



PURE HAZELWOOD™

Pure Hazelwood Quality Control

This capsule is about quality control at Pure Hazelwood and the hazelwood that we use in our products. This is what hazelwood looks like: long branches that are carefully selected. They are cut, sorted and pierced, and we never apply varnish or any other preservative to it. **The wood is always 100% natural** and this may sometimes cause some minor inconveniences that are out of our control.

For example, **it may happen that the bark comes off** or splits, but it won't affect the effectiveness of the product. Users testify that our eco-friendly hazelwood products still retain their properties, as long as they are worn at all times.

Some factors contribute to these little inconveniences such as: some drastic changes to the temperature or to the humidity level. In any case, this mechanical reaction happens only when the wood is in contact with skin, when it "settles". What we suggest to our customers is to remove their bracelet for a few days and, seemingly magically, the wood will tend to mend by itself.

Some customers also ask if they have to choose their necklace or bracelet based on the color or the diameter of the wood. **Scientific research has been conducted by Pure Hazelwood to measure the influence of the wood pieces' characteristics on product quality.** The company makes a strict selection of the pieces of hazelwood to ensure the superior quality of the products it markets. A procedure is in place internally to manage the variability of its raw materials and to control it. Pure Hazelwood optimizes the crafting of its products based on the results of this research. It's the secret of its craft which distinguishes Pure Hazelwood from other hazelwood product companies. **Pure Hazelwood is the only company to have scientific results on hazel wood compounds and on the benefits of hazelwood.** You can therefore trust the quality of the wood that we have carefully selected for our products.