

## Beyond Melaleuca Oil

Nearly 30% of Melaleuca's revenues go into product quality. Compared to this, traditional manufacturers only spend about 10% for the same purpose. By pouring revenue back into product development, Melaleuca has been able to provide an ever-widening range of new products, many of which are not based on melaleuca oil at all.

Melaleuca's research and development team continually searches for natural ingredients with known restorative or curative powers. Having found such an ingredient, Melaleuca will either look closely at the validity of any former research conducted on it, or they will initiate new research.

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As a result of such investigations, Melaleuca now distributes a line of products which utilize ingredients that go far beyond the original flagship product, Melaleuca® oil. Nowadays, many of the products are not based on the oil at all, but on other natural botanicals—plants and herbs whose

health-promoting properties have been known for years and whose validity has been established by further testing.

## A Safety and Health Issue

With heightened awareness of toxic substances at both the personal and environmental level, some consumers are beginning to actively question product safety. However, as a group, most are still very uninformed about the dangers residing in their very own homes in the form of cleaning and personal care products.

Large corporations have been more concerned about their own bottom lines than what is beneficial to the consumer. As