



INTRODUCTION TO GNLD NATURAL HOME CARE

GNLD HOME CARE PRODUCTS: CLEANLINESS IS A PREREQUISITE FOR GOOD HEALTH

Keeping ourselves and the things around us clean poses a major challenge in the protection of our ongoing health. Although today most of us take general cleanliness for granted, it was not long ago that our inability to effectively keep ourselves, our homes and our clothing clean was the cause of much illness and disease. Few effective cleaning products existed, making it difficult to get things truly clean. Many of the things around us became breeding grounds for health problems.

1920-1960: AN EXPLOSION OF CLEANING TECHNOLOGY

Primarily as a result of the Industrial Revolution, scientists began to provide us with a seemingly unlimited array of new chemicals. In the area of cleaning products, a whole new field of chemistry known as detergents was developed. These new cleaning chemicals were so much better than their simple soap predecessors that in just a few years, they had all but replaced soap. As a result, we were cleaner than ever before, and the diseases associated with lack of cleanliness became less common.

BY 1960, THE TECHNOLOGY OF CLEANERS BEGAN TO BACKFIRE

As improved cleaning chemicals became increasingly available, their acceptance grew until virtually everyone was using them. However, problems began to arise. No one had stopped to consider what would happen to these fabulous, high-foaming, super-cleaning, caustic chemicals after we used them. No one had taken the time to determine the effects of pouring millions of tons of such chemicals into our lakes, rivers and oceans. We were in for a big surprise.

OUR ENVIRONMENTAL AWAKENING

The results of the Industrial Revolution were beginning to show. We could see for the first time how we were destroying the Earth's delicate balance due to uncaring excess and neglect. Our first global environmental crisis was upon us, and we had to look for alternatives.

GNLD: A COMPANY BUILT ON ALTERNATIVES

This awakening had impacted us in two ways: we had become more aware of our own health needs, and we understood more about the needs of our environment. Out of this awareness grew GNLD International. We opened our doors in 1958, proclaiming the need for improvements in the

American diet, and we were one of the first companies to respond to our environmental crisis with safe, biodegradable cleaning products. In the decades since, GNLD has remained vitally concerned about the problems of water pollution and has continued to manufacture and market environmentally-safe, biodegradable cleaners.

GNLD NATURAL HOME CARE PRODUCTS

As a GNLD distributor, you have a unique opportunity to share many products with others. Building your own business, gaining respect as a "GNLD representative," having customers call you for repeat orders — these are values that separate person-to-person selling from the typical, hurry-up-and-wait, impersonal world of business.

Many distributors begin their new life with GNLD Home Care products. They're totally different in concept from ordinary cleaners. Moreover, everyone uses cleaners regularly! You're offering something everyone needs and wants.

This section of your Distributor Business Guide introduces you to the GNLD family of home care products. There aren't a lot of them, but that's another reason they're unique. You can actually show people why they're wasting good money and time on cleaners that are heavily advertised but often only partially used. You know the end result — a jumble of bottles, spray cans, boxes and other containers under the sink or cluttering garage shelves.

This section also gives you a brief background on the guiding principles that apply to all GNLD home care products. You don't have to memorize them. But if they make good sense to you, they will "sell" others on the products.

100% BIODEGRADABLE

The GNLD concept of "biodegradability" requires that all ingredients used in the formulation of any GNLD cleaning product be compatible with nature's life cycle. This cycle of birth-growth-death-decay-rebirth is basic to our formulating philosophy. Partial biodegradability is not good enough, nor are the so-so cleaning results.

THE GNLD GUARANTEE

As an independent GNLD distributor, you and your customers are protected by the GNLD Guarantee. GNLD means business — a business you can be proud to represent and grow with in the coming years. Try the products for yourself as you study and learn the specific benefits of each. You'll be sharing your enthusiasm with others before you know it!