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Avalon Natural Products Timeline Organic Personal Care Standards

- September 2003** The Personal Care Organic Standards group met in Washington, DC. The group discussed preservatives in organic personal care products.
- August 2003** The State of California notified Avalon Organics that their products and labeling procedures are fully compliant with the California Health and Safety Code (Section 110838). California, a leader in legislative incentives as they relate to environmental issues, has the only government *in the world* to enact organic legislation as it applies to personal care products. Avalon is the only company in the world that both lobbied for this legislation and successfully passed
- June 2003** Avalon joined the California task force assigned to draft voluntary standards for organic personal care manufacturers. Avalon now serves on two task forces both with the ultimate goal of setting standards for organic personal care products.
- May 2003** The Personal Care Organic Standards group met in Austin, TX. The group discussed allowable processes in organic personal care products as well as some key points of certified organic hydrosols.
- March 2003** The Personal Care Organic Standards group met in Anaheim, CA. The group focused on allowable processes in organic personal care products.
- January 2003** The California Organic Products Act of 2003 (AB 2823) goes into effect.
- October 2002** The Personal Care Organic Standards Group met in Washington, DC and voted on important issues on organic standards for cosmetic and personal care products. The group voted unanimously to prohibit mineral oil and petrolatum as well as formaldehyde and formaldehyde donors in "made with" and "organic" cosmetic and personal care products. Additionally, the group decided to prohibit petro-chemical derived ingredients, unless elemental (i.e.,

hydrogen and sulfur), for 95%, and above, organic cosmetics - the vote was 9 in favor, 1 opposed and 2 abstaining. The Personal Care Organic Standards Group, now a task force of the Organic Trade Association, is developing recommendations for the National Organic Program, potentially becoming the basis for a national standard.

- September 2002** September 13, 2002 - The California Organic Products Act of 2003, AB 2823 was signed by Governor Davis. It will provide consumers in California with the assurance that terminology used on non-food organic items, including organic personal care products, is meaningful - and that like organic food products, organic cosmetics and personal care products will contain a minimum of 70% organic ingredients.
- August 2002** In response to the OTA, the USDA deems cosmetics as an example of non-food items for which the National Organic Program has not determined standards for in the National List of Allowed and Prohibited Substances. In response, the OTA and Personal Care Organic Standards Group are making recommendations on a revised list specific for cosmetics.
- May 2002** The National Organic Program, administered by the United States Department of Agriculture, in a surprise move, announced that the scope of the final National Organic Program regulation to become law in October of 2002 will apply to a whole host of non-food items including personal care. The OTA and the Personal Care Organic Standards Group have responded positively to the National Organic Program and are now working on an appropriate timetable for implementation since the issue as it relates to personal care has only been under review for the last two years.
- March 2002** The Personal Care Organic Standards Group met at the Anaheim Expo and voted on two important issues. Should hydrosols (an agricultural farm product) be considered a single ingredient and as such be included in the calculation of organic content. The vote was 8 in favor, none against, and one abstention.
- Should infusions (water blended with herbs or similar matter) be considered a single ingredient and as such be included in the calculation of organic content. The vote was one in favor and eight (8) against.
- February 2002** The California Food Advisory Board (Appointed by the California State Department of Agriculture) voted to forward the Amended California Organic Products Act of 2003 to the California Legislature. This Act sets the standards (Which now would closely follow the Personal Care Organic Standards Group proposed standards) for labeling, processing, and packaging for all non-food "organic," and "made with organic" products, including personal care.
- August 2001** The Personal Care Organic Standards Group votes to set the standards for content of organic ingredients to match the National Organic Program at 70%, 95%, and 100%. The vote was five in favor, and three abstentions. The 70% level of organic ingredients in personal care products is

quite expensive and in some cases very difficult to reach. This is why the topic took so long to resolve. Ultimately, the group, now controlled by the OTA and the certifiers made it clear to the manufacturers that this was a consumer issue and not a marketing claim to be exploited by manufacturers.

- May 2001** At a meeting in Texas, the Personal Care Organic Standards Group focuses on two key issues. Will the personal care standards mirror the food standards and have the same percentage requirements of 70%, 95%, and 100%; and are hydrosols (produced from the farm distillation of organic plants), and infusions (herbs mixed in water) the same. A questionnaire goes to all personal care manufacturers for their input on the issue.
- March 2001** At the Anaheim Trade exhibit, the Personal Care Organic Standards Group met with the OTA and asked to become a subcommittee of the organization. The OTA voted and unanimously approved the Personal Care Organic Standards Group be made a task force of the OTA. At this time the OTA assigned one of their directors, Phil Margolis to be the task Force chairman and the group took on a whole new identity although its mission remained unchanged. At this point, the OTA took over funding of the group. OTA approved the sending of a questionnaire to all OTA members with questions on the subject of organic personal care.
- February 2001** BDIH in Germany issues "Controlled Natural Guidelines" to ...help create a clear, detailed definition of the term "natural cosmetics." BDIH is a non-government group that performs independent testing and review of products before giving its endorsement. Widely used in Germany.
- December 2000** The Final Rule for the National Organic Program was published by the United States Department of Agriculture (USDA) and to the surprise of many required a 70% level of organic ingredients for the use of the term "made with organic" on one's label. The proposed 95% organic content level to call a product "organic" was not changed nor was the 100% rule to label one's product "100% organic." The Proposed Rule had a 50% level included for the "made with organic" claim.
- September 2000** The Personal Care Organic Standards Group was formed and held its first meeting in Baltimore. The group was comprised of five personal care manufacturers, four certifying agencies and one certified organic farmer. The manufacturers funded the group. The group agreed it would be important for their recommendations to closely follow the Proposed Rule of the National Organic Program for food.
- July 2000** Mark Egide, CEO of Avalon Natural Products and Donna Bayliss of Bayliss Ranch attend a meeting of the California Organic Standards Board, a division of the California Department of Agriculture. Together they make a presentation to the board expressing the importance of organic standards for personal care products. The board recommended a group be formed and a consultant be hired to assist the group in their process. Diane Goodman, past

chair of the California Organic Standards Board and a current director, was hired.

- March 2000** Preliminary discussions are held by Avalon Natural Products and certified organic farmer Donna Bayliss of Bayliss Ranch about forming a group to develop standards for organic personal care products.
- June 1999** Avalon Organic Botanicals, the first personal care line of bath and body products with specific certified organic ingredient claims is introduced to the market. Every Avalon label boldly states the percentage of certified organic ingredients, following the lead from the organic food industry.
- September 1998** A walk through a lush lavender field on a pristine organic farm in Northern California inspired the creation of the first personal care line of products with significant levels of certified organic ingredients.