



Holista Health (Canada) Inc.
2000 Brigantine Drive
Coquitlam, BC V3K 7B5

April 21, 2009

Dear Mr. Mark Nixon,

Thank-you for your response on April 16 regarding our organization, ARK II's concerns about the product you produce and distribute in Canada under the Holista line, "100% Shark Cartilage". ARK II is very pleased that this issue is going to be tabled at the upcoming executive meeting on April 28.

To add to my original letter (dated April 15), it is important for Holista to reconsider producing and selling shark cartilage. As a company that promotes holistic health and is aware of environmental issues surrounding the sources of ingredients for all your products, it is unethical and environmentally unsound to continue producing and selling "100% Shark Cartilage".

The very act of producing and selling shark cartilage exploits not only the environment and animals but also your customers who trust that they are buying and using a product that works and is safe. To date, there is no scientific or medical proof that shark cartilage prevents or cures cancer and joint ailments.

There are no proven medical or scientific studies that show any benefits to humans who use shark cartilage. In fact, studies by various medical and scientific researchers have shown that there is no improvement in human health and in some cases, that it is dangerous for humans. Mayo Clinic Oncologist Charles L. Loprinzi, M.D., and his colleagues in the North Central Cancer Treatment Group (NCCTG) designed and conducted a randomized, placebo-controlled, double-blind clinical trial to investigate the efficacy associated with shark cartilage as a treatment for breast and colorectal cancer. Toxicity related to shark cartilage resulted in significant trial drop out after one month.

Promoting the use of shark cartilage justifies the exploitation of sharks as well as the oceans for profit. The commercial interests in ocean products have been maximized and there are many conservation groups worldwide who address the problems that have global implications for the environment. The tuna fisheries of Vietnam and Indonesia that provide the cartilage from Black Tip Reef Sharks are ecologically destructive. They employ long line fishing methods to meet the global demands for commercial tuna. This method of commercial fishing involves setting long lines with thousands of baited hooks across 100 km of ocean. The most significant impacts are overfishing which leads to an imbalance in aquatic ecosystems.

In addition, the tuna fisheries are responsible for the massacre of sharks and other non-target species. The World Wildlife Fund (WWF) along with other conservation groups have researched and documented that the fishery commissions in those regions fail to adhere to sustainable fishing quotas and do not take measures to eliminate or even minimize by-catch of sea birds, albatrosses, petrels, sharks and endangered marine turtles. It should also be noted that the Black Tip Reef Sharks and other non-target species face slow and painful deaths which is cruel and inhumane.

Ultimately, it is unethical to promote the killing of sharks for such a product. For this reason, ARK II along with the Sea Shepherd Conservation Society and 61 other members of The International Year of the Shark will continue our efforts to persuade Holista to discontinue the production and sale of "100% Shark Cartilage".

Thank you for your consideration.

Helen Prancic
Director of Media and Campaigns