

CONSULTANT JEAN-MARC BOUCHARD Inc.

To whom it may concern,

August 1st, 2008

PURE cleaning and household products

As a chemist who has studied PURE household products, we are in a position to confirm the following characteristics:

The PURE household products are made with ingredients known to be non-allergenic, non-carcinogenic and low toxicity to humans and the environment.

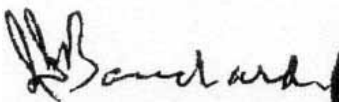
These products contain the minimum required quantities of solvents and other volatile organic compounds (VOCs) to obtain optimum performance, without significantly affect the atmospheric ozone layer

The household products of the brand PURE are concentrated formulas of high efficiency. The required doses are therefore minimal. This allows consumers to save space, and the company to use less plastic derived from petroleum. It also minimizes the amount of packaging materials that may be discarded, and thus contributes to the protection of the environment.

All these products are strictly phosphate-free, thereby preventing the proliferation of algae and cyanobacteria in lakes and rivers.

Moreover, for an increased protection of the environment, PURE household products are readily biodegradable regarding 301D tests of the OECD, which represents the most severe norm in ultimate biodegradation. A scientific computing the biodegradability acceptable by the governments of Canada, was made with the issuance of a certificate for each product.

Certified by,



Jean-Marc Bouchard B.Sc.

