

Postcard front:

**NEW!**



Organic & Fair Trade Apparel  
Look good, do good

## Discover Canada's Premier Online Eco-Boutique

- 100% Earth-friendly garments
- Fashions you'll love to work and play in!
- Healthy intimate apparel
- FREE shipping both ways (like a fitting room in your home!)
- 100% eco-friendly garments
- Guaranteed FAST friendly service - get your order in 5 days or it's FREE!
- 5% of profits go to help the Earth

Special New Customer  
Discount Code:

[www.FashionAndEarth.com](http://www.FashionAndEarth.com)

**FREE**  
Bamboo Socks  
when you place  
your first order by  
Dec. 21!

"Wow, you've thought of and included everything us customers need, you really are an amazing company! I love that a portion of my purchases go to such great organizations as World Vision and WWF. Thank you for being an ethical and proactive business that is contributing to our global community and the environment and that isn't all about the profit side."  
-Jennifer Jiggins, London, ON

Postcard back:

## For busy Eco-Chics Only!

*Shopping your conscience just got a whole lot easier.*

Dear [Name],

I'd like to introduce you to Fashion & Earth, Canada's premier online eco-fashion boutique. Exclusively for busy women who want to make a difference.

We stock only certifiably sustainable and fair trade fashions in comfortable styles you'll enjoy wearing season after season. **Shipping is FREE both ways**, so you risk nothing to get that perfect fit. And ordering is a breeze with our fast, friendly service and **5-days-or-you-get-it-FREE guarantee**.

This holiday season, we've set aside a special welcome gift just for you - a silky pair of luxurious Bamboo Socks FREE, just for giving us a try! Just use the discount code on the front of this card when you place your order by Dec. 21, 2009.

Shop easy on the earth *and* on yourself - and see what a difference your holiday shopping can make!

Sincerely,

*[Signature]*

Adrian Desberats  
President

[www.FashionAndEarth.com](http://www.FashionAndEarth.com)



Look good.  
Do good.™

**FREE**  
Bamboo Socks  
when you place  
your first order by  
Dec. 21!

Address Area