

For Immediate Release
November 1, 2008

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Going 'Green' Just Became Easier for Health Care Practitioners, Spas and Wellness Clinics

*National Supplier Debuts E-commerce, Social Network and
64-Page Catalog of Eco-Friendly Products*

BURLINGTON, VT, NOVEMBER 1, 2008—From foods and fuel, to fashions and family health care, America is going “green,” and now there is a new source for eco-friendly health care products. **Know Your Source** is the first supplier to specialize in “green” products for health practitioners, spas, health clinics, and doctor’s offices.

Evidence for changing attitudes abound: 66 percent of U.S. consumers report that they use organic products, such as cotton, foods, cleaners and paper products, at least occasionally.* Seventy percent of consumers are concerned about the use of additives, pesticides and chemicals often used in food production. More than a third of U.S. adults—two-thirds of those over 50—are turning to providers of complementary and alternative medicine (CAM) for a wide array of diseases and conditions. The retail spa market alone is \$22 billion.

With all this interest in saving the planet—and ourselves—it’s surprisingly difficult to find eco-friendly, high-quality, ethically sourced products in line with the underlying philosophy of health, healing and wellness—especially as they pertain to professional providers and clinics. Hospitals, for example, are one of the least environmentally friendly facilities in America and have only recently begun to think about ways to do their part in healing the planet as well as patients.

“Knowledge, understanding and availability are driving more consumers to choose integrative therapies and spas for all sorts of health conditions,” said Douglas “Las” Wengell, CEO of **Know Your Source** and author of *Educational Opportunities in Integrative Medicine: The A-to-Z Healing Arts Guide and Professional Resource Directory* (The Hunter Press, 2008). “Consumers’ greater awareness of the natural world—their relationship with it and its effect on their nutrition, health and quality of life—is also driving their decision to use organic and ‘green’ products. **Know Your Source** helps health practitioners improve upon the quality and effectiveness of their already beneficial services by providing them and their patients with the most healthful, least-environmentally impactful products available in the industry.”

A Different Kind of Distributor

As an ethical supplier to health professionals including physicians, chiropractors, massage therapists, naturopathic doctors, spas and others, **Know Your Source** lives up to its name. Its in-depth product information delves into how products are produced and the impact of their production on the environment. For the first time, practitioners have access to not only the quality and specifications but also the environmental and social aspects of the products they are considering for use on and with clients.

Know Your Source acknowledges manufacturers who commit to high standards of integrity in all phases of product manufacture, including decreasing the environmental footprint of products and manufacturing, substantiating product claims and disclosing the sources of all materials and ingredients with the designation "Preferred Vendor." It asks company officers to sign off on its disclosures. Know Your Source offers products that are organic, sustainable, biodegradable and acquired through fair trade practices.

"We ask quite a lot of our suppliers," said Wengell, "and we ask a lot of ourselves, as well. In return for their transparency, **Know Your Source** donates a portion of profits to the Association for Integrity in Medicine, a nonprofit organization with a stringent code of ethics and a mission to advance the broad disciplines of integrative, alternative and complementary medicine with the highest degree of integrity and professionalism."

At the **Know Your Source** Web site (www.knowyoursource.com), visitors can purchase high-integrity and high-quality products, offer user reviews and participate in an online community for practitioners and business owners to rate products and share best practices in modality and in going green.

About Know Your Source

Founded in 2007 in Burlington, Vermont, **Know Your Source** (www.knowyoursource.com) is a "mindful" supplier of environmentally friendly and organic health care products to integrative health practitioners and spas. It is a founding member of the Association for Integrity in Medicine and carefully screens its vendors and their products according to a set of standards for quality, integrity, origin and environmental and social impact.

Know Your Source is backed by industry leaders Seventh Generation Inc., the leading U.S. brand of green cleaning and paper products; Gardener's Supply Company, a Burlington, Vermont-based online and catalog company known for its innovative and earth-friendly, garden-tested home and gardening products; and NewFields, a full-service environmental consulting practice with more than 50 partners in 15 offices across the U.S., as well as an international division.