

ARE YOUR PERSONAL CARE PRODUCTS SAFE?

DEBUNKING THE SLS MYTHS

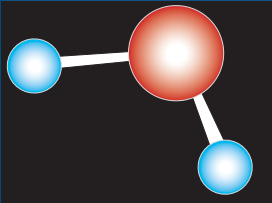
When you read the labels of your personal care products, you'll probably see terms like "acetyl," "propyl," "methyl," and "glycol." Do you know what those terms mean? If you don't, does that mean they are dangerous? How can you be sure your cosmetics and personal care products are safe?

Some companies would have you believe that because you can't pronounce your shampoo's ingredients, you should be scared. They seem to suggest that what you don't know can hurt you. However, you've probably been using that shampoo or cosmetic for years and never given it a second thought. If you're like most people, your personal experience has always been positive.

When you seek to learn more about what is in your products, keep in mind that there is a difference between education and propaganda. Some companies blur the two together, tying fear and ignorance with a little bit of information to create a compelling sales story. What you are about to read is not a sales story. This is information to help you, the consumer, educate yourself as to what is dangerous and what is not.

Creating a Scare Where There Is None

Would people knowingly wash their hair in a substance that could harm them? Would anyone drink a substance they know could kill them? You wouldn't think so, would you? Yet every day millions of people do it without a second thought. At this moment, you have a potentially lethal substance in your own home. It's likely your children will ingest a substantial amount of it before the day is over. This dangerous substance is commonly found in heavy industrial cleaners, degreasers, and automobile antifreeze. But that's not all! Many manufacturers add it as a common ingredient to cosmetics and shampoos. Its chemical name is "dihydrogen monoxide."



*Is Dihydrogen
Monoxide dangerous?
The facts are clear.
So why is it in
your home?*

Unbelievably, "dihydrogen monoxide" is getting very little attention from regulators, even though numerous facts clearly indicate that it is an extremely dangerous compound:

1. Hundreds of human deaths are documented each year because of brief inhalation of dihydrogen monoxide.
2. Its gas is a by-product in the creation of nuclear power.
3. It has been detected in tumors of thousands of cancer patients.
4. It is the primary component of acid rain.
5. Its gaseous form can immediately cause serious burns upon contact.

The FDA, CPSC, and other government agencies allow the use of this ingredient in cosmetics and foods. Why? Because dihydrogen monoxide, as you probably already know, is water.

Each point made above is technically true. Of course, water is lethal if you inhale it. And it can burn you as steam. Water is the main component in the body, as well as in many commercial products. You ingest it, bathe in it, and use products that contain large amounts of it—all the while knowing the dangers of drowning or being burned by steam. It would be absurd to make a case that water makes foods or cosmetics dangerous. Yet the pattern of logic used above to create a big scare is the way that many companies make us afraid of certain ingredients in everyday products.

What About Other So-Called Dangerous Ingredients?

There are many ingredients in cosmetics and foods with which we are less familiar than water. Some manufacturers see this as a “marketing opportunity.” They scare the public into believing that ingredients normally considered safe to use in cosmetics and personal care are actually dangerous chemicals that could do severe harm to us. They prey on the uninformed, giving misleading, exaggerated, or even out-right false information to convince the public not to use their competitor’s products. They say you should use their “safe” products, instead.



Thousands of people have bought into their stories of dangerous chemicals, and sales have soared to the millions.

Other sources of these “dangerous ingredient” claims are naturalist “experts” who create their own websites and newsletters. Often they are trying to promote a certain company’s products, which they sell. One company with a well-known reputation for trying to scare people into using their products is Neways. Neways and Neways distributors have attacked such common ingredients as sodium lauryl sulphate (SLS) and sodium laureth sulphate (SLES), propylene glycol, and glycerin, informing the public of their “dangerous side effects” and “toxic properties.”

All these groups, in their campaign for “safe” products, use the kind of logic we used in the dihydrogen monoxide example. One twisted argument states, “propylene glycol is found in automobile antifreeze so you know it is extremely dangerous.” Water is found in antifreeze, too. Does that make water dangerous?

Sometimes they go even further by taking facts out of context, quoting facts that do not exist, or claiming experts said things that, in truth, they did not. They support their arguments with scientific studies—yet these studies are misquoted, abbreviated, or just plainly misunderstood. Unfortunately, people without much knowledge in chemistry or cosmetics fall prey to these tactics as they become “educated” to the dangers of these chemicals.

Neways’ approach to spreading rumors about the so-called “dangerous” and “toxic” effects of commonly used ingredients has been very successful. It is easy to understand why they stick to their story—even when authorities like their own “experts” and respected organizations like the American Cancer Society and the Cosmetic, Toiletry, and Fragrance Association say they are wrong. They have gained thousands of customers because of their tactics. It has worked for them.

One “expert” source adamantly states that Neways has twisted his research on sodium lauryl sulphate (a foaming ingredient used in shampoo and soaps), portraying it as dangerous. In some cases, Neways completely made up statements and attributed them to him. At the threat of a lawsuit, Neways promised to stop quoting him. But years later, they were still quoting the same expert in the same way. Because they have been so successful in their anti-SLS campaign, many people readily accept as fact that SLS is a bad substance. But just because thousands of people believe something does not make it so.

So, Why Make Such a Big Deal about the Safety of Water and Sodium Lauryl Sulphate?

Our prior research into the safety and effectiveness of SLS and SLES assured us that both ingredients are safe to use in shampoos and soaps. When the media hype began to mount against SLS, our marketing

department and chemists launched an in-depth investigation of SLS, SLES, and propylene glycol. After an extensive review of all the available research and documentation from dozens of scientific studies performed by credible scientists, we have concluded that our original understanding was correct: SLS, SLES, and many other ingredients are indeed safe to use as we and hundreds of other manufacturers have been using them.

The data that Neways used to attack these ingredients were reports published about laboratory studies performed on rabbits and rats. Scientists rubbed high concentrations of SLS into rabbits' eyes to see if it caused irritation (which, of course, it did) and forced rats to consume huge quantities of SLS, SLES, and propylene glycol to see how much it would take to kill them. If you feed anything to rats in large enough quantities it will kill them—even water.

In the study conducted by Dr. Keith Green that Neways refers to, high concentrations of sodium lauryl sulphate were rubbed directly into the eyes of rabbits. The SLS was applied directly to the eyes of the rabbits three times each day for 3 days (72 hours). The solution was not rinsed out. The rabbits were not allowed to wipe their own eyes. This study proved that SLS, if applied straight into the eyes for several hours in very high concentrations, can be absorbed in the eye and eventually be carried by the blood stream to other areas of the body. It also proved that 96 hours after even these extreme conditions, no trace of SLS was found anywhere in the body. If anything, this study proves that even if placed directly in the eye for three days straight, SLS has no long-term effects.

But Neways used this research to scare people, and they did it very effectively. Neways switched the surfactant in their shampoos to ammonium lauryl sulphate. There is nothing wrong with ammonium lauryl sulphate. The research on ammonium lauryl sulphate and sodium lauryl sulphate indicates these two ingredients are very similar. Valid research indicates they are both about as safe as each other. But no company had attacked ammonium lauryl sulphate, so Neways and many other companies chose to use it in their formulas.

Verifying Safe Ingredients

The facts and scientific conclusions from the actual research verify the safety of these ingredients, but the myths presenting them as “dangerous” continue to be promoted by Neways and other companies. There is no question that profits can be made by scaring people away from certain ingredients, but exposing the myths used to mislead the public seems like a better, healthier thing to do.

To make sure that there wasn't any valid research that we had missed, we spoke with a former Director of Product Research at Neways. He informed us that in his opinion Neways' attack on SLS, SLES, and propylene glycol had no merit whatsoever. In his opinion, it was nothing more than a “marketing ploy.” He knew of no scientific evidence that supports Neways' claims that these ingredients are harmful and did not believe that Neways had any such research. He also felt that Neways has no basis for stating that the ingredients that Neways uses are safer than the competition. This was a man that was heavily involved in the formulation of Neways products.

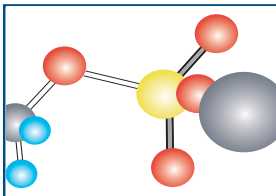


If we change our formulas to accommodate popular opinion in response to misinformation, are we not perpetuating the myth?

Dr. Green's Rebuttal

Since the beginning, Neways and their distributors have quoted Dr. Keith Green's research conducted at the Medical College of Georgia to attack SLS and SLES, stating that his research proved that SLS was potentially dangerous. They have quoted Dr. Green's studies over and over. However, Dr. Green himself disagrees with Neways' conclusions about his research. For years, attorneys from the Medical College of Georgia have asked Neways to stop misleading the public and to stop using the College and Dr. Green's research to do so.

Knowledgeable doctors and researchers have sought to find the truth about Neways' claims. One is Paula Begoun, a cosmetics industry watchdog, syndicated columnist for *The New York Daily News*, and author of *Don't Go Shopping for Hair Care Products without Me*. When she interviewed Dr. Green, she asked him about Neways' statements regarding his research. According to her newsletter and website, Dr. Green



“The Neways people took my research completely out of context and probably never read the study at all.”

“No one in my family has changed the way they buy shampoos and they all contain either SLS or SLES.”

responded, “The Neways people took my research completely out of context and probably never read the study at all.” He further stated, “My work was completely misquoted. There is no part of my study that indicated any development of cataract problems from SLS or SLES and the body does not retain those ingredients at all. We did not even look at the issue of children so that conclusion is completely false because it never existed.” Dr. Green also said that, “Furthermore, the eyes showed no irritation with the 10 dilution substance used! If anything, the animal studies indicated no risk of irritation whatsoever!”

Later in the interview when Ms. Begoun asked whether anyone has done any follow-up studies looking at SLS and SLES, Dr. Green responded, “No one has done this because the findings were so insignificant.” When Dr. Green was asked whether anyone in his family had changed their buying habits as a result of his research, Dr. Green said, “No one in my family has changed the way they buy shampoos and they all contain either SLS or SLES. You may find it interesting to tell your readers that SLS and SLES have a natural source. The sulphates [SLS and SLES] have been used for over 20 years by millions of people daily and weekly with no adverse effects.”

What Do the Experts Really Say about SLS?

Those are Dr. Green's words refuting Neways' claims. His battle to stop Neways from misrepresenting his research has been long and difficult (see Appendix). But what about the other studies that Neways uses to “prove” that SLS is dangerous? Let's examine one quote posted on Neways' website, which states, “SLS can damage the immune system; causing separation of skin layers and inflammation of skin. [source] —Journal of the American College of Toxicology; Vol. 2, No. 7, 1983”

If you look up this source, you will find that the report is titled “Final Report on the Safety Assessment of Sodium Lauryl Sulfate and Ammonium Lauryl Sulfate.” This is an extensively reviewed compilation of studies done on these two ingredients. The final conclusion is that, “Both Sodium and Ammonium Lauryl Sulfate appear to be safe in formulations designed

for discontinuous, brief use followed by thorough rinsing from the surface of the skin.” In shampoos, bubble baths, and cosmetics, these ingredients are only briefly in contact with the skin and are always diluted or rinsed off.

The quote that Neways cites cannot be found as it appears, word for word. The report does list several studies where SLS irritated the skin, caused redness and flaking. Most of these studies used a high concentration of the ingredient, left the ingredient under a patch, and did not rinse it off, and left it on for prolonged periods of time. Under these conditions SLS is expected to cause irritation. However, it is interesting to note that there are several studies that Neways does not quote from this report. Here are a few:

In a study measuring absorption: “It was found that up to 24 h[ours] after contact, no measurable penetration of Sodium Lauryl Sulfate occurred.”

In a study measuring irritancy to eyes: “mildly irritating at 1 h[our] and decreased to practically nonirritating during the seven-day observation”

In studies measuring the effects of ingestion: “Sodium Lauryl Sulfate in the diet for 90 days produced no more increase in chromosomal aberrations” “was not tumorigenic or carcinogenic.”

In a study that left shampoo formulations containing SLS on the forearms of volunteers, under a patch, for 24 hours: “irritation was manifested by mild to moderate erythema [reddening]. ... one product scored a 0.53 (barely perceptible erythema).”

Another interesting note is that Neways does not mention that Ammonium Lauryl Sulfate, which is in many of their products, was the subject of just as many studies in this report and has many (if not slightly more) of the same mildly irritant qualities as SLS.

Cancer Rumors Are False

Another quote that appears on Neways' website claims that SLS is a cancer-causing compound (carcinogen) and a mutagen (causing mutations in genetic material). A similar rumor was also spread in an e-mail chain letter. As already mentioned, scientists do not believe this to be the case. The American Cancer Society has posted a rebuttal to this claim on their website because of the hype raised by the Internet/e-mail rumor. They say, “Contrary to popular rumors on the Internet, Sodium Lauryl Sulfate (SLS) and Sodium Laureth Sulfate (SLES) do not cause cancer. ... A search of recognized medical journals yielded no published articles relating this substance to cancer in humans.” They interviewed Dr. Keith Green as well, who again said that his studies showed that SLS caused no harm.

In addition, the Cosmetics, Toiletries, and Fragrance Association (CTFA) has posted a page on their website to refute this claim. They say, “The story relayed via e-mail is an unsubstantiated story. It is typical of Internet rumors notorious for inaccurate and false information. There is no evidence of harm from the use of either SLS or SLES as used in cosmetic products. Both ingredients were reviewed in 1983 by the Cosmetic Ingredient Review (CIR) Expert Panel and found to be safe. Complete reports on both ingredients are available from CIR.”

They also add, “The Canadian Health Protection Branch (part of the Canadian government) has branded SLS e-mail stories as a hoax. On its web site (www.hc-sc.gc.ca/ehp/ehd/psb/cosmetics/sls.htm), Health Canada goes on to say ‘Health Canada considers SLS safe for use in cosmetics. Therefore, you can continue to use cosmetics containing SLS without worry.’”

Perhaps the rumored claim that SLS is a mutagen comes from studies where SLS is routinely used to solubilize chemicals used in cancer experiments. In this case, the role of SLS is simply to keep the other chemicals smoothly dissolved, and is not the active ingredient being tested.

Other Claims Blown Out of Proportion

Another attack states that SLS is used in toothpastes, which carry warning labels that warn against ingestion, particularly by children. Although true, the ingredient SLS is not the cause for worry. Usually the warning labels are to prevent too much ingestion of fluoride. And even if swallowed, a Poison Control Center will tell you that the remedy is to have the child drink a glass of milk.

In yet another report, often quoted by people selling “natural” toothpastes, a study is quoted that implicates SLS in causing mouth ulcers (canker sores). Switching to a toothpaste that did not contain SLS resulted in a 70% ulcer reduction. This comes from a preliminary study done in Norway, where researchers took 10 individuals who were prone to mouth ulcers and had them use two different toothpastes. In actuality, the researchers concluded that “a more comprehensive study is necessary before any final conclusion can be drawn concerning the role of SLS in toothpaste.” Given that they studied only 10 people, and they were already prone to mouth ulcers, these were not breakthrough findings.

Finally, many scary reports use Material Safety Data Sheets to show how “dangerous” SLS or SLES can be. It is important to note that MSD Sheets are prepared by chemical manufacturers, not a federal agency, and are used to educate the handlers of 100%, raw-material chemicals. They tell about any potential hazards, and are written in a conservative, overly protective manner to give the chemical company the most legal protection possible. Yes, at 100% concentration it can be dangerous to inhale SLS powder, to apply it to your skin, or to handle it without protective gloves. That in no way means that it is dangerous as used in your shampoo.

Trust versus Fear

Perhaps it is not as important to read the list of ingredients in your bubble bath or shampoo as it is to research the company it came from. Can you trust the company? Have they been honest in their sales materials? Has your own experience with the product been positive?

Melaleuca: The Wellness CompanySM has been manufacturing and selling quality cosmetics and personal care products for nearly 20 years. In our efforts to create safe, cost-effective products, we have searched out the best natural ingredients, as well as the best scientifically proven ingredients and technical processes. We combine the best of science and nature to bring effective and safe products into your home. We value your trust and would do nothing to have you question our motives or honesty.

We know that your concerns about safety are valid. That’s why our search for the best ingredients continues, and our formulas are updated when credible research and studies show that something better comes along. However, we avoid being swayed by fear and illogical arguments. We hope that you enjoy using each of our wellness products in your home, and that we have earned your trust.

Appendix

Communications between Neways and Dr. Keith Green

Over a period of several years, Neways has received numerous letters from Dr. Green's attorneys insisting that Neways stop misquoting his work and saying he said things that he never said. By presenting this information, we in no way intend to pass judgment on the management or personnel at Neways. We do not want to attack them or their company. However, because Neways, their distributors, and others continue to disseminate misleading information regarding SLS and SLES, we do mean to provide facts that will set the story straight. We have provided the following excerpts from letters between the Medical College of Georgia and Neways for your review, so you can draw your own conclusion.

Early in 1993

Neways claims Dr. Keith Green's research proves SLS and SLES are dangerous and potentially harmful.

Summer 1993

Dr. Green informs Neways that its claims regarding his research on SLS and SLES are inaccurate and misleading.

September 1, 1993

Neways' President Thomas Mower admits in a letter to Neways Distributors that the statements made by his company were "either partially or wholly incorrect." He says, "In the future, please do not refer to Dr. Green and his studies."

October 4, 1993

Neways' President Thomas Mower promised Dr. Keith Green in a letter dated Oct. 4, 1993 that Neways will no longer "cite your work or make reference to the Medical College of Georgia" in its marketing materials.

July 25, 1997

Neways continues to refer to Dr. Green's research in its literature. Neways is warned once again by the attorneys for the Medical College of Georgia, stating that Neways had not kept their promise to Dr. Green and that Neways continued to misquote Dr. Green's work. "As Dr. Green explained at that time, your citation of his work was not simply a misinterpretation; it was plainly wrong. By citing his research in support of erroneous conclusions, you have libeled Dr. Green." "You and your company have not kept your word. We demand (again) that you immediately cease making reference to Dr. Keith Green's work, or to any studies done at the Medical College of Georgia, with regard to the alleged dangers of Sodium Lauryl Sulphate or Sodium Laureth Sulphate."

November 3, 1997

After receiving no response, Neways is warned that they have until November 10, 1997 to respond or legal action will be taken.

November 10, 1997

Neways responds, once again promising to stop quoting Dr. Green's work and to stop referring to the Medical College of Georgia in its brochure "Harmful Ingredients to Avoid in Cosmetics." Neways agrees: "The Medical College of Georgia nor Dr. Keith Green support any conclusion regarding the danger of sodium lauryl sulphate (SLS) or sodium laureth sulphate (SLES)."

August 26, 1998

The Neways International website makes the same representations regarding SLS and SLES and continues to refer to Dr. Green's work and the Medical College of Georgia.

August 27, 1998

Neways is again warned by the Medical College of Georgia stating that Neways and Neways distributors continue to publish misleading information referring to Dr. Green's work and the Medical College of Georgia. The College's attorney states that he was "quite alarmed when I visited your web site today and found the exact same false and libelous reference to the Medical College of Georgia." The attorney continues, "I assure you that the combination of the attached documents could hardly make a more persuasive case for intentional fraud and libel. This must stop."

January 4, 2002

Neways' Technical Packet "Potentially Harmful Ingredients" continues to refer to Dr. Green's research.

Neways web site contains the following: "SLS denatures proteins of eye tissues—impairing eye development permanently. -Dr. Keith Green, PHD, D.Sc., Medical College of Georgia" which of course, Dr. Green NEVER said. Interestingly, after the first printing of this brochure, Neways removed the reference to Dr. Green from its website. But other research that they cite appears to be just as questionable. One might conclude that Neways has not been able to find any other study or research that supports their claim that SLS is harmful or dangerous. For years, the scientist that they refer to has been saying that claims they have made about his work are false!



* Yellow highlights added.



Legal Office

July 25, 1997

Mr. Thomas Mower
President
NEWAYS
150 East 400 North
Salem, UT 84653

Dear Mr. Mower:

In the summer of 1993, one of the Medical College of Georgia's faculty members, Dr. Keith Green, wrote to you regarding your company's practice of citing Dr. Green's studies in support of your conclusions regarding the dangers of Sodium Lauryl Sulphate and Sodium Laureth Sulphate. As Dr. Green explained at that time, your citation of his work was not simply a misinterpretation; it was plainly wrong. By citing his research in support of erroneous conclusions, you have libeled Dr. Green. In fact, NEWAYS has even attributed quotations to Dr. Green which he has never written or spoken, and which he would not ever write or speak. In response to Dr. Green's challenge of these practices, you stated in a letter of August 31, 1993 that, "[w]e have changed the statements concerning Sodium Lauryl Sulphate and Sodium Laureth Sulphate in our brochure . . . [n]othing in the brochure relates to any work you have done on Sodium Laureth Sulphate," and, "[w]e have removed your name from the brochure so that it will avoid any future contact with either our Distributors or our customers."

Well after your written assurances to the contrary, your company distributed to a company which sells your products a "Tech Pack" which stated:

- "Sodium Lauryl Sulphate has several side effects. It has been documented to cause:
 1. Improper eye development in children. Affects Protein structures and keeps childrens (sic) eyes from developing properly.
 2. Cataracts.
 3. Nitrate absorption (as much as eating one pound of bacon with each shampoo) nitrates are known carcinogenic agents.

July 25, 1997
Page 2

- 4. Penetration into systemic tissues (brain, heart, liver)
- 5. Proven skin irritant.

The aforementioned has been documented by Dr. Keith Green of the Medical College of Georgia and cited by the Wall Street Journal (11-1-88)."

Also, in your widely distributed audio tape, "Cancer in your Bathroom?" you cite studies done at the Medical College of Georgia in support of these same false propositions.

On the Internet, there are various NEWAYS sites filled with this same misinformation. Some of them cite Dr. Green and the Medical College of Georgia directly, while some merely cite the Wall Street Journal article, or refer readers to the "Cancer in your Bathroom?" tape.

You and your company have not kept your word. We demand (again) that you immediately cease making any references to Dr. Keith Green's work, or to any studies done at the Medical College of Georgia, with regard to the alleged dangers of Sodium Lauryl Sulphate or Sodium Laureth Sulphate. Also, we demand that you send a clear retraction to all of the distributors, customers, or other third parties to whom you may have sent this misinformation. These letters must affirmatively state that neither Dr. Keith Green nor the Medical College of Georgia support your conclusions regarding the dangers of Sodium Lauryl Sulphate and Sodium Laureth Sulphate. We demand a copy of these letter(s) of retraction and a list of those receiving the letters. Both the Medical College of Georgia and Dr. Green reserve the right to seek relief from the courts for the false and libelous statements which you and NEWAYS have made.

Sincerely,


Andrew Newton
Associate Legal Advisor

* Yellow highlights added.



Legal Office

November 3, 1997

Mr. Thomas Mower
President
NEWAYS
150 East 400 North
Salem, UT 84653

Dear Mr. Mower:

I am writing because I have had no formal response to my letter of July 25, 1997, in which I challenged NEWAYS' continued practice of misusing the research done by our faculty member, Dr. Keith Green. After receiving no response to my letter, I called and left a message for you, and receiving a return call from a Ms. Patricia Anderson on September 12, 1997 who, in so many words, told me that you were "working on it" and that a response would be forthcoming. More than a month has passed since then, and we have received nothing at all. Given that we have been trying, quite literally, for years to bring this matter to a close, we have lost all patience. If I do not receive a written response by November 10, 1997, we will seek relief in the courts.

Sincerely,

Andrew Newton
Associate Legal Advisor

AN:sc
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Attn: Andrew Newton
Legal Office
Medical College of Georgia
Fax #: 706-721-8014



Dear Mr. Newton:

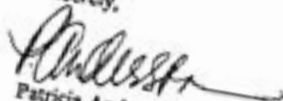
Attached is a copy of a letter that is being sent to all Neways independent distributors who have purchased the Potentially Harmful Ingredients Tech Pack. I will send you a list of individuals who will receive the letter. The list will be sent to you via mail due to the irregular paper size. You should receive it by the end of next week at the latest. The Tech Pack has also been revised, a copy of which will be forwarded for your review.

Individuals who have Internet sites with the allegedly objectionable materials shall also be forwarded a copy of the letter, which asks them to revise their information. Every attempt will be made to locate those with web-sites, however, Neways could not possibly have a list of every site that contains the information. The sites are created and maintained by independent, third party distributors over whom Neways has no control. If you have knowledge of specific sites that contain the alleged objectionable materials, I ask that you forward a list to me so that we may contact them as well.

Regarding the "Cancer in Your Bathroom" audio tape, this tape is not, nor ever was, produced by Neways. Neways does not promote the tape, reproduce or distribute it in any manner. If some distributors choose to promote it, whether on a web-site or other medium, they do so at their own discretion and liability.

We have appreciated your patience. If you have any questions or further concerns, please contact me.

Sincerely,


Patricia Anderson,
President's Office

Dear Neways Distributor:

In an effort to comply with a request from the Medical College of Georgia, Neways requests that any information you may have received in the Potentially Harmful Ingredients Technical Packet that refers to studies or research on sodium laurel sulfate (SLS) by Dr. Keith Green and/or the Medical College of Georgia, no longer be used or distributed.

This also includes any such information that may be contained within an independent distributors Internet web-site. All reference to Dr. Green or the Medical College of Georgia must be removed.

The Medical College of Georgia nor Dr. Keith Green support any conclusions regarding the dangers of sodium laurel sulfate (SLS) or sodium laureth sulphate (SLES). In retracting this information, Neways has revised the Potentially Harmful Ingredients Tech Pack excluding the objectionable references. New Potentially Harmful Ingredients Tech Packs are now available.

Thank you for your prompt and voluntary compliance in this matter.

Sincerely,
Neways Corporate Offices

This letter is the attachment referred to in the letter dated November 10, 1997.



Legal Office

August 27, 1998

Mr. Tom Mower
President
NEWAYS
150 East 400 North
P.O. Box 651
Salem, Utah 84653

Dear Mr. Mower:

I have attached copies of various correspondence from you over the years in which you explicitly promised to remove all references to Dr. Green and the Medical College of Georgia from your promotional literature. Unfortunately, Dr. Green has continued to receive inquiries from members of the public who have read the references to him which you have published, and your distributors continue to publish this misinformation. At first, I was willing to give you the benefit of the doubt that these were the lingering effects of your previous publications, for which you might not necessarily be responsible. However, I was quite alarmed when I visited your web site today (August 26, 1998), and found the exact same false and libelous reference to the Medical College of Georgia. You may consult with your attorney, but I assure you that the combination of the attached documents could hardly make a more persuasive case for intentional fraud and libel. This must stop. I hope for a definitive response from you.

Sincerely,

Andrew Newton
Associate Legal Advisor

AN:sc
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c: Dr. Green

Attachment

MELALEUCA, INC., IDAHO FALLS, ID 83402-6003, WWW.MELALEUCA.COM

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