



## **CORPORATE BACKGROUNDER**

### **Canus Fresh Goat's Milk Health & Beauty Products**

Nature's best kept health and beauty secret bleats softly when you enter the barn. She is intelligent, loves to play and if you scratch her behind the ears she'll go into a sort of Nubian nirvana.

Yes, we said "Nubian." As in goat. The female doe to be exact. Nubians are one of six different types of dairy goats that produce rich, creamy milk with a hundred healthy virtues. At the top of the list is its unique moisturizing and skin softening properties.

In North America, we associate milk with cows. But the rest of the world drinks more goat's milk than cow's milk. And after a little Goat's Milk 101, it's easy to understand why.

The texture of fresh goat's milk is velvety smooth, it has twice the vitamin A as cow's milk and 50% more vitamin B. More calcium and protein, too. It also has a peculiar molecular structure that allows for easy digestion and absorption. That's why many lactose intolerant people who can't drink cow's milk can tolerate goat's milk. It's also why goat's milk makes such an effective skin care ingredient. It enables all those wonderful vitamins and nutrients to be absorbed by epidermis cells where they instantly go to work replenishing moisture and restoring your skin's vitality.

In the mid-90's, Andree Falardeau and fellow Canadian Andre Beauregard set out to develop a line of natural skin care products. They decided on fresh goat's milk as the secret ingredient. Emphasis on fresh. Even though powdered forms are more stable, less expensive and easier to work with, the dehydration process renders the milk less effective.



The founders' first Canus product was a triple milled goat's milk soap. Its rich lather gently foams away the day's dirt and perspiration salts while it moisturizes, leaving the skin clean and supple. Never dry. All-natural consumers increasingly concerned about what they use on their family's skin, not just what they put in their mouths, immediately snapped up the new soap whose packaging features a charming drawing of a friendly little goat.

Andree and Andre next developed a lotion. Again, the fresh goat's milk worked its magic so that instead of sitting on top of the skin like a waxy coating, the emollient is absorbed by greedy, moisture-seeking skin cells.

The soap and lotion were quickly followed by a shower and bath gel that was followed by a foaming goat's milk bath that was followed by a super-rich body butter that was followed by a soothing hand and foot care scrub and lotion. Fragrance-free versions of the main product line were created for the scent-sensitive. Before Andre and Andree knew it, Canus was keeping several dairies' worth of goats gainfully employed. By 2000, Canus products could be found from England to the Far East.

In 2003, Canus launched a children's line. Li'l Goat's Milk, a.k.a. Petite Chevre, features soaps, lotions, baby wipes, no tears wash and shampoo, even a zinc diaper ointment specially formulated for young, oh so delicate skin. In 2006, Canus began to incorporate the added moisturizing benefits and anti-inflammatory properties of botanical oils and plant lipids like exotic orchid oil, marigold oil, and olive oil and wheat protein to some of their soaps, lotions, body washes and butters.

2008 brought about the introduction of an all-natural Goat's Milk pet line dubbed "Nature's Dog" by Canus. This new line created for our canine companions offers all natural dog products that include bar soap, shampoo, wipes and all-natural goat's Milk health treats.



In 2009, Canus will introduce a brand new ORGANIC line called "Nature" by Canus that will further launch the company into the all-natural facial and body wellness category to include everything from daily facial creams to body butters.

Today, the company offers over 90 products including gift sets and is poised to launch even more new adult products that use the absorption-enabling properties of farm fresh goat's milk.

While goats spread out across Canada are responsible for producing the main ingredient that makes Canus products so effective, they're quick to credit Andree and Andre with the company's success. They were the ones who envisioned a natural line that whole families would use as a bathroom staple. That's why the products feature a scent that's appropriate for men and children. It's very light, not at all sweet and perfume-y and smells faintly like fresh-cut timothy. Equally important, these are high-quality products priced to compete against all brands, not just natural brands.

As a result of such a clear vision and marketing strategy, Canus became a leading household brand throughout Canada and the US in just a few short years. But perhaps the most telling evidence of success comes from People Magazine's cover story featuring the birth of Julia Roberts' twins. Denzel Washington gave the new family a baby gift basket filled with Li'l Goat's Milk products despite their low, non-celebrity status price!

Canus Canada is headquartered in Quebec while Canus Vermont (the United States entity) is in Waterbury, Vermont. The main processing plant is just north of Montreal. The company currently employs 35 full time people and 40,000 full and part time goats at 6 cooperative dairy farms.

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