

Fair Deal Charter

Companies should show that they respect Nature as well as consumers and suppliers by signing the Fair Deal Charter based on the respect of human values.

Fair Deal Charter

✎ we respect our **customer** and **supplier** as human beings and partners and will apply the principles of:

- ✎ justice: we treat our customers and suppliers as we would like to be treated ourselves
- ✎ respect: we will not damage their dignity or privacy for the sake of money
- ✎ fairness: we keep a balance between the interests of our customers, our suppliers, our shareholders and ourselves
- ✎ honesty: we do not sell products that have deliberately hidden defects or that can be damaging to the customer (if they may involve a risk of damage we duly inform the customer)
- ✎ liberty: the customer or supplier cannot be forced to buy, sell or use any product against his will
- ✎ consideration: we realize we need to serve our customer and supplier well and we cannot consider them as mere money-generating agents
- ✎ humanity: we put people first and not money
- ✎ truthfulness: we do not say our products have certain advantages or characteristics if it is not true
- ✎ trustworthiness: we comply with the clauses of our warranty or with the promises made in advertisements or other marketing publicity
- ✎ fair trade: we do not exploit our workers, suppliers or people involved in the production of our products
- ✎ guidance: our marketing guides and advises the consumer and does not mislead him
- ✎ solidarity: we assign part of our profits to helping people and/or countries in need.

✎ we respect **Nature** as a partner and will apply the principles of:

- ✎ justice: we do not damage Nature unnecessarily and we maximally reduce or phase out the pollution caused
- ✎ respect for Nature: we do not harm Nature just for the sake of money
- ✎ Nature-mindedness: we use as many natural products and ingredients as possible that are not damaging to Nature and we will reduce or phase out any process or products that harm Nature
- ✎ health: we agree that the health of Nature means the health of people and we therefore promote production processes that do not harm Nature or people

- ✍ sustainability: we invest in renewable raw materials and/or in renewable energy
- ✍ partnership: we consider Nature to be a partner and we realize we need her for a sustainable and healthy future
- ✍ Nature care: we assign part of our profits to projects in Nature care.

Danellandia Peace Foundation

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