



ECOROUGE

**Well-Being Blends**



EcoRouge Inc. believes that capital effects our shared experience on this earth. The behavior patterns companies embrace, and the placement of capital, is critical to our future. Nili Gilbert of Glasgow Financial Alliance points out that financial capital has a huge role to play in our shared success or our shared failures. It is vitally important for our capital providers, or long term shareholders, to focus on business models embracing methods to sustain and heal our eco-systems.

Changing market trends, changes the world. It is time to fix the market, not continue to contribute to antiquated production methods. During this period of human and production expansion, the mission of EcoRouge is to protect our forestation and our water supplies, through the use of methods dedicated to augment the growth of earthly resources, consequently providing solutions to heal our planet. Essentially, changing the trajectory of our climate and human evolution.

Earth and humanity is at a critical point and we do not have years to look for problem solving innovations within business practices and development. EcoRouge provides solutions for the NOW, with a 0 carbon emissions business model.

It is essential to consider the stabilization of our earth from a wholistic perspective. The company turns attention to more sensible ways to develop raw land AND nontoxic production habits within the textile industry. EcoRouge achieves Net 0 by implementing

the fundamental methods needed for deep decarbonization. Cutting edge technology and innovative science-based methods are used by EcoRouge to TRANSFORM the existing textile commercial industry and help re-direct the course of human expansion and land development. The advanced, sustainable methods implemented by EcoRouge, essentially heal the planet, and people, while still profiting.

Since climate change is driven by the unethical practices of large corporation businesses, EcoRouge provides a business model intended to instill new proper use of resources for textile production, and new trends in forestry *preservation*, across the globe. The current textile manufacturing and business models disrespect the earth, our resources and of our fellow people, on a global scale. There is more power and fine profits, in developing in harmony with nature, while contributing to our earthly *preservation*.



## INVESTMENT OPPORTUNITY

Investing in EcoRouge is a prime opportunity to capitalize with a business providing solutions to solve climate change. Existing, outdated, standard manufacturing methods within the textile and apparel industry accounts for almost 30% of carbon emissions, while the real estate development of raw-land account for another 30%. Additionally, industrial wastes contaminate our lands and water supplies across the globe. Every second, 13 tons of hazardous waste is produced, amounting to over 400 million tones of hazardous waste each year, with a 400-fold increase in hazardous waste generation. Deforestation and massive contamination causes disease and leaves uninhabitable lands across the globe.

EcoRouge is able to transform these market trends, and profit. Consumers are seeking out eco-ways of living. EcoRouge provides solutions for heavy industrial waste problems and raw land development, through the implementation of the latest innovations in technology, to modern design efficiencies and features, to the usage of specific healthy raw materials during production.

The company aims to provide healing patterns rather, and encourages the growth of surrounding plant life and trees, through the use of water extraction technologies in dry and arid places, such as Dallas. Moreover, along with the cultivation of raw materials used for production means; all methods inevitably heal the earth and the people, while simultaneously,

preventing the contamination that is caused by today's standard methods.

For an investor to continue contributing capital gains to companies with long term plans of 30 years to reduce to 0 carbon emissions model, when changing patterns within human development and production need to change now; the investor's "impact" is still negative. The only positive impact is to devise new Net 0 business models, to NOW implement into the industry and market, and influence current production and economic market systems.

It is time for investors to aggressively scale; it is imperative to contribute to a business that aims to restore value in our planet and in people. EcoRouge is launching 0-percent carbon emission models to heal us.

Ecorouge takes the "functional approach to doing business," and follows ESG regulations. ESG Reporting provides transparency and holds company's accountable to provide solutions for major global challenges we face today. A healthy mentality of a company is needed for collaboration and developing action-based solutions. Investor trend towards sustainable investing, especially in line with ESG Models, provide higher leverage for the support of ethical and responsible companies, with expansive growing opportunities.

## EXECUTIVE SUMMARY

EcoRouge Inc., is a corporation formed in Dallas, Texas. Our mission is to provide a solution for the textile and apparel industry by providing high-quality and natural-derived textile and apparel products for domestic and international markets. Given the current global state of affairs, massive contamination due to poor and unethical production methods, EcoRouge Inc. will produce textiles, healthy for the environment and the consumers.

Our vision is create thriving environments within the textile and apparel production industry. Thereby, producing an all-natural brand of woven textiles, called Well-Being Blends. The production and dyeing methods used should become the blueprint model for fellow textile milling and dyeing factories in the US and in areas across the globe using the current highly contaminating practices, such as Bangladesh, Indonesia and India.

In the next five years, our objectives is to achieve viable goals:

- Increase annual revenue by 20%
- Expand production capacity by 50%
- Diversify product portfolio by adding new categories and designs
- Enter new markets in Europe, Asia, India and Africa
- Enhance brand awareness and customer loyalty
- Offer better productions solutions for the global contamination crisis





## CUSTOMER FOCUS

EcoRouge target customers are fashion brands, retailers, and wholesalers looking for high-quality, sustainable, and innovative fabrics and garment templates for their collections.

EcoRouge's target customers are mainly located in the US and Europe, where the demand for all-natural textile products is high, and the awareness of environmental and social issues are increasing.



EcoRouge's target customers are segmented into four groups:

- Small and medium-sized fashion brands
- Large and established fashion brands
- Fashion retailers and wholesalers
- Eco-friendly and ethical fashion brands, retailers, and wholesalers

### SUCCESS FACTORS

Success factors are the areas that EcoRouge will focus on and excel at, and that will differentiate EcoRouge from its competitors. Success factors are:

- Eco-friendly production processes
- Sustainable sourcing
- Innovative textile designs
- Cutting-edge technology
- Strong partnerships with fashion brands and retailers
- Efficient supply chain and operations
- Commitment to ethical labor practices and social responsibility

### FINANCIAL HIGHLIGHTS

EcoRouge Inc. has a solid and profitable financial performance, as shown by the following financial highlights:

- Generate \$1.2 million in revenue in the first year of operation, growing at a CAGR of 25% to reach \$2.4 million in the third year.
- Achieve a gross profit margin of 50% in the second year of operation, increasing to 54% in the fourth year.
- Achieve an operating profit margin of 25% in the second year of operation, increasing to 33% in the fourth year.
- Achieve a net profit margin of 20% in the second year of operation, increasing to 27% in the fourth year.

## COMPANY OVERVIEW

**E**coRouge Inc. is a textile and apparel manufacturing company founded in 2023 by Monica Rougelot. The mission is to produce: High-quality and Eco-friendly, Innovative fabrics for various industries and customers

The company's vision is to become a leader and a pioneer in the textile industry by offering products and services that are superior, sustainable, and creative.

The development of new product design within the textile and apparel industry. New methods implement not only develop all-naturally made products, yet also aid in the healing and detoxification of the earth, of our lands. Mainstream methods of apparel and textile production are completely destructive to communities and grossly contaminating our earth's land and water supply, causing sickness and diseases.. Efforts made within Well-Being Blends aim to serve as the "new way of product development."

### **EcoRouge's Textile and Apparel Design History**

2019 – Monica developed a luxury label of versatile clothing for men and women.

2022 – Monica launched a collection of abstract photography on t-shirts, swimsuits and other everyday apparel, where a portion of the proceeds benefits the Amazon, by Rougel Innovation's Tree Adoption program.

2023 - Monica patented a sports-wear device to solve a problem in women's sports apparel wear.

2024 – Monica and Stefan re-unite to develop all-natural textile production facilities in order to provide a solution for today's crisis.

*“Harvesting vast amounts of Indigo Plants will provide a distribution channel of easy to access ingredients used for all-natural dyeing methods. The cultivation of plants also generates enough yield for EcoRouge's All Natural Dyeing House to facilitate all-natural dyeing methods. — M. Rougel, founder of EcoRouge*



## COMPANY OVERVIEW

EcoRouge will create all natural dyeing methods of textile, which have been used for thousands of years. By incorporating ancient methods with current scientific understanding, we will provide new advanced methods for the the milling and dyeing of textiles today. A variety of Colour dyeing options and hue grades will generate a new brand of textile fabrics called Well-Bing Blends. EcoRouge will spearhead into the commercial textile industry after a 6 month period of Research and Development within its first laboratory setting.

When the all-natural dying solutions are determined, either the cultivation of, or the sourcing of ingredients will be inculcated. Each season a selection of organic fabrics with the selected all-

natural colours will be available for the apparel ant textile market. Moreover, Well-Being Blends will be blended within a classic, versatile and comfortable collection of fabric selections and apparel products for adult, teenage and children's' markets. Avenues of sales will range from Amazon, to local boutiques and any department stores or major labels looking to incorporate organically made products.

Well-Being Blends generate a myriad of benefits for both humanity and for the earth. While most all-natural ingredients promote valuable properties, i.e. anti-fungal, UV protections and other healing attributes. Moreover, the cultivation of all-natural dying sources in itself, heals and enriches the earth through soil and earth content restoration.

Well-Being Blends tap into the earth's natural abundance capabilities, increases healthy employment venues, employs community development avenues, contributes to reversal of toxicities and climate concerns, as well as increases oxygen. Wearing garments made of pure fibers and all natural ingredients will drastically improve overall mental and physical health of consumers as well. The days of wearing cloaks of toxic materials to only stimulate disease and impair ones' health can be over. Due to the fact of current impractical methods inundating our world, only to completely devastate vulnerable communities and murder people with disgusting toxicities, we all need to understand the devastating disease-causing practices on a mass scale. Well-Being Blends WILL BE the company to spearhead this concept into the mainstream market of textile and apparel.





## COMPANY OVERVIEW

The purpose of our efforts, is to provide a more reasonable and responsible way of product making for the sake of our earth. It is vital for us to seek out ways to provide earthly preservation. Considering, traditional textile dying companies are devastating lands which were at one time — fertile and bountiful. The lands have been destroyed by the out-dated methods used within the textile industry, which have poisoned various parts of the earth, now considered as hazardous, now uninhabitable to man, agriculture or fish. A couple of decades ago, the community members fished in their lakes and ate from their lands, and they are now being forced to move away from their homelands; due to the unethical standards used within the MAINSTREAM means of production, which is expanding.

Currently, there are almost 8 billion people on the earth and an apparel industry generating trillions of dollars per year, which is growing. IT IS IMPERATIVE that we begin a SANE approach to the utilization of our resources and our means of production. The dying of textiles is one of the most devastatingly poisonous situations occurring today. Their constant, an increasing and steadfast growth, which has already resulted in complete destruction of its surrounding lands — and now consistently expanding. The standard methods used within textile industry, result in poisoned lands and waterways, where the toxins are circulating into other waterways. The toxins not only poison and kill the fish and aquatic life, the circulation of poisonous waters eject into larger waterways, including the ocean, contaminating our fishery;

contaminating the ground water supplies, which contaminates the soil. Any vegetation is deemed poisonous and will kill you if you eat it. A couple of decades ago, the community members ate fish from their lakes, and the fertile soil provided for abundant plant life with beautiful jungle-like growth. The current textile companies are literally killing our planet. In addition, the clothes it produces is embedded with pure toxins. Scientific abstracts, scholarly articles, and studies are showing random sicknesses and diseases humans' incur on a mass scale are directly related to the specific toxins that are composed within textiles (our garments). Studies show - the specific toxins killing the surrounding areas of the textile facilities - cause specific morbid sicknesses and diseases in rats with minor exposure.

## COMPANY OVERVIEW

EcoRouge intends to share the all-natural alternative dying methods with dying facilities across the globe. In order to safe-guard the earth from the continued destruction caused by the poisonous toxic wastes of the standard synthetic textile dying companies, which constitutes for almost 100% of our textiles dying facilities, and are unfortunately expanding across the globe.

The business will have monthly lab and facility costs, including machinery and equipment, raw resources and materials needed for advanced dying methods, research and development, organic textiles, salaries and marketing, etc. Once this is achieved, the Well-Being Blends will then endure into the textile market of sales and trade — A collection of fabric options sold in bulk, along with an organic label for everyday wear, will be available for market.

The funding will be used for a 6 month period of R&D, and to develop an all-natural textile dying facility. The facility will produce naturally-dyed textiles of a variety of naturally derived textiles, called Well-Being Blends. The process of dying includes ancient methods combined with modern day techniques to efficiently produce safe dyes for textiles. Products, fabrics and apparel, are created with ethics of earthly preservation in mind.

The facility will accommodate for the natural dying processes of its organic textile resources, called Well-Being Blends, as well as provide all natural-dying services for anyone or company looking for all-natural approaches to their textile-dying needs. Eventually, Well-Being Blends will branch into the milling all-natural textiles.

Moreover, organic-labels of everyday wear will be sold via e-commerce sites, such as the company's own on-line store, Amazon, Shopify, etc, as well as presented to major department stores.

The branding for the organic clothing is ingenious, and is not divulged at this time. Though, we are quite certain, the presentation used for the mission of using naturally-derived products, is positively surprising enough to make its "known" imprint and go viral.

An all-natural textile dying facility is a small step in the right direction and will shared to help mitigate current earthly crises.

The plan for business growth includes the advocacy of current production trend awareness, and the positive effects of the alternative dying processes.

All-natural dying sources can be used for alternative purposes, including body care, food colouring solutions, to replace the current use of toxic-based colourants used in body care and coloring of preserved foods and drinks. This avenue will be explored as well within the Well-Being Blends Laboratory Facilities.









## INDUSTRY ANALYSIS

The textile and apparel industry is one of the oldest and most globalized industries in the world, encompassing everything from the production of raw materials (e.g., cotton, wool, synthetic fibers) to the manufacturing of fabrics and the distribution of finished clothing. This industry is influenced by several economic, environmental, and technological trends that are shaping its future.

The global textile and apparel market is valued at approximately \$1.9 trillion as of recent estimates, with projections to continue growing. The demand is driven by population growth, rising disposable incomes, and an increasing focus on fashion and personal expression. The industry is expected to grow at a CAGR of around 4-6% over the next five years, influenced by emerging markets, increasing consumer spending, and fast fashion trends. However, growth rates vary significantly by region and segment (e.g., technical textiles, luxury fashion).

Asia-Pacific dominates textile production, with countries like China, India, Bangladesh, and

Vietnam serving as major hubs for raw material production, garment manufacturing, and export. North America and Europe are major consumers of textiles, particularly high-value luxury apparel and technical textiles.

Raw materials such as Natural fibers (cotton, wool, silk) still dominate, but there is growing competition from synthetic fibers like polyester, viscose and nylon, which are cheaper and more hazardous. Sustainable alternatives (organic cotton, hemp, bamboo) are gaining traction due to consumer demand for environmentally friendly products.

Apparel segments into luxury, fast fashion and technical textiles. Luxury fashions are high-end brands focused on quality, exclusivity, and craftsmanship, with a growing emphasis on sustainability. Fast fashion are mass-produced items at low-cost, and is characterized by rapid design cycles and short product lifespans. Technical textiles are used for functional purposes (e.i., protective clothing, medical textiles, sportswear) are a rapidly growing segment due to technological advancements.

Eco-conscious consumers are becoming a more significant market force, particularly in Europe and North America, where awareness of sustainability and ethical production is high. The rise of the millennial and Gen Z demographic, which favors sustainability and brand transparency, is reshaping the demand for apparel and textiles.

The textile and apparel industry is highly competitive, with players ranging from large multinational corporations to small, independent brands. Key players include: textile companies like Indorama Ventures, Toray Industries, and Reliance Industries are major producers of synthetic fibers and fabrics; apparel brands such as fast fashion giants like Zara (Inditex), H&M, and Uniqlo dominate the mass-market apparel segment; luxury brands like Gucci, Chanel, and Louis Vuitton are at the top end of the market, with a focus on quality and exclusivity; and, emerging sustainable brands, companies such as Patagonia, Allbirds, and Eileen Fisher are pioneers in sustainable apparel, with a strong focus on ethical practices and environmental responsibility.



## INDUSTRY ANALYSIS



Large manufacturers and fashion houses benefit from economies of scale, allowing them to offer products at lower prices. Brands that can successfully adopt eco-friendly practices and communicate their environmental impact often gain a competitive edge. Companies that invest in R&D for new materials, such as naturally-derived, recycled or biodegradable fabrics, and innovations in manufacturing processes, are better positioned to capture market share.

The textile and apparel industry is one of the largest contributors to environmental degradation, responsible for 10% of global carbon emissions and an extraordinary amount of water pollution. The shift towards more sustainable practices is critical, but many companies

struggle to balance environmental responsibility with profitability. The industry's reliance on a global supply chain has made it vulnerable to disruptions, such as those caused by the COVID-19 pandemic. Issues such as labor shortages, raw material price volatility, and trade regulations can significantly affect production timelines and costs.

Governments and international organizations are increasingly implementing regulations to reduce the industry's environmental impact, such as waste reduction policies and stricter labor laws. Compliance with these regulations can increase costs for companies that do not adopt more sustainable or ethical practices.

There is expected to be an ongoing shift toward sustainability, with more

companies embracing circular fashion models, recycling programs, and reducing their environmental footprint. Increased use of automation in manufacturing is likely, improving efficiency and reducing costs, though it may also impact labor dynamics in regions heavily dependent on textile production. As consumers continue to prioritize ethics and sustainability, companies that can adapt to these changing preferences will be better positioned for growth.

The textile and apparel industry is a dynamic sector with both challenges and opportunities. While sustainability, technological innovation, and shifting consumer preferences will shape its future, businesses that can align with these trends will likely succeed in this highly competitive market.



## INDUSTRY ANALYSIS

In looking at the textile and apparel industry alone, the birth of synthetic dyes in 1856, has lead to community destruction across the globe. The standard means of production are

haphazard and toxic, which results in the destruction of living things local conditions, the destruction of our environment and the destruction of lives.



Over 100 years later, the textile and apparel industry begins generating billions of dollars, causing massive contamination amount countries, like product Bangladesh, China, Malaysia, Indonesia, etc. Decades later, the global textile and apparel market is now revenue at an all time high of 2 trillion dollars. Last year, 150 billion apparel products were produced, while ninety percent of our apparel is produced via hazardous methods using the contaminating, synthetic dyes and other poisonous textile production processes.

Currently, the earth holds 8.1 Billion people, and we are multiplying and expanding more so that ever before on the history of this planet. What do you think the apparel and textile companies are going to do?



The destruction of our habitats project states of unhappiness and disease upon the masses. Experts in the Textile Industry, reveal that it takes 200 times the amount of water for the fabrications of textiles, i.e. 200 tonnes of water for every tonne of textiles produced, returning to nature a “toxic chemical soup” composed of hazardous chemicals and mordants. Textile factories poisons the water supplies for the indigenous communities living on their lands. The contamination remains to be permanent and is causing generations of diseases, numerous cancers, morbid illnesses, skin sores, etc., for community members and for the billions of people wearing the toxic clothing. For the devastated communities, basic hygiene, such as washing their hands, only makes sicknesses worse. While contaminated water supplies feeds into their food chain, the infliction of toxins causing sickness and deathly disease is on a mass scale. Given the billions of people covering their bodies on a daily basis with clothes made of toxic contaminants, this major problem effects most of the global population.

It is ignorant to think there are no solutions, or alternative methods, as a means of production, without massively contaminating our earth. Moreover, it is completely unethical to allow, and to continue to contribute, to essentially the murdering of people.

## Problem



## COMMUNITY DESTRUCTION



Poisonous contamination of rivers and lakes occurring, and expanding, across Asia, Indonesia, India, Africa, etc. Before garment factories arose, communities lived by growing crops and fishing in their lakes.

Textile factories are literally destroying their habitats. Abdus Salam elaborates on the environment he grew up in.. a clean and thriving atmosphere, and now,

fish cannot survive the black sludge. The vast contamination is also causing people to lose their livelihoods. Crop cultivation and local fishing is now a thing of their past. After the textile industry set up shop to make their trillions of dollars; now, if one ate anything grown on their land, one would dye; furthermore, now, if one bathed or drank the water, one would dye.

The devastation of contamination upon our earthly lands and waters, is forcing people to have to flee their homes, from a place their ancestors once appreciated and enjoyed for its natural beauty and naturally abundant qualities. Massive contamination infiltrating the waters circulates into the vast open water supply on our earth as well. It does not just go away. Since water circulates, it continues to pollute and cause disease, expanding toxicities into other waterways and parts of the earth.

The toxic waters starve the waters of their natural oxygen supply and prevents processes needed to sustain life, contributing to the off-setting of our ecosystem and to "global warming." Over 72 toxic dyes have been identified to accumulate in the waters, prevents light to play its natural role in photosynthesis and depletes oxygen levels, thereby killing all aquatic plant and animal life.



Kano's Kofar Mata Dye-Pits is a prime example of utilizing our resources in a proper manner. These ancient methods provide a solution for our current problems of major contamination occurring today.

Well-Being Blends will incorporate the cultivation of enormous fields of Baba Indigo Plants to provide the key ingredient needed for this extremely healthy way of producing dyes for textiles. The ancient method provide resistance to colour-fading and encourages the natural growth and multiplication of our earthly resources.

EcoRouge intends to eventually purchase plots of land next to the areas of mass contamination in places like Bangladesh, Indonesia, Africa, etc., and plant and cultivate key ingredients needed to produce its Well-Being Blends. In fact, sunflowers begin the process of detoxification. Not only to initiate the healing process of the toxic



wasted areas, but also to serve as an example for the other large corporations producing textile and apparel products. There are better ways to utilize our resources on this earth. Something has got to give here. BILLIONS of people (who are multiplying) are purchasing TRILLIONS of products a year, creating MASSIVE WASTE DUMPS

UNINHABITABLE FOR LIFE. THIS IS AN ABSOLUTE DISGRACE. If something is not done to start making changes, we will have a future of disease and toxic mental states spewing throughout the globe. It is time to start moving in a more appropriate direction to help heal all of this fowl contamination (currently multiplying).

### I. Further Research on Natural Dyes and Dyeing Techniques

- **Extraction and preparation processes** — Further develop methods for extracting dyes while minimizing environmental impact (e.g., using low-water or water-recycling systems).
- **Color fastness and scalability** — Testing the fastness (durability) of natural dyes on textiles and exploring methods to improve it (e.g., natural mordants like alum); and investigate scalability to ensure consistency across larger production runs.
- **Innovations in non-toxic mordants** — Further research and develop mordants (substances that fix dyes to fabric) that are non-toxic and environmentally friendly.
- **Standardization of processes** — Develop standard dyeing procedures to ensure consistency across batches, as natural dyes can vary.

### II. Sustainable and Safe Milling Practices

- **Water and energy conservation in milling** — Research water- and energy-efficient machinery for textile production. Technologies like air-jet looms and solar-powered mills can reduce the carbon footprint.
- **Chemical-free processing** — Develop or source technologies for milling that avoid synthetic chemicals in every step, from spinning to weaving and finishing. This includes alternatives to harsh bleaches and softeners.
- **Recycling and waste management** — Work with Don MacLean on waste management systems, to reuse or recycle textile waste, water, and dye by-products within the production cycle. Closed-loop systems and circular production models are key.

### III. Environmental and Social Impact Assessments

- **Life Cycle Assessment (LCA)** — Conduct LCA studies on the entire textile production process—from raw material sourcing to product disposal, to ensure environmental sustainability at each step.
- **Certifications and compliance** — Research ways to help augment regulations to raise industry standards for environmental safety, such as Global Organic Textile Standard (GOTS), OEKO-TEX, and Fair Trade certifications.



#### IV. Partnerships with Sustainable Technology Providers

- **Machinery innovations** — Partner with technology providers that specialize in eco-friendly textile machinery, such as energy-efficient dyeing machines or mechanical processes that minimize the need for water and chemicals.
- **Bio-based chemical partners** — Partner with companies developing bio-based chemicals or natural dyes to share R&D costs and accelerate the development of innovative solutions.

#### V. Pilot Testing and Scaling

- **Small-batch pilot runs** — As we test new processes on a small scale to refine methods, we ensure dye stability, fabric strength, and quality.
- **Feedback loop** — Use the feedback from pilot tests to improve processes, focusing on quality control and operational efficiency.
- **Gradual scaling** — Develop a clear plan to scale operations, building on data from pilot tests to ensure that all practices remain environmentally safe and cost-effective at a larger production level.

#### VI. Integration of R&D Findings into Operations Plan

- **Supply chain management** — Design a supply chain that prioritizes sustainable sourcing, ethical labor practices, and eco-friendly transportation methods.
- **Training and development** — Create training programs for employees and suppliers to ensure adherence to natural dyeing and milling practices.
- **Monitoring and improvement** — Establish systems for continuous monitoring of environmental impact and the performance of your processes. Regularly update methods based on new research findings or technological advancements.

\* This R&D framework ensures that your operations will be rooted in best practices for sustainability while also optimizing production efficiency and product quality.

RED

DYES

Solution

Problem

TOXIC DYE	CONTAMINATION CAUSES
Disperse Red 1	<ul style="list-style-type: none"> <li>- Mutagenic</li> <li>- Carcenagenic</li> <li>- Lymphocyte and human hepatoma (the worst kind of liver cancer)</li> <li>- * hepatitis related ?</li> </ul>
Basic Red 9	<ul style="list-style-type: none"> <li>- Intestinal carcinogenic aromatic amine (ammonia base used in pesticides)</li> <li>- Allergic dermatitis</li> <li>- Skin irritations</li> <li>- Mutations</li> <li>- Cancer sarcomas and tumors in the liver, bladder, mammary glands, and hematopoietic system</li> </ul>

ALL NATURAL DYING SOURCES	BENEFITS
<b>Annatto / Bixa Orellana</b> (Achiote Tree) . Spectrum of Colour: red, orange, peach, yellow . Native: Caribbean Central American down to Brazil	<ul style="list-style-type: none"> <li>- Used to treat burns, vaginal infections and as an insect repellent</li> <li>- Used to treat diabetes, diarrhea, fevers, fluid retention, heartburn, malaria and hepatitis</li> <li>- Used as an antioxidant and bowel cleanser</li> </ul>
<b>Nance</b> ( <i>Byrsonima crassifolia</i> )	
<b>Cochineal</b> ( <i>Dactylopius coccus</i> ) . Native to South and North America . Spectrum of Colour: crimson, scarlet, magenta, orange . Origin: Codex Osuna	<ul style="list-style-type: none"> <li>- Used for food colorants and cosmetics</li> </ul>
<b>Madder Root</b> ( <i>Rubia Tinctorum</i> ) . Spectrum of Colour: shades of red, pinks to fiery scarlets and deep burgundies . Origin: Ancient Egypt and Greece	<ul style="list-style-type: none"> <li>- Used for cosmetics</li> <li>- The Alizarian compound allows for fade-resistant fabrics</li> <li>- Revolutionized the dye industry in 1886</li> </ul>
<b>Bamboo</b> . Native: Asia	<ul style="list-style-type: none"> <li>- Fast growing</li> </ul>
<b>Bedstraw Root</b> ( <i>Gallium Rubiaceae</i> )	
<b>Beet Roots</b> ( <i>Beta Vulgaris</i> ) . Spectrum of Colour: shades of red, red-purple, pink, yellow	<ul style="list-style-type: none"> <li>- Generates a variety of colours</li> </ul>
<b>Buckthorn</b> <i>Rhamnus Saxatilis</i> . Using the bark of the shrub . Spectrum of Colour: shades of reds, yellows, earth greens . Origin: ancient method of Europe	<ul style="list-style-type: none"> <li>- Provides an array of varying colourations, by mixing with other natural-based dying sources</li> </ul>
<b>Cinnabar</b> . Spectrum of Colour: fiery reds	<ul style="list-style-type: none"> <li>- Used in cosmetics</li> </ul>
<b>Brazilwood</b> ( <i>Caesalpinia Echinata</i> ) . Native to Brazil and South America . Spectrum of colour: deep red hues, burgundy, magenta	<ul style="list-style-type: none"> <li>- Cultivation is endangered.</li> <li>- Employs for the development of the of the highly prized violin bows.</li> </ul>
<b>Kermes</b> . Spectrum of Colour: scarlet to maroon . Origin: Egypt	
<b>Chokecherries</b> ( <i>Prunus Virginiana</i> ) . Native to North America . Spectrum of colour: bright red to dark purple	<ul style="list-style-type: none"> <li>- Contains natural antioxidants which help preserve colour</li> </ul>



ORANGE  
DYES

Problem

TOXIC DYE	CONTAMINATION CAUSES
Disperse Orange 1	- Cytotoxic - Mutagenic



Solution



ALL NATURAL DYING SOURCES	BENEFITS
<b>Coreopsis</b> . Spectrum of Colour: yellows, oranges, pinks, corals and rusts	
<b>Annatto / Bixa Orellana</b> (Achiote Tree) . Spectrum of Colour: orange-red, orange, peach, yellow . Native: Caribbean Central American down to Brazil	- Used to treat burns, vaginal infections and as an insect repellent - Used to treat diabetes, diarrhea, fevers, fluid retention, heartburn, malaria and hepatitis - Used as an antioxidant and bowel cleanser
<b>Cochineal</b> ( <i>Dactylopius coccus</i> ) . Spectrum of Colour: Orange, crimson, scarlet . Origin: Codex Osuna	- Used for food colorants and cosmetics
<b>Blackthorn</b> . Spectrum of Colour: range of oranges, rich shades of blues and purples, black	- The compound Tannin provides deep rich colours - Easy to grow
<b>Logwood</b> <i>Haematoxylum Campechianum</i> . Spectrum of Colour: oranges, browns, grays, deep purples and blues . Native: Central America	- Provides a variety of colours.
<b>Fustic</b> ( <i>Chlorophora Tinctoria</i> ) combined with <b>Madder Root</b> . Spectrum of Colour: shades of fiery orange . Origin: Mayans . Native: Caribbean and Central America	- Provides an array of varying colourations, by mixing with other natural-based dying sources

# YELLOW

# DYES

## Problems

TOXIC DYE	CONTAMINATION CAUSES
Sudan I (Solvent Yellow 14) - Azo	Intestinal carcinogenic aromatic amine (ammonia base used in pesticides)

## Solution

ALL NATURAL DYING SOURCES	BENEFITS
<b>Dandelions</b>	
<b>Coreopsis</b> . Spectrum of Colour: yellows, oranges, pinks, corals and rusts	
<b>Goldenrod</b> . Spectrum of Colour: vibrant yellows	
<b>Sunflowers</b> . Spectrum of Colour: saturated yellows	-Stabilizes soil content through its ability to detoxify soil
<b>Fustic</b> ( <i>Chlorophora Tinctoria</i> ) . Spectrum of Colour: shades of yellow, green, orange . Origin: Mayans . Native: Caribbean and Central America	- Provides an array of varying colourations, by mixing with other natural-based dying sources, ie. combined with indigo creates shades of green, combined with madder root creates shades of fiery oranges
<b>Elderberry Leaves</b> . Spectrum of Colour: Bright yellows, mustards	
<b>Chamomile</b> <i>Matricaria Chamomilla</i> . Spectrum of Colour: buttery soft to vibrant yellows, earth greens . Origin: ancient Egypt	- colors remain virant
<b>Osage Orange</b> . Spectrum of Colour: golden yellow, russet golds, metallic	
<b>Annatto / Bixa Orellana</b> ( <i>Achiote Tree</i> ) . Spectrum of Colour: yellow, peach, orange and red . Native: Caribbean Central American down to Brazil	- Used to treat burns, vaginal infections and as an insect repellent - Used to treat diabetes, diarrhea, fevers, fluid retention, heartburn, malaria and hepatitis - Used as an antioxidant and bowel cleanser
<b>Buckthorn</b> ( <i>Rhamnus Saxatilis</i> ) . Using the bark of the shrub . Spectrum of Colour: shades of yellows, earth greens and reds . Origin: ancient method of Europe	- Provides an array of varying colourations, by mixing with other natural-based dying sources
<b>Pomegranate Skins</b> . Spectrum of Colour: brownish yellows	



GREEN  
DYES

Problems

TOXIC DYE	CONTAMINATION CAUSES
Azo and Nitro Type	Carcinogenicity effects over time



photograph by Natural Habitat Adventures

Solution

ALL NATURAL DYING SOURCES	BENEFITS
<b>Chamomile</b> <i>Matricaria Chamomilla</i> • Spectrum of Colour: buttery soft to vibrant yellows, earth greens • Origin: ancient Egypt	- colors remain virant
<b>Buckthorn</b> <i>Rhamnus Saxatilis</i> • Using the bark of the shrub • Spectrum of Colour: earth green, yellow and red • Origin: ancient method of Europe	- Provides an array of varying colourations, by mixing with other natural-based dying sources
<b>Elderberry</b> Leaves blend with Iron • Spectrum of Colour: shades of olive green	- Provides an array of varying colourations, by mixing with other natural-based dying sources
<b>Fustic</b> ( <i>Chlorophora Tinctoria</i> ) combined with <b>Indigo</b> • Native: Caribbean and Central America • Spectrum of Colour: shades of green • Origin: Mayans	- Provides an array of varying colourations, by mixing with other natural-based dying sources

# BLUE INDIGO BLACK DYES

## Problem

TOXIC DYE	CONTAMINATION CAUSES
Azure-B	<ul style="list-style-type: none"> <li>- Cytotoxic Effects</li> <li>- Central Nervous System damage of intracellular enzymes which effects human behavior</li> </ul>



BLUE  
INDIGO  
BLACK

## Solution

ALL NATURAL DYING SOURCES	BENEFITS
<b>Indigo</b> combined with other natural ingredients . Spectrum of Colour: shades of blues, indigos, blacks Origin: Kofar Mata	- Restores quality of land and soil content nearby contaminated areas
<b>Blackthorn</b> . Spectrum of Colour: lack, range of oranges, rich shades of blues and purples	<ul style="list-style-type: none"> <li>- The compound Tannin provides deep rich colours</li> <li>- Easy to grow</li> </ul>
<b>Logwood</b> <i>Haematoxylum Campechianum</i> . Spectrum of Colour: deep purples, blues, oranges, gray and browns . Native: Central America	- Provides a variety of colours.
<b>Alkanet Root</b> ( <i>Anchusa Officinalis</i> ) . Spectrum of Colour: a range of vibrant blues to deep purples . Origin: De Material Medica — journals from 1500 years ago from ancient Greece . Native: Mediterranean region	<ul style="list-style-type: none"> <li>- Ergonomic feeling for well-being</li> <li>- Easy to grow — grows wild</li> <li>- Stabilizes bumble bee populations</li> </ul>



## Problem

TOXIC DYE	CONTAMINATION CAUSES
Crystal Violet Dye	<ul style="list-style-type: none"> <li>-Mitotic poisoning</li> <li>-chromosomal damage</li> <li>-carcinogenic agent</li> <li>-generates fish tumors</li> <li>- hepatocarcinoma - liver cancer</li> <li>- Sarcoma in organs, especially reproductive organs</li> <li>- Chemical cystitis</li> <li>- Respiratory and renal failure</li> </ul>

## Solution

ALL NATURAL DYING SOURCES	BENEFITS
<b>Tuyska Leaves</b>	
<b>Blackthorn</b> . Spectrum of Colour: rich shades of purples, blues, blacks, and oranges	<ul style="list-style-type: none"> <li>- The compound Tannin provides deep rich colours</li> <li>- Easy to grow</li> </ul>
<b>Beet Roots</b> ( <i>Beta Vulgaris</i> ) . Spectrum of Colour: shades of red, red-purple, pink, yellow	<ul style="list-style-type: none"> <li>- Generates a variety of colours</li> </ul>
<b>Logwood</b> <i>Haematoxylum Campechianum</i> . Spectrum of Colour: deep purples, blues, oranges, gray and browns . Native: Central America	<ul style="list-style-type: none"> <li>- Provides a variety of colours.</li> </ul>
<b>Logwood</b> <i>Haematoxylum Campechianum</i> . Spectrum of Colour: deep purples, blues, browns and oranges . Native: Central America	<ul style="list-style-type: none"> <li>- Provides a variety of colours.</li> </ul>
<b>Cabbage</b> . Spectrum of Colour: pale pastels to deep purples	<ul style="list-style-type: none"> <li>- Resistant to fading</li> </ul>
<b>Alkanet Root</b> ( <i>Anchusa Officinalis</i> ) . Spectrum of Colour: a range of vibrant blues to deep purples . Origin: De Material Medica — journals from 1500 years ago from Ancient Greece; Native to the Mediterranean region	<ul style="list-style-type: none"> <li>- Ergonomic feeling for well-being</li> <li>- Easy to grow — grows wild</li> <li>- Stabilizes bumble bee populations</li> </ul>

Solution



ALL NATURAL DYING SOURCES	BENEFITS
<b>Beet Roots</b> ( <i>Beta Vulgaris</i> ) . Spectrum of Colour: shades of red, red-purple, pink, yellow	<ul style="list-style-type: none"><li>- Generates a variety of colours</li></ul>
<b>Avocado</b> Pits . Spectrum of Colour: shades of pink	
<b>Brazilwood</b> ( <i>Caesalpinia Echinata</i> ) . Native to Brazil and South America . Spectrum of colour: deep red hues, burgundy, magenta	<ul style="list-style-type: none"><li>- Cultivation is endangered.</li><li>- Employs for the development of the of the highly prized violin bows.</li></ul>
<b>Guava</b> . Spectrum of Colour: pastel pinks to deep magentas	
<b>Hibiscus</b>	
<b>Madder Root</b> ( <i>Rubia Tinctorum</i> ) . Spectrum of Colour: shades of red, pinks to fiery scarlets and deep burgundies . Origin: Ancient Egypt and Greece	<ul style="list-style-type: none"><li>- used for costmetics</li><li>- The Alizarian compound allows for fade-resistant fabrics</li><li>- Revolutionized the dye industry in 1886</li></ul>
<b>Cochineal</b> ( <i>Dactylopius coccus</i> ) . Spectrum of Colour: crimson, scarlet, magenta, orange . Origin: Codex Osuna; native to South and North America	<ul style="list-style-type: none"><li>- Used for food colorants and cosmetics</li></ul>



BROWNS

DYES




# Solution

ALL NATURAL DYING SOURCES	BENEFITS
<b>Logwood</b> <i>Haematoxylum Campechianum</i> • Spectrum of Colour: browns, grays, deep purples, blues, oranges, • Native: Central America	- Provides a variety of colours.
<b>Coffee</b> • Spectrum of Colour: creamy tans to deep browns and espresso	
<b>Cocoa</b>	
<b>Euchaliptis</b>	



# COMMERICAL PRODUCTS

An aerial photograph of a modern architectural complex. The complex features several multi-story buildings with extensive glass facades, interspersed with lush greenery, trees, and landscaped areas. The buildings are arranged in a way that suggests a harmonious integration with nature. The overall scene is captured in a slightly desaturated, teal-toned aesthetic.

*“ The mass purchasing of the mass production of products made by the mindless and irresponsible corporations, leads to human and earth contamination. ” — M. Rougel*



## PRODUCTS AND SERVICES

EcoRouge's products and services are divided into two main categories:

### I. Well-Being Blends Textiles

EcoRouge produces textiles, called Well-Being Blends, by using various types of natural fibers and naturally derived dyes. EcoRouge also creates fabrics by milling textiles and by dying textiles. Milling textiles is achieved by spinning naturally-derived fibers, such as cotton, flax, jute, hem, eucalyptus, bamboo, seacell, etc. All-natural dying methods are used for both thread and fabric colorants, by dyeing the threads with all-natural derivatives and or dying the textile with all-natural ingredients.

- Textile milling of all-natural fibers
- Textile dying using all-natural ingredients

### II. Garments

EcoRouge manufactures garments using its own fabrics. EcoRouge can produce various types of versatile everyday wear garments for:

- Men
- Women
- Children

EcoRouge also offers services such as:

- Cutting
- Sewing
- Embellishment
- Quality control

EcoRouge garments are garments for sport, leisure and everyday wear



## ORGANIC TEXTILE SUPPLIERS



Below are a few selected Organic Textile supplies who will be used to begin the All Natural Textile Dying Processes:

SEACELL — a patented technology providing an eco-friendly fiber for soft, comfortable and silky feeling fabrics. Furthermore, fibers are rich in minerals, antioxidants and vitamins and are good for your skin and the environment.

SMARTCEL — produced using a closed-loop production through which NO chemicals are released. The 100% biodegradable natural material is a comfortable and hygienic fabric composes antibacterial and order-minimizing properties. The functional textile provides for a better quality of life, and is enriched with vital zinc oxide which protects skin against irritations, UVA and UVB rays.



**A**t this point in time it is vitally important for corporate owners to tend to the environmental issues we face today due to the continuation of poor habits of industrial wastes and contamination. In the big scheme, the current efforts made to reverse toxic trends is almost non-existent.

It takes the right mixture of perceptions, understandings, ideas, actions, with a touch of genius and ingenuity, to make a company enter the mainstream way of thinking. Though, without the proper “hook” within the launch of the company, promotion of the company and its brand falls into the bracket where the demand is just not high enough to become an entity with expansion capabilities, rather submit to a state of chasing sales and making ends meet.

EcoRouge understand that In order to magnetize the “demand” for natural-products, it will require a lot more than a nice website. EcoRouge has methodically planned out marketing approaches along with a sequence of continued efforts to sustain brand awareness on a global level. Drawing

attention to what’s most important, will compel the audience to consider .. our impact as a whole.

The initial attraction of the Well-Being Blends Brand is set off by its initial “surprising” marketing stunt and its on-going marketing approaches composed of appeal, shock, tact and style. Our intention is to brand through awareness and style. Customers will begin to understand the importance of buying ethically made products for our everyday wear. EcoRouge’s Well-Being Blends and following organic apparel labels (Rougel, RENChildREN, etc.) reaches the next level in ethical and environmental standards and in comfortable style — by offering a brand that heals.

Through this, EcoRouge Inc. is able to make a positive impact on our planet and provide healthy, and responsible, choices for consumers, within a market in need of healthy choices. Along with clever designers for everyday wear.

Moreover, organically made textiles offer healthy benefits for people

## **Competitive Advantage**

wearing the products. Naturally-made textiles offer protective and nurturing properties; depending on the fiber and use of dye, the benefits range from UV ray protection, to anti-climatic, anti-microbial, enriched with anti-oxidants, vitamins and minerals, etc. Organic fabrics are typically more soft and comfortable and aid people with sensitive skin issues. Standard textiles, cause skin irritations, sickness linked to liver and kidney related diseases, etc., while naturally-derived textiles relieve skin irritations, such as eczema and neurodermatitis. The production and use of naturally-made products help promote overall health for the customer and for the people working at the facilities. Our approach envelopes WIN-WIN scenarios for all.

Let us first turn our attention to the Marketing and Sales plan for our: Well-Being Blends.

TARGETING OUTREACH & RELATIONSHIP BUILDING

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- **Collaborations and Partnerships** — Reach out directly to fashion designers, particularly those focusing on sustainable resources, and offer partnerships for exclusive collections or limited-edition fabrics.
- **Custom Solutions** — Offer customization options for designers, i.e. exclusive dye colors, specific fabric weights or weaving techniques, tailored to their fashion lines.
- **Sample Kits** — Provide sample and emphasize the beneficial properties, texture, durability, and unique dyeing patterns of Well-Being Blends; and, include detailed descriptions of the eco-friendly processes used.
- **Trade Shows and Fashion Events** — Participate and sponsor in industry trade shows, eco-fashion events, and designer showcases where sustainable and artisanal materials are valued. Events offer networking opportunities and visibility among key decision-makers.
- **Educational Content** — Content educating designers on the benefits of using natural textiles, highlighting the environmental impact of traditional textile production and how Well-Being Blends offer a sustainable alternative. Designers are increasingly concerned about their supply chain sustainability.

I. Fashion Designers

BRAND MESSAGING AND POSITIONING

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- **Sustainability and Ethical Practices** — Emphasize the environmental benefits, such as reduced water usage, chemical-free processes, and ethical sourcing of fibers. Designers often look for materials that align with the growing demand for transparency and sustainability in fashion.
- **Artisanal and Storytelling Approach** — Highlight the craftsmanship involved in producing Well-Being Blends. Since fashion designers are often attracted to products with a unique story, particularly those made using traditional or artisanal techniques.



E-COMMERCE PLATFORM AND USER  
EXPERIENCE

- **Optimized Website** — An easy-to-navigate, visually appealing website that highlights your product categories (e.g., fabrics, garments, accessories). Use high-quality images and videos that capture the natural beauty of your textiles.
- **Detailed Product Descriptions** — Include comprehensive product descriptions, emphasizing our origin of materials, natural dyes used, and our eco-friendly processes behind each textile.
- **SEO and Content Marketing** — By using search engine optimization (SEO) strategies, we can target keywords like “eco-friendly textiles,” “natural fabrics,” “sustainable fashion fabrics,” and “organic textiles,” which will help attract environmentally conscious consumers and designers.
- **Online Marketplaces** — Consider selling on marketplaces like Amazon, Walmart, Etsy, etc., which attract buyers looking for unique, handmade, or eco-friendly products. Additionally, platforms like Shopify or BigCommerce can help expand your direct sales.

SOCIAL MEDIA AND INFLUENCER  
MARKETING

- **Instagram and Pinterest** — Showcase the aesthetic appeal and purposeful use of Well-Being Blends. These platforms are popular for visual content, and attracts many fashion-conscious consumers. Focusing on lifestyle photography and behind-the-scenes content to highlight the craftsmanship and sustainability aspects.
- **Influencer Collaborations** — Partnering with influencers, especially with those in sustainable fashion, eco-friendly living, or slow fashion niches.. these influencers can create content showing how Well-Being Blends are used in clothing and home decor.
- **Video Content and Tutorials** — Create video content, such as “behind the scenes” videos showing your dyeing and production processes and / or tutorials on how to use your textiles for various fashion or DIY projects. This will enhance transparency and builds trust with your audience.
- **User-Generated Content** — Encourage customers to share their experiences using Well-Being Blends, and create a branded hashtag and feature their content on your platforms to build a community and generate organic buzz around your products.

II. Online Retail Sales  
(Direct-to-Consumer)

ECO-CONSCIOUS BRANDING AND  
CERTIFICATIONS

- **Certifications and Badges** — Highlight any certifications Well-Being Blends hold (e.g., GOTS, OEKO-TEX, Fair Trade); eco-conscious consumers are more likely to purchase products that have been independently verified for sustainability.
- **Brand Story** — A strong brand story that resonates with the values of our target audience, such as environmental stewardship, ethical labor practices, and supporting traditional craft techniques. We will share our journey of creating all-natural textiles to connect emotionally with consumers.
- **Eco-friendly Packaging** — The use of sustainable packaging materials and include our message regarding our advocacy.

**B2B TARGETING AND SALES  
CHANNELS**

- **Wholesale Marketplaces** — List Well Being Blends on B2B marketplaces that cater to wholesale buyers, such as Faire, Tundra, Wal-Mart, etc. These platforms connect bulk buyers, such as small boutiques or larger retailers, with suppliers of eco-friendly goods.
- **Industry Trade Shows** — Attend textile and apparel trade shows where buyers are looking for bulk materials. Shows like Premiere Vision (for textiles) or Sustainable Brands connects us with wholesalers, buyers and distributors in need of eco-friendly materials.
- **Bulk Pricing and MOQ** — The Minimum Order Quantity is clearly defined with wholesale pricing on our website and in our communications with wholesale buyers. We will price out tiered discounts based on order size to encourage larger purchases.
- **Wholesale Catalogs** — Digital and physical wholesale catalogs highlight Well-Being Blend's, displaying full product range; including price, MOQs and eco-friendly attributes of each product.. making it easy for wholesalers to place bulk orders.
- **Direct Outreach to Retailers** — Further research and contact retailers or brands known for selling eco-friendly and sustainable products to present the Well-Being Blends brand; featuring its an eco-friendly, high-quality attributes that complement their existing product lines.

**SUSTAINABILITY AS A SELLING  
POINT**

- **Corporate Social Responsibility (CSR) Alignment** — Well-bing Blends are position in a way for wholesalers and retailers to meet their sustainability goals. Many larger companies have CSR initiatives, and offering eco-friendly textiles can help them align with their commitments to sustainability.
- **Supply Chain Transparency** — Wholesale buyers will likely be interested in the transparency our supply chain. Offer documentation and or storytelling regarding the process, i.e. where our fibers come from, how they are processed and the communities they benefit.

**III. Bulk Wholesale Sales**

**VOLUME DISCOUNTS AND  
INCENTIVES**

- **Volume-based Incentives** — We will offer discounts or incentives for bulk buyers who purchase larger volumes, i.e. exclusive access to limited-edition textiles for loyal wholesale customers.
- **Eco-labeling** — Provide wholesale buyers with eco-labels they can use when selling Well-Being Blends, or apparel products using Well-Being Blends, enabling customers to advertise the environmental benefits of EcoRouge's Well-Bing Blends.



- **Sustainability Certifications and Affiliations** — Align marketing efforts with global sustainability initiatives and certifications. Apply for certifications with organizations like the Global Organic Textile Standard (GOTS), Fair Trade, and or OEKO-TEX to add credibility and attract eco-conscious buyers.
- **Educational Webinars or Workshops** — While we offer workshops, webinars, or online courses for different customer segments, we educate them on sustainable textile practices, how to care for natural fabrics and the long-term environmental benefits of switching to eco-friendly materials.
- **Storytelling and Transparency** — Full transparency is provided regarding our production process to achieve building strong connections with consumers, who value authenticity, i.e., from fiber sourcing to natural dyeing processes, each step is showcased to build trust and differentiate your brand.

### III. General Strategies Across Segments



Suston Magazine

*By focusing on these strategies, Well-Being Blends appeals to a wide range of customers, from eco-conscious fashion designers to wholesale buyers and direct-to-consumer markets, positioning our all-natural, environmentally safe textiles as premium, sustainable, and ethically made products. lines.*

## Management Structure

**A**t EcoRouge Inc., the organizational hierarchy is designed to foster collaboration and ensure smooth operations. At the top of the hierarchy is the Chief Executive Officer (CEO), responsible for the overall strategic direction of the company. Reporting directly to the CEO is the Chief Operations Officer (COO) and the Accountant Manager, who manages the financial and operational aspects respectively. The Project Manager reports to the COO, overseeing the development of operations. Lastly, the Marketing Manager (hired through the Ecorouge Endowment Program) who reports to the CEO.

The decision-making process at EcoRouge Inc. is founded on open communication and teamwork. Major decisions are made collectively during executive meetings with the CEO, Accountant Manager, the COO, Project Manager and Marketing Manager. Each manager is responsible for making decisions within their respective departments, with the CEO having the final say on significant matters. This structure ensures that all perspectives are considered and that decisions align with the company's vision and mission.

### Chief Executive Officer, CEO

- ◆ Responsible for setting the company's strategic direction, making major corporate decisions, and building and maintaining relationships with partners and stakeholders.

### Accountant Manager

- ◆ Management of the company's financial operations, including budgeting, financial planning, risk management, and financial reporting.

### Chief Operations Officer, COO

- ◆ Oversees the company's operations and ensures that the business runs efficiently and effectively. The ideal candidate should have a strong background in operations management and a deep understanding of business development and strategy.

### Project Manager

- ◆ Oversees the textile development and apparel manufacturing projects, coordinating with designers, machine operators, marketing team and other stakeholders to ensure that projects are completed on time and within budget.

### Marketing Manager

- ◆ In charge of promoting the company's product sales and advocacies. Manages the online and physical distributor channels.



**M**onica Rougelot (Kiefer) is a visionary of modern times, envisioning a more fruitful world to leave as a legacy for our future generations. M. Rougel's eye for aesthetics and appeal, sees the value potentials in earth's bountiful resources and identifies how to increase profits, while focusing on fundamental, and vitally important, matters. The entrepreneur recognizes the powers nature holds, and our need to co-create in its alignment. Textile and land investment ventures compels M. Rougel to design models solely enveloping sustainable methods. Recognizing the importance of our well-being, effectuates a course of community advancement. She examines the world and looks for untapped opportunity; and thus, brings forth a plan for a new community development — *healthy products for sustainable living habits*. As a successful owner of businesses, M. Rougel intends to augment her profits as a textile (and future land developer). Accordingly, the visionary's experience lies in contracting and product design. Previously, owner of Kiefer Contracting LLC and Atom Contracting Inc., companies providing construction services for new development and restoration within the southern region of the United States. And, Ecorouge *Innovational Product Design Inc.*, featured apparel label Rougel and Rougel Innovations, versatile clothing for the purposes of efficiency and reductions of clothing

used. Labels benefited programs, such as SavingtheAmazon.org, and holds a patent-pending product, Rise-Up Bra, in route for production. Future plans to develop *Effigy-Angel Technology*, invented technological hardware devices using CAD applications, for fashion designers and apparel manufacturing companies. Though, to offer solutions NOW, to help safeguard the earth from on-going contamination, currently, the founder of EcoRouge intends to initiate the R&D phase for *Well-Being Blends*, wellness textiles derived from specific natural fibers for ergonomic enhancement, and dye fibers with all-natural methods — to avail the benefits of natural production.



## Months 1 - 12: Research & Development (R&D) Phase

**LABORATORY EXPENSES** includes a **Laboratory Lease** for research and development space for one year, approximately \$5,000 a month. **Laboratory Expenses** include Laboratory Space Lease; **Equipment & Supplies** for setting up lab equipment (dye extraction, testing apparatus, fabric testing tools; **Raw Materials** for organic dye sources (plants, minerals), mordants and fivers for experimentation; **Prototyping Costs** for creating test batches and small textile samples

**RESEARCH TEAM** involves a **Lead Scientist** with an approximate monthly salary of \$10,000; two **Research Assistants** with a monthly salary of approximately \$5,000; **Consulting Fees** for Textile and Dye Experts for part-time consultants; Admin and Project Management to oversee project timelines, sourcing, and coordination.

**MARKETING PREPARATION** for months 10 through 12 requires a **Market Researcher** to study market trends, pricing and competitive analysis for product launches in month 13; **Initial Branding & Website Development** for logo, banding, website setup and online presence for B2B sales (fashion designers and wholesalers); and, **Samples for Designers / Wholesalers** for small fabric samples to send to potential buyers for the upcoming season.

## Year 1

LABORATORY EXPENSES	
Laboratory Lease	\$60,000
Equipment & Supplies	\$50,000
Raw Materials	\$15,000
Prototyping Costs	\$10,000
RESEARCH TEAM	
Lead Scientist	\$120,000
Research Assistants (2)	\$120,000
Consulting Fees	\$30,000
Admin/Project Management	\$63,000
MARKET PREPARATION (months 10 - 12)	
Marketing Research	\$20,000
Initial Branding & Website Development	\$15,000
Samples for Designers/Wholesalers	\$10,000
R&D Phase	
	\$453,000



Month 13: Market Entry & Facility Setup

**LAND ACQUISITION** near Trinity River involves land purchase for acquiring a suitable property for the natural dyeing facility. The area has been selected based on its history of commerce accessibility filled with eighteen wheelers and warehouses. The ironic fact is this area is in the forest. It is not understood why the surrounding areas have not been capitalized into parks for river and nature enjoyment, though M. Rougel fears a human takeover. This is a perfect area to set up the textile facility to show that production can be done without harming the environment and damaging the aesthetic value our nature serves, as well as serve as an example for how we should envision future commerce: large windows, with a plethora of pathways, plant and tree life surrounding the areas.

**FACILITY CONSTRUCTION & SETUP** establishes **Building Costs** for the construction Well-Being Blends first mid-sized dyeing facility. A self-sustaining building construction from 10 to 15 thousand square feet; and, **Machinery for Natural Dyeing** for specialized vats, filtration systems for waste management and equipment to handle various organic fabrics.

**INITIAL OPERATING COSTS** includes the **Hiring & Training Dyeing Staff** with \$10,000 monthly salaries for a technician; **Utilities & Facility Maintenance** for operational expenses; and, **Dye & Fiber Supplies** for sourcing initial batches of organic fabrics and natural ingredients.

**MARKET LAUNCH COSTS** comprise a **Marketing & Sales Campaign** for a targeted launch event, digital marketing and outreach to fashion designers and wholesalers; and, a **Seasonal Collection Production** for producing samples of the first seasonal collection to present to designers and wholesalers for the following year.

Month 13

LAND ACQUISITION	
Land Purchase	\$500,000
FACILITY CONSTRUCTION & SETUP	
Building Costs	\$1,500,000
Machinery for Natural Dyeing	\$800,000
INITIAL OPERATING COSTS	
Hiring & Training Dyeing Staff	\$120,000
Utilities & Facility Maintenance	\$240,000
Dye & Fiber Supplies	\$50,000
MARKET LAUNCH COSTS	
Marketing & Sales Campaign	\$40,000
Seasonal Collection Production	\$30,000
TOTAL	\$3,280,000
Total Year 1 Costs	
R&D Phase	\$513,000
Facility Setup & Market Entry	\$3,280,000
TOTAL Year 1 Budget	\$3,793,000

Year 2 — Growth & Market Expansion

**FULL-SCALE PRODUCTION** includes **Operational Costs** for labor, sustainability maintenance and materials for full-time production of textiles across four seasons; a **Sales Team** to focus on both fashion designers and wholesalers; and, **Trade Show & Events Participation** for attending global textile and fashion trade shows; **Marketing & Advertising** for ongoing digital marketing, social media and influencer collaborations.

**REVENUE GENERATION** accounts for the **Seasonal Textile Sales** of four collections from fashion designers, wholesalers and bulk custom dyeing contracts; **B2B Custom Dyeing Services** for hospital uniforms and other clients.

Year 2	
FULL-SCALE PRODUCTION	
Operational Costs	\$500,000
Sales Team	\$150,000
Trade Show & Events Participation	\$60,000
Marketing & Advertising	\$100,000
REVENUE GENERATION	
Seasonal Textile Sales	\$1,500,000
B2B Custom Dyeing Services	\$250,000
Total Year 2 Revenue	\$2,560,000
Net Operating Costs (Year 2)	\$810,000



Year 3 — Milling Expansion

**MILLING OPERATIONS** begin after **Partnerships with Textile Miller** of natural fiber derivation are established, which will require an investment for customers blends with eucalyptus, bamboo, guayule and other natural fibers; **Equipment for Milling Partnership** includes machinery or collaborative setup with partner millers; and, **In-house Milling R&D** on blends and experimentation with new materials.

**PRODUCT DIVERSIFICATION** is the launch of **Milled Textile Blends**, we begin offering blended fabrics to designers and wholesalers for additional product lines; and, two collections of **Milled Fabric Sales** from the new line of blended fabrics.

**REVENUE GROWTH** involves **Textile & Dye Sales** from four seasonal collections; **Custom Dyeing Services**; and, **New Milled Fabrics** from new mill products.

Year 3	
MILLING OPERATIONS	
Partnerships with Textile Millers	\$500,000
Equipment for Milling Partnerships	\$300,000
In-house Milling R&D	\$100,000
PRODUCT DIVERSIFICATION	
Milled Textile Blends	
Milled Fabric Sales	\$500,000
REVENUE GROWTH	
Textile & Dye Sales	\$2,000,000
Custom Dyeing Services	\$400,000
New Milled Fabrics	\$500,000
Total Year 3 Revenue	\$2,900,000
Net Operating Costs (Year 3)	\$1,250,000

## Year 4 - 5: Full-Scale Operations and New Markets

**INTERNATIONAL EXPANSION** begins by exporting textiles to global markets, focusing on Europe and North America; **International Sales Channels** for establishing distribution channels and participating in international trade shows; and, **E-commerce Expansion** for upgrading they online store to cater to international customers and direct-to-comer sales.

**FACILITY EXPANSION** incorporates the **Increase** in **Production Capacity** for the expansion of the facility to meet demand, including additional equipment and hiring; and, **New Machinery for Blended Textiles** for the investment in machinery for milling an dyeing more complex blends.

**REVENUE PROJECTIONS** for Year 5 are determined based on **Textile & Dye Sales** from seasonal collections and wholesale buyers; **Milled Fabric Sales** from the growing market for custom blends; and, **Customer Dyeing Services** from custom dyeing orders, i.e. hospital uniforms, fabrics for t-shirts, etc.

## Year 4 - 5

Year 4 - 5	
INTERNATIONAL EXPANSION	
International Sales Channels	\$150,000
E-commerce Expansion	\$100,000
FACILITY EXPANSION	
Increase Production Capacity	\$800,000
New Machinery for Blended Textiles	\$400,000
REVENUE PROJECTIONS	
Textile & Dye Dales	\$3,500,000
Milled Fabric Sales	\$1,000,000
Custom Dyeing Services	\$600,000
Total Year 5 Revenue	
	\$5,100,000
Net Operating Costs	
	\$2,500,000





## *Ecorouge* *Endowment* program



Ecorouge is committed to working towards a future founded on ethical and moral grounds, where the company's passion to safeguard our vitally important production habits to preserve nature and find solutions to industrial wastes hazards. The company's commitment to responsibility, allocates 10% of its profits to financially support initiatives of preservation and global solutions.

The Ecorouge Endowment Program is a donation program to initiate the action-based humanitarian and environmental efforts of Campaign Brilliance:

- \* *alternative solutions for production, or solutions for areas contaminated of industrial wastes*
- \* *permanent preservation methods*
- \* *relief of suffering of women and children*
- \* *archival of ancient texts*

All efforts will be documented and captured on video, for the purposes of media advertising and collaborations with others, providing solutions. The financial operation of the on-line Campaign Brilliance mission will be supported by the Endowment Program.

### **ENVIRONMENTAL PRESERVATION:**

Ecorouge properties will designate 50% or more of lands for *Nature Reserves*.

In addition, the company will replant as much as possible for beautification, preservation and nutritional purposes.



*Ecorouge*  
*Endowment*  
program



Ecorouge is committed to supporting Saidika Organization, a non-profit community out-reach program for to help the women and children suffering in the slums of Nairobi, Kenya. Working with leader, Mtumishi Dancan to support women’s human rights and business endeavor support. Future plans include a community center to facilitate volunteers from across the globe, as well as provide a safe place for women and children to get back on their feet. While long term future plans comprise the the expansion of all-natural dyeing and milling processes of textiles and the manufacturing of apparel products.

HUMANITARIAN EFFORTS:

Widows Can 2024

Saidika Organization, led by M. Dancan, focuses on a critical factor leaving women and children left behind.. depressed into poverty and abandonment. Kenya is ranked 33rd worldwide for the devastation of widows and families, with approximately 8 million widows subject to starvation, rape and social exclusion. While over 500 million children fall victim to Human Rights violation due to widowhood.



LET US JOIN TOGETHER

To provide relief — create a society where widows have rights of protection and participation. Essentially, strengthening the socio-economic dimensions of widows

PROJECT DESCRIPTION

- Contribute to the Achievement of ..
- SDG 1: No poverty.
  - SDG 2: Zero Hunger
  - SDG 3: Good Health & Well-Being
  - SDG 8: Decent Work & Economic Growth
  - SDG 10: Reduced Inequalities
  - SDG 16: Peace & Justice
  - SDG 17: Strong Institutions & Partnerships for the Goals

PROJECT OBJECTIVE

By the end of 2024, widows supported by the project achieve a secure and enhanced foundation to generate income and effectively participate in society.

SPONSORSHIP PROGRAMS

Supporting Widows Can 2024 provides the outcasted women with opportunities to be able to support themselves and their children. While Level 1 supports their domestic everyday needs, the Level 2 program provides a Widows with an opportunity to work productively each day towards their visions and goals, enabling them to eventually financially support their families.

LEVEL 1: Supporting Domestic Affairs	\$120 / month
LEVEL 2: Supporting Domestic Affairs and Business Development	\$250 - \$400 / month



Ecorouge  
Endowment  
program



2 OF THE 24 WIDOWS CAN WOMEN OF 2024

MARTHA MUSYOKI AGE: 36  
BUSINESS TYPE : CLOTHES SELLER



SHORT BACKGROUND

Martha Musyoki is an enterprising clothes seller with a keen eye for fashion and trends. She began her journey in the retail clothing industry several years ago, starting with a small stall in a local market. Through her dedication and passion for fashion, Martha has grown her business into a well-known boutique that offers a wide range of stylish and affordable clothing for men, women, and children.

INSPIRATION

Martha draws inspiration from her customers' positive feedback and the joy they express when they find clothing that makes them feel good. She is also inspired by successful fashion entrepreneurs and designers who have built iconic brands. Her passion for fashion and desire to empower others through style keep her motivated.

INTEREST

Martha is deeply interested in fashion and staying ahead of the latest trends. She enjoys curating a diverse collection of clothing that caters to various tastes and preferences. Her interests also extend to providing personalized styling advice to her customers, helping them find the perfect outfits that boost their confidence and express their individuality.

CHALLENGES

One of the primary challenges Martha faces is keeping up with the fast-paced changes in fashion trends and customer preferences. Additionally, managing inventory and ensuring a steady supply of new and popular items can be demanding. Competition from larger retail stores and online shopping platforms also presents a significant challenge.

FUTURE PLANS

Martha plans to expand her business by launching an online store to reach a broader audience beyond her local community. She aims to create her own clothing line that reflects her unique style and caters to the needs of her customers. Additionally, Martha plans to host fashion events and workshops to engage with her community and share her knowledge and passion for fashion.

MONTHLY FINANCIAL SUPPORT PACKAGES

BASIC PACKAGES ( LEVEL I ) - \$120

Basic package will support Martha with monthly domestic use etc.

ADVANCE D PACKAGE( LEVEL II ) - \$310

Will support Martha to business to growth, monthly by restocking her business, paying business labour , online need for growth.

+254111989116

@saidikaorg

https://saidikaorganization.org/

DORICE NEREA AGE: 33  
BUSINESS TYPE : FOOD VENDOR ( KIOSKI)



SHORT BACKGROUND

Doris Nerea is a dynamic and dedicated hotelier with over a decade of experience in the hospitality industry. She founded her boutique hotel with the vision of creating a unique and personalized experience for travelers. Her journey began with a small bed and breakfast, which quickly gained a reputation for its exceptional service and warm ambiance, leading to the establishment of a full-fledged hotel that now stands as a beacon of hospitality excellence.

INSPIRATION

Doris draws inspiration from renowned hospitality leaders who have revolutionized the industry with their innovative approaches. She is also inspired by the stories of travelers whose lives have been enriched by their experiences at her hotel. These motivations drive her to continually elevate her hotel's offerings and ensure every guest leaves with memorable experiences.

INTEREST

Doris is deeply passionate about sustainable tourism and cultural preservation. She is committed to integrating eco-friendly practices within her hotel operations and promoting local culture and traditions through various initiatives

CHALLENGES

One of the significant challenges Doris faces is maintaining high standards of service while scaling up her business. Balancing operational efficiency with personalized guest experiences requires continuous innovation and staff training

FUTURE PLANS

Doris plans to expand her hotel chain to multiple locations while retaining the personalized touch that distinguishes her brand. She aims to incorporate advanced technology to enhance operational efficiency and guest satisfaction. Furthermore, Doris is committed to strengthening her hotel's sustainability initiatives, making it a model for eco-friendly hospitality practices globally.

MONTHLY FINANCIAL SUPPORT PACKAGES

BASIC PACKAGES ( LEVEL I ) - \$120

Basic package will support Doris Nerea with monthly domestic use etc.

ADVANCE D PACKAGE( LEVEL II ) - \$300

Will support Doris Nerea to business to growth, monthly by restocking her business, paying business labour , online need for growth

+254111989116

@saidikaorg

https://saidikaorganization.org/



<https://www.theworldcounts.com/challenges/planet-earth/waste/hazardous-waste-statistics>

<https://smartfiber.de/en/seacell>

<https://www.aninidesigns.com/post/annatto-seeds-~-getting-started> (Annatto)

<https://www.folkfibers.com/blogs/journal/natural-dyes-osage-orange> (Osage Orange)

<https://www.researchgate.net/publication/346399349> A review on cochineal *Dactylopius Coccus* Costa dye (Cochineal)

<https://naturallyhued.com/dyes/Fustic> (Fustic)

<https://rebeccadesnos.com/blogs/journal/avocado-dye-faqs-top-tips-for-pink/> (Avocado Pits)

<https://naturallyhued.com/dyes/> (Variety)

<https://healtheplanet.com/100-ways-to-heal-the-planet/textile-dyeing>