

## COMPANY QUALITY STATEMENT

**Herb UK is fully committed to providing quality hair-care products that have been developed in line with recognised cosmetic good manufacturing practices and local legislation, that meet the needs of our customers, and which are continuously improved to exceed expectations.**

**Vision.** Herb UK is the leading small business supplier of organic hair products in the world, and is noted for its quality products and customer service having demonstrated the passion to continuously improve in order to delight its customers.

**Mission Statement.** To increase profitability by working with our customers to understand and meet their product needs by

- a. manufacturing quality hair-care products as naturally as possible without compromising on effectiveness;
- b. distributing the right products at the right time; and
- c. supporting their marketing, promotional and training requirements.

**Quality Management System.** Central to our Quality Management System is our dedication to meeting the following

- a. EU legislation for cosmetics manufacturers
- b. Good Manufacturing Practices for the Cosmetics Industry
- c. HSE guidelines for the management of safe working practices
- d. Lean manufacturing efficiencies.

It is a senior management imperative that a disciplined quality approach be adopted in order to assert our company's position as a profitable niche-market leader. Our organic ethos therefore embodies the striving to provide quality products that are kind to the end user both as a finished product, and in the impact on the environment during the manufacturing process.

To ensure full compliance with the quality drive, management visibly support the quality management efforts by providing policy, capital - and personnel support: Information is communicated to all levels, personnel are suitably trained, regular review meetings at board level track the progress of quality efforts and future objectives are established in line with meeting the customers' needs.

### 5 Foundational Values

- Conscientious customer care
- Continuous improvement
- Efficiency
- Quality excellence
- Sustainability



Raoul Perfitt  
Managing Director