



if you care.[®]
QUALITY WITH INTEGRITY

www.ifyoucare.com

 **SOURCE ATLANTIQUE**[®]
INC.
The Best In Select



What is an If You Care product?

- ❖ Made from sustainable, renewable or recyclable resources i.e. FSC certified, compostable
- ❖ Packaging materials from unbleached Totally Chlorine-Free (TCF) or Processed Chlorine-Free (PCF) cardboard
- ❖ Claims backed by third-party certifications
- ❖ No added chlorine, no toxins, minimum waste
- ❖ Only vegetable-based inks for printing
- ❖ Non-toxic glues

Who is the If You Care consumer?

- ❖ Environmentally aware
- ❖ Health conscious
- ❖ Educated
- ❖ Upper middle/high income
- ❖ Brand loyal
- ❖ Prepared to pay a premium





Brand Mission Statement

If You Care kitchen and household products are **carefully and deliberately crafted to have the least environmental impact** and the lightest carbon footprint possible, while at the same time, **delivering to the consumer, the highest quality and most effective results.**

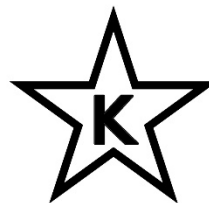
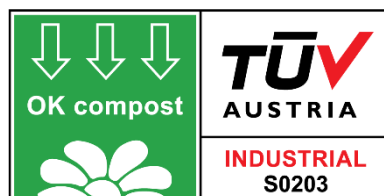
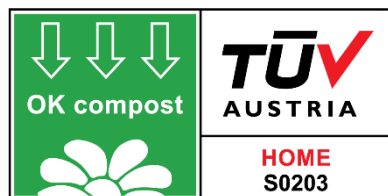
If You Care is the leader in pushing the limits of environmental and social responsibility in its categories.

If You Care **analyzes the entire life cycle chain in developing products, from raw materials sourcing, to production process, to packaging, to disposal.** Every step is considered in assessing environmental and social impacts. If You Care is committed to ethical sourcing.

If You Care bases its environmental claims on the best available science, and in accord with national and international standards and regulations.

If You Care **backs its environmental claims with third party verification and certification** by the leading national and international certifying bodies.

IF YOU CARE CLAIMS ARE BACKED BY THIRD PARTY CERTIFICATIONS





If You Care is in the following categories:

Baking



Wraps



Coffee & Tea Filters



Trash Bags



Cooking



Seasonal



Detergents



Cleaning Accessories



Why Use Unbleached Paper?

PAPER

- Paper mills normally located close to water sources as they use water to boil, clean and bleach the pulp



- Paper is naturally beige or light brown in color

BLEACHING

- Most common method to make the paper white



Two methods/bleaching agents:

- Use of chlorine dioxide – most common
- Use of hydrogen peroxide – expensive



- Chlorine produced by electrolysis of salt water

CHLORINE

- Used to bleach paper and the waste is dumped in lakes and rivers



- Bonds to organic matters and creates organ chlorines such as dioxin

DIOXIN

- Most potent toxic chemical
- Can cause cancer and disrupt hormonal, reproductive and immune systems

Parchment Paper & Baking Cups



- ❖ Made from FSC certified premium quality unbleached totally chlorine-free (TCF) paper
- ❖ Certified compostable for municipal or commercial composting as well as for backyard or home composting
- ❖ Silicone coated *— from sand, quartz & rock, non-toxic
- ❖ Some parchment papers coated with quilon which contains chromium, a heavy metal, which can leave toxic trace elements when incinerated.
- ❖ Excellent for baking/cooking; no greasing necessary
- ❖ Star-K Kosher for Passover
- ❖ Gluten and Allergen free; suitable for vegans
- ❖ Baking cups available in Large, Jumbo and Mini sizes. Use If You Care Large Baking Cups for standard muffin or cupcake tins.



Baking Pans



- ❖ Unbleached Totally Chlorine Free (TCF)
- ❖ Ready to use and have natural easy release properties – no greasing necessary
- ❖ Microwave safe and oven proof up to 220 degrees C
- ❖ Non-stick and Reusable
- ❖ If You Care Paper Cake/Pie Pans are perfect for 9" & 10" pie recipes and 8" cake recipes. If You Care Paper Loaf Pans are perfect for all bread and loaf recipes, even for lasagna! You can freeze and re-heat them too.

Non-Stick Parchment Roasting Bags



- ❖ IYC Parchment Roasting Bags are available in two sizes:
 - ❑ EXTRA LARGE for turkeys and large roasts
 - ❑ MEDIUM for chicken, fish, vegetables and medium roasts
- ❖ The bags are unbleached, **non-stick** and most importantly allow consumers to make the perfect, juicy, tender meats easily with no waste and little mess or clean-up.
- ❖ Other parchment bags stick to the meat inside so you end up with a lot of wasted food.
- ❖ If You Care bags, when sealed, create a perfect cooking environment especially for roast turkey, which comes out juicy and moist.
- ❖ The drippings and juices accumulated In the bag are perfect for making gravies and sauces.
- ❖ There is minimal mess and clean-up after cooking. The bag with the food scraps can go directly to the compost bin.
- ❖ Gluten and allergen free; suitable for vegetarians and vegans; Star-K, Kosher for Passover



Snack & Sandwich Bags



- ❖ Environment friendly snack and sandwich bags to replace plastic (PE) bags, or other petroleum based products; no soy or paraffin wax
- ❖ Made from FSC certified 100% unbleached, greaseproof paper – its unique barrier properties prevent grease or fat from penetrating
- ❖ Certified compostable in home/backyard and municipal/industrial composting
- ❖ Ideal for greasy/oily snacks like potato chips or roasted nuts and sandwiches which use mayo or butter
- ❖ Some brown greaseproof papers made from bleached pulp and dyed brown in chemical baths
- ❖ Now also available IYC Sub/Mini-Baguette Sandwich Bags for subs, hoagies, mini-baguettes and hero sandwiches
- ❖ Gluten and allergen free; Star-K Kosher
- ❖ Works in the freezer and oven (up to 220 degrees C)



Coffee & Tea Filters



- ❖ Made from FSC certified premium quality unbleached totally chlorine-free (TCF) paper
- ❖ Certified compostable for municipal or commercial composting as well as for backyard or home composting
- ❖ Star-K Kosher for Passover
- ❖ Will not affect the taste of coffee

- ❖ Tea filters for bulk/loose tea
- ❖ Made from FSC certified premium quality unbleached totally chlorine-free (TCF) paper
- ❖ 2 sizes – SHORT for single cups and TALL for large mugs and teapots
- ❖ Both ship in display units

Environmental Advantages of Aluminium Foil

- ❖ Regular aluminium – environmentally friendly
 - Lightweight
 - ✓ 1000 bottles of beer – 295 kg and 1000 cans of beer – 13.6 kg
 - Saves fuel and energy
 - 8% of earth's crust - mineral bauxite; shallow layers of earth, not requiring deep mining
 - Strict regulations requiring restoration of environment after mining

Recycled Aluminium Foil



- ❖ Made from 100% recycled aluminium
- ❖ Can be recycled again and again
- ❖ 95% energy savings – it takes only 5% of energy to produce recycled aluminum foil compared with regular aluminum foil
- ❖ Performs equal to traditional foil
- ❖ There are tremendous energy expenditures and environmental costs in the mining of mineral bauxite aside from the significant additional transportation and fuel costs – all of which are minimized with IYC Recycled Aluminium Foil.
- ❖ Completely unique product
- ❖ Extra Strong Foil is thicker and stronger – with heavier gage and perfect for BBQ, grill and oven



Organic Cheesecloth & Twine



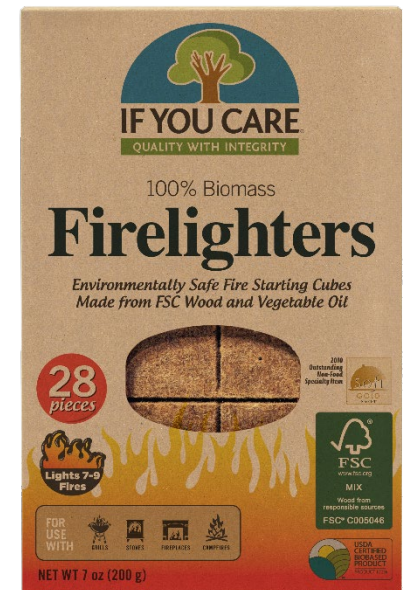
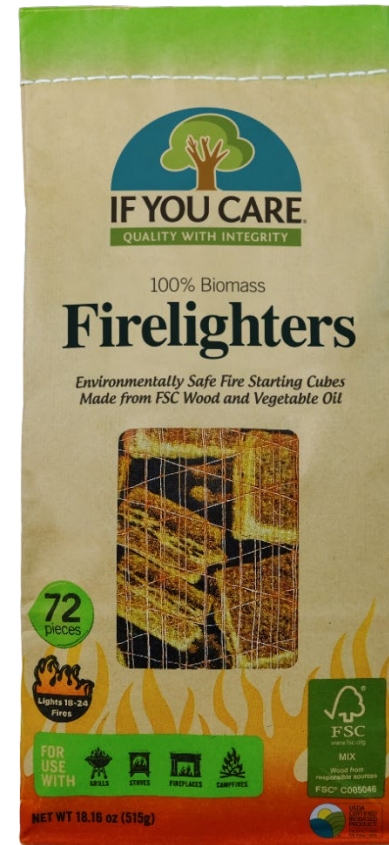
- ❖ Unbleached organic cotton
- ❖ All natural – no artificial fibers
- ❖ No added chlorine,, no toxins
- ❖ Gluten and Allergen free; suitable for vegetarians and vegans
- ❖ Use for cooking, basting, straining, polishing and more without worry about food safety or harming our environment; can be used again
- ❖ May be boiled or used in microwaves, and because it contains no toxic chemicals, it will not affect the taste or quality of foods



100% Biomass Firelighters



- ❖ Wood from FSC Certified forests and 100% non-GMO vegetable oil
- ❖ USDA Certified Biobased Product
- ❖ 100% Renewable Resources; 100% Carbon Neutral emissions
- ❖ 100% Certified Biobased Products
- ❖ Other firelighters contain kerosene and/or paraffin wax
- ❖ Use 3 – 4 per fire; Burn 8 – 10 minutes
- ❖ Extremely stable / long shelf life
- ❖ Do not lose firepower or dry out when left open; not oily or greasy
- ❖ Non explosive; non toxic – no formaldehyde, no added chemicals
- ❖ No unpleasant smells; Can be stored with food
- ❖ For use with grills, stoves, fireplaces and campfires



Household Gloves



- ❖ Made from FSC-certified Ethically Sourced Latex – the natural rubber is sourced from a responsibly managed plantation; rubber tappers who cut the bark to get the raw material flowing receive a FAIR TRADE premium
- ❖ 100% natural latex – no fillers so gloves are super strong
- ❖ 100% natural cotton lining, 100% renewable resources
- ❖ Packaging – FSC-certified recycled board processed chlorine-free (PCF)
- ❖ Three sizes – Small, Medium and Large
- ❖ Perfect for dishwashing, oven cleaning, house & bathroom cleaning and gardening
- ❖ Can be merchandised in display unit, clip stripped, or pegged



Sponge Cloths



- ❖ Best, most effective household cleaning cloth available anywhere
- ❖ Absorbs 20x its own weight in water
- ❖ Tough and durable – tear and abrasion resistant; cleans streak free
- ❖ Reusable many times – just one cloth replaces 15 rolls of paper towels
- ❖ Washable in washing machine or dishwasher in temperature up to 88 degrees C up to 300 times
- ❖ Reduces waste, landfill and greenhouse gasses
- ❖ Cloth made from 100% renewable resources – 70% cellulose, 30% non-GMO unbleached cotton
- ❖ Cloths are certified compostable in home/backyard and municipal/commercial composting facilities
- ❖ Packaging is certified compostable in municipal/commercial composting facilities
- ❖ Merchandise in the display carton or with hooks



Reusable Paper Towels



- ❖ One roll IYC Reusable Paper Towels replaces 18 rolls of conventional paper towels
- ❖ Can be used and re-used for minimum of one week, with water, soap & water, and/or any household cleaner
- ❖ Absorbs 16 times its weight in water
- ❖ Towels are certified compostable both for home/backyard and municipal/industrial compost
- ❖ Packaging is certified compostable for municipal compost
- ❖ Fits standard paper towel holders



*IYC Reusable Paper Towel Roll =
18 Conventional Paper Towel Rolls*

All Purpose Sponge



- ❖ Made from 100% vegetable cellulose
- ❖ Long lasting and durable, gentle on all surfaces
- ❖ Highly absorbent, perfect for washing dishes and cleaning kitchens, countertops and bathrooms
- ❖ Reinforced sides for better performance
- ❖ Biodegradable



Compostable Trash Bags



- ❖ Made from potato starch from non-GMO starch potatoes, blended with a certified, fully compostable polymer. NO PLASTICIZERS.
- ❖ Plasticizers migrate and cause mechanical properties to deteriorate shortening shelf life
- ❖ Potato starch made from “starch potato” varieties (grown for starch only) not for food; “Starch potatoes” require no irrigation, only natural rainfall - to produce the same amount of starch from “starch potatoes” as from corn starch requires 40% less land
- ❖ Bags are 100% certified compostable and should be composted in municipal or commercial compost facilities where available
- ❖ Available in 11.4 L Food Waste and 49.2 L Tall Kitchen Compostable Bags



Recycled Trash Bags



- ❖ **First Bags made from 89% recycled PE**
- ❖ **First Bags made from 89% post consumer content – highest post consumer recycled content possible**
- ❖ Only third-party certified recycled trash bags
- ❖ Dramatic reduction in greenhouse gasses – for every 1 Kg of virgin PE which is replaced by recycled PE, CO₂ emissions are reduced by at least 1.5 Kg and crude oil consumption reduced by 2 liters
- ❖ Dramatic reduction in landfill waste
- ❖ Bags with handles for convenient handling and tying
- ❖ Bags are thick gauge and extra strong
- ❖ Available in 49.2 L Tall Kitchen and 113.6 L Large Trash Bags



Automatic Dishwasher Tablets



- ❖ Powerful mineral and plant formula
- ❖ Smallest Most Concentrated Dish Tabs in the market 13 grams vs others – savings in energy and freight, etc.
- ❖ Non-toxic, no phosphates, no chlorine
- ❖ Film is polyvinyl alcohol (PVA), a water soluble, biodegradable polymer

