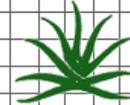


Inside Aloe Online



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IASC Board of Directors Meeting



The Sept. 10 meeting of the IASC Board of Directors was "one of the most productive we've had in several years," says IASC President Walt Jones. The measures passed represent the association's commitment to responsible trade and, as the international voice of the Aloe industry, its dedication to continually finding new ways to benefit the IASC membership. These measures, including a change in dues structure, are discussed in this edition of "Inside Aloe Online" along with information on IASC's Educational Webinar and other news.

Director's Message - Serving Our Members



Fall is here and Thanksgiving and the New Year are fast approaching. You've hopefully received your membership renewal for the 2009-2010 cycle, and we look forward to your continued support of the IASC. You'll notice that the dues levels have increased for U.S. companies, which the Board of Directors approved, and the membership was made aware of, back in early October (there is no change to dues levels for International or Associate Memberships). I've received calls and emails from several members asking why the dues were increased and how those funds will be utilized. These are excellent questions and I want to thank those of you who contacted me directly, and share the answers with those who did not.

We want to ensure that all IASC members are provided with the products, services and attention your business needs. This increase in dues will assist us in doing that, as well as ensure the overall sustainability of the organization. The increase will provide funds that may be spent on proposed and current items such as NMR validation and research, increased attention to the certification program, enable staff to produce and deliver valuable and timely educational information, as well as other proposed scientific studies and methods.

For example, the board approved the retainer of general counsel, Ullman, Shapiro & Ullman, in order to assist with regulatory issues such as the proposed labeling guidance; interaction with the FDA and other regulators; and the ongoing concerns with the misuse of the IASC certification program seal and trademarks. Currently, counsel has been actively engaged with the labeling guidance working group that has been meeting regularly to produce recommendations for the board (if your company would like to be involved / join the working group, please [email](#) me for more information).

Regarding timely education - on December 4, 2008 the organization will introduce its first educational webinar, "[Allowable Claims & Claims Substantiation: How to Comply With the](#)

[Law](#)", which will feature speakers & presentations from the Food & Drug Administration (FDA) and the Federal Trade Commission (FTC) as well as general counsel on what you can (and can't) say on your labels. With the included Q&A, where your company will be able to get your specific questions answered directly, this webinar will be one that all members will want to attend as the only cost will be registration - no airfare, hotel or other travel expenses - just your phone and computer!

And there are always the unknown challenges that may arise. The creation of a reserve fund will provide security for the future of the organization, and with the economic upheaval of recent months, having funds for those "tough times" isn't just smart business, it's a necessity. The organization has also done its part in terms of proactive savings and cost cutting. In May of 2008, the board moved to contract for outside association management which included shifting the operations of the organization to Maryland, reducing staff size, and eliminating the majority of operational expenses in early 2009. This allowed the organization to keep its identity and focus on aloe and save money.

The IASC exists to serve the aloe industry - and more specifically our member's needs. The organization is working on protecting your business by directly and actively interacting with the government regulators, providing new guidance and policies to demonstrate industry leadership, and creating and delivering more tools and benefits for your business...and we appreciate that it wouldn't be possible without your support and membership.

Which leads me to my conclusion - it takes more than money to make the IASC function - it takes active participation. We need your company and its employees to become actively involved in the process and let us know what your needs are. Join the committees & working groups and help the organization by letting us know what issues your business, and the industry, are facing.



Devon Powell
Executive Director

New U.S. Dues Structure

As discussed above, the Board voted to adopt the changes to the pricing structure for domestic U.S. members as proposed by the Membership Committee on Sept. 10. Under the new structure, dues for existing members will be due by Jan. 1. New members will be billed annually at the nearest quarter (Jan. 1, Apr. 1, Jul. 1, Oct. 1) based on when their applications are received or they are accepted into the membership. International membership pricing remains unchanged. The new pricing structure for members based in the U.S. is below:

Total Annual Revenues / Dues Level

\$0 - \$1 mil. / \$1,100
\$1 mil. - \$5 mil. / \$1,500
\$5 mil. - \$10 mil. / \$2,000
\$10 mil. - \$25 mil. / \$2,500
\$25 mil. - \$100 mil. / \$4,000

\$100 mil. + / \$7,500

The new structure is effective on January 1, 2009.

Protecting the IASC Certification Seal



Board Adopts SOP, "Rights of Usage" for IASC Certification Seal

The illegal use of the IASC certification trademark seal and language has been an increasing concern for association staff and members. To address this issue, the Certification Committee, legal counsel and IASC staff crafted the "International Aloe Science Council Certification Program Standard Operating Procedures" (SOP) document, which was formally adopted by the Board Sept. 10. In addition to establishing official internal policy and procedures for the program, the SOP establishes the following "Rights of Usage" to allow enforcement of the trademark amongst the industry:

Rights of Usage

Companies participating in the program are authorized and granted the right to display and use the IASC seal, logo, and/or trademarked content in any and all marketing materials for the products which that entity is directly engaged in selling. These rights are not transferable to any other entity for which a business provides raw materials, or manufacturers alternative or duplicate products. No other entity is authorized or granted the rights to use the IASC seal, logo, and/or trademarked content without the express permission of the IASC. Failure to comply with the rights of usage may result in legal action.

IASC staff continues to establish ways to stop illegal usage of the certification seal and will be developing a means of posting names of companies in violation of the rights of usage on the IASC website. Member companies that become aware of illegal usage of the trademark should report this information to [IASC staff](#) so these companies can either be brought into the program or forced to discontinue the illegal usage.

Code of Ethics and Business Conduct



IASC "Code of Ethics" Revised; Enforcement Program Detailed

To maintain a high level of compliance within the membership, the Board adopted a revised "Code of Ethics and Business Conduct." The Ethics Committee, working in conjunction with IASC staff and legal counsel, drafted the new Code of Ethics, which establishes a program to enforce adherence to the requirements of membership with IASC.

Under the Code, members of IASC are prohibited from violating the Code, the association's bylaws, the policies of IASC or federal, state or local laws and regulations. Additionally, it is impermissible for members to engage in conduct prejudicial to the character and welfare of IASC. The new code details the process by which a member company's adherence may be examined if brought into question and is effective as of Oct. 1, 2008.

THE SCIENCE OF ALOE - Recently Published Studies

- [Efficacy of aloe vera gel in the treatment of vulval lichen planus](#)
- [Tailoring the Network Properties of Ca\(2+\) Crosslinked Aloe vera Polysaccharide Hydrogels for in Situ Release of Therapeutic Agents](#)
- [Phytochemical contents and antioxidant capacities of two Aloe greatheadii var. davyana extracts](#)
- [Composition and applications of Aloe vera leaf gel](#)
- [\[Severe acute hepatitis associated with intake of Aloe-Vera tea.\]](#)
- [Preliminary evaluation: The effects of Aloe ferox Miller and Aloe arborescens Miller on wound healing](#)
- [Aloe-emodin is an interferon-inducing agent with antiviral activity against Japanese encephalitis virus and enterovirus 71](#)
- [Evaluation of antioxidant, antinociceptive, and anti-inflammatory activities of ethanol extracts from Aloe saponaria Haw](#)
- [Therapeutic uses of Aloe L. \(Asphodelaceae\) in southern Africa](#)
- [Phytomodulatory potentials of Aloe vera against Salmonella OmpR-mediated inflammation](#)
- [The content of secondary phenol metabolites in pruned leaves of Aloe arborescens, a comparison between two methods: leaf exudates and leaf water extract](#)



IASC educational webinar:

Allowable Claims & Claims Substantiation:
How to Comply with the Law

December 4, 2008

Hear from legal counsel, the FDA & FTC what you can and can't say on your labels and marketing materials

Learn how to maximize your marketing message and avoid legal complications

CLICK HERE For More Info & REGISTRATION

IASC Active Members: \$200

Non-IASC Members: \$500

IASC Associate Members (FLP/AVOA Distributors, etc.): \$75

ALOE IN THE NEWS



A feature article on Aloe vera will run in the Jan. 5 issue of Virgo Publishing's trade magazine, "Natural Products Insider." IASC members are being offered the first opportunity for advertising placement and can contact Suzy Kelly at Virgo for further details (480-990.1101 x112).

[Five Ways to Treat Acid Reflux Symptoms Naturally - FOX News](#), August 14, 2008

[Kiehl's Since 1851 reinforces green credentials via groundbreaking partnership with Brad Pitt - TheMoodieReport.com](#), August 18, 2008

[Body Shop Shares Green Product Stories - Environmental Leader](#), August 27, 2008

[Purely, truly, naturally - The Times of India](#)
September 7, 2008



[The Claim: Aloe Vera Can Heal Burns - The New York Times](#),
September 8, 2008

[Kenya a Step Closer to Using GM Technology - Saturday Nation](#),
September 22, 2008

[Study Unveils Medicinal Plants for Skin Problems - Nigerian Tribune](#),
September 25, 2008

[Aloe: a Little TLC Goes a Long Way - Washington Post](#), October 9, 2008

[Aloe vera, garlic, green tea most popular herbal medicines Down Under - Thaindian News](#),
October 11, 2008

|| Save

|| \$500 when you
|| join the IASC!

|| Is your company thinking of joining the IASC? If you do prior to Nov. 30, 2008 - your
|| company will receive one FREE registration to the Allowable Claims & Claims
|| Substantiation seminar - a \$500 value!

|| Submit your membership application (click [HERE](#)) along with an email requesting your
|| FREE registration...it's that easy. For more information on membership, please call
|| the IASC office (301) 588-2420 or email Devon Powell - dpowell@iasc.org - or visit the
|| IASC website www.iasc.org.

|| Join the IASC before Nov. 30, 2008, and the seminar is FREE

The International Aloe Science Council

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