



The Result of Natural Selection

Dear jurors for the “Green Dot Awards”,

Truly great breakthroughs that allow us to live *greener* lives in a *greener* world are rare events. The windmill generator, the solar panel, the fuel cell, the compact florescent light bulb, and recycling technologies are such breakthroughs wherein mankind, via our intellect, are taking great strides in bettering our lives.

Mother Nature provides us the catalysts for most breakthroughs. Her gifts and our ingenuity make for a powerful combination. The windmill brings us clean power by harnessing the wind. The solar panel generates clean energy by collecting sunlight. It is up to us to recognize and use her gifts. She has provided us another gift that enables us to eliminate tremendous waste, carbon footprints and immense quantities of hazardous, synthetic chemicals. This gift is comes in the form of very special tree that produces a very special fruit.

*It is with great pride that NaturOli submits **saponin** for Mother Nature’s own offering for a Green Dot Award. Saponin is the active ingredient found naturally in what is commonly referred to as a **soap nut**.*

Purely from the energy conservation perspective of “green”, soap nuts eliminate the need for the *massive* carbon footprint to produce **THREE** manufactured products:

- 1) Primary detergents.
- 2) Fabric softeners and other enhancers.
- 3) Dyer sheets.

It is very well known that tremendous amounts of energy and water are used in the production of these products, not to mention the problems of chemical waste. Whereas, the totally benign saponin occurs naturally. Soap nuts require absolutely no manufacturing processes. The large seed is removed by hand. They are then simply left to dry in the sun until ready to use. That’s it. Mother Nature made this very, very simple for us. Amazingly, some things that sound too good to be true are not. Such is Mother Nature’s wisdom.

It is also very important to note that at the consumer level much less water is required when washing with soap nuts. They are so highly effective and efficient as a natural surfactant that wash cycles can be shortened. The rinse cycle can actually be eliminated due to the fact that they are so low sudsing and leave no typical detergent residues and chemicals that must be rinsed away.

The primary tree of interest is Sapindus Mukorossi that grows wild in the foothills of the Himalayans throughout Northern India, Nepal and Southern China. Its fruits are known by many names such as soap nut, soapberry nut, Chinese soap berry, wash nut and many more. (Note: The soap nut is not actually a “nut” at all. It is a fruit - much like a cherry in how it grows. It simply appears nut-like after it has dried.) There are numerous varieties of the sapindus tree that grow *worldwide*. All of which have the common denominator of producing various amounts of the very special natural substance – saponin. Saponin is Mother Nature’s own pure, natural detergent and soap. Albeit soap nuts have been used for thousands of years, only recently have they emerged as another breakthrough that will have *worldwide* reach and *immense* green benefits.

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Sapindus trees are totally sustainable. They are very plentiful, hardy, and prolific fruit producers. A single wild mukorossi tree can produce bounties for 80-90 years. They may also be cultivated and grown. As demand for saponin increases, sapindus tree growers are emerging. Currently, the wild sapindus trees' value is in providing revenues to the poor villagers who are the primary harvesters of this wild-crafted fruit. It also helps reduce soil erosion in the Himalayans foothills. Increased demand for saponin will provide an economic stimulus for these poor regions in the world. Use of soap nuts and development of saponin based detergents and cleaners will provide the **entire world** an alternative to a plethora of hazardous chemicals and pollutants.

At the forefront of this development is the natural products formulator, NaturOli Beautiful, LLC. Award winning (from Natural Solutions Magazine as both winner and editor's pick for the 2008 Beauty with a Conscience Awards) in its first year of full operations, NaturOli executives admit that they are only scratching the surface of the potential saponin brings to the cosmetics, detergents, cleaners and soap industries. From hair care to glass cleaners Mother Nature has provided another way for us to live greener lives.

NaturOli originally began as a natural and olive based products formulator (Hence, NaturOli, pronounced simply naturally). As the company grew, it embraced the tag line of "Setting New and Higher Standards – Today." It became appalling clear to the NaturOli team that one of the greatest problems the consumer faced was the industries' lack of truthfulness and integrity. Hence, "truth" is paramount to the NaturOli mission. Education and consumer awareness are key to NaturOli plans for continued growth. "An informed consumer is a NaturOli customer" is the steadfast mindset of the entire NaturOli team.

The soap nut is perfectly suited for everyday laundry use in its raw form. The traditional method is simply to include a bag of soap nuts in with your laundry. That's it. Warm water and agitation do the rest. For cold-water washes simply making a cup of soap nut "tea" is all that needs to be done first to accelerate the release of the saponin. They are ideal for high efficiency washers. In fact Electrolux recently gave an award to the designer of a washing machine that is made to work solely with soap nuts. See an informative article at <http://gadgets.boingboing.net/2007/11/29/design-contest-washi.html>

To date, the NaturOli Research and development team has successfully developed numerous other forms and uses for the precious saponin. Just a few are:

- A concentrated liquid saponin laundry detergent. (An "industrial grade" base solution.)
- A concentrated liquid saponin soap solution. (A true "cosmetic grade" base solution.)
- A saponin based cleansing lotion/milk. (Very unique and luxurious that doesn't require water to rinse off.)
- A saponin based cleansing facial/body scrub.
- A saponin based wash, shower gel, shampoo and conditioner.
- A saponin based hard surface cleaner. (Ideal given its anti-microbial and anti-fungal properties).
- A saponin based glass cleaner. (NO STREAKS and NO strong ammonia smell.)
- And even saponin astringent facial wipes.

To summarize some of the consumer level benefits of saponin and soap nuts:

- Soap nuts are a true answer and solution for sensitive skin types and infants. It is absolutely fantastic for laundering diapers! Excellent for removal of odors.
- Naturally anti-fungal and anti-microbial – excellent for detergents and many other cleaners.
- Hypoallergenic – many people have allergic reactions to detergents due to the chemicals and fragrances in them. Soap nuts are totally free of such chemicals.
- Soap nuts are extremely versatile and can be used for numerous household cleaning needs – even hard surface and glass cleaning.
- Easily converted to powder or liquid forms for developing simple "at home" green cleaners.
- Virtually eliminate the need, and the expense, for brighteners, fabric softeners and dryer sheets.
- Highly effective, yet very gentle. Being so mild, soap nuts help keep colors bright and help maintain and preserve fabric structure. Fabrics will last longer, plus they naturally reduce static cling.
- Shelf life is basically endless if properly stored (simply kept dry).

To summarize some other important aspects of soap nuts with global ramifications:

- No fossil fuels needed to produce – no energy required. Ready to use soap nuts are simply wild-crafted fruits.
- Soap nuts are non-pollutant. In fact, they resolve issues of grey water and are great for septic systems.
- Soap nuts are a totally benign natural product from a sustainable source. Chemicals are not required.
- Not harmful to animals, and there is no animal testing or animal cruelty.
- 100% biodegradable. Excellent for composting.
- Since soap nuts are primarily a resource from emerging nations, increased demand will provide an additional needed economic stimulus, plus will encourage increased planting, growth and farming. Increased forestation and natural means of harvesting will aid in the reversal of Co2 accumulation.

As the NaturOli team puts it, “This is only the tip of the iceberg.” No differently than Mother Nature gave us the wind and sun to better our world and live healthier, greener lives, she has given us saponin – via the soap nut. Cleaning is part of everyday life for everyone in our world. Better – *greener* – ways to clean will certainly have an environmental impact of *monumental* proportions. It is now up to us to use her gift to its full potential.

NaturOli is committed to doing precisely that.

NaturOli Beautiful, LLC began conceptually in 1989. Actual final product formulation with independent laboratories began in 2004. NaturOli launched its debut national campaign in August 2007. As the dates indicate a great deal of time, energy, study and experimentation occurred prior to NaturOli’s introduction. As a matter of policy, NaturOli takes no shortcuts. There are no compromises. The hard way produces the best results, and the results are worth the work. Since NaturOli’s launch it has grown, evolved and matured in ways never originally dreamed of. NaturOli is a company driven by pure mission and purpose. All packages are stamped with “100% green packaging material”. Why? Because they are, and that is the right way – the *green* way. The NaturOli way is to make a difference and set an example *today* – a difference and example that our children’s children will hopefully be thankful for. The time to do something is *now* – nothing is more important.

It is our sincere and heartfelt hope that you will recognize the enormous potential and magnitude of the green benefits that soap nuts and saponin offer our world. We thank you for your consideration.

Sincerely,
Christopher T. Sicurella / Founder
Donna M. Harris / CEO

