

# Paul Penders to enter India

## Giving Customers the Best in Beauty Products

The Queen of Malaysia, Dustin Hoffman and several other screen stars, all are familiar with Paul Pender's products.

Growing up in Holland, into a family of salon owners, Paul learned firsthand how to combine herbs and other ingredients into efficacious treatments for the skin and hair. Through trial and error, his grandmother developed a proprietary herbal extract that can be topically applied for a natural boost.

Working with Dutch herbal masters, Paul eventually incorporated his grandmother's *Levens ESSENTIE* (Dutch for 'Essence of Life') into a line of products that quickly became known for their excellent results without irritating the skin. This was because Paul determined to forego any ingredients that might cause irritation - including the synthetic colorants, fragrances, emulsifiers and other petrochemicals that continue to be liberally used by other manufacturers. Paul Pender's products use Certified Organic ingredients that guarantee their quality.

*Fighting the good fight...*

Usage and testimonials from customers convinced Paul that the products were safe and effective.

As the U.S. Food & Drug Administration (FDA) did not require animal tests for local manufact-



urers, Paul moved production to the United States.

*Producing the best possible Products...*

During his years in the U.S., Paul Penders continued to enhance his products for skin care, body care and hair care. A major breakthrough was the development of cold processing.

Although many products incorporate active ingredients designed to boost the function of important skin and hair structures, the hot manufacturing processes used in most factories can dramatically diminish the bioactivity of the molecules. However, producing the same products in a cold environment keeps active ingredients at full strength, ensuring that they retain their potency to deliver maximum benefit. Cold processing is more difficult, which is why few manufacturers use it.

Cold processing was soon incorporated into a broad range of Paul Penders products, including the landmark Time Release Shampoo. This novel product, which contains *Levens ESSENTIE* to nourish the hair, uniquely cleans both the hair and scalp by "breaking apart" into two distinct cleansing agents. When first applied to the scalp, Paul Penders Time Release Shampoo gently removes dandruff and other debris from the surface of the head. Because the scalp is not exposed to harsh surfactants that can leech moisture, it remains nourished and healthy. As more water is added, the formulation "breaks open", creating a rich foam, specially developed to wash the hair. After washing, the hair is full and luxurious, without the fly-away effect created by other shampoos.

Other products are similarly designed to enhance without harm. For example, Paul Penders mascara does not contain the tar, alcohol or petroleum based drying agents commonly used in eyelash products, instead, panthenol is used to thicken lashes. This eliminates dryness and heaviness.

The products are the result of Paul Pender's in-house scientific team. While few small cosmetics companies can afford to have their own R&D groups, Paul Pender's R & D team consists of a physician, a chemist and a speciality cosmetic chemist. This group searches for efficacious new ingredients for products, and recently replaced distilled water with fresh coconut water in the skin care line. While

# Paul Penders



virtually all cosmetics incorporated inexpensive distilled water, Paul Pender's products are very soon to be made with coconut water and two key enzymes that accelerate skin function.

Importantly, all batches of Paul Pender's products are tested by an international independently accredited Australian lab for potency, quality and cleanliness before they are filled in bottles and jars. This is an expensive, but important step in ensuring that final products meet the highest levels of quality and safety. It's also a step that many other manufacturers omit.

*Expanding while staying small...*

With innovative new ingredients, demand for Paul Pender's products keep rising. But Paul is determined to keep the company small enough to ensure the very best quality.

Paul Penders Malaysia maintains a special distribution relationship with Green Meadows, a local health center that includes natural healing services, a government licensed beauty academy and a well known



vegetarian restaurant.

Paul Penders China, manufacturing products in a government certified factory south of Shanghai, has recently introduced products to Chinese department store shoppers.

Paul Penders Japan sells products on QVC home shopping network and

in upscale natural products stores.

Paul Penders USA specializes in online rules for fresh delivery of products and excellent service to retail customers, and also arranges for wholesale shipment to salons and was in the U.S. and Canada.

The products are also sold through distributors throughout Western Europe, Turkey and Slovenia.

Now Paul Penders is about to enter India. Pauls look specifically for a small sized dedicated importer who is able to service distributors in the entire country. Being in the process of selecting distributors and stockists, Paul Penders still welcomes enquiries. (email: paul@paulpenders.com)

It's not just that the products are made with all-natural ingredients, many of which can only be found in the rainforests of Langkawi Geopark, Paul Pender's scientific advisor, herbalist Abdul Ghani Hussain, M.D., takes visitors through those jungles, on two-hour tours, during which he explains the uses and medicinal attributes of the thousands of indigenous plants used for centuries by the local peoples. Rather, the magic of the Paul Pender's products is quite simply that they come from a place where only good things are made.

If cosmetics have karma - and maybe they do, who knows?- Paul Pender's would be among the best. Improvements occur often, as the company encourages sharing of ideas; a recent move to make products more affordable during the global recession (leading to new packaging with some smaller sizes

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and less expensive retail prices!) came as a result of a company wide brainstorming session. Service quality remains high as even the smallest customers are treated like family.

Although the growing company keeps him busy, Paul Penders has much more to do. He and Dr. Ghani are working closely to develop innovative new products, and he continues to encourage the company's R & D team to further enhance product purity. As Paul says in a December 2008 blog entry, "let's give our consumers the best they deserve."

Paul Penders products have won prestigious product awards in the United States and UK since last several years including this year's award in UK.

More information about Paul Penders' products and company can be found in the regularly updated Paul Penders blog : [www.paulpenders.com/blog](http://www.paulpenders.com/blog). The company also distributes a free monthly newsletter to subscribers worldwide.

