



Search for the Human Nature Ambassador

Gandang Kalikasan, Inc. (GKI) through its brand Human Nature, is the fastest-growing social enterprise in the Philippines. Founded in November 2008 by Anna Meloto-Wilk and Camille Meloto, daughters of Gawad Kalinga founder Tony Meloto, Human Nature is guided by the principles of being PRO-PHILIPPINES, PRO-POOR and PRO-ENVIRONMENT. It produces natural and organic personal care products that are 100% made in the Philippines and 100% free from harmful chemicals. It recently sold its one millionth product.

Today it announces:

- The nationwide search for the first-ever **Human Nature Ambassador for the Philippines**
- 14 local winners will be chosen and the national Human Nature Ambassador will be crowned at the **Human Nature Summit on October 9, 2010**
- The Human Nature Ambassador will advocate the brand principles of Pro-Philippines, Pro-Poor, Pro-Environment, will be knowledgeable on the country's environment & social issues, and will be a role model for what it means to love your country.

A BEAUTY PAGEANT THIS IS NOT. Rather, the Search for the Human Nature Ambassador goes beyond the conventional standards of a traditional pageant and raises the bar several notches higher as it seeks out from among millions of Filipino women one who not only is intelligent and beautiful, but is also compassionate towards the Philippines, its people and its environment. She will be familiar with the environmental and social issues facing her own region and the country. She will be a role model for today's generation as she promotes the Human Nature principles of being Pro-Philippines, Pro-Poor and Pro-Environment.

To qualify as a candidate, one must possess the following: (1) She must be female, 18-35 years old *Note: must be 18 years old on the day of the local awards night* (2) She must be a certified resident of the province represented (3) She must possess beauty of face and figure (4) She must have poise and a pleasant personality (5) She must be familiar with environmental and social issues facing her region/country (6) She must be willing to travel to the Human Nature Summit in Manila if declared Local Human Nature Ambassador (7) She must be willing to fulfill her duties during her reign if declared Local or National Human Nature Ambassador

Judging for both Philippine and Local Human Nature Ambassador shall be solely based on the following criteria: beauty of face and figure (20%), carriage / poise / personality (15%), proficiency in communication and articulation in English OR Tagalog AND the local dialect (30%), and knowledgeable about the environment & social issues (35%).

The winning Local Human Nature Ambassador will win the following: a free trip to Manila to attend the Human Nature Summit in October and participate in the nationwide search, a chance to be featured in the January 2011 catalogue, a year's supply of Human Nature products and a Human Nature Dealership. The winning Philippine Human Nature Ambassador will be featured in the January 2011 catalogue and will receive the following on top: a trophy specially-crafted by the Banglos sculptors, a stay in an eco-resort and the chance to be at the front of the environmental and social issues she cares about.

This search follows the recent announcement of Filipino Hollywood celebrity Rachel Grant as Human Nature's first-ever Global Ambassador. As Global Ambassador, Rachel serves as a model for truly being a world class Filipino – the right balance of beauty, talent, brains AND heart - as she gives generously of her time, talent and treasure back to the Philippines.

To learn more about how to be a Human Nature Ambassador candidate in your area, visit your local Human Nature Branch or go to www.humanheartnature.com.

To learn more about Human Nature products or how to be a Human Nature Dealer, visit your www.humanheartnature.com or call (02) 931-5787 or email us at customer.service@humanheartnature.com.