

GUAYAPI

PRESS RELEASE

1990 - 2025 : 35 years of commitment



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*"The Amazon is not the end of the world.
It is the heart of the planet."*

- Obadias Batista Garcia,
Sateré Mawé, Leader of the Warana Project



GUAYAPI



ÉDITORIAL 2025

2025 appears as a moment of passage between two contradictory and complementary forces: on the one hand, a great ecological and social global setback at the political level and on the other, the strength of ecological movements and social alternatives that does not weaken. As we wrote last year, a different, new world has begun, but it is still slow to be fully born.

These last two years were also marked by the greatest droughts ever recorded in the Amazon, that is to say for 123 years. Our partners, the Sateré Mawé Indians and all the local and traditional communities of the forest, have had to face enormous challenges: dry rivers, access to water, halted waterways, blocked boats... Are we witnessing the desertification of the largest tropical forest in the world, about which scientists have been warning us for decades?

Yet the solutions exist: it would be about directing economic revenues towards indigenous peoples and the vital functions of the planet's biodiversity. This is what Guayapi has been doing for 35 years, combining analogue forestry, a method of forest regeneration by humans with fair trade, with the aim of offering healthy products to consumers.

And what better than to participate in this regeneration by consuming these good, clean and fair Jardins-Forêts products that we offer you, enjoying the gastronomic treasures of the terroirs of the world to stay in great shape naturally?

Dive now into the GUAYAPI Universe, and test the effectiveness of totum plants from the Amazon and Sri Lanka!



THE STORY



Founded in 1990 by Claudie Ravel, the company was born from encounters and passions. Very sensitive to environmental and social issues, GUAYAPI imports and distributes wild harvested plants from the Amazon and Sri Lanka, according to 3 fundamental criteria: organic, biodiversity and fair trade.

By introducing Warana (Guarana from the original land) to the European market in 1990, Claudie Ravel has formed a partnership with the Sateré Mawé tribe of Indians, located in the heart of the Brazilian Amazon, with whom the company maintains ties that go well beyond a simple commercial relationship.

In 1994, GUAYAPI built with them an exemplary fair trade sector: the Warana Project - named after the Guarana plant. For the first time since the early days of colonization, this Amerindian people have access to remunerative prices and trade practices respectful of their culture on international markets.

THE PROTAGONISTS



Claudie Ravel, Founder and Director of Guayapi, has been immersed in a family culture and education related to plants from all over the world and their benefits since her childhood. In 1990, Claudie founded Guayapi by introducing the Warana in France. For more than 30 years, she has participated

in work related to the status of plants and the ethical commitments she claims. In 2016, she received the medal of Chevalier de l'Ordre du Mérite. Claudie is also part of the Slow Food movement and the association Femmes 3000.



Bastien Beaufort, Claudie Ravel's son, is a Doctor in

Geography. Co-president of IAFN-RIFA, he is also very involved with Slow Food. Today, as Director of Guayapi, he is taking over to perpetuate the Guayapi ethic.



Obdias Batista Garcia (left) is the leader of the Warana Project. His son **Sergio Baptista** (right) is the relay. Sergio is now President of the CPSM, the Consortium of Sateré Mawé Producers.

A HOLISTIC AND EQUITABLE APPROACH

GUAYAPI, AT THE PEAK OF NATURE

At the height of nature, Guayapi has selected several plants from the Amazon continent renowned for their prodigious virtues.

The gigantic laboratory that is the Amazon rainforest with its ecosystems, is home to tens of thousands of plant species (perhaps more than 100,000), of which a hundred disappear every day, the vast majority still to be discovered.

This vegetal and animal reserve, the most important on the planet, is threatened, left to deforestation and the indiscriminate intensive exploitation of the subsoil.

The development and the widest recognition of these natural riches and their extreme fragility, should contribute to the preservation, respect and survival of the inhabitants of the Amazon and their territory. The safeguarding of the Emerald Forest requires the knowledge of its inestimable value.

And this knowledge will guide not only the conservation of the cultivation of existing species, but also the creation of new species according to their role in food and medicine.

The most recent scientific studies confirm the traditional knowledge of the indigenous peoples gathered over the centuries about Amazonian plants and their virtues. These studies also highlight other remarkable properties of certain plants, contrary to the words that are becoming particularly prevalent in our modern industrialized societies. An unbalanced diet plays an important part in this, as well as a lifestyle that puts the body to a severe physical and nervous test. Guayapi's products are in the category of food and cosmetic supplements. The selection criteria are based on their original qualities and their purity.



THE AMAZONIAN CONTINENT : A PRODIGIOUS PHYTOTHERAPEUTIC LABORATORY

The use of plants for therapeutic purposes in alternative medicine but also as food supplements or rebalancing is very old. It is not only based on tradition and empirical observation. Indeed, the most recent scientific studies confirm the amazing virtues of plants, and complete the knowledge about Amazonian plants. There is however a particularity to underline: the immense majority of the different botanical species remain to be discovered and one can postulate that new answers to many of the ills of our civilization are found there.

The Amazon rainforest with its ecosystems is home to tens of thousands of plant species, of which, unfortunately, a hundred disappear every day. Substances such as quinine, emetine, curare and their derivatives have been discovered in this forest. This most important plant and animal reserve of the planet is threatened because it is left to deforestation and the indiscriminate intensive exploitation of its subsoil.

The development and the widest recognition of its natural wealth and its extreme fragility should contribute to the preservation, respect and survival of the inhabitants of the Amazon and their territories. The safeguarding of the Emerald Forest requires the knowledge of its inestimable value.

GUAYAPI TROPICAL is dedicated to the selection and distribution of plants in the field of food supplements and cosmetics whose virtues are unanimously recognized by local specialists.

It also aims to further research in phytotherapy in its territories. Any plant is a whole complex, whose effects are not simply the sum of the effects of each of its components.



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It is rather a synergy in which the balance established by nature is determining. On the other hand, it is well known that an active substance, identified in a plant, has a superior effect on the organism than the same substance obtained by chemosynthesis. This notion of physiological balance accounts for both the best possible assimilation and the limitation, or even the absence, of harmful side effects."

- **Dr. Bernard Touati**

ESSENTIAL SUPERFOODS AND FOOD SUPPLEMENTS

The precious and noble Waraná (Wild Guaraná, Denomination of Origin) of the Sateré Mawé Indians for a gentle energy



The Waraná, Denomination of Origin of the plant known as Guaraná and from wild picking, is prepared according to traditional methods ancestral to the Sateré Mawé Indians. Powerful physical and cerebral energizing, the effects of Waraná are gradual, without feeling irritated or excited.

At the beginning, the Warana is a liana that would find a tree and cling to it. This liana gives very tight clusters of small fruits of bright red color and contains in its center a black and white stone. The Sateré Mawé Indians call it "the eye of the forest", because this fruit looks like an eye when it is ripe.



This wild harvested Warana comes from its Land of Origin. It is the fruit of a fair partnership of more than 25 years with this Tribe of the Brazilian Amazonia. The Sateré Mawé produce a Warana of exceptional quality, thanks on the one hand to the quality of the land and its environment, and on the other hand to the traditional methods used.



After harvesting, the kernel is removed from its pod and peeled, cooked at low temperature in clay ovens, then fumigated for several weeks over Murici wood, which gives it its exceptional flavor and scent. The Warana is not roasted. Thanks to this gentle and respectful cooking, it is energizing without being exciting.



Gomphrena, Panacea of the Amazon: fullness of day, night of dream

Gomphrena, also called "para tudo" (good for everything), is rich in selenium and helps maintain skin, nails and hair. With this nutritional wealth, it is traditionally used to relax, it is a muscle relaxant. This Amazonian plant from wild harvest also contributes to the normal functioning of the immune system.



Camu Camu - The richest tonic in vitamin C



Still unknown on our continent, the Camu Camu has been used in the Peruvian Amazon for thousands of years. The Camu Camu is a small tree that can reach three meters high, with small red-orange fruits. It grows in the Peruvian Amazon, in swampy areas or in alluvial soils flooded during rainy periods.

The Camu Camu proposed by GUAYAPI comes from wild gathering, and harvested in a traditional way by the tribe of the Shipibos Indians in the region of Ucayali in Peru. Its richness in Vitamin C places it at the top of the most invigorating edible fruits. It also has a great nutritional interest thanks to its other vitamins B1, B2, B3, and E.



Camu Camu increases resistance to cold and fatigue and helps fight against external aggressions: it is therefore a valuable ally to get through the winter period and strengthen your immune system.

Urucum - for a perfect tan and exceptional antioxidants



Urucum is a powerful natural antioxidant because it is very rich in bixin, a molecule similar to beta-carotene (100 times greater than that in carrots). Thus, Urucum can be considered a 100% vegetable self-tanner because it stimulates the production of melanin. It is therefore perfect as a cure to prepare the skin for tanning. It regenerates the skin and helps protect it against skin aging.

Applied directly to the skin, Urucum powder enhances the complexion. In addition, Urucum is a natural dye with unique flavors that deserve to be honored in the kitchen.



THE COSM'ETHIQUE RANGE INNOVATIVE POWDERS AND SUBLIMING OILS

The Shower Powder at Warana and Palo Santo

Film-forming, creamy, slightly exfoliating, moisturizing and toning shower powder composed of exceptional noble ingredients:

- **The Warana** of the original lands of Brazilian Amazonia, tones the skin and gently awakens it.
- **Oil of the desert date** intensely nourishes the skin, covers it with a silky film and envelops it with all its benefits.
- **The oyster shell powder** provides a light, creamy scrub, removes impurities and helps the skin to regain all its natural softness.
- The delicious and woody notes of **Palo Santo**, perfume the body with a rich and delicate scent, slightly floral.



The Pure Extract of Crajiru

The naturally effective solution to say no to skin problems!

It is to help restore clear and healthy skin that GUAYAPI, with its expertise in plants from the Terres d'Origine, offers Crajiru extract. The Crajiru is particularly effective for cleaning impurities from the skin and removing pimples. Presented in roll'on, it is very convenient to use.

Still little known in France, the Crajiru is a climbing shrub found in the Amazon. It grows on biodiverse, rich lands, where ecosystems are preserved. A pure extract, rich in flavones and tannins, with astringent and protective properties of the skin is extracted from its stem and leaves.



The Sublimating Oil and the Complexion Sublimator with Urucum

For a sublimated skin and complexion!

The urucum is traditionally used locally by the Amazonian Indians to protect themselves from the sun and mosquitoes, hence their nickname of 'red skins'.

In summer, GUAYAPI Sun Oil and Complexion Enhancer prepare the skin for sun exposure, activating and prolonging tanning. These products can also be used as a natural self-tan and foundation to enhance the skin with a tanned complexion even in winter.



The Palo Santo Fruit Essential Oil



The Palo Santo is a shamanic tree used for centuries by the indigenous populations of South America. It comes from the communities of the low Amazonian mountains of the Province of Loja in Ecuador. The fruits are picked by hand. The essential oil of the Palo Santo fruit GUAYAPI is 100% renewable because it comes from the Palo Santo fruits and not from wood.

The Balm of Copaiba and Oil of Andiroba

Two precious oils from the Amazon

The Copaiba protects the skin from skin conditions, sunburn and irritation. Used in massage, they promote the softening of all joints and the neck.

The Andiroba on its side, and the best mosquito protection, as well as to deeply moisturize atopic skin (emollient virtues).



Powder Shampoo with Acerola, Camu Camu and Palo Santo - Natexpo 2013 Gold Trophy in the Natural Beauty category.



This exclusive formulation of GUAYAPI was born from the observation of indigenous peoples. We have identified, thanks to their knowledge, the raw materials that make up a 100% natural and preservative-free shampoo for incomparable effectiveness. Thus, Camu Camu and Acerola strengthen the hair thanks to their extreme concentrations of Vitamins C: we have associated them with Amazonian Incense whose mystical smell allows to relax the scalp and allow the active plants to better penetrate the scalp and hair, while awakening the senses.

Back in 2026

- **Depollutant and sheathing:** the Camu Camu-Acerola complex and Palo Santo essential oils acting in synergy
- **Antioxidant:** Camu Camu is the most known plant rich in vitamin C, and also contains polyphenols and other anti-free radicals for remarkable effectiveness on hair
- **Oxygenating:** with its captivating fragrance, the essential oil of Palo Santo relaxes the scalp and penetrates the Vitamin C to make the hair shine

EXCEPTIONAL INGREDIENTS FROM THE LAND OF ORIGIN

Purple Corn from it's Land of Origin - Peru



GUAYAPI Purple Corn is the result of an innovative fair trade partnership initiated by the government of Peru with GUAYAPI with the aim of promoting native biodiversity, including producer organizations from the Cuzco region.

This corn owes its color to blue-violet pigments, the famous anthocyanins thanks to which it is naturally antioxidant and protective. In addition, it improves blood circulation and lowers cholesterol. It is also said to have properties that strengthen the immune system.



Moringa from the Land of Origin - Sri Lanka

After their wild picking by the villagers of Halpola, the Moringa leaves are dried in the sun and then slowly reduced to powder, in accordance with tradition, in order to preserve all their active ingredients. A nutritious food rich in vegetable proteins, Moringa provides a complete and balanced base of vitamins and minerals.



Kiri Hodi - Golden Milk from Maussawa Forest Gardens



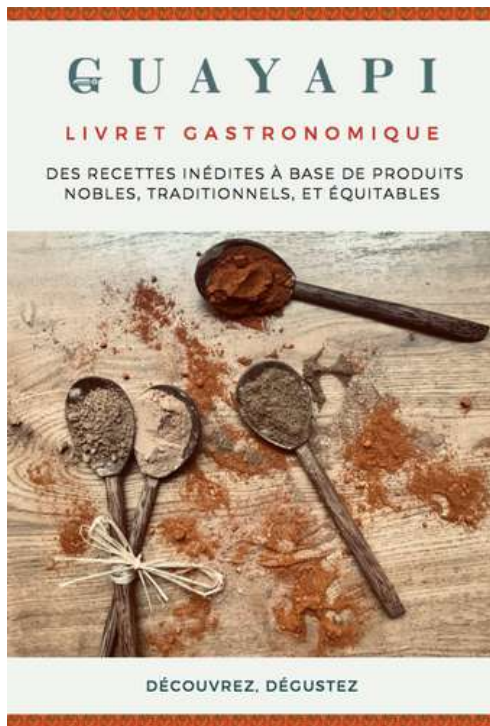
The Golden Milk is a comforting and delicious Ayurvedic traditional drink of an exceptional smoothness and deliciously exotic and subtle flavors. Guayapi Golden Milk is produced in an ecological way in Sri Lanka with 100% organic ingredients, cultivated by small producers in Forest Gardens, from fair trade.

Sacha Inchi Oil - Precious Oil from Amazonia

Considered as the best vegetable oil, Sacha Inchi Oil has been used for thousands of years in the Amazon region. This oil with multiple virtues contains more than 80% of omega 3 and omega 6. As well used in cooking as in cosmetic, the Sacha Inchi Oil is exceptionally antioxidant.



A GOOD, CLEAN AND JUST DIET (SLOW FOOD)



Exotic recipes, rich in colors and perfumed with Amazonian and Sri Lankan flavors. Do not hesitate to contact us to receive a copy of our Gastronomic Booklet!



A FEW CHEFS WHO SPOKE ABOUT US

Michel Bras, the starred chef of Laguiole



Michel Bras cooks for GUAYAPI, 2013

According to him, the bitterness of Guarana brings elegance and lightness. It compensates for the disgusting side of certain products. Moreover, it is a good substitute for pepper.

Pierre Gagnaire, the chef with 16 stars



Claudie Ravel and Pierre Gagnaire at the Shira-Omnivore Show in 2022

Pierre Gagnaire has developed a veal recipe for his restaurant located at 6 rue Balzac - Paris 8, combining Kitul Sap and Warana. He has added to his menu a Grenadin de veau fermier (farm-raised veal) flavored with Kitul Sap, Malabar pepper and Curry herb - the sauté pan is deglazed with Moscato d'Asti à l'angostura; declination of peppers. All this is accompanied by golden sweetbreads, small spelt with chanterelle mushrooms, an ear in toadstool and crispy leeks of Warana and licorice flavors.

Olivier Roellinger, the star of spices



The Roellinger family and the Guayapi family at Terra Madre 2018

Partner of the Slow Food movement, of the Relais & Chateaux association and faithful customer of Guayapi, this great cook advocates the values of the protection of the biodiversity, the valorization of the local traditions, and the remuneration of producers at the right price.

OUR RESPONSE TO LOCALISM FOR INTERNATIONAL SOLIDARITY-BASED AND ECOLOGICAL EXCHANGES

A huge confusion arises regarding the notion of local, strongly animated by the media: in fact, as a responsible citizen, we all agree to buy our food from the local producer, and especially seasonal products. We are not going to buy green beans from Kenya in December or even bring strawberries from the end of the world in winter; it is this extreme attitude that triggered local campaigns. This is dangerous for the nationalist notion she implies.

One nuance, however, to bring to this movement: Today, would the locavores themselves be ready to no longer nibble on a piece of chocolate? To do without tea, coffee? Or would these locavores be ready to give up a banana, pepper or other spices that, for sure, do not grow in our regions? It should be noted that the impact of transport represents only 10.90% of greenhouse gas emissions, with the most polluting being product production and processing (40%).

And moreover, we note that our local producers often produce in monoculture, even organically, and that the reports from Inserm are damning regarding the loss of the richness of our local soils which no longer contain the vitamins and minerals of yesteryear, this being linked to intensive monocultures to achieve low prices.

So under these conditions, when for example, we have a nose that begins to flow, or need to purify our body, etc., we will not go to the pharmacist to get chemical vitamin C, or any other synthetic product. We will choose what nature has, even if it comes from a long way, because the totum of plants are well bioavailable in the body and therefore much more effective than the chemical, which will be stored by the body and could have side effects!

The original lands where our plants come from are so respected in their original biodiverse ecosystem (and we accompany our partners for that with the chosen certifying body FGP), that the local populations have largely the required carbon compensation, they would even have carbon credits to sell, but will not do it for a question of ethics.

So as long as nature knows how to do, let's choose nature, and knowing that the countries of the South could not be neglected to meet a current trend of "eating local", to the extreme, the countries of the North possessing, in majority, all the economic wealth while the wealth of nature is located in the countries of the South; the fair trade North / South must also fit into this complementary profile of ethics."

- **Claudie Ravel, founder of Guayapi**



Intervention by Bastien Beaufort at La Sorbonne as part of Slow Food International, Terra Madre Salone del Gusto 2020

ECOTOURISM: A MOMENT OF FAIR ESCAPE

According to the International Ecotourism Society, "ecotourism is a form of responsible travel in natural areas that contributes to the protection of the environment and the harmonious development of local populations."

Relay member of the ATES, GUAYAPI presents to you two ecotourism:



ECOLANKA, THE ECOTOURISM OF THE DOMAIN OF MAUSSAWA



© GUAYAPI

Ecolanka is an ecotourism site in the heart of the mountainous region of Sri Lanka. Located within an organic and biodiverse agricultural production, tourists discover the principles of similar forests while walking in the heart of biodiversity. We discover 85 different species of birds and plants with breathtaking virtues.

The land where Ecolanka is located is certified by Forest Garden Product. Ecolanka encouraged the creation of the Halpola village association for the cultural and rural development of villagers. 0.5% of ecotourism revenues are donated to the association. Ecolanka also donated part of its land for the villagers to build their community center in which they can access medical care, attend English classes from time to time, organize village meetings, and practice craft activities derived from their traditional know-how. An activity was born in the remote center, it allows to create jobs for the surrounding villagers.

THE ECOTOURISM OF VINTE QUILOS

Vinte Quilos is a program of eco-sustainable integrated development, responsible tourism and activities related to the diversification and increase of the Sateré Mawé Tribe, riverside populations and ethnic groups of the Amazon region. This project is coordinated by an Italian NGO with financial support from the European Union.



© GUAYAPI

Latin American enthusiasts will be delighted to discover the nurseries, the biodiverse garden, the breeding of turtles and bees, the solar panels, the well connected to a 30,000L reservoir and the irrigation system that supplies the cultures and bathrooms, as well as the small amphitheater where seminars and meetings can be held.

WHY TRADE WITH INDIGENOUS PEOPLE?

While indigenous people are the custodians of 80% of the world's bio-cultural diversity, they are the most socio-economically disadvantaged populations on the planet. For example, the Guarana is a global plant that was discovered by the Sateré Mawé Tribe thousands of years ago. Today, this plant, in its cultivated, patented and hybridized form, according to the modalities of the agro-industry, represents a market of more than 5 billion US\$. How much do the Sateré Mawé, thanks to whom we enjoy this plant, get? Nothing... Nothing? Except a small fair trade project that resists and proposes an alternative.

The Waraná Project that Guayapi has been carrying out with the General Council of the Sateré Mawé Tribes (CGTSM) since 1993 aims precisely at directly sharing the benefits of the use of Waraná in fair trade. Locally, the Waraná Project is the integrated ethno-development project of the Sateré Mawé people, aiming to implement the political rights of the Sateré Mawé based on their political autonomy.

Through the Fair Trade of Waraná and other forest products, the Sateré Mawé implement social and environmental programs in their territory. These include: differentiated indigenous education, differentiated health, reconstitution of original ecosystems in Analog Forestry... And French consumers can consume excellent forest products for their well-being. It is a win-win partnership.

Guayapi pays the Waraná to the Consorcium des Producteurs Sateré Mawé (CPSM) 50€/ kg which is 25 times more than the conventional market price in Brazil.

Today, 337 families of Sateré Mawé producers are associated with the CPSM. This represents 2,000 people who directly benefit from the Waraná Project.

- **Bastien Beaufort, Director of Guayapi and Doctor of Geography**

RÉPARTITION DU PRIX CHEZ LE PRODUCTEUR POUR 1KG DE WARANA		
Prix d'achat à la productrice et au producteur de Warana	10 €	20%
Organisation du Consorcium, soutien à l'auto-organisation de la communauté et du territoire et de ses projets de développement	8 €	16%
Promotion de l'image du projet et formation générale des cadres dirigeants	5 €	10%
Développement de la meliponiculture	6,50 €	13%
Certiication des produits, système de contrôle interne	5 €	10%
Service juridique	3,50 €	7%
Service comptable	3 €	6%
Transport local et régional entre villages	4 €	8%
Soutien aux projets de développement intégré du Conseil Général des Trbus Sateré Mawé (CGTSM)	2,50 €	5%
Soutien au projet d'éthnodéveloppement avec l'ONG ACOPIAMA	2,50 €	5%
PRIX DE VENTE	50,00 €	100%

CERTIFICATIONS & MEMBERSHIPS

Collectives to which Guayapi belongs

IFOAM :Guayapi is a member and administrator of IFOAM (International Federation of Federation of Organic Agriculture Movements) - the global grouping of organic products players.



IAFN / RIFA :International Analog Forestry Network is a network with 32 members in 32 countries that promotes biodiversity and the restoration of native ecosystems through the application of Analog Forestry methods. Owner of the FGP repository.



Fair Trade France : GUAYAPI is a member administrator of Commerce Equitable France, which represents a real player within the fair trade network (85% of French fair trade). To develop fair and sustainable trade.



Cosmébio : French Professional Association of Ecological and Organic Cosmetics which brings together all the players in the sector: collective of suppliers of raw materials and ingredients, custom manufacturers, cosmetic laboratories and distributors. GUAYAPI is the leader of the ethics commission.



Le MENE :The Movement of New Economy Companies represents all the actors who work for an economy free from fossil and fissile energies, connected, at the service of human well-being, and respectful of the environment.



Synadiet : National union of food supplements. GUAYAPI for 30 years values and promotes the use of wild harvested plants from the Amazon and Sri Lanka.



ATES : GUAYAPI is a relay member of the Association for Fair and Solidarity Tourism for its Ecolanka eco-tourism located in Sri Lanka, and for Vinte Quilos, an eco-tourism belonging to the Sateré Mawé, located on their Indigenous Land.



Certifying bodies for Guayapi products

F.G.P. : Forest Garden Product is an international certification body operating in the Amazon, Brazil, Peru, Ecuador, Sri Lanka, Canada, Australia... The certified Guayapi products come from wild harvesting on the land of origin, i.e. from an organic and diversified environment, taking into account social criteria, criteria that are much more demanding than those of the organic. FGP is accredited as an organic certification body.



Qualité France : This organization certifies more common products grown in organic agriculture according to European specifications.



Cosmécert : "The label of real organic cosmetics". The Guayapi cosm'ethics benefit from this label which is part of a global ethical approach including a new manifesto of commitments, taking up the basis of the 2011 Charter. The respect of the worker of the entire sector, sustainable development, environmental values and transparent communication, are some of the requirements set by the Cosmébio label.



QUALITY DISTINCTIONS

Slow Food : Good, clean and fair products: Guayapi is committed to the values of Slow Food. Founded in 1989, Slow Food is an association that values traditional typical products for local populations and atypical for our western societies. It is opposed to the fast food culture that standardizes flavors, by bringing up to date local products that cannot access the world market.



The Slow Food Presidium: A Presidium is a project to safeguard and revive a food product by promoting it to connoisseurs, amateurs and professionals. Slow Food currently supports more than 500 Presidia around the world. The Waraná from the Brazilian Amazon has been elected a Presidium by Slow Food.



The Ark of Taste Slow Food: The Ark of Taste, created in 1996, is a catalog of forgotten and endangered quality foods. It aims to identify, before they are lost, plant, animal and artisanal food products linked to the cultures, histories and traditions of communities living in cultural landscapes around the world. Kitul Sap from Sri Lanka and Green Stevia from Paraguay were elected Ark of Taste.



Sateré Mawé: For the differentiation of the Warana (Guarana of the lands of origin). This logo guarantees the origin of the product, from the indigenous area Andira Marau, ancestral land of the Sateré Mawé tribe, discoverers and sons of this plant according to the legend.



Ceylon Tea : For 150 years, Ceylon has been synonymous of the best tea in the world. The legendary lion of the Sri Lankan flag has been presented in the heart of the Ceylon Tea logo, to keep this commitment - the symbol of quality.



AN ETHICS OF REGENERATION (SIMILAR FORESTRY)



Blossom the Man while restoring Nature

Focus on the Forest Garden Products standards - F.G.P.

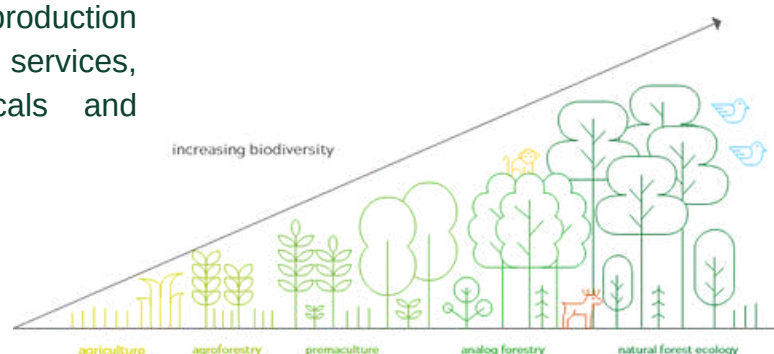
In order to preserve the inestimable wealth of the territories from which it draws its raw materials, GUAYAPI is actively involved in Forest Garden Product (F.G.P.), an international certification body founded by Dr. Ranil Senanayake.

This planetary program for the restoration of native ecosystems is based on the application of 7 fundamental principles:

- 1 - Restore the original ecosystems while respecting local populations in their original habitat, in a healthy environment and thus preserve their culture and traditional know-how within the framework of fair trade.
- 2 - Promote the renewal of the vegetation of deforested or degraded lands and increase the richness and plant and animal biodiversity of origin.
- 3 - Improve land yield and reduce erosion by totally natural means.
- 4 - Transforming the intensive chemical production of agricultural holdings into natural and organic production.
- 5 - Value the local products of local populations around the world with higher added value.
- 6 - Promote and develop knowledge on sustainable development and citizen consumption.
- 7 - Accompany producers to achieve these objectives together.

What is Analogue Forestry?

It is an ecological restoration approach that uses natural forests to guide the creation of landscapes that are both ecologically stable and socio-economically productive. It also recognizes the social and economic needs of communities local rural areas that can be addressed through the diversified production of marketable and useful goods and services, ranging from food, pharmaceuticals and fodder, to fuels.



FEW KEY FIGURES

500

AMERINDIAN FAMILIES STATE MAWE BENEFITING DIRECTLY FROM THE WARANÀ PROJECT IN THE AMAZON



21 000

INDIGENOUS LAND FAMILIES ANDIRA-MARAU IN THE AMAZON BENEFITING INDIRECTLY FROM THE WARANÀ PROJECT

5 T

FROM WARANA BOUGHT EVERY YEAR FROM THE INDIAN SATERÉ MAWÉ

20 COUNTRIES IN WHICH GUAYAPI PRODUCTS ARE DISTRIBUTED

Luxembourg, Belgium, Switzerland, Singapore, Morocco, Spain, UK, South Korea, Germany, Portugal, Netherlands, Denmark, Poland, Malta, Austria, Italy, Singapore...



788.528 HA

OF INDIGENOUS LANDS ON WHICH THE INDIAN LIVE SATÉRE MAWÉ

+ 3000

SALES POINTS THROUGHOUT FRANCE



20 HA

FROM GARDEN FOREST TO SRI LANKA

Restored biodiverse garden, formerly a monoculture of tea

THE SHOWROOM GUAYAPI IN PARIS

Within the GUAYAPI Showroom you will discover, in a friendly and exotic atmosphere, the riches of the Amazon and Sri Lanka, our favorite territories.

A place for sharing, meeting and events, the Showroom is a place where GUAYAPI expresses itself in its entirety.



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Film screenings, press conferences, fair trade education, cosmetics workshops, cooking workshops, tastings and taste awareness, etc.

**EPICERIE DE
LA TERRE**
DES PRODUITS BONS, PROPRES ET JUSTES


Slow Food[®]
Paris - Région

In partnership with Slow Food Paris Region, the GUAYAPI Showroom presents a whole range of products elected Sentinelle or Ark of Taste by Slow Food, such as the Lentil of St. Flour, the Black Pork of Bigorre, La Poule de Gasconne, the Small Spelt Flour...

THE WELLNESS ROOM

Let yourself be carried away by an unforgettable moment of relaxation in the heart of an Amazonian atmosphere and enjoy massages, facial treatments, foot reflexology treatments, energy care and hair care.



© GUAYAPI

STRUCTURE OF THE COMPANY

MAIN ACTIVITY

Exclusive import, trading and distribution of Amazonian plants in formulation and preparation, teas and spices from Sri Lanka.

STRUCTURE

Claudie Ravel	Founder
Bastien Beaufort	General Manager
Valentin Wolf	Quality / Regulatory Director
Estelle Correia	Administrative & Financial Manager
Andrea Lopez et Silvia Molinari	Showroom Managers
Thomas Tardieu	B2C sales advisors

With the consultation of:

Dr Bernard Touati	Technical manager, nutritionist, formulator of food supplements
Dr Ranil Senanayake	Doctor in systems ecology. Formulator cosmetologist, specialist in tropical plants
Vincent Bourgeteau	

DISTRIBUTION

Present in more than 3,000 points of sale, GUAYAPI products are mainly distributed through the network of independent natural and organic products shops and fair trade shops, as well as chain stores such as Biocoop, Satoriz, Naturalia, Eau Vive, La Vie Claire, as well as at Botanic, Artisans du Monde, Bio C Bon, NaturéO, Les Nouveaux Robinsons...

Also present in some beautiful gastronomic addresses such as the Relais & Châteaux de Laguiole with chef Bras, the Maisons de Bricourt with Chef Roellinger, the Maison Gagnaire on the Champs-Élysées, Le Meurice Hotel, etc.

THANK YOU TO SHELLEY ABEYAGOONESEKERA

You have undoubtedly noticed: Shelley Abeyagoonesekera, first employee of Guayapi since 1990 then Logistics & Purchasing Manager of the company, no longer appears in our structure! He left for the wonderful country of retirement at the end of last year. However, he remains our partner in Sri Lanka within our two on-site companies Eco Lanka and Guayapi Lanka and regularly passes by the office. Thank you Shelley!



@ Shelley Abeyagoonesekera, at the center, during Terra Madre 2018



Conference by Carlo Petrini, founder of Slow Food International at the Guayapi Showroom in June 2022.
@GUAYAPI



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