

FOR IMMEDIATE RELEASE

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### Sensaria GreenSteps: Our Commitment To A Greener Tomorrow

Sensaria is dedicated to exploring steps we can take to ensure a cleaner – and greener – tomorrow for Sensaria, our Representatives and our customers. Launched in the summer of 2009, Sensaria's GreenSteps program is a cooperative campaign that unites our independent representatives and the corporate home office in an effort to raise our collective awareness of the environment while doing our part to reduce unnecessary waste.

**Reducing Waste:** We are dedicated to eliminating over 150,000 product boxes — over two tons of printed box material annually — to reduce unnecessary waste.

**Shipping:** Our Operations Team has replaced the previous foam packing materials with more eco-friendly air pillows. This new shipping material protects everything Sensaria ships and can be recycled by simply popping the bag and disposing in a proper recycling container.

**Product Labeling:** Each recyclable bottle, tube, box and printed material will begin to include Sensaria's recycle icon.

**Materials :** Our customer shopping bags and Business Kit were sourced with an eye toward the environment: Our biodegradable customer shopping bags are a terrific example of this commitment and will carry a tagline supporting the GreenSteps message. Our Representative Business Kit Bag is also a reusable and recyclable bag that is biodegradable and contains post-industrial recycled content.

**Partners :** At this time, virtually all of Sensaria's naturally-based skincare products are made in the USA and we have fostered alliances with vendors and suppliers who share our commitment to safe, effective products that use the highest quality ingredients in accordance with the product promise posted on our website.

Sensaria has already begun phasing in these changes and sees itself as being an active participant in this area for years to come. Like many companies out there, we are learning new ways to address this issue every day and, over time, we are confident our efforts will make a big difference to the way we do business. From our business practices to our product development, doing the right thing is only...natural! We invite you to bring the spa home.

The company has over 4500 Independent Representatives nationwide and is on a mission to bring its message of self-care and opportunity to thousands more this year.

[www.sensaria.com](http://www.sensaria.com)

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