



PURE HAZELWOOD™

The Story Behind Pure Hazelwood

As a world leader in its field **for more than 17 years**, Pure Hazelwood has developed the first commercial line of hazelwood products for the whole family, made with 100% natural hazelwood from the Boreal forest. Pure Hazelwood began with the true story of parents struggling with their daughter's teething pain. They were given a hazelwood necklace by a neighbour who swore it would help relieve their baby's pain, **just like in aboriginal tradition**. When they saw how much better her daughter got by wearing the necklace, the owner started making her own for her friends and family, and the word spread quickly! The demand then increased so much that drugstores started requesting to carry the necklaces. The Pure Hazelwood teething necklaces were there to stay! Just like the First Nations who used the hazelwood to treat several ailments, adults also started requesting their own necklaces, saying how much relief they felt when wearing one. That's how the line expanded, now offering single, double, and even triple bracelets, anklets, as well as a moisturizing lotion and a zinc ointment, both enriched with hazelwood extract.

From the start, Pure Hazelwood has collected numerous testimonials from satisfied customers. This display of trust has encouraged the company to invest in scientific research in order to better understand the properties of hazelwood and to offer its clients products that meet the highest standards of quality. That is how Pure Hazelwood has been able to demonstrate **the antioxidant and anti-inflammatory properties of hazelwood extract**.

At Pure Hazelwood, innovation creates a ground-breaking dynamic, from product design to high quality customer service, through constant product improvement and cost optimization. Innovation is the key to sustainable growth for Pure Hazelwood. In our company's opinion, innovation is creating and improving our products, our processes and our marketing so that we stand apart from our competitors, **remaining the world leader in the hazelwood products market!**