



Supplement your life.

October 27, 2011

RE: Shark Cartilage Discontinuation

Swiss Natural is dedicated to providing health and wellness solutions globally, through product quality, education and innovation. Because of our commitment to health and wellness, we often assess our products to ensure they continue to meet the needs of our consumers. We operate with integrity and ensure that trust, honesty and respect are reflected in our day to day actions.

We feel it's important to monitor issues on both a national and international level so that we are able to take swift and decisive action when necessary. We have been closely monitoring the overfishing of sharks. We have a shark cartilage product that is purchased from facilities that process sharks for food purposes. These facilities humanely catch or harvest sharks to process for food. The shark cartilage we purchase is a by-product from the food production. However, given the decreasing shark population and the fact that some large sharks can take more than 12 years to reach maturity and may bear only 1-2 pups per year, we feel we can no longer contribute to the fishing of sharks.

We are committed to the preservation of our environment and the conservation of its species and have decided to voluntarily stop the production and distribution of our shark cartilage product. We understand that there are consumers who purchase and are satisfied with this product, however, please know that we would be happy to suggest other safe and effective Swiss Natural products for joint pain relief.

We value your opinions and appreciate your concerns on this issue. Thank you for supporting the Swiss Natural brand and continuing to place your trust in our quality products.

Sincerely yours,  
John Ferris  
CEO & President  
Swiss Herbal Remedies Ltd.