

# yes<sup>®</sup>

## Profound purity

Yes designs, formulates and creates products that as a minimum are certified organic, which guarantees their profound purity as well as all the other reasons why choosing certified organic is important. Our products outperform their old style equivalents (where there are equivalents). Yes products treat our bodies and our minds with respect. We refuse to use any ingredient that has health concerns attached to it, further we refuse to use bad science. An example of bad science is using a Material Safety Data Sheet (MSDS) (typically 100% pure material) and saying that MSDS data is how the material will behave at 0.2% concentration.



### Yes commits to making a difference:

- ✓ We want to screech about why certified organic is COMPLETELY different to saying organic ingredient(s). But we commit to educating everybody we can about this difference.
- ✓ Our products are created from a strict ingredients policy combined with requests from our customers (and a goodly piece of our formulation brilliance).
- ✓ We never use bad science to prove a point and we can decide never to use an ingredient based on our customers concerns even if it has not been conclusively proved to be detrimental, such as parabens.
- ✓ We create products that delight our customers and exceed their expectations
- ✓ We will continue to launch new products that meet our high standards and answer a demonstrated need

### How we are delivering on our commitments:

- ✓ We have published our ingredients policy on our website from the day we launched - Aug 1<sup>st</sup> 2006, [www.yesyesyes.org/ingredients](http://www.yesyesyes.org/ingredients)
- ✓ We are euphoric to make the first Certified Organic range of intimacy products, certified by the Soil Association (UK)
- ✓ We use packaging that minimises preservation requirements
- ✓ We publish our customer feedback [www.yesyesyes.org/testimonials](http://www.yesyesyes.org/testimonials)
- ✓ Profoundly pure products can begin to change your world from the inside
- ✓ Yes is a signatory to the [Campaign for Safe Cosmetics](#)