



BIOGRAPHY ANDREE FALARDEAU

Andree Falardeau is the co-founder of Canus Goat's Milk Skin Care Products – a North American manufacturer and marketer of natural family skin care products with headquarters in Ville St. Laurent, Quebec, Canada and Waterbury, Vermont, USA. As President of Canus Vermont LLC, Andree is responsible for the company's ongoing expansion into the U.S. market.

Before she started Canus, Andree and co-founder Andre Beauregard imported and exported goods between Canada and the United States. As their business grew, they assumed the role of manufacturer's representatives for several American companies and built strong relationships with clients throughout Eastern Canada. But the more they represented other people's products, the more they yearned to develop and sell their own.

While researching potential opportunities, Andree realized that there weren't any large-scale goat's milk skin care offerings – despite the fact that goat's milk has a long history of skin care benefits. That discovery led to the birth of Canus. Soon bars of their first product – a triple-milled soap made with fresh goat's milk – were rolling off the production line.

Andree and Andre's earlier careers as manufacturer's representatives continued to serve them well. After a few short years, they had secured significant regional distribution in Canada and the partners soon entered into agreements with sales groups across the different provinces. In 2002, the company had grown enough to merit the hiring of its first National Sales Manager for Canada.

In addition to the shared sales responsibility, Andree assumed all finance and new product development duties. A goat's milk lotion followed the soap. Then came a body wash.

Meanwhile, those 50 States just over the border represented a growth opportunity the founders simply couldn't ignore. In 2000, Andree led the initial invasion into the daunting American Health and Beauty market where the natural personal care sector alone represents almost \$6 billion in annual sales and is expected to grow 20-25% a year.

Her strategy continues to entail a constant presence at the major gift and natural products trade shows. In addition, she has broken the barriers to entry at the major chain store level. In fact, the friendly Canus goat on the packaging already smiles back at consumers from the shelves of major national drug and grocery chains. With one eye on the U.S. and the other on international sales, Andree continues to broaden the company's international efforts with expansion into Europe, Asia and South America.



Andree is still primarily responsible for new product development and today the Company offers over 80 different products between its three lines: Canus Goat's Milk products, L'il Goat's Milk products for children and Nature's Dog for our 4 legged friends.

In 2002, Andree was named International Female Entrepreneur of the Year by the Quebec Ministry of Commerce and Industry.

On her own and through Canus, Andree is an avid and active supporter of innumerable charities and non-profit organizations. A full list is available on the company web site at www.canusgoatsmilk.com.

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