

Americans are slowly becoming aware that protecting the environment is not just the province of the fanatical few. The gap between the violation of nature's delicate balance and its rebound effect on humanity is growing narrower every year. Melaleuca has offered a solution where the giant corporations have simply turned a blind eye. This has created a competitive edge for the company as it attracts more and more people who realize they can now exercise environmental responsibility without sacrificing effectiveness.

Unlocking Nature's Secrets with Science

Early in Melaleuca's history, VanderSloot established relationships with a network of many scientists, researchers, universities and chemists who could help the company develop its products. As Melaleuca has expanded, there seems to be a peculiar sense of appropriateness in the direction taken by this developmental network. Following its establishment of safer, natural household products, Melaleuca's move into the area of nutrition and personal health aids seemed a natural step. "We have found that mother nature has provided a natural solution for almost every health problem that confronts us. Our task is to use science as the key to unlock the secrets that nature has to offer," states VanderSloot.⁹

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As Melaleuca R&D uncovers newer developments in natural health, the flexibility of their infrastructure facilitates their ability to investigate and incorporate such developments into an enhanced product line. This is accomplished on a time scale which would be impossible for the gigantic corporations. Not