

Vitality Brands Worldwide Pty Ltd
PO Box 1303
CAMBERWELL VIC 3123

6 June 2011

To Whom It May Concern;

Ref: Packaging for Vitality Brands products

I refer to the enclosed packaging of some of the Vitality Brands products, namely the Anti-Ox bars.

It is good to see companies taking steps towards the creation of healthier products & having them available in Coles supermarkets for broader appeal.

It is unfortunate however that the packaging on said products is neither bio-degradable nor recyclable.

As I take my environmental responsibilities very seriously, I have no alternative but to stop buying your products that are not packaged appropriately or return all non recyclable and non-BIO-degradable packaging to your company so you are aware just how much waste you are responsible for creating in this beautiful country of ours.

I sincerely hope in light of this letter that Vitality Brands will reconsider their current approach to packaging for their product line and take into consideration the potential environmental impact your company is having on a daily basis.

Yours sincerely,

LJ Forrest
Concerned Mother and Eco Shopper