

THE MIVEDA STORY

FROM MOTHER NATURE TO YOU!

Natural, organic, plant based health for your whole family.

WHAT'S IN A NAME?

Our company name “MiVeda” was created after a long and thoughtful process. The founders believe our name encompasses the philosophies and values of the company.

“Mi” (pronounced “my”) has multiple meanings

- “Mi Vision” – the pure, certified organic vision the founders have for the company
- “Modern Intelligence” - the modern wisdom of medicinal plant-derived actives
- “Mi Life” – which reflects the philosophy, knowledge and wisdom our company has about natural, healthy, sustainable, eco-sourced raw materials in all of our products which we provide to our customers and all the community
- “Mi Health” – which reflects the chance all the community has to take control of their health by using safe, non-toxic personal care products as well as fantastic nutritional products
- “Mi Opportunity” – for Members who want to embrace the benefits our company provides. This opportunity allows Members to take ownership of all the ideals we stand for as well as the chance to change their lives

“Veda” (pronounced “vay-dar”) represents the fundamental philosophy of “natural plant-derived health”

- “Veda” – is a term generally accepted to describe “Knowledge”, “Wisdom” and in some contexts “Science”
- There are many Vedas of ancient wisdom which have been discovered and now cherished for their integrity

We have discovered ancient, traditional use of plants and minerals as medicines and agents of well-being in every indigenous community and culture across our planet.

As a few examples: in Australia there is Aboriginal Traditional Medicine shared from generation to generation through storytelling, in the Amazon there are tribal medicine men who are trained from a young child to hold the traditional knowledge of the medicinal plants of the forest, and in India there are twenty five recognised Vedas known to represent healing and well-being.

MiVeda founders especially chose this term to reflect the collective “plant-derived” scientific knowledge and wisdom which has led us to the use of the selected ingredients which are certified organic, natural, healthy and pure and crafted into the wonderful range of MiVeda products.

“MiVeda” – allows people to embrace the goodness of the ancient and reflects our philosophy of promoting long healthy life by using natural, healthy and safe cosmetic and personal care products as well as dietary supplements that provide all the proper nutrition your body requires in the modern world.

The result is MiVeda; a truly unique product range where products are ACO approved and certified natural and organic to COSMOS Standard, ecologically responsible, 100% natural* and safe. It truly is the healthier choice for our families and the planet.

*natural or nature identical

WELCOME TO OUR MIVEDA WORLD

Our Values : MiVeda is a “green” company. We care for the environment and use packaging materials that can be safely recycled. We are working towards a better future for the earth and our all our families. All ingredients used in our products can be considered “earth friendly” and have no deleterious effect.

Our people : MiVeda is passionately committed to making a difference in people's lives with high quality products, while our business model can help our Members achieve financial independence, greater freedom and improved health. We reflect our values by providing an honest, ethical, professional, friendly and caring service whilst at all times remaining focused on the best interest of our Members, customers and their families.

Our Integrity : MiVeda maintains complete integrity and honesty in all our dealings. We are third-party audited on our products by the ACO (Australian Certified Organic Ltd) to the COSMOS Natural & Organic Standard <https://aco.net.au/Pages/Operators/COSMOSStandards.aspx>

We believe in honest and clear communication with our stakeholders, Members and customers.

MiVeda produces a completely new category of pure, natural and certified products that satisfies an enormous area of concern for many in our community regarded as health conscious and eco-conscious consumers.

It is an everyday range for healthy living, designed to be ultra-mild and support against issues that concern and affect personal hygiene for families, young and not so young.

MiVeda certified organic formulations for every product contain greater than 98% natural raw materials that conform to globally recognised Organic Standards of natural and organic cosmetics or supplements, although Shampoos are slightly less – 97%.

We craft every MiVeda cosmetic formulation to be the purest hair care, skin care, dental care, and personal care products for all by combining Mother-Nature's gentlest, organically certified ingredients and pure plant extracts to deliver healthy hair, skin, scalp and general well-being.

MiVeda products are Made in Australia.



SCALP CARE :

Most people do not think much about their scalp... however, your scalp is highly vascular and easy to penetrate with soluble chemicals within your hair care products. This is why we say your scalp is a sponge which can very rapidly absorb all chemicals applied to it from hair care products. This is also why it is critical that all of our scalp personal care products are natural and safe. There is an unambiguous body of research that supports our understanding that many ingredients of our cosmetic formulations are bioavailable to the human blood stream within minutes of their application on the skin. Chemicals in your personal care products are absorbed by your skin and are bioavailable to the cells in your body and this point is very important to consider when selecting the personal care products you will use during your lifetime.

SENSITIVE SKIN CARE :

We treat everyone's skin as sensitive skin with special needs which require special care every day. **Why wouldn't we?** No one needs to overstress their skin at any time, even if your skin is not naturally over-reactive. The modern lifestyle, coupled with daily exposure to UV light and urban pollution means that your skin is always under constant external pressure and needs a little help every day. So finding the right daily routine (and the safest products with natural ingredients for your skin) means a lot, especially when it comes to cleansing and hydrating your skin and preventing the recurrence of itchy or dry skin irritation. MiVeda Daily Care products are formulated with all natural actives blended with rich, moisturising ingredients to help protect your delicate skin for a full 24 hours.

MiVeda products are hypo-allergenic, petrochemical-free and paraben-free, and gentle enough to use every day. As well they are: 100% Vegan, 100% Non-GMO, 100% Sustainable Wild Harvested Ingredients, 100% Certified Organic (COSMOS Standard) and 100% Certified Sustainable Palm Oil derived ingredients.

HAIR CARE PRODUCTS :

Help prevent hair breakage, split ends and tangles by using plant based conditioning agents in our shampoos and conditioners which deliver a double-conditioning approach to our MiVeda hair care range.

BODY CARE PRODUCTS :

Help prevent dry skin, skin irritation, skin flaking and sensitivity thanks to the use of organically certified, hypo-allergenic ingredients. **Our formulations** are rich in plant extracts combined with the world's ancient plant based phyto-therapeutic wisdom, from the far reaches of the dangerous Amazon jungle, the rugged Australian outback, the wilds of Africa, mystical India to the soaking rainforests of Asia. **Our commitment** to exotic extracts, oils and butters derived from sustainably "wild harvested" plants from across our planet (used in all of our formulations) is one of the reasons we are proud to say we are helping create a sustainable future for all.

WELLNESS PRODUCTS :

Wellness is an active process of becoming aware of, and making choices toward, a healthy and fulfilling life. Powered by certified organic plant based goodness, our wellness products deliver active metabolites in their purest and most natural form. Wellness is more than being free from illness : it is a dynamic process of change and growth. Prevention is always better than cure. Wellness is "...a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity."

MiVeda is a healthier choice for our families and the environment. MiVeda was born from our determined belief that there is a better way to care for our families' hygiene and the environment we live in. MiVeda products should be used as part of a healthier lifestyle for our family and the planet.

KEY POINTS

MiVeda products and ingredients are :

- Ecologically responsible and family friendly
- Certified organic, petrochemical-free, readily biodegradable and waterway friendly
- Free of biocidal preservatives
- Free of artificial fragrance or colouring
- Made in Australia

MiVeda produces an everyday personal care & wellness range of products for healthy living - specifically designed for nurturing sensitive skin, and targeting hair, scalp and skin issues that affect all families.