



American Emu Association

Certified Emu Oil Program





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Part 1. Frequently Asked Questions

What is AEA (American Emu Association) Certified Fully Refined™ Emu Oil?

In order for pure emu oil to legitimately claim to be AEA Certified Fully Refined Emu Oil it must meet a specific set of rules as outlined in detail within this document. These rules establish a means of quality control standards and procedures that help ensure that consumers are receiving a high quality product. Permission must be obtained from the American Emu Association to use either the AEA Certified Fully Refined seal or its corresponding verbiage. Below is a partial list of the rules that must be met in order for permission to be granted to use the seal or verbiage. For a complete list of the rules please read this document in its entirety.

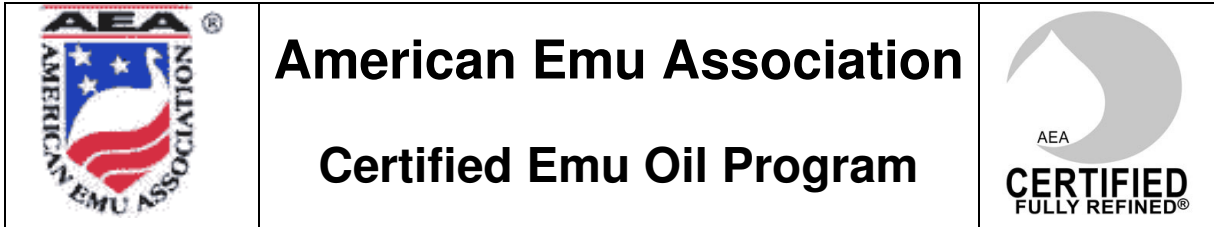
- The oil must be refined in the United States by an AEA Certified Refinery and bottled by an AEA Certified Bottler.
- Only AEA members in good standing will be granted permission to use the seal or verbiage.
- The refinery must assign a batch code to each batch and send a sample to an independent third party AOCS (American Oil Chemist Society) certified chemist for testing.
- The refinery must send the test results (including the batch code) to the AEA for filing.
- The batch code must be listed on the product container or label.
- Sellers must provide proof of product liability to the AEA.
- Both the seal and the verbiage can only be used on pure emu oil. Product formulations that include other ingredients can not claim to be AEA Certified.
- Both the seal and the corresponding verbiage "AEA Certified Fully Refined" are trademarks of the AEA and can only be used with permission.

What is the AEA Certified Emu Oil Program?

The certification program was developed to establish quality control measures to ensure that pure emu oil displaying the AEA Certified Fully Refined seal or being marketed using the corresponding verbiage is a high quality product that meets or exceeds the industry recognized standards for Fully Refined Grade A Emu Oil as defined in the Emu Oil Trade Rules (rule 103).

Why do we need the AEA Certified Emu Oil Program?

Properly processed emu oil is the industry's choice as well as that of consumers. As the demand for emu oil grows so does the need to provide a basis of quality control in order to assure a safe product to the marketplace. The certification program meets these



needs by establishing a means by which emu oil can be tested, analyzed and standardized.

What are the benefits of participating in the AEA Certified Emu Oil Program?

Use of the seal or verbiage offers sellers enhanced credibility and recognition as a reliable merchant who adheres to documented quality control standards. Plus their use offers the end consumer reassurance that they are buying the highest quality emu oil on the market.

What grades of emu oil qualify to use the AEA Certified Fully Refined seal or verbiage?

The American Emu Association (AEA) recognizes three grades of emu oil (A, B and C). ONLY Grade A pure emu oil can be approved to use the AEA Certified Fully Refined seal or verbiage. Please note: Any pure emu oil that was previously AEA Certified Fully Refined and then undergoes further processing must be retested and must be recertified.

Who can use the AEA Certified Fully Refined seal or verbiage?

All emu oil product companies, wholesalers and retailers who are members in good standing of the AEA are invited to participate in the AEA Emu Oil Certification Program. Permission to use the seal or verbiage can be obtain from the AEA by request.

I bought AEA Certified Fully Refined emu oil in bulk and want to re-bottle it myself and use my own label. Can I use the trademarked seal and verbiage on my labels or in my advertising?

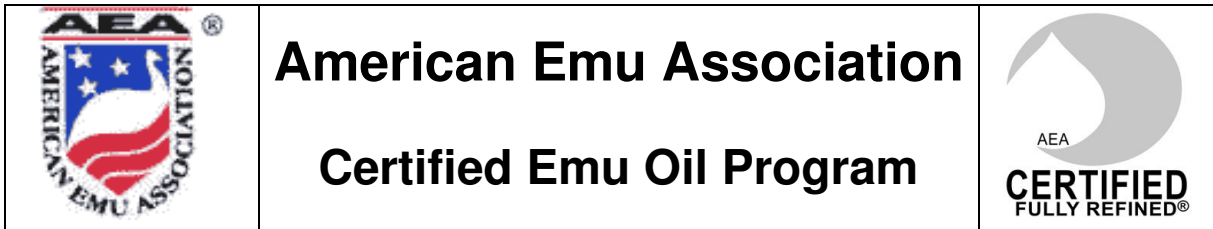
No, unless you are an approved AEA Certified Emu Oil Bottler and have also been approved to use the seal and logo on your labels or in your advertising. Even though the oil you purchased is AEA Certified Fully Refined, once you open the container for re-bottling purposes or put an unapproved label on the bottle the certification is void. Refer to Part 2 and Part 4 of this document to find out how to apply to be an AEA Certified Emu Oil Bottler or to apply to use the seal on your labels or in your advertising.

How do I get permission to use the seal or verbiage?

Depending on how you are going to use the seal or verbiage the steps to obtain permission from the AEA to use it will be different. Each type of usage and it's rules are outlined in the following pages of this document.

Why do I need permission to use the AEA Certified Fully Refined seal or verbiage?

Both the seal (shown below) and the corresponding verbiage "AEA Certified Fully Refined™" are trademarks of the AEA and can only be used with permission.



Unauthorized use of either will be considered trademark infringement and will be dealt with accordingly.

Part 2. AEA Certified Fully Refined Seal & Verbiage Usage Requirements

Anyone wanting to use the AEA Certified Fully Refined seal or verbiage on product labels, websites, printed material, advertising, or for any other use must be an AEA member in good standing and must obtain permission from the AEA.

Section A. Program Requirements

1. The emu oil must be refined in the United States by an AEA Certified Refinery and bottled by an AEA Certified Bottler.
2. Only AEA members in good standing will be granted permission to use the seal or verbiage.
3. AEA Certified Fully Refined emu oil can only be labeled, described, advertised and marketed as “AEA Certified Fully Refined” emu oil.
4. ONLY Grade A emu oil can be approved to use AEA Certified Fully Refined seal or verbiage.
5. Product formulas that blend emu oil with other ingredients CAN NOT use the seal or verbiage.
6. AEA Certified Fully Refined emu oil that is reprocessed, or that is further refined, or altered in any way after certification MUST be re-certified.
7. Once the seal is broken on a container of AEA Certified Fully Refined emu oil the certification is void unless the oil is being rebottled by a Certified Emu Oil Bottler.
8. AEA Certified Fully Refined emu oil being shipped out of the US to be resold must be in the original containers that were filled by an AEA Certified Emu Oil Bottler with the registered batch number properly displayed. If the emu oil is being re-bottled in another country the certification is void. All other program rules also apply.
9. ANY use of the AEA Certified Fully Refined seal or verbiage must be authorized by the AEA.
10. Unauthorized use of the trademarked AEA Certified Fully Refined seal or verbiage, or the use of any other mark or verbiage confusingly or deceptively similar, will be considered trademark infringement and will be dealt with accordingly.

Section B. Product Labeling Requirements

The requirements to use the AEA Certified Fully Refined seal or verbiage on your labels are listed below.



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1. Containers displaying the AEA Certified Fully Refined seal or verbiage must be bottled by an AEA Certified Emu Oil Bottler for quality control purposes.
2. Only AEA members in good standing will be granted permission to use the seal or verbiage.
3. The seal and verbiage must only be used on AEA Certified Fully Refined Grade A Emu Oil.
4. The seal may be added to art work for labels, but may not be altered.
5. The container must list the batch number to allow batch tracking.
6. ALL labels (adhesive or silk screened) displaying the AEA Certified Fully Refined seal or verbiage must be reviewed and authorized by the AEA.
7. If you use the AEA Certified Fully Refined seal or verbiage on labels you must supply proof of product liability insurance to the AEA with the American Emu Association named as an additional insured.
8. You are responsible and liable for meeting all local, state, and federal labeling requirements.

To obtain permission to use the AEA Certified Fully Refined seal or verbiage on your product labels contact the AEA for a list of Certified Emu Oil Bottlers or for an application.

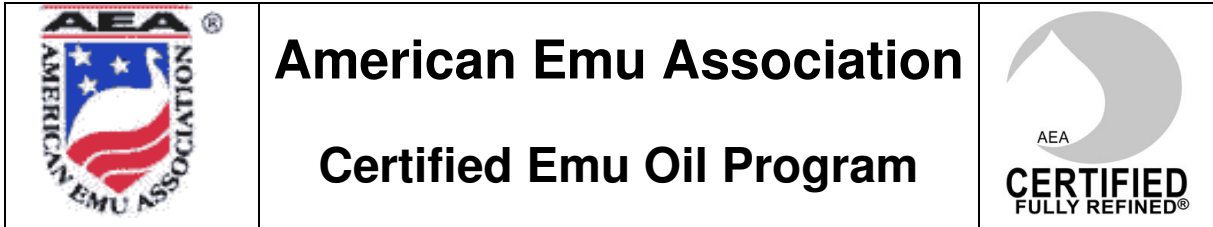
Section C. Website, Printed Material, Advertising, & Other Use Requirements

Permission to use the AEA Certified Fully Refined seal or verbiage on a website, in printed material, in advertising, or for any other use must be obtained from the AEA. The requirements for these types of uses are listed below.

1. Use of the seal or verbiage must only refer to AEA Certified Fully Refined Grade A Emu Oil bottled by an AEA Certified Emu Oil Bottler for quality control purposes.
2. Only AEA members in good standing will be granted permission to use the seal or verbiage.
3. Proof of product liability insurance must be submitted to the AEA with the American Emu Association named as an additional insured.
4. ALL use of the seal or verbiage as described under this section must be authorized by the AEA.

To obtain permission to use the AEA Certified Fully Refined seal or verbiage on a website, in printed material, in advertising, or for any other use contact the AEA for an application.

Part 3. Consequences For Unauthorized Use Of The Trademarked AEA Certified Fully Refined Seal Or Verbiage



Unauthorized use of the trademarked AEA Certified Fully Refined seal or verbiage, or the use of any other mark or verbiage confusingly or deceptively similar, will be considered trademark infringement and will be dealt with accordingly.

Those in violation will be pursued in the following manner to the full extent of the law: a letter will be sent to the company; a complaint will be filed with eBay or any other venue, if applicable; letters will be sent to the state attorney general, FDA and the Federal Department of Justice; the bottler and refiner will be notified.

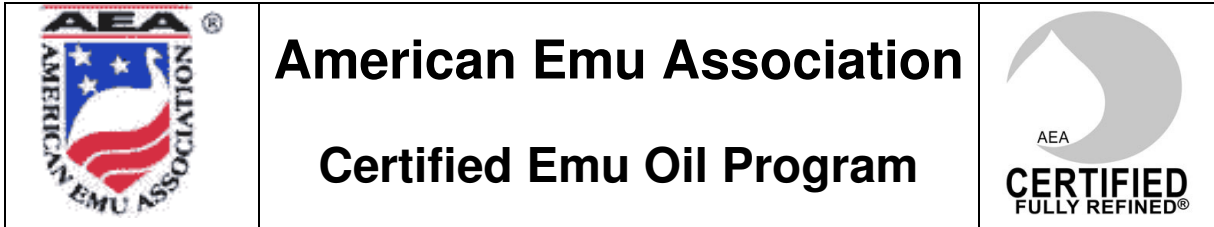
Part 4. Certified Emu Oil Bottler Program Requirements

1. The bottling facility must be located in the United States of America.
2. The contact person for the organization must be an AEA general US member in good standing.
3. The organization must provide proof of product liability insurance naming the American Emu Association as an additional insured.
4. Applicant must file an application to the AEA and pay a one time \$30.00 application fee.
5. Written procedures for bottling, sanitation, and batch tracking practices must accompany the application. The AEA must be notified when any changes are made to these procedures.
6. The organization must use the designated application form to obtain permission for their customers to use the AEA Certified Fully Refined seal for their own use.
7. If your address, location or bottling procedures change you will be required to reapply for certification.
8. Applicant must submit a minimum of 4 pictures of the bottling facility: One of the outside of the building, one of the inside of the building showing the room used for bottling, and 2 of the bottling equipment and work area.
9. ***With the approval of this application the AEA is not acting as a licensing agent, we are only giving you permission to use our trademarked seal or verbiage. It is the bottler's responsibility to comply with any local, state, or federal regulations as well as to follow the FDA's current Good Manufacturing Practice (GMP) Guidelines.***

To obtain a Certified Emu Oil Bottler Application & Specified Procedures contact the AEA.

Part 5. Certified Emu Oil Refinery Program Requirements

1. The refining facility must be located in the United States of America.



2. The contact person for the organization must be an AEA general US member in good standing.
3. The organization must provide proof of product liability insurance naming the American Emu Association as an additional insured.
4. Applicant must file an application to the AEA and pay a one time \$300.00 application fee.
5. The organization must file their emu oil batch numbers and procedures with the AEA.
6. The organization must update the AEA with any changes when necessary.
7. If the refinery also serves as the bottler, they must use the designated application form to obtain permission for their clients to use the AEA Certified Fully Refined seal or verbiage on their pure emu oil labels.

Note: An approved Certified Emu Oil Refinery will automatically be approved as a Certified Emu Oil Bottler at no additional cost, provided that the bottling and/or packaging is done in house.

To obtain a Certified Emu Oil Refinery Application & Specified Procedures contact the AEA.

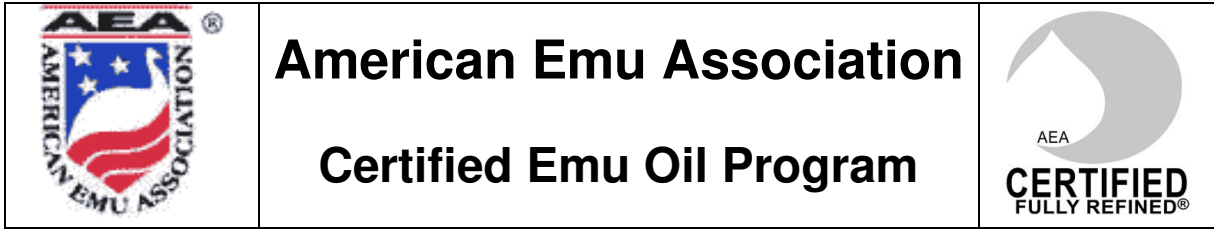
Part 6. Emu Oil Batch Record System

The Emu Oil Batch Record System establishes a code system for tracking emu oil batches from the consumer back to the Certified Emu Oil Refinery.

1. The code is an alpha numeric code (e.g. B01251).
 - The first letter will identify the Certified Emu Oil Refinery (e.g. B for Acme refinery).
 - The first two numbers are the month (e.g. 01 for January).
 - The next two numbers are the day (e.g. 23 for the 23rd day of the month).
 - The last number is the last digit of the year (e.g. 1 for 2011).
2. The analytic report (see item 5 in the Certified Emu Oil Refinery Program Requirements) must reference the batch number filed with the AEA.
3. The Certified Emu Oil Refinery will retain a copy of the analytic report and an 8 oz sample of each batch for two years.
4. The Certified Emu Oil Refinery and/or the Certified Emu Oil Bottler will furnish the batch number to each client.
5. The batch number must be displayed on each container of Certified Fully Refined Emu Oil.

Part 7. Misrepresentation Of AEA Certified Fully Refined Emu Oil Analytic Reports

Section A. Alleged Misrepresentation Procedures



When the AEA receives an interrogative question concerning misrepresented analytic reports, it will:

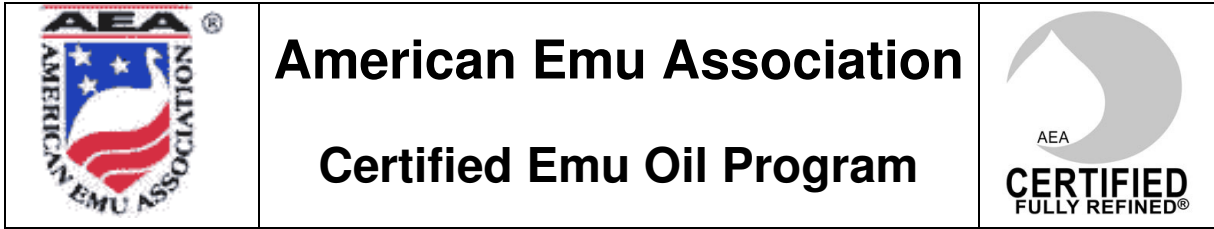
1. Notify the refinery and request the retained sample be sent to an AOCS Referee Lab.
2. A Sample of the questionable product will be sent by the complainant to the same AOCS Referee Lab.
3. Initial lab costs will be paid by the complainant. Results are to be sent to the AEA Advisory Board Liaison.
4. The AEA Advisory Board compares all three analytic reports: the original analytic report provided to AEA at the time of certification, the new analytic report of the retained sample from the refinery, and the analytic report of the complainant's sample.
5. The AEA Advisory Board reports their findings to the AEA BOD via the liaison.
6. In the event that the complaint is unfounded, both parties will be notified and the matter will be considered closed.
7. Should the allegation be validated, both parties will be notified. The refinery will be responsible for reimbursing the complainant for lab costs.

Section B. Consequence of Misrepresentation

1. The certification of the batch will be revoked.
2. A notice of reprimand and revocation of the batch certification will be sent to the refinery and/or bottler, requesting a voluntary recall. The notice will be sent by certified mail, return receipt requested.
3. Notification that certification of the batch has been revoked will be sent to the membership via newsletter, email and listed on the AEA website.
4. The refinery and/or the bottler will be listed as reprimanded on the website for the first offense.
5. A second reprimand within a period of 2 years results in automatic suspension from the program for a period of 4 years. They will be listed on the website as suspended and links to their website from the refinery and/or bottler page will be removed.
6. The refinery and/or bottler may reapply for admission to the Certification Program after the suspension period is served.

Section C. Recall Notices

Any AEA Certified Fully Refined oil batches that are revoked will be listed on the AEA home page under "Recall Notices" with complete information.



Part 8. Disclaimer

The AEA is not responsible and/or liable for misuse of the AEA Certified Fully Refined seal or verbiage. The AEA is not endorsing, validating, or guaranteeing any product, or the verbiage of any manufacturer's label. The AEA reserves the right to approve, disapprove or rescind the use of the AEA Certified Fully Refined seal or verbiage at their discretion.