



give the **GIFT** of **CLEAN WATER**

Founded with Water...

Nature's Gate was founded over 30 years ago using nature as our inspiration and guide. Our founders, Leo and Vladimir, hand collected rainwater, blended it with natural herbs from their herb shop, and created the very first Rainwater Shampoo. They started giving it away to their friends and customers that came into the herb shop and soon it became a phenomenon all along Venice Beach!

Giving Back with Water...

In recognition of the importance of rainwater to our heritage and the desire to give back to our communities, Nature's Gate is proud to announce a multi-year partnership with WaterAid America to support the use of rainwater to help families and children in Asia and Africa have long term access to safe, clean water.

The Water Crisis

Lack of access to clean water is one of the largest public health issues of our time. This water crisis is condemning millions of people to live in poverty, without access to adequate health care, education, or economic opportunities.

Facts About Clean Water

- Only 1% of the Earth's water is suitable for human uses and consumption
- 97% of the world's water is salty or otherwise undrinkable and 2% is locked in ice caps and glaciers
- If the world's water fit into a bucket, only one teaspoonful would be drinkable
- Worldwide, nearly 900 million (roughly one in eight people) lack access to safe drinking water
- The lack of clean, safe drinking water and sanitation is estimated to kill nearly 4,000 children per day
- Women and children suffer disproportionately from the lack of clean water as they are responsible for gathering water. Many walk up to six miles every day to get enough water for their families.





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Advantages of Rainwater Harvesting

Rainwater harvesting is a simple and low cost technique to generate sustainable safe water sources

- It is a proven solution and one of the oldest recorded Hydrological activities
- Falling rainwater is some of the cleanest naturally occurring Water available
- Cost effective, requiring almost no spare parts and no energy
- Installations are simple to construct - many systems use existing surfaces such as roofs to collect the rain
- Delivers a permanent water supply when it rains

Results with Rainwater

Rainwater harvesting yields safe, clean drinking water and has numerous health, environmental, social and economic benefits

- Using rainwater instead of water from wells helps conserve groundwater resources in areas where water tables are falling
- Drinking water quality improves: using safe rainwater sources instead of ponds or rivers reduces deadly water-related diseases
- Increases the amount of water available for hygiene, such as washing hands, which further reduces disease
- Alleviates poverty as women and children are healthier, they spend less time collecting water and more time in school or working to support their families
- Empowers the community to manage their own water supplies

ITEM # 99900304 R309



Get involved

Be Good to Your Body

- Look for the clean water logo on your favorite Nature's Gate products

Get Active!

- Walk for Water:** Nationwide walks to raise awareness and mobilize support
- Blue Planet Run 24:** A series of nationwide 24 hour trail relays

Be a part of the solution!

- Learn more about the issues and find resources at www.wateraidamerica.org
- Encourage your federal legislators to increase aid funding under the "Water for the Poor Act"
- Tell your friends and family to get involved
- Create lesson plans to educate children about the problem in the classroom
- Promote dialogue and action by forming "water clubs"

www.natures-gate.com • www.wateraidamerica.org



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1 ton of Fiberstone™ paper preserves:



7480 gallons water



42 lbs water borne waste not created



20 trees not cut down



236 lbs atmospheric emissions eliminated