



ELLIE BIANCA®

Kind to your Skin | Kind to the Earth | Kind to Women®

#100 814 16th Avenue NW
Calgary, Alberta
T2M 0J9

Main: 1-587-333-4143
Toll Free: 1-877-448-1396
www.elliebianca.com
hello@elliebianca.com

October 9, 2019

ATTN: Erin Bird
Fair Trade Calgary

Dear Ms. Bird,

Ellie Bianca supports the campaign to have Calgary recognized as a Fair Trade City and supports raising awareness about the benefits and opportunities of fair trade for our community and for producers around the world.

Ellie Bianca is a proudly Canadian, all natural, environmentally sustainable and socially conscious skincare line that recognizes beauty in all forms and empowers women through business and education. Founded on three pillars, **Kind to your Skin | Kind to the Earth | Kind to Women**, Ellie Bianca is committed to cultivating a global community that empowers women and creates resilient communities that exemplify natural beauty. The botanical extracts used in our products are selected for their powerful skin nurturing properties. Combining these century-old ingredients with modern day science lets us product highly effective, results-driven skincare. From sourcing to producing to purchasing, Ellie Bianca is more than luxury skincare.

Our pillar **Kind to Your Skin**; ethically sourced from nature, and carefully formulated with ingredients for quality and effectiveness.

Our pillar **Kind to the Earth**; committed to keeping our planet beautiful through fair trade practices across the supply chain, and cruelty free practices.

Our pillar **Kind to Women**; bettering the lives of women around the world by empowerment through business and fair trade. From sourcing to purchasing, we believe in building an equitable community, with enough determination and hard work anyone can pursue their dreams.

Sincerely,

Evelyne Nyairo, M.Sc., P. Biol.
Founder of Ellie Bianca