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LOHAS 11 Forum Reveals “Green” Consumer Marketplace Could Quadruple, Reaching \$845 Million by 2015

Many Predictions and Announcements Mark Next Steps in Sustainable Business Growth

LOS ANGELES, CA, May 22, 2007: The LOHAS industry (Lifestyles of Health and Sustainability) has kicked off its second decade in style and with unprecedented momentum, as new announcements and predictions have emerged following the first “sold out” LOHAS conference in 11 years.

The LOHAS 11 Forum attracted more than 700 international business leaders, influencers, celebrities and journalists from May 14 - May 16 in Marina Del Rey, CA, and showcased some 80 speakers from Fortune 500 companies and successful startups leading the way in this fast-growing industry.

Just how quickly is this industry expected to grow? Based on its latest research presented at LOHAS 11, the Natural Marketing Institute (NMI) says that the \$200 billion+ industry is on track to jump to \$420 billion in just three years and then skyrocket to \$845 billion by 2015.

“Given everything that’s happening in the LOHAS movement, it’s easy to see how NMI’s research would yield these extremely promising numbers,” said Ted Ning, LOHAS 11 Conference Director. “Sustainability is now part of many businesses and industries, and is sure to expand into even more categories, since more consumers every year want to spend their money with environmentally friendly companies.”

Agenda-Setting Announcements

Beyond revealing trends and predictions, LOHAS 11 also became the springboard for several major initiatives:

- Burt’s Bees outlined its mission to develop national guidelines defining the term “natural” as it relates to skin and beauty products. Burt’s Bees says that many products claim to be natural when they contain several synthetic ingredients.
- Yahoo!’s Media Group introduced Yahoo! Green (<http://green.yahoo.com>), a new, one-stop eco-site offering the latest news and tips for green-motivated consumers.
- Organic Bouquet announced the purchase of the Organic Style™ trademark and brand from Rodale Inc. Organic Bouquet officials said the new company, Organic Style Limited, will become an international eco-lifestyle company, offering flowers, gifts, and products across multiple categories.
- Office Depot debuted its “Greener Office,” awarding a new office to a LOHAS participant.

Beyond Burt’s Bees, Yahoo!, Organic Bouquet and Office Depot, other companies represented at LOHAS 11 as sponsors or by providing speakers included: Starbucks, Gaiam, Inc. Magazine, Discovery Channel, Jurlique, Dr. Weil Lifestyle LLC, Green & Black’s, Sustainlane, Cisco Home, Numi Tea, Native Energy, Body + Soul Magazine, Spectra Funds, Product (RED), Stonyfield Farm, Virgin Unite, Sounds True, Terracycle, RSF Social Finance, Ogden Publications, Ecomedia, Forward Asset Management, Wellworks, Active Interest Media, Blue Planet Water, Econscious Clothing, Steaz, Dwell, Veev, Nature Works LLC, International Spa Association (ISPA), Organic Vintners, Bison Brewery, Silverjet, PR Newswire and CSR Wire.

In addition to the company announcements, additional LOHAS 11 highlights included:

- A green spa created by the International Spa Association (ISPA) promoting the virtues of relaxation
- A morning Tae Bo exercise class led by Billy Blanks
- Tours of the first LEED (Leadership in Energy & Environmental Design) Platinum Certified LivingHome, created with sustainable materials to be environmentally friendly
- A preview of the IMAX movie, "Hurricane On The Bayou," along with a fiddle performance by its 16-year-old star Amanda Shaw
- Sessions led by members of the entertainment world, including Producer of *An Inconvenient Truth* Lawrence Bender, Actress/Author Mariel Hemingway, Actor/Activist Ed Begley, Jr., and Drum Circle Master Gabe Harris of Rhythm Village.

Given the popularity and range of activities covered at this forum, LOHAS 11 organizers expect even more companies to adopt the practices they learned during more than 40 seminars, breakout sessions and demonstrations. Plans are already in the works for LOHAS 12 and promise to build upon the momentum sparked by the LOHAS 11 event.

About LOHAS Forum

Since its inception in 1996, LOHAS has been the catalyst for the adoption of sustainable living and environment-friendly practices within the North American and global business community. The LOHAS 11 Forum featured highly influential speakers and panelists who addressed and explored some of today's most prominent issues and business challenges in the world of health and wellness. Other events included musical performances, culinary experiences, demonstrations and networking receptions.

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