

The following dialogue occurred between the CEO of the company that developed Tensa™ Water and the Vice President of Research and Development for one of the foremost botanical-based skincare companies in the world. “Botanical-based” products are not manufactured, but plant-extracted, meaning that they are extremely focused on having all-natural, safe products. This dialogue occurred in November of 2006 at the I-Spa Conference in front of about 500 spa owners.

The names of companies, products, and individuals have been removed for privacy issues at this time.

Background:

Dr. **XXX XXXXXXXXX**, VP of R&D of **XXXXXX**, gave a 30 minute lecture before the I-Spa Conference in Las Vegas on how the skincare industry is moving toward 100% organic as well as medicinal products. She heavily promoted the fact that even the packaging was now going to 100% recyclable and/or organic. In her lecture she spent a lot of time talking about why it is essential that various active ingredients (for example, vitamin C) be of natural origin, leading to the necessity for much more expensive products. She spent a lot of time talking about why synthetic ingredients (she used the same example of ascorbic acid in place of plant-extracted vitamin C) are not nearly as efficacious as natural compounds. At the conclusion of the talk, they opened it up for questions.

CEO: Can you comment on the apparent contradiction between going to 100% organic and plant-derived ingredients and then adding preservatives such as parabens, which have been shown to be toxic to the body?

Dr. XXXXXXXXX: One always has to weigh the balance between product efficacy and public safety. Preservatives are essential to ensure that products don't develop harmful bacterial or fungal growths once they have been exposed to the atmosphere. **XXXXXX** is working toward ways to be paraben-free within the next two years but this is a complex process with which all skin care companies are struggling. We are looking for preservatives that will not adversely affect the human body, but will still provide protection.

CEO: What if you could offer a water-based product line that was 100% preservative free and did not support any bacterial or fungal growth for the product shelf life or after being opened...a product line where the water itself offered the protection?

Dr. XXXXXXXXX: We have heard that the Japanese are looking at clustered water or specialty ionized waters for their advanced products, but we have seen nothing in this country that would give us confidence that we can eliminate all preservatives. We merely want to switch to those that are not harmful.

CEO: But what if you could truly eliminate the preservatives and let this special water be a safe and efficacious carrier?

Dr. XXXXXXXXX: Well, then you would have the Holy Grail...the thing we have all been seeking for a very long time.