

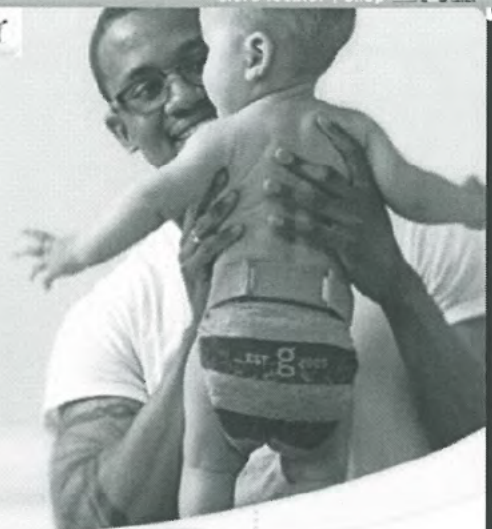
EXHIBIT 1



100% ecodorable*
*cute & biodegradable.

Reusable diaper covers with disposable inserts

change starts here



all new gStyle!

Coordinated tops and bottoms for girls and boys. Take a peek...

buy now



disposable diaper inserts

So gentle on the earth you can flush, compost or toss.



save \$10!

New customer offer! Use promo code TRYIT on your first gDiapers order of \$100+. Sweet.

get this deal

let's be social

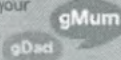


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We'll only send the good stuff. Sales, deals, new products.

get involved

Share your gLove.



faqs, stories & more

Go to the diaper therapy blog to get more out of gDiapers.

let's talk diapers: 866.553.5874

Or you can email us or use our webform.

search

type a word, any word



EXHIBIT 2



disposable diaper inserts

gRefills are the only 100% biodegradable diaper. Flush, compost or toss.
No landfill necessary.



- change starts here
- how it works
- reusable covers
- disposable inserts
- watch the videos
- just the faqs
- give it a try

gRefills are beyond biodegradable.

50 million diapers enter landfills every day. And they can take up to 500 years to break down. It's because disposable diapers are made of plastic and plastic doesn't biodegrade. gDiapers biodegradable gRefills are plastic-free, and they can be flushed, home composted or tossed. No stinky diaper pail. No landfill necessary.



next



watch the videos ...

Learn more about fit, function, flushing, etc.

The only diaper you can flush, compost or toss.



flush

you're putting poop where it belongs

or



compost

wet ones in home garden in 50-150 days.

or



toss

a plastic-free option that's easier on the planet



gRefills are 100% biodegradable.

It's a fact. gDiapers are 100% biodegradable diapers. Our gRefills have been tested to these standards by an independent laboratory. With options for disposal, gRefills mean no landfill is required.



Cradle to Cradle certified.

gDiapers are the only diaper to be certified Cradle to Cradle. It's true! The only one. Cradle to Cradle accreditation comes from the earth-loving design principles of Bill McDonough and his firm, MBDC.



wet gRefills can be composted.

Turn waste into a resource with compostable diapers. Wet-only gRefills can be home composted. They break down fast, typically in 50-150 days. And even faster in commercial composts! From diaper to garden in the blink of an eye.



rip, swish, flush.

Flushable diapers? Such a thing exists? Yes! But only here. Biodegradable gRefills are flushable in North America. Put poop where it belongs, down the toilet, not the garbage can. It's as simple as rip, swish, flush. Just follow the easy directions.

© 2012 gDiapers. All rights reserved.



plastic-free is better for everyone.

Disposable diapers are made of plastic. Even when they're paper-soft or brown instead of bleached white, the truth is, they're plastic. Which isn't good for the earth. And not good for baby. gRefills are plastic-free. Phew.

[| More](#)

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EXHIBIT 3



change starts here

watch the video

- change starts here
- how it works
- reusable covers
- disposable inserts
- watch the videos
- just the faqs
- give it a try

gDiapers. cute bum. small footprint.

gDiapers are adorable cloth diaper covers with disposable, biodegradable inserts. So less waste goes in landfills. Our diaper covers are playful on the outside and high-tech on the inside, so baby's precious skin can breathe. More comfort. Less rash. Because with so many changes a day, diapering should be a beautiful ritual.

a diaper shouldn't last forever.

50 million diapers enter the landfill every day. Each one takes up to 500 years to break down. gDiapers are the only earth-friendly diapers that are 100% biodegradable. gDiapers biodegradable gRefills can be flushed, home composted, or tossed. Good for babies. Good for the planet. And easy on everybody.

the only diaper you can flush, compost or toss.



flush

you're putting poop where it belongs

or



compost

wet ones in home garden in 50-150 days.

or



toss

a plastic-free option that's easier on the planet

next



see how it works ...

Tuck an insert inside gPants. Secure tabs gently around baby's back. Pick up baby. Hug.

| More

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EXHIBIT 4



100%
biodegradable
for a
happy planet.

g
diapers

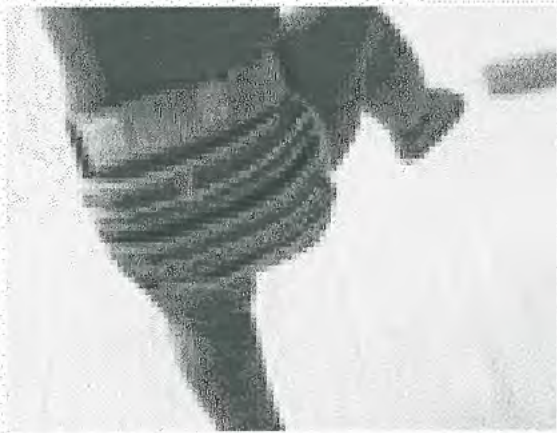


EXHIBIT 5

Ad Preview

 **Edit**

gDiapers



How big will her footprint be? gDiapers 100% biodegradable diapers. The best of cloth and disposable in one earth-friendly diaper.

 Like · 46,011 people like this.

[View on Site](#) · [Create a Similar Ad](#)

EXHIBIT 6



**cute bum.
small footprint.**

**disposable.
biodegradable.
adorable.**

save \$10
with your order
use code TRYIT

 **shop now**

g
diapers
.com

EXHIBIT 7



too cute to
throw it all away
disposable.
biodegradable.
adorable.

\$10 off
your first order.
Use code **TRYIT**

 **shop now**

g
diapers
.com

EXHIBIT 8

g
diapers

g



biodegradable* gRefills

use with little gPants

sold separately

40 refills

S

8-14 lbs
3-7 kgs

the 'g' stands for genuine g



little gPant + biodegradable* gRefill = one cute bum
 Petite culotte « g » + couche biodégradable* = de jolies fofounes

* certified 100%
 biodegradable
 and gRefill only, per
 ASTM standards by Fred
 Cray, corresponding to
 the following standards:
 ASTM D6400

* certifié 100 %
 biodégradable
 seulement la culotte et le
 gRefill, conformément aux
 normes ASTM D6400 et
 ASTM D6400

Finally, the best of cloth and disposable in one earth-friendly diaper. The gDiapers system consists of cotton, washable little gPants, and absorbent refills. Use with either 100% biodegradable gRefills, or washable gSoft inserts. Little gPants sold separately. Keep 6-8 little gPants on hand for 14-16hrs gDiapering. Designed for a snug fit, gDiapers are made of breathable material just like sports clothing, so your baby stays dry and comfortable, and is far less likely to get diaper rash.

Enfin, la meilleure toile et matière jetable pour former une couche écologique. Le système gDiapers consiste en une culotte de coton lavable et des couches absorbentes. Utilisez la culotte avec des couches 100 % biodégradables ou des doublures en tissu lavable. Les petites culottes sont vendues séparément. Ayez-en 6 à 8 en main pour plus de commodité. Les gDiapers, conçus pour bien gDiaperer, sont faits d'un matériel léger, tout comme les vêtements de sport. Grâce à leur matière respirante, ils sont aussi agréables que les vêtements de sport. Grâce à leur douceur, ils sont aussi agréables que les vêtements de sport.



**plastic-free,
naturally.**

Diapers disposal options:

flush

Put poop where it belongs.
Instructions at right.

compost

wet ones in home garden
in 50-150 days.

toss

A plastic-free option that's
easier on the planet.



**sans plastique,
naturellement.**

Options d'élimination
des couches :

**jeter dans les
toilettes**

Disposez des gros besoins au
bon endroit. Directives à droite.

composter

les couches mouillées d'urine
seulement se décomposeront
dans le jardin en 50 à 150 jours.

jeter

Une solution sans plastique,
moins polluante.

for a happy baby

Soft tabs wrap around baby's
back, away from little hands.

breathable

Plastic-free means more
comfort and less diaper rash.

fashion & function

Soft, comfy snug fit in lots of great colors.

less is better

Plastic, latex and elemental chlorine free.



un bébé heureux

Des languettes douces vont s'attacher
au dos, loin des petites mains de bébé.

aéré

Sans plastique pour un meilleur
confort et moins d'irritations.

mode et fonctionnalité

Ajustement confortable dans
de bien jolies couleurs.

moins c'est mieux

the how-to of flushing
putting poop where it belongs

tear flushable
from top to bottom
pull open

completely. Make sure entire
absorbent inner core falls into toilet.
stir once
with swishstick to break up contents
toss in outer material and flush.



**comment les jeter
dans les toilettes.**

disposer des gros besoins
au bon endroit.

détacher la partie jetable
de haut en bas.
ouvrir

complètement en vous assurant
que toute la partie centrale
absorbante tombe dans les toilettes.
brasser une fois
à l'aide du bâtonnet pour défaire le
contenu, ajouter la matière
extérieure et tirer le chasse d'eau.



866-55 FLUSH

**100% biodegradable
for a happy planet**

While nothing truly biodegrades in
the landfill, choosing a plastic-free
option uses less petroleum, and that's
far better for your baby and the planet.

**100 % biodégradable
pour le bonheur
de la planète**

Bien que rien ne soit tout à fait
biodégradable dans le site
d'enfouissement, choisir un produit
sans plastique réduit la consommation
de pétrole, et c'est beaucoup mieux
pour votre bébé et la planète.



Everything that goes into making a
100% biodegradable refill gets
reabsorbed by the planet in a
neutral or helpful way. It's very cool.

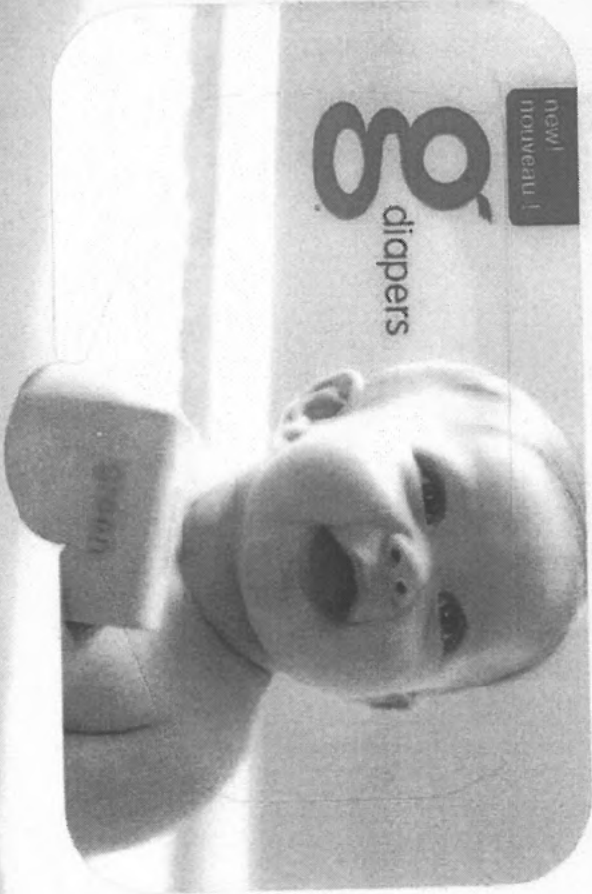
Tout ce qui entre dans la composition
d'une couche 100% biodégradable est
réabsorbé par la planète d'une façon

EXHIBIT 9

7 x 8 inches
70
lingettes non parfumées



all-natural • chlorine-free • fragrance-free
head-to-toe softness, naturally
biodegradable gWipes*



new!
nouveau!
diapers

biodegradable gWipes*

Une douceur de la tête aux pieds, naturellement.
entièrement naturelles • sans chlore • sans fragrance



GDFTC00000003

70
lingettes non parfumées
17,5 cm x 21 cm

aus • gift • generous • genuine • great • gentle • ga ga • green • groovy • grassroots • giddy • giggle • global • glee • grateful • galore •

Unscented
wipes
7 x 8 inches

...t • gill • generous • genuine • great • gentle • ga ga • green • groovy • grassroots • giddy • giggle • global • glee • grateful • galore • ...



nettoient naturellement.

Chez gDiapers, nous aimons les bébés et la planète. Les lingettes gWipes sont hypoallergènes et conviennent aux peaux

1 5 1 6 1 2 2 4 9 A

entièrement naturelles • sans chlore • sans fragrance
ingrédients: Aqua (eau purifiée), glycérine (d'origine végétale)



clean up naturally.

At gDiapers we love babies and the planet. gWipes are hypo-allergenic and just right for sensitive skin. They're fragrance-free, alcohol-free and all-natural. gWipes clean gently with a touch of aloe vera and Vitamin E. Wipe up messy mouths and sticky fingers. Clean up dirty feet and wet bottoms. Use them on every part of your baby. Best of all, gWipes are biodegradable.

all-natural • chlorine-free • fragrance-free

ingredients: Aqua (purified water), glycerin (vegetable derived), phospholipid CDM (coconut oil derived mild skin cleanser), polysorbate 20 (wetting agent), silverion 2400 (natural preservative and deodorant), aloe barbadensis leaf juice (aloe, skin conditioner and moisturizer), sodium citrate, tocopheryl acetate (vitamin E acetate, natural anti-oxidant), and allantoin (soothing to skin).



...ous • gill • generous • genuine • great • gentle • ga ga • green • groovy • grassroots • giddy • giggle • global • glee • grateful • galore • ...

EXHIBIT 10



**Flush.
Compost.
Toss.**

gDiapers. No garbage.

Try gDiapers

 **shop now**

g
diapers
com

EXHIBIT 11

gdiapers

**Eco-friendly
diapers.**

**No plastic,
chlorine,
or guilt!**



**Flush, compost,
or throw
them away!**

EXHIBIT 12



- getting started
- little gPants
- diaper inserts
- **wipes & extras**
- top & bottom sets**
- gift certificates
- my cart
- log in
- my account
- checkout
- find a store

head-to-toe softness, naturally.

gWipes biodegradable baby wipes clean up baby naturally. gWipes offer head to toe softness with a touch of aloe vera and Vitamin E. Use gDiapers baby wipes to clean up messy mouths, sticky fingers and wet bottoms.

Available in package and case sizes. Each package contains 70 gWipes. The gWipes case contains 12 packages

They're hypoallergenic, fragrance-free and alcohol-free. Perfect for baby's sensitive skin. gWipes can be home composted (wet ones only, please) or thrown away. Put the poop in the toilet and toss the baby wipe. You can breathe easier knowing that a gWipe will break down much faster than other disposable baby wipes on the market.

gWipes are made of cellulose pulp and regenerated cellulose and contain the following: aqua (purified water), glycerin (vegetable derived), phospholipid CDM (coconut oil derived mild skin cleanser), polysorbate 20 (wetting agent), tinosan SDC (natural preservative and deodorant), aloe barbadensis leaf juice (aloe, skin conditioner and moisturizer), sodium citrate, tocopheryl acetate (Vitamin E acetate, natural anti-oxidant), and allantoin (soothing to skin).

more views



\$4.49

you may also like...



biodegradable gWipes case
\$49.99

\$75+ ORDERS SHIP FREE

try it!

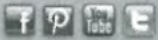
\$10 off your first order

Use coupon code: **TRVIT**

See details

| More

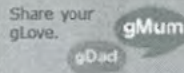
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EXHIBIT 13



getting started

little gPants

diaper inserts

wipes & extras

top & bottom sets

gift certificates

my cart

log in

my account

checkout

find a store

try it!

\$10 off your first order

Use coupon code: TRVIT

See details

disposable diapers, naturally.

gRefills are certified 100% biodegradable. They're the only disposable diaper that truly goes back to the earth. gRefills are an absorbent diaper insert that tucks inside little gPants diaper covers. Get them by the package as you need them, or buy by the case so you have plenty on hand.



Biodegradable gRefills are plastic-free and have no elemental chlorine, no perfumes, no smell, no garbage, and no guilt. They come in two size options: small gRefills fit tiny and small little gPants, medium/large/xl gRefills fit medium, large and extra large little gPants.

compost
wet ones in home garden in 50-150 days

OR

toss
A plastic-free option that's easier on the planet.

OR

flush
You're putting poop where it belongs. See instructions on bottom.

gRefills are made of cellulose, fluff pulp and super absorber.

n-s

The size newborn/small case contains 160 gRefills.

6-14 lbs
3-7 kgs

m-xl

The size medium/large/xl case contains 132 gRefills.

13-36+ lbs
5-16+ kgs

more views



Choose autoship and take **\$10 off** your first order, plus **free shipping** on ALL autoship orders.*

- One-time order
- Autoship every 2 weeks
- Autoship every 3 weeks
- Autoship every 4 weeks
- Autoship every 5 weeks

*Size

Choose an Option . . .

\$52.00

1

*Discount will be applied at checkout. Applies on first order only. Limited time offer. Free shipping in the contiguous US only.



get gRefills like magic!

[details](#)

| More

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search



EXHIBIT 14



take those diapers outside.
gRefills break down quickly in home compost. So waste becomes resource. In your own backyard.



real life with g's
good for earth

- cradle to cradle
- 100% biodegradable
- compostable
- flushable
- plastic-free

global good
good friends
gMum/gDad

learn how to
compost
gRefills.
let's make dirt.

how does your garden grow?

Bet you've never seen a disposable diaper do this! Biodegrade, that is. gRefills break down in home composts in as little as two months, taking baby's wet diapers and turning them into a valuable soil amendment. So what happens when you crank up the heat in a commercial compost? The gRefills go back to the earth in one week. You heard right. Compostable diapers are happening. Right here.



In May 2009 Soil First, a Tasmanian owned and operated compost company, conducted a commercial compost trial for gDiapers gRefills. Soil First selected a windrow that was 7 days old, had a core temperature of 61 degrees celsius and a moisture content of approximately 40%. The wet gRefills were placed on top of the windrow, and then turned by the compost turner once, to get them to the core of the pile. When the compost turner returned one week later to inspect the rate of decomposition, the gRefills were completely gone. Not a trace was found.

The trial concluded that gRefills break down very early in a commercial compost process. Previous testing of other brands of diapers caused major contamination issues, as the plastics in them did not break down. gRefills were already known to be compostable diapers in a home compost, and the commercial process proved that the degradation rate could be cut by several weeks by turning up the heat.



"Thanks!

For switching over a mommy who used disposables to your compostable diapers you should be commended!!!! And these will be an extra bonus at our Eastern Oregon vacation ranch, where we have to pack out all of our garbage. Now I can compost the wet ones and flush the dirties."

Kimberly, Portland, OR
more real life stories



gRefills in your own backyard.

You don't need to create windrows or have a groovy compost turning tractor to reap the benefits of composting gRefills. Get or build a compost bin, it can be as simple or as complex as you like. Collect your yard waste, your fruit and veggie scraps from the kitchen, your coffee grounds and your baby's wet gRefills and watch how they work together to break down into useful and valuable compost. Check out the diaper therapy blog for more tips on getting started with backyard composting.

| More

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Or you can email us or use our webform.

search

EXHIBIT 15




no
landfill
necessary.

g
diapers



EXHIBIT 16

From: gDiapers
Subject: Cases of gRefills for so little. Ends soon.
Date: April 14, 2010 12:16:23 PM PDT
To:

 [send to a friend](#)

[view as a webpage](#)



going, going, gone.

gRefills are certified 100% biodegradable, and they're on sale for \$46 a case. But hurry, the sale ends 4/16.

Did you know? Disposable diapers are made of plastic. One baby will use 3,800 diapers, or 715 pounds of plastic. Non-renewable. Non-biodegradable. Thank goodness for gDiapers.

→ [stock up on gRefills by 4/16](#)

May is Pregnancy Awareness Month

A time to inspire, empower and nurture a healthy pregnancy. gDiapers is a proud sponsor.

→ [learn more](#)



Join us on    YouTube

 [SEND THIS EMAIL TO A FRIEND](#)

EXHIBIT 17

g diapers

Earth-friendly diapers Flush your diapers.



EXHIBIT 18



plastic-
free,
naturally.

g
diapers



EXHIBIT 19

Ad Preview

 **Edit**

gDiapers



**End plastic diaper use.
Click "like" to learn
more.**

 **Like - 46,011 people like this.**

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