

Overview of how Planet Ark evaluates products.

The product research and evaluation process employs an interrelated evaluation method. Briefly, this entails each product being evaluated in each of the following areas.

- Minimal product impact on the environment from cradle to grave. This looks at the totality - everything from where the ingredients are derived to the processing, packaging and biodegradability.
- The safest possible outcome for the users' health. With an estimated one in six people now having some form of allergy or environmental illness such as asthma, chronic fatigue syndrome, cancer, multiple chemical sensitivities and skin or food reactions, protecting personal health is becoming a more prominent environmental issue and we believe will continue to grow rapidly.
- That products perform to the standards required by people living in our modern society. Our aim is to have performance criteria equal to the best the market has to offer.
- Planet Ark will, within the constraints imposed above, stock the most cost efficient products to give the maximum value and therefore make the product accessible to the widest section of the market.

This interrelated process that product goes through can be perhaps best described diagrammatically. The product is evaluated along each axis for the highest score (represented by the area created internal dotted lines. In addition all products are judged against criteria to establish their need and importance in our society.

