

Classical Pearls  
Mission, Vision, Approach  
Informs website page structure  
V2.6  
May 12, 2021

*Our Approach - website structure and brand story*

## THE FOUR PILLARS OF OUR APPROACH

OUR APPROACH:

### PHILOSOPHY, MISSION & VISION

Our Mission & Our Commitment  
Dedicated to the Clinical Power of Our Roots

### PURITY, QUALITY & POTENCY

Quality Control  
Manufacturing: Setting a New Standard  
Purity & Testing

### SOURCING, PREPARATION & PROCESSING

Sourcing & Terroir (*Didao*)  
Processing (*Paozhi*)

### BUILDING RELATIONSHIPS: PEOPLE, PLANTS, ENVIRONMENT

Directly Traded Ingredients  
Wild Crafting & Environmental Stewardship