

H O L I S T A

TAKE IT FOR LIFE

April 27, 2009

RE: Holista Shark Cartilage

Holista Health Inc. serves a loyal and ever-growing population of health-conscious individuals who are looking for natural ways to maintain and enhance their lives.

At Holista, we are concerned with the health and well-being of our customers and our environment. Over the last several years, we have been reviewing more closely the ecological impact of using Shark Cartilage as a nutritional supplement. We have long been aware of the poaching of sharks for their fins alone and continue to oppose this practice. Although the supply of our Shark Cartilage products does not come from sharks harvested in this manner, we have come to the conclusion that any harvesting of sharks creates a potential for ecological harm. In addition, we have consulted with various conservation groups who have provided us with valuable insight around this critical issue.

It is for this reason that Holista has ceased purchasing Shark Cartilage raw materials and will no longer be producing Shark Cartilage products. It is our hope that this decision will contribute to the necessary global moratorium required on the harvesting of sharks.

Cartilage supplements are used primarily by individuals suffering from the pain and debilitating effects of osteoarthritis. We are confident that the scientific evidence¹ supports the use of cartilage and chondroitin supplements in the maintenance of joint health and will continue to provide our customers with natural, effective products from alternate sources.

Holista is dedicated to providing the best products to our customers. We look forward to your continued support.


Product Information Services

Holista Health

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1. Evidence supporting the use of cartilage and chondroitin is available from Health Canada's Natural Health Product Directorate monograph: http://www.hc-sc.gc.ca/dhp-mps/prodnatur/applications/licen-prod/monograph/mono_chondroitin-eng.php.



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