

PBN BUSINESS PROFILE

PBN, PREPARATIONS BIOAGRITechnologiques Naturelles is a Swiss firm with international established brand located in a tranquil community in western Switzerland. It has been founded as a business since 1983 by Dr. Gerald Bidawid, Ph.D. ing. from the famous Institute Pasteur in Paris. Today it includes the following established brands- lines:

- BIOSUISSE
- BIOAPIVITA
- BESUISSE

BIOSUISSE and BIOAPIVITA are two distinct trade names and lines. Both are totally natural biologically derived nutritional supplements and skin and hair care as well as vegetable soap range. BESUISSE is a new line in our company and based on our principal line.

PBN originally developed BIOAPIVITA, a range of natural products derived from apiculture (royal jelly, pollen honey, propolis, etc.). After further research and deep investigations, in plants biology, PBN pointed the potential advantages of naturally encountered pure biological molecules and products (vitamins, amino acids, mineral complex therapeutics, etc.). A broader range of 100% naturally pure nutritional supplements was developed and named BIOSUISSE.

BIOSUISSE & BIOAPIVITA ARE NATURE'S ALTERNATIVE to chemically - replicated, synthetic vitamins, amino acids, minerals skin care products, etc.

Our other European brand St. Ambroise is our sister and partner company which brand is a much far less elegant and elaborated line, that is actually distributed in the EEC. This line is destined for the low market segment and big volume orders and offers limited margins for retailers and whole sellers.

PRODUCED UNDER EXCEPTIONAL QUALITY CONTROLS & SPECIFICATIONS

BIOSUISSE & BIOAPIVITA - Nature alternatives are dedicated to improve the well - being and correct the disequilibrium of people living in the highly industrialised, stress ridden and environmentally-polluted modern world. In the same time it promotes, by creating a high demand on biological and organically grown products, the limitation of environment pollution by pesticides, fungicide, herbicides, etc. By using only BIODEGRADABLE &/OR RECYCLABLE raw material.

HIGH CLASS ELEGANT PACKAGING

PBN participates actively in environment improvement. However all our elegant packaging are designed by the highly qualified international specialists and produced in the same factory that packages for Christian Dior, Estee Lauder, Guy Laroche, Lacoste, etc. Their design allowed them to compete with exceptional success with most well-known established traditional brands.

THE PHILOSOPHY AND MISSION OF PBN

The pressure of the 20th century is living result in many people receiving insufficient nutritional elements (in quality or quantities or both) as well as tremendous external environmental aggressions on their skin, hair, etc. Increasingly, to offset this deficiency, people are resorting to supplemental doses of vitamins, minerals, amino acids etc. and purely natural skin and hair products. In fact, real in depth beauty concept should be external and internal. Very often, these products being taken to offset the ravages of modern living, are themselves a product of mass-scale chemical synthesis, and thus contain chemical emulsifiers, preserving agents, flavours, colourings etc. Evidence is mounting that many of such substances have nocive side-effects, often undetected for long periods.

BIOSUISSE & BIOAPIVITA PRODUCTS are naturally produced plant, biological and natural extracts, containing vitamins, minerals, active substances of the highest possible purity. Simply stated, PBN philosophy looks to nature herself - the living cells of man, plants and animals, who share largely similar cell laws and metabolic pathways - to provide a safe and reliable, molecularly compatible natural source of nutritional supplements and care. These products are the fruit of a creative and life evolutionary process of 2.3 billion years, harnessed in the service of man.

THE SYMBOL OF BIOSUISSE

Can be a symbol of Switzerland: on the label of all BIOSUISSE products is the Matterhorn. The scene evoked is one of pure air, clear skies and ever present sense of nature.

THE BIOAPIVITA SYMBOL

Can be that of the unlimited generosity and honesty of nature as well as perfectly equilibrated and unmatched bio-products which are produced since millions of years for and with a perfect harmony with life laws and nature. It is to this vision of purity and nature and man in harmony with his environment that our company remains dedicated.

WHY PBN PRODUCTS ARE UNIQUE ? BECAUSE WE GUARANTEE

- 1 - We guarantee that our products are registered, or announced at Swiss or EEC health and/or administrative authorities and/or Swiss Vitamins Institute.
- 2 - We guarantee that all our claims are submitted to the Swiss Health or/and EEC authorities. They are also controlled by Faculty of pharmacy laboratories -University of Strasbourg. These laboratories are accredited by French and European official fraud repression authorities and Health Ministry. What ever necessary each product has a given number of control and authorisation which appears outside the packaging.
- 3 - We guarantee that the extraction and the concentration of the plant extracts has been carried out by using state of art equipment but according to ancient techniques that keep the essential of the testes, characteristics, synergetic efficiency, etc. Without using any synthetic chemical agents or reagents.
- 4 - We guarantee that all our raw material are 100% natural, whatever possible, very carefully selected and controlled produced solely by biological or organic agricultural techniques that respects, up to the maximum limits, the environment. This means that no chemical fertilisers, no pesticides, no fungicides, no herbicides, etc. have been used.
- 5 - We guarantee that we do not use any chemical colouring agent, chemical flavours, chemical emulsifiers, chemical thickeners, etc.
- 6 - We guarantee that all our products are not irradiated or submitted to any radiation treatment. This is controlled by an official government laboratories.
- 7 - All our food supplements are 100% Natural or Bio-Organic.
Our soaps are 100% vegetal as well as some of our skin care. The remaining part of our skin care can be either 100% natural or approximately 98% Natural as we are obliged to use a pharmaceutical preservation agent to guarantee strictly hygienic quality and perfect preservation under harsh conditions of our very rich Natural skin care preparations. How ever under demand these 1-2% preservatives can be suppressed if clients request.

8 - All our products are of Swiss origin and not tested on animals.

ADVANTAGES: GET HIGH MARGINS. SHARE OUR SUCCESS IN A SHORT TIME BECAUSE:

Our products offer tremendous profits... They are **Swiss-made, not tested on animals and biological**. They are classified under 3 trademarks, protected internationally: **BIOAPIVITA, BIOSUISSE and BESUISSE**.

Our range covers more than 130 products which are :

- Natural skin care products
- Natural vegetable soaps
- Natural fortifiers
- Biological shampoos
- Biological and natural vitamins, minerals, food supplements
- Slimming program

We believe that our product line will reinforce rapidly its success in international markets for the following reasons:

- **Made in Switzerland. 100% safe, biodegradable and/or recyclable.**
- **Luxury presentation and high class complete concept**
- **High spontaneous good results after utilisation of our products**
- **Excellent biological and natural quality - officially controlled quality and claims**
- **Dramatic growth of consumers interest in biological products. The progression should continue as far as pollution is increasing as well as cancer rates, stress, etc.**

The mythical active preventive action of the main ingredients of our products is known since more than 2000 years. Many pharmacopoeia had described the positive effects of these noble ingredients.

We welcome your goodwill to join and share our success. Working together for this target means giving a chance to a better world and environment for us and for our children.

For more information consult our Internet site : www.biosuisse-pbn.com