



## Sea Shepherd Conservation Society

### International Chairman

Farley Mowat

### Founder & President

Captain Paul Watson

### Board of Directors

Anthony Kiedis  
Kurt Leiber  
Bob Talbot  
Paul Watson  
Susan Weingartner  
Persia White  
Dr. Ben Zuckerman

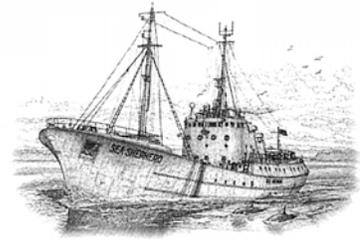
### Executive Director

Paul Watson

### Board of Advisors

Brigitte Bardot  
Linda Blair  
Jody Boyman  
Berkeley Breathed  
Dr. Deborah Brosnan  
Pierce Brosnan  
Eric H. Cheng  
John Paul DeJoria  
Linda G. Fisher  
Dave Foreman  
Marc Gaede  
Marnie Gaede  
Dr. Birute Galdikas  
Mike Galesi  
Rutger Hauer  
Randy Hayes  
Dr. Herbert Henrich  
Dr. Alex Hershaft  
Steve Hindi  
Basil Hobbs  
Dr. Jennifer Hopper  
Captain Jet Johnson  
Pieter Kroonenburg  
Dr. Louise Leakey  
Howard Lyman  
Rafe Mair  
r. Joe McGinniss  
Dr. Godfrey Merlen  
Alex Pacheco  
Dr. Roger Payne  
Sean Penn  
Grant Pereira  
Jacques Perrin  
Heidi Prescott  
Dr. Tom Regan  
Martin Sheen  
George Sumner  
Geert-Jan Vons  
Diane Warren  
Robert Wintner

Sea Shepherd Conservation Society is a registered 501(c)(3) charitable organization



April 20, 2009

Holista Health Inc.  
2000 Brigantine Drive  
Coquitlam, BC V3K 7B5  
CANADA

To Whom It May Concern:

Sea Shepherd Conservation Society respectfully requests—both for the health of our oceans and the health of your customers—that Holista Health Inc. discontinue the production and sales of all health supplements containing shark products: namely, your Shark Cartilage capsules.

Sea Shepherd simply cannot understand how the consumption of another species' cartilage could possibly be construed as a healthy or intelligent thing to do. The claims made on your product label and in your brochure on "natural solutions for joint care" are speculative and *not* rooted in scientific fact. The notion that consuming shark cartilage "may" do everything from treating rheumatoid arthritis or joint disease to preventing tumor growth is absurd and highly controversial within the scientific community. To the contrary, sharks contain high quantities of toxic mercury—which likely explains why your product contains a disclaimer cautioning against feeding these capsules to children or taking them while pregnant or breastfeeding.

As apex predators who have inhabited our oceans for over 400 million years, sharks are vital to the health of the global ecosystem and are deserving of far greater respect than to be ripped from the oceans and ground into powder for capsules that offer no proven health benefits, and in fact may even be poisoning those who consume them. Shark populations are being depleted at a rate that is shocking and completely unsustainable. An estimated 100 million sharks are killed each year for the sake of greed and profit—whether as targeted species or as bycatch from other fisheries. These death rates far exceed the reproductive capabilities of sharks, and in recent years, 90% of the world's large sharks have been decimated. The environmental ramifications of this impending extinction are quite serious—and a tragic legacy to pass on to our children.

Your website states that: "Holista uses only top quality, fully-tested raw materials from reputable suppliers, in fact wherever possible we 'grow our own'." Sea Shepherd strongly objects to this statement, as there is simply no such thing as a "reputable supplier" of sharks, and with all due respect, we highly doubt that you are able to "grow your own."

If Holista truly cares about the quality of your products, the health of your customers, and the health of marine ecosystems globally—as we hope that you do—you will agree that sharks belong in the oceans, in which they play a fundamental role, and *not* inside a gelatin capsule. As such, we respectfully request that you cease production and sales of all Shark Cartilage capsules immediately.

If you would be willing to publicly announce that you will be removing all shark products from your line of dietary supplements, we believe that Holista will gain international publicity as a company of great integrity, one that is genuinely sensitive to and concerned for the health of our planet and its customers. Should you agree, Sea Shepherd would be happy to help facilitate a press release and to spread the word about Holista's true commitment to health—for all inhabitants of this planet. We would be happy to speak with you in person about this topic and to provide educational materials upon request. Should you have any questions, please feel free to call us at (360) 370-5650.

Sincerely,

Captain Paul Watson  
Founder, President, & Executive Director

Kim McCoy, J.D.  
Director of Shark Conservation & Legal Advisor