

# Have Yourself a Nukleus-sy Christmas



Christmas is a time of giving and sharing. Here's a gift idea that will elevate your giving and sharing to a whole new level: Nukleus underwear and basics.

As a sustainable fashion brand, Nukleus has been using organic cotton since day one. The reason: it's friendly to consumers, farmers, and the environment because it's pesticide-free.

But there's a problem. A staggering 99% of the world's cotton is still produced the conventional way. This means the use of toxic pesticides is continuing unabated, resulting in untold human suffering. A case in point: up to 77 million cotton workers suffer from pesticide poisoning every year. The environment suffers as well. The pesticides pollute rivers and lakes, contaminating drinking water sources and threatening ecosystems.

Nukleus has decided to make a more deliberate and determined effort to address the persistent problem. The brand's CEO, C.W. Tan, says: "Nukleus must be a sustainable brand with a conscience. We've been helping our customers to minimize their environmental impact. We must also do something to help alleviate human suffering."

*Nukleus products are made from the finest eco materials and all their core components are certified Oeko-Tex Standard 100 for skin-friendly goodness. Nukleus is also a co-brand partner of WWF-Malaysia (World Wide Fund for Nature Malaysia), and part proceeds from the sales will be channelled to support WWF-Malaysia's conservation work.*

The Nukleus action: It's sourcing 100% of its organic cotton from India's Morarka Organic, which is backed by the Morarka Foundation, a non-profit organisation dedicated to improving the lives of Indian farmers through sustainable and organic agriculture.

There's a reason why Nukleus chose India. The country is home to the world's largest cotton farming community, with around 17 million farmers. Says Tan: "India is where the positive impact of organic cotton farming can be felt most strongly." Come to think of it, what Nukleus is doing is in perfect harmony with the Christmas spirit. By collaborating with Morarka Organic, Nukleus is in a way giving and sharing with the cotton farmers and showing goodwill toward mankind.

So, this Christmas, enter into the true spirit of the season and give some Nukleus-wear to your family and friends. It's a gift filled with fashion, humanitarianism and environmentalism. Who could ask for anything more?

## Exclusively for Natural Health Readers!

The first 100 Natural Health readers who email their particulars (i.e. name as per IC and shipping address) to Nukleus will be entitled to a 20% discount exclusively at [www.nukleusshop.com](http://www.nukleusshop.com) for the following five items: Plumeria Vee (N-L02-T), Iris Shorty (N-L12-B), Vanda Tanga (N-L06-B), Gaharu Racer (NP 9040) and Bintangor Boxers (NP 9038). Readers must email their particulars to [admin@nukleusshop.com](mailto:admin@nukleusshop.com) by 15th December 2012 AND complete their online purchase by 31st December 2012 in order to qualify for the discount. Purchases are subject to availability. Other terms and conditions apply.





## Nukleus throws party to raise awareness of organic cotton benefits

Sustainable fashion brand Nukleus threw a party to raise awareness about the benefits of organic cotton on 24 Oct.

Tan Cheng Woi, Chief Executive Officer of Nukleus Innerwear Sdn. Bhd., the company which owns and manages the Nukleus brand of underwear and basics for men and women, stresses: "Today, sustainability alone isn't enough. Nukleus must be a sustainable brand with a conscience. And Nukleus will do all it can to alleviate human suffering."

Since cotton is a highly popular clothing material, consumers can play a significant role in helping cotton farmers. Tan states: "We hope consumers will support the farmers by buying and wearing organic cotton. The more organic cotton we use, the more farmers we can persuade to switch to organic farming."

Nukleus was also honoured to have WWF-Malaysia as its corporate partner, since only companies with a proven track record of corporate environmental responsibility and whose products are manufactured using environmentally friendly practices and materials, will have such an opportunity. Nukleus has been contributing part proceeds of the sale of Nukleus apparel towards WWF-Malaysia's conservation efforts since 2010.



## Against The Wind: A Documentary Profiling the Struggles and Courage of Stroke Survivors

When award-winning Taiwanese Film Director, Wayne Peng, learned about the plight of stroke survivors during a visit to the National Stroke Association of Malaysia (NASAM) in 2009, he was so deeply moved that he set himself a mission. For three years, he painstakingly documented the agonizing daily struggles and frustrations of eight brave survivors. He won their trust, got them to share heart-wrenching stories, and stayed focused with NASAM's key message: stroke can happen to anyone, but there is life after stroke.

For NASAM, the launch of the documentary coincides with World Stroke Day, which falls on October 29. It was commemorated with various public awareness programmes, including the premiere of *Against The Wind* at GSC Pavilion for special guests led by the Patron of NASAM YABhg. Toh Puan Dato' Seri Hjg Dr. Aishah Ong.

For more information on Wayne Peng, please visit [www.purefilms.com.tw](http://www.purefilms.com.tw)