skin.

SRP: \$10.99/Size: 4oz

features & benefits

- Fortified with probiotics (acidophilus and bulgaricum), organic cucumber extract and aloe vera to help soothe and comfort bothered skin.
- Organic borage seed oil, jojoba seed oil, and oat extract to hydrate and restore natural lipids to help relieve itchy skin.
- Organic safflower helps protect from the sun and elements, restoring skin balance and moisture.
- Organic green tea, neem oil, and calendula extract to naturally boost skin immunity and help heal from eczema.



INGREDIENTS: Water (Aqua), Sodium Laurylglucosides Hydroxypropylsulfonate (Sugar Based), Aloe Barbadensis (ORGANIC Aloe Vera) Leaf Juice, Sodium Lauryl Glucoside Carboxylate (Sugar Based), Lauryl Glucoside (Plant Derived), Sodium Cocoyl Glutamate, Disodium Cocoyl Glutamate, Methyl Glucose Dioleate (Corn Based Thickener), Sodium Lauroyl Oat Amino Acids (Plant Derived), Avena Sativa (Oat) Kernel Extract, Glycol Distearate (Plant Derived), Glyceryl Caprylate (Plant Derived), Ginkgo Biloba (ORGANIC) Extract, Geranium Maculatum Extract, Chamomilla Recutita (ORGANIC Matricaria) Extract, Calendula Officinalis (ORGANIC Marigold) Flower, Capryl Hydroxamic Acid (Natural Preservative), Caprylyl Glycol (Natural Preservative), Vaccinium Angustifolium (Blueberry) Fruit Extract, Sea Salt, Lippia Citriodora (ORGANIC Lemon Verbena) Flower Extract, Glycerin (Plant Derived), Panthenol (Pro-Vitamin B5), Melia Azadirachta Leaf (Neem) Extract, Coccinia India Fruit Extract, Citric Acid (Naturally Derived), Amino-Ester

BETTER BODY BUTTER

A silky soft hydrating lotion.

Size: 8oz/SRP: \$9.99

features & benefits

- Organic olive oil, shea butter, and sunflower seed oil to restore natural skin lipids. Helps prevent cradle cap and scaly skin.
- Organic lavender and geranium oils to sooth and calm the skin, as well as preserve product freshness.
- Calming oat extract also boosts skin immunity.
- Organic jojoba and avocado oils to help replenish essential fatty acid levels for proper hydration.



INGREDIENTS: Water (Aqua), Butyrospermum Parkii (Shea Butter), Caprylic/Capric Triglyceride, Glycerin (Plant Derived), Helianthus Annuus (Hybrid Sunflower) Oil, Sclerotium Gum, Butyrospermum Parkii (Shea Butter) Fruit, Glyceryl Stearate (Plant Derived), Polysorbate-60 (Plant Derived), Rosa Damascena Flower (Rose) Oil, Butyrospermum Parkii (ORGANIC Shea Butter), Avena Sativa (Oat) Kernel Extract, Capryl Hydroxamic Acid (Natural Preservative), Caprylyl Glycol (Natural Preservative), Tocopherol (Antioxidant), Squalane, Simmondsia Chinensis (ORGANIC Jojoba) Seed Oil, Persea Gratissima (ORGANIC Avocado) Oil, Olea Europaea (ORGANIC Olive) Fruit Oil, Geranium Maculatum Oil, Lavandula Angustifolia (ORGANIC Lavender) Oil

PROTECTIVE FACE BALM

Provides all-over relief for chapped skin & lips SPF 6.

product details

Size: .75oz/SRP: \$5.99

features & benefits

- Organic aloe vera, coco butter, and shea butter, for soothing protection from dry, chapped skin.
- Zinc SPF 6 for healing protection from sun, wind, and pollution.
- Fortified with vitamins A, D, E, and C to help restore and repair skin balance and texture.
- Packed with organic raspberry juice, cranberry extract, and grape seed to revitalize skin.



INGREDIENTS: Butyrospermum Parkii (Shea Butter), Helianthus Annuus (Hybrid Sunflower) Oil, Beeswax, C12-15 Alkyl Benzoate, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Aloe Barbadensis (ORGANIC Aloe Vera) Leaf Juice, Polysorbate-60 (Plant Derived), Vitis Vinifera (Grape) Seed Oil, Theobroma Cacao (Cocoa) Seed Butter, Sambucus Nigra (Elder Flower) Extract, Rubus Idaeus (ORGANIC Raspberry) Juice, Pyrus Malus (Apple) Fruit Extract, Prunus Domestica Fruit (Plum) Oil, Persea Gratissima (Avocado) Oil Unsaponifiables, Octyldodecanol, Larrea Divaricata (Chapparel) Extract, Hydrastis Canadensis (Golden Seal) Extract, Glycyrrhiza Glabra (Licorice) Extract, Commiphora Myrrha (Myrrh) Extract, Butyrospermum Parkii (ORGANIC Shea Butter) Fruit, Wax, Copernicia Cerifera (Carnauba) Wax, Tocopherol (Antioxidant), Flavor, Ascorbyl Palmitate (Vitamin C Palmitate), Retinyl Palmitate (Vitamin A Palmitate), Cholecalciferol (Vitamin D3), Usnea Barbata (Lichen) Extract

ACTIVE INGREDIENT: Zinc Oxide (Sunscreen)

NURTURING BALM

To relieve and protect diaper area & sensitive places.

Size: 4oz/SRP: \$9.99

features & benefits

- Fortified with vitamins A, D, and E to help preserve skin balance and restore skin health.
- Tea tree extract and 20% zinc helps to prevent and treat mild to severe skin irritation or rash on any part of the body. For girls and boys.
- Organic aloe vera and calendula extracts to minimize redness and promote healing.
- Organic olive oil, shea butter, and grape seed oil to restore natural skin lipids and sooth itchy, irritated skin.
- Gently seals out wetness and germs to protect the skin surface.



INGREDIENTS: Butyrospermum Parkii (ORGANIC Shea Butter), Helianthus Annuus (Hybrid Sunflower) Oil, Hydrogenated Castor Oil, Olea Europaea (ORGANIC Olive) Fruit Oil, Theobroma Cacao (Cocoa) Seed Butter, Retinyl Palmitate (Vitamin A Palmitate), Cholecalciferol (Vitamin D3), Calendula Officinalis (ORGANIC Marigold) Flower Oil, Vitis Vinifera (Grape) Seed Oil, Tocopherol (Antioxidant), Melaleuca Alternifolia (Tea Tree) Leaf Oil

ACTIVE INGREDIENT: Zinc Oxide (Protectant)

SUNNY SUNSCREEN SPF-35

Water resistant protection for face & body.

Size: 4oz/SRP: \$14.99

features & benefits

- Protects sensitive skin with natural minerals zinc and titanium (no nano-particles).
- Milky texture creates a protective layer with no harsh chemicals and minimal white residue.
- Fortified with organic green tea extract to prevent sun-damage.
- Organic sesame, safflower and avocado oils to moisturize and nourish the skin.
- Beeswax and organic shea butter increase water resistance and sun protection without the use of petroleum or chemicals.



INGREDIENTS: Water (Aqua), Cetearyl Alcohol (Plant Derived), Coco-Caprylate/Caprato, Cetearyl Glucoside, Aloe Barbadensis (ORGANIC Aloe Vera) Leaf Juice, Glycerin (Plant Derived), Glyceryl Stearate (Plant Derived), Polysorbate-60 (Plant Derived), Sodium Chloride (Natural Salt), Helianthus Annuus (Sunflower) Seed Extract, Camellia Sinensis (ORGANIC Green Tea) Leaf Extract, Beeswax (ORGANIC), Capryl Hydroxamic Acid (Natural Preservative), Caprylyl Glycol (Natural Preservative), Tocopherol (Antioxidant), Carthamus Tinctorius (ORGANIC Safflower) Seed Oil, Allantoin (Comfrey Root Derived), Sesamum Indicum (ORGANIC Sesame) Seed Oil, Persea Gratissima (ORGANIC Avocado) Oil, Butyrospermum Parkii (ORGANIC Shea Butter), Lecithin, Magnesium Ascorbyl Phosphate (Stabilized Vitamin C)

ACTIVE INGREDIENTS: Titanium Dioxide (Sunscreen), Zinc Oxide (Sunscreen)



SKINCARE STAGES FOR GROWING CHILDREN

Skin is a window into the body and mirrors the body's environment.

Think about it. Skin is the first thing that is evaluated by healthcare providers (and has been for thousands of years all over the world). That's because its appearance is a good indicator of how you are doing. Smooth, even-toned skin means the body is generally okay. Red, itchy, dry and bumpy skin means that something isn't quite right.

Skin is more than skin deep!

Skin functions on three levels: to *protect*, *nourish* and *purify* the body. It is designed to block most of the things in life and the environment that can harm, and actively moves waste out of our bodies. At the same time, skin absorbs - like a sponge - healthy nutrients and moisture. Importantly, the skin is home to a variety of cells that are responsible for the body's immunity. This is why choosing honest skin care products is so important. Keeping skin healthy works to keep your body healthy too!

What about baby skin?

Parents need to understand that the skin of young children is different, and requires special care. As little ones grow, their skincare needs change. This is why it's so important to choose skincare that honestly protects and nourishes. Through our years of research, we've created a quick guide to how skin develops as your child grows. We call it **Baby Skin Stages™**:

Newborns & Premies – The skin is very thin and, much like baby, isn't fully developed. Right now, baby is particularly vulnerable to the surroundings, such as environmental toxins from personal care products, food, clothing and cleaning supplies. **Try to:** limit contact with synthetic chemicals and use all-natural skin care products that help build skin strength and thickness.

Infants & Toddlers – The skin function develops and the surface thickens, however it's not yet producing enough melanin, sweat or natural oils to maintain necessary moisture and act as the body's first line of defense. Baby's growing independence results in more exposure to the elements and germs. **Try to:** keep skin hydrated and protected with moisturizers and sunscreen and start teaching personal care habits like proper hand washing.

Children Five & Under – Now your child's skin is beginning to take on its full duties. This is good because many children of this age spend time in group-care settings, increasing contact with bacteria and viruses. Bath-time becomes a "teachable moment" for kids to learn how to take care of some of their own grooming. **Try to:** Create personal care routines for children that include care for the environment – limiting the use of resources like water, paper and energy and using products that reduce exposure to chemicals.

Episencial sees bath time as a chance for creative play that teaches how to have healthy skin for a healthy body and planet!



SUSTAINABILITY FOR A NEW VIVID GREEN GENERATION™

For Episencial, green isn't just a trend. Our kids – the vivid green generation - will advance environmentalism beyond a marketing gimmick to a cultural and corporate norm. We want to help them make that happen.

Episencial products are designed to be actively healthy for both body and planet. As a company, sustainability is at the core of our formulas, manufacturing and business practices to create products that are not only of the highest quality, but authentically green. Parents with green values can feel confident in choosing Episencial products because we:

- use botanical, sustainably farmed, and certified organic ingredients in our exclusively all natural formulas
- support alternative energy development using solar power for our manufacturing
- use food-grade, non-leaching recycled plastic containers free from dioxins, phthalates, or other xenoestrogen residues
- feature certified (e.g., Forest Stewardship Council) recyclable and sturdy packaging to encourage re-use and re-purposing
- employ paperless systems for inventory management, invoicing, and marketing
- do not engage in animal testing
- create skin care products of the highest quality that creatively convey the cause of environmentalism to kids in fun “teachable moments” for the family

For today's parents, buying natural products means having one less thing to worry about for our children's health and planet's future. Using Episencial products can reduce families' exposure to the unnecessary and potentially harmful chemicals found in most personal care products, even those labeled for babies. By purchasing Episencial products, parents make their dollars count for the environment.

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the vivid green shopper

how to make actively healthy purchases for your family and planet

does green cost more?

While parents should expect to pay more for high quality organic ingredients, in the long run, they shouldn't have to pay a premium for green manufacturing. The cost of using the best quality, organic ingredients is always higher than fillers and ingredients with toxic byproducts. The cost for a manufacturer to convert to green production practices can be high in the beginning, but those up-front expenses are recouped and eventually the company can see savings over time. For example, using alternative energy, like solar power, in production can save up to \$1 million per year on electricity. This cost savings can be reflected in the price a you pay for a product that helps you contribute to the health of the planet.



what does green look like?

Parents with green values should know that not all companies who *look* green truly *are* green. Some manufacturers simply "greenwash" their products: they have some trendy eco-terminology on the label and come with a premium price tag. Maybe these companies have adopted some green manufacturing standards - but that doesn't mean these products benefit the environment. Check out the list of ingredients - if it is loaded with synthetic chemicals and fragrance, it probably isn't good for you or the planet. So, be vigilant and make your dollars count; support companies that truly advocate for the planet in spirit and action.



what is green value?

Green products leave a smaller footprint on the environment, and green *value* is obtained by purchasing fairly priced products that not only support the protection of our planet, they support the health of our families, and our babies bodies - both directly with organic and healthy ingredients, and indirectly by using fewer fossil fuels, less disposable packaging, and more sustainable business practices. The good news is that due to consumer demand for green value, more manufacturers are making a commitment to the Vivid Green Generation™.



how can you identify green?

Natural materials are the minimum level of commitment you should expect from a company making green claims. The list to the right offers guidance on Vivid Green buying.

vivid green buying:

- **Find Recycled, Reusable, and Minimal Packaging!** Excessive packaging adds unnecessary cost and is terrible for our planet. Look for products that use recycled, recyclable or certified sustainable (e.g., FSC) packaging, or boxes and plastics that are durable enough to reuse.
- **Avoid Fragrances!** The word "fragrance" in personal care products can indicate upwards of 4000 chemicals that are not required to be listed on an ingredient label. Synthetic fragrances are used to make goods such as fabrics and cleaning supplies smell more "appealing". These fragrances are usually generated with a mix of chemicals including benzene, ammonia, ethylene glycol, and other petroleum based synthetics that are known toxins and carcinogens.
- **Look for High Levels of Organics!** Many common ingredients have pesticide/fungicide residues, which can be absorbed by the body. Organic ingredients are naturally more potent antioxidants - as much as 30% more - which means the free radicals our bodies are exposed to (and produce) are offset better and faster by choosing organic ingredients.
- **Ask About Alternative Energy & Paperless Operations!** Companies pushing for and using solar or wind power, and using paperless protocols for invoicing, marketing, and communications are proactively helping to preserve our resources, our health, and the beauty of our planet.
- **Avoid Petrochemicals!** Mineral oil, petroleum jelly, and paraffin wax are examples of petrochemicals. The production and disposal of these ingredients is damaging to our environment and they may contain toxic byproducts like 1-4 dioxane.
- **Soy & Vegetable Based Inks!** Inks and dyes made from "D&C pigments," have synthetic coloring agents made from coal tar. Most of them are carcinogenic. Products made with D&C pigments contain heavy metal salts, which can be absorbed through skin to cause organ sensitivity and irritation. They are also found in the earth and water after they have been disposed of, where they can remain for decades as a source of toxic pollution.
- **Look for Locally Made!** Imported products require massive amounts of fossil fuels adding to the cost of goods that are frequently no better than what you can find locally. U.S. policies regarding heavy metals and other toxins are not internationally recognized or enforced.
- **Buy Low/No VOC Painted Products!** Volatile Organic Compounds (VOCs) are emitted from paint and pressboard as gasses that can harm eyes, nose, throat, liver, kidneys, and cause nausea, headaches, and loss of coordination. Common VOCs include formaldehyde, ammonia, and acetone. High VOC paint is the leading cause of indoor air pollution, which, in most homes, is worse than outdoor air pollution.
- **Choose Rubber Not Foam!** Foam is made from a petroleum by-product, which is not sustainable. It retains bacteria that feed on common fire-retardants and it off-gasses skin irritants and toxins that have been associated with nausea, dizziness, and respiratory irritation, and is even linked to SIDS. Rubber is a great natural alternative that is free from PVC, phthalates, chlorides, dioxins, and furans.
- **Seek Out Natural Materials!** Natural fabric materials like wool, cotton, silk, hemp, bamboo, and linen are better for the body because they are breathable and better for planet due to safer production and disposal. Rayon is a good synthetic choice because its from cellulose, not petrochemicals like polyester, acrylic and nylon.





Episencial is the first skincare company to develop all natural and sustainable products specifically for today's **actively healthy** families and their green values. Why? Because today everyone knows the importance of making healthy choices for yourself, your family and the planet – but it is not always easy to do, particularly when raising young children. That's where Episencial comes in.

We are first and foremost a skin care company.

Episencial skin care products are based upon clinically effective formulas and technologies relied on by skin care professionals in spas and clinics for more than thirty years. Our products are designed to support the skin's role in the body's immune system to promote health and wellness as well as beauty.

But we are also parents.

Episencial was created because our founder, Kim Walls – a skin care expert from the Epicuren family – couldn't find products for her young sons that met her standards. So, she created the products she – and other green parents – wanted:

- high quality skin care that is affordable
- for the most sensitive skin of young children ages 0 to five
- made exclusively with all natural ingredients; the majority of which are organic
- no unhealthy chemicals, ever
- manufactured under solar power
- beautifully packaged in recycled and sustainable materials featuring art that inspires
- smell terrific using juice extracts – not fragrances

And we believe in the Vivid Green Generation.

Kids learn to take care of themselves at bath time in a fun and familiar way. Take that teachable moment and expand it to the care and cleansing of the planet and you've got the makings of something powerful -- a Vivid Green Generation. Our kids will be the generation that takes environmentalism from a trendy cause and marketing gimmick to a cultural and corporate norm. We can help them make that happen.

Because actively healthy can and should be fun.

With Episencial products you can begin to instill green values from day one. Sharing these fun and inviting products -- and the care and consideration that goes into making them -- with your children can serve as a building block for making actively healthy choices for themselves and the planet. We have been extremely fortunate to showcase like-minded artists; famed photographer Anne Geddes for our professional Epicuren Baby line and celebrated children's author Eric Carle for the new Episencial products, so you and your children can enjoy them with all of your senses.

We'd love to hear your thoughts. Come visit us at www.episencial.com and follow us @VividGreenGnr8n.

info@episencial.com 800.690.1610 Los Angeles CA USA



EPISENCIAL'S CEO & FOUNDER

Kim Walls, M.S., is the CEO of Episencial® and creator of the Epicuren® Baby and Episencial skincare products and philosophy. A second-generation skincare expert from the family that developed the world-renowned Epicuren® anti-aging skincare products, she now combines her environmental activism with expertise in clinical skincare and nutritional science to develop green, effective skincare for pregnant women and children. For more than a decade, Walls has honed her perspective focusing on botanically-based skincare and transdermal nutrient absorption as a pathway to improved health and beauty for women and children. She shares her experience internationally with dermatologists and estheticians, as well as childbirth and postpartum professionals, underscoring the relationship between optimum health and skincare. Now through Episencial, she is dedicated to sharing that knowledge with new and growing families to support the enhanced health and immunity that effective, all natural products can provide.



Kim's strong, personal commitment to organic and environmentally-responsible living is at the core of Episencial's high standards for green manufacturing and product development. As the mother of two young boys, she has coupled her innate understanding of the importance of sustainability with her post-graduate work in biochemical and nutritional sciences to establish a new standard in skincare research and products that supports lasting health for today's families.

Kim is a spokesperson not only for Episencial, but for her broader mission to support actively healthy parenting for a new *Vivid Green Generation™*. A sought after industry advisor to leading health advocacy organizations, a featured speaker on television and at industry events, a contributor to high-traffic websites such as www.drgreene.com, and www.mindfulmama.com, and as an author of articles for published books and periodicals, Kim offers her more than 15 years experience in the health and wellness industry to generate environmental skincare awareness in support of Episencial's mission.

Recent Media Appearances and Publications

Articles

[Skin Inc., print July 2009](#)

[DrGreen.com, June 2009](#)

Media Interviews

[San Diego Morning Show](#)

[Examiner.com](#)

Public Appearances

[Expert Panel - PAM](#)

[Baby Skin Stages](#)

"You are brilliant! Thanks for all you are doing to create a Vivid Green Generation."
- Allen Greene, M.D., Pediatrician & Author - *Raising Baby Green*



GREEN FROM DAY ONE™

Hospital Support for the Newborn Vivid Green Generation™

Babies come into the world naked and vulnerable, exposed to a new and challenging environment. For newborns, adjusting to life outside the womb begins immediately as the first breath and, shortly thereafter, the first bath is drawn.

Traditionally, the products used at this milestone event are chemically derived. Given the transdermal properties of this incredibly delicate skin - as much as five times thinner than adult skin - there is a risk of those chemicals finding their way into the body, where they may have unintended health consequences.

More and more parents and healthcare practitioners are embracing the concept that what goes *on* your body can have as much impact on your health as what goes *in* your body – putting the choice of skin care products in a new light.

And so, **Green From Day One** was born...

Leading maternity, OB/GYN and neonatal departments across the country are exclusively adopting all natural Episencial products for the cleansing and hydrating of newborn skin in an effort to reduce babies' exposure to unnecessary, and potentially toxic, synthetic chemicals.

Created by professional skin care clinicians, Episencial's exclusively all natural skin care products are formulated specifically for the most sensitive baby skin -- even the virtually transparent skin of newborns.



Developed by Episencial, **Green From Day One** is a promise between expecting and new parents and their hospital caregivers to help babies and their families take the first steps in making healthy choices for their bodies and the planet. Choosing all natural, sustainable products for the care of babies, including Episencial and its partners, is the fulfillment of that promise.

Participating hospitals become local advocates of healthy and sustainable living practices - a point of distinction in the ever-increasingly competitive health care market. In addition to product, Episencial supports its **Green From Day One** participants with resources including educational materials and programs to help extend awareness of the effort to the local community.

To learn more about **Green From Day One** and find a list of participating hospitals, please visit www.episencial.com. If you are interested in working with your local hospital to start a Green From Day One program, please call 800-690-1610.

info@episencial.com 800.690.1610 Los Angeles CA USA



PARTNERS IN SUPPORTING A VIVID GREEN GENERATION

Episencial's philosophy and products are endorsed by professional organizations for continuing leadership in advancing environmental activism into future generations and creating effective, high quality products with a mission to support *Healthy Parenting*. Through its exclusive partnerships with the nation's leading organizations supporting the health and wellbeing of infants and young children. Episencial extends its mission, educating parents and by natural extension their children, on the importance of all natural skin care for healthy body and planet.

Healthy Child Healthy World (www.healthychild.org)

HCHW educates parents, supports protective policies, and engages communities to make responsible decisions, simple everyday choices, and well-informed lifestyle improvements to create healthy environments where children and families can flourish. Healthy Child Healthy World exists because American children now face an historically unprecedented rise in chronic disease and illness such as cancer, autism, asthma, birth defects, ADD / ADHD, and learning and developmental disabilities. Credible scientific evidence increasingly points to environmental hazards and household chemicals as causing and contributing to many of these diseases.

Through its efforts over the past two decades, Healthy Child Healthy World has become the nation's leading organization of its kind, helping millions of parents, educators, health professionals, and the general public take action to create healthy environments and embrace green, non-toxic steps.



“Ensuring a healthy future for our children is the most important role we have as parents. Yet the unfortunate danger of chemical toxicity can cause disease and illness – especially in everyday products like personal and baby care products. What I greatly admire about Episencial is that at the core of each product, is the commitment to purity and utmost care for our most precious (and vulnerable) little ones. This is why Healthy Child Healthy World is a proud collaborative partner.”

- Christopher Gavigan, - President Healthy Child Healthy World/Author

Childbirth and Postpartum Professional Association

(www.CAPPA.net)

Episencial is the first skin care company to receive the endorsement of the prestigious Childbirth and Postpartum Professional Association through which Episencial will provide education and awareness on topics ranging from skin during pregnancy, care and development of infant skin, products for infant massage and enhancing the baby bonding experience. The CAPPA membership is comprised of the professionals to whom women turn for guidance through the transformative experience of pregnancy and new motherhood. Naturally, their endorsement of Episencial's Epicuren Baby skin care line is a significant validation of our work.

"I have had the opportunity to work with babies and families for over twenty years, and working as a birth doula and lactation educator, I take personal responsibility in educating my families on the importance of what goes into our bodies, as well as what we put on them as well! I can't express enough gratitude and appreciation for the Episencial Line, it will be the gift I give at every birth!!!" - Valerie M. Peterson - Birth Doula



International Chiropractic Pediatric Assoc. (www.icpa4kids.com)

Additionally, proceeds from the sale of products will benefit the clinical research work of the International Chiropractic Pediatric Association to support its mission to engage and serve family chiropractors worldwide through education, training and research; establish excellence in professional skills and unite in a global community to cooperatively and passionately participate in advancing chiropractic for both the profession and the public.

Pregnancy Awareness Month (www.pregnancyawarenessmonth.com)

Pregnancy Awareness Month seeks to empower women during this momentous time in life, and Episencial is thrilled to share our knowledge and products as a part of this experience. Episencial CEO, Kim Walls serves on the advisory board of Pregnancy Awareness Month, along with holistic lifestyle expert and founder Anna Getty, television personality Rikki Lake, nationally renowned pediatrician Alan Greene, M.D., and actress Josie Maran.



"I have been a long time fan of Epicuren for myself but now that I am a mom I am so happy to know that the quality and integrity that goes into their adult line is going into their baby's line. I feel so good knowing that I am using products that are free of chemicals on my baby's skin. The lotion is mild and sweet smelling, the diaper cream effective and the bubble bath soothing and bubbly. Hats off to Episencial for thinking of our children."

-Anna Getty, Pre-Natal Yoga Teacher and Eco-Life Style Expert