

IMPORTANT INFORMATION

Faith's® Cleanse & Detox,

Thank you for your interest in reducing exposure to potentially dangerous chemicals found in mainstream anti-parasite products.

As you may be aware, Augustine Approved® Pty Ltd is in the process of taking legal action against the Australian Government (APVMA) in regard to the marketing of natural products for animal use.

As of June 2017, under duress we made the decision to amend the marketing of three of our products while we take legal action and sue for damages. The three products affected are Faith's® Cleanse & Detox (formerly known as Faith), F-OFF® and SuperHeal.

Given that there are a lot of comments and misunderstandings about our products posted on social media that could lead to a false sense of coverage in relation to nasties like ticks, we felt that it was important to provide a historical account of the facts in order to eliminate confusion. This statement is not intended to promote our products. This statement aims to reduce confusion since many of our customers are asking if our products have changed formulas given the amendments to our packaging and marketing statements.



TICKS

We have never made any claims or produced marketing implying that our products have any benefits towards tick prevention or management. While some customers continue to report efficacy against ticks on social media using Faith's® Cleanse & Detox and F-OFF®, we

have not done any testing for ticks and do not make any such claims. We strongly have not, and do not recommend that Faith's® Cleanse & Detox and F-OFF® are used for tick prevention.

OUR HISTORY & NATURAL PARASITE CONTROL

While Faith's® Cleanse & Detox is now marketed for a host of mainly skin-related and cleansing & detoxing benefits, it was originally released as a natural alternative to chemical wormers and for candida overgrowth. We advertised Faith's® Cleanse & Detox as a product used to cover ALL internal worms (including heartworm). Augustine Approved Pty Ltd owns the rights to the Faith's® Cleanse & Detox formula that has been in circulation for over 16 years and has been used on thousands of people and animals. Faith's® Cleanse & Detox was originally tested for efficacy relating to internal parasites over a 3-year period against dogs, cats and horses, and approx. 800-900 dogs and cats continue to be tested each year. Like all our products, there has never been an adverse reaction reported and the only times people reported seeing internal parasites after adding Faith's® Cleanse & Detox to their dog's diet, is when they were being ejected from the body through stools (as the product was designed to do).

Faith's® Cleanse & Detox is currently registered with the TGA as a complimentary medicine for human use and we are legally allowed to make claims regarding internal parasite elimination and candida overgrowth, as well as many other benefits.

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REGARDING SuperHeal & F-OFF®

There is currently no legitimate option to register natural products as complimentary medicines for animal use and this is part of our legal case against the Australian Government. To be clear, the APVMA expect natural parasite products to go through the same testing and registration processes as man-made insecticides to prove safety and efficacy. This also makes it impossible because trying to test natural products under the same framework as man-made poisons is like trying to fit a square peg into a round hole. Even if it was possible to test natural products within the current framework, the costs associated with this are not viable for small businesses, given that natural products cannot be patented. We stand firmly in the 16-year history of Faith's® Cleanse & Detox and its clean track record.

From all the years I have been involved with Faith's® Cleanse & Detox, I am convinced that dogs should be getting Faith's® Cleanse & Detox on a daily basis (or at least every second day) on a permanent basis purely for the function of eliminating toxins. Unlike most herbal formulas which are made up of anywhere between 4 and 8 herbs, Faith's® Cleanse & Detox has 22 ingredients and only very small amounts of each. There are a number of anti-parasitic herbs and cleansing herbs, and they all work together rather than one strong dose of wormwood etc. We have seen no evidence that feeding it daily will cause any health issues, in fact it is much the opposite. In my opinion, when we consider how poor the diet some dogs are on, and the toxins in the environment, putting the dogs in a constant state of cleansing is beneficial.

Faith's® Cleanse & Detox was also marketed as altering the taste of the blood and strengthening the immune system - both are things that help protect against parasites, and in this case specifically 'general' flea contact. A flea may bite, not like the taste, and move on.

For times when an animal is severely immune-compromised, already has fleas before starting on our products, or comes into contact with a flea infestation far beyond general contact, our product F-OFF® was marketed as working by being topically applied. It works by absorbing moisture and producing a harsh environment that fleas and other topical parasites cannot tolerate. For the product to work effectively, we stated that the animal or surface that F-OFF® was applied to needed to be dry (not damp or wet).

Parasites are especially attracted to a weakened immune system so our products worked on maintaining a healthy immune system rather than potentially harming the immune system like their chemical counterparts. Chemical parasite products remain in the body for a long time and hence they may provide efficacy for longer periods. Herbal products like Faith's® Cleanse & Detox do not store in the body for long periods and for this reason need to be fed more often.

I sincerely apologise to even have to ask you to read this statement. These are hard times for natural businesses and we are left feeling that our government is only interested in chemical poisons rather than encouraging those doing the right thing by their customers. We thank you for your patience while we seek to improve the legislation so that all will benefit.

- Phivo Christodoulou
Director of Augustine Approved Pty Ltd

If we desire respect for the law, we must first make the law respectable.