

OIMINOILS™

from their world, for their world





Kids' drawings are brilliant, aren't they? Exaggerated proportions, squiggly lines, bright colors; they are creative expression at its most honest—and most hilarious!

Our children live and play in imaginary worlds and secret spaces—they invite their dolls to sit for tea parties, eat mud pies, or carry them upside down to bed with them to keep scary night monsters at bay. They do this in their artwork, too!

Inspired by, and in celebration of these imaginary worlds, vivid artwork—and all the amazing characters living in them—the designers at Dreaming Lion LLC bring to life a new line of huggable-soft dolls called 'aminals.'

When you meet the 'aminals', you'll see that each character has its own special story, yet each is ready for new adventures with our kids. The 'aminals' family will soon be your kids' favorite companions, and most secret confidants!

Why Organic?

Did you know that cotton is one of the most ecologically destructive field crops in the world? Millions, even billions of pounds of pesticides, defoliants, herbicides and synthetic fertilizers are sprayed on cotton each year. These poor practices harm our air, water, soil, negatively impact biodiversity, as well as permanently damaging our farmers' health and safety. In fact, a quarter of the world's toxic insecticides are used just for growing conventional cotton.

Organic farms are free of chemical fertilizers and pesticides, keeping their soil and water protected and usable for many, many years to come. Before a farm may be certified organic, the fields must be free of synthetic chemicals for three years.

Organic farms rotate crops to replenish and maintain the soil's fertility, and control pests and weeds naturally, using insect predators, traps, or botanical pesticides

that are broken down quickly and simply with oxygen and sunlight. Growing cotton organically also benefits small-scale farmers who don't have the funds to buy expensive, toxic pesticides. Organic cotton farming also uses significantly less water and electric power than conventional cotton farming techniques.



It's safer for our kids

Not only is organic farming healthier and safer for our farmers, our fieldworkers, and our communities, organic cotton is free from synthetic poisons that are absorbed into our bloodstream through skin contact. Products manufac-

tured from certified organic ingredients are the safest for your kids.

Only low impact and natural vegetable dyes can be used in certified organic cotton production, unlike the toxic, synthetic dyes used in conventional cotton manufacturing. Each time we make the choice to use certified organic ingredients, your children are safer and the world is a cleaner, greener place.



Fair labor practices and our social environment are important to us, too.

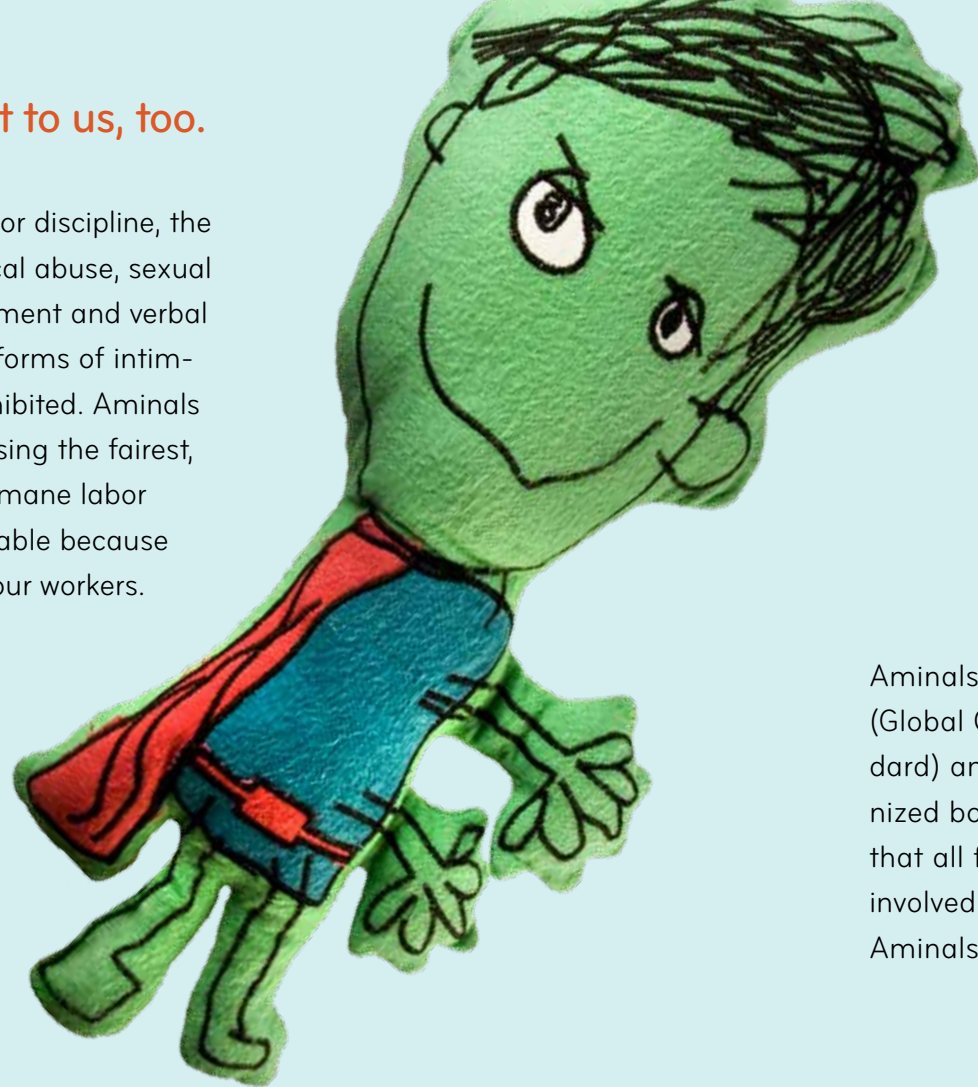
'Aminals' are certified under the two internationally recognized bodies, SKAL and GOTS. These regulating groups ensure humane, safe and hygienic working conditions during all the stages of processing and production.

There is no forced labor and workers are not required to lodge so-called "identity deposits" with their employer. Workers are free to leave their job at any time and have the right to join or form trade unions. Child labor is absolutely forbidden, and strictly enforced. Wages and bene-

fits paid for a standard working week meet national labor standards or industry benchmark standards, whichever is higher. Working hours comply with national laws and benchmark industry standards, whichever affords greater protection.

There is no discrimination in hiring, compensation, access to training, promotion, termination or retirement based on race, caste, national origin, religion, age, disability, gender, marital status, sexual orientation, union membership or political affiliation.

Physical abuse or discipline, the threat of physical abuse, sexual or other harassment and verbal abuse or other forms of intimidation are prohibited. Aminals are produced using the fairest, safest, most humane labor standards available because we care about our workers.



Aminals is certified by GOTS (Global Organic Textile Standard) an internationally recognized body that certifies that all fibers and processes involved in the manufacture of Aminals meet strict standards

for organic, sustainable and humane textile production. Every processing step that brings Aminals to you, from farming through spinning, weaving, washing and dyeing meet or exceed these criteria.

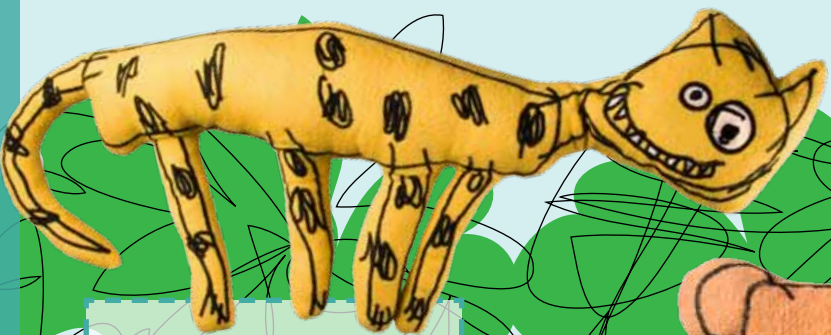
Everyone Likes My
Omelets. On Sunday a
Bigger newspaper
comes. When airplanes
FLY they make lines
in the Sky.
-Daddy

Its ok if you clime
into bed with me.
my clothes smell
like me. baby cats are
born with their eyes
CLOSED.
-momey

MY backpack has
three pockets. one
of them is secret.
Bees can sting you
even when they are
Dead.
-sistur

I am bigger so the
Lines in My Notebook
are closer together. I
PUT ants ON my Hands.
I do not put Centipedes
ON MY Hands.
-Brothr

Squirrells can run
up the side of trees
Cats can run up the side
of trees too.
I am not allowed on
the couch.
-DuggY



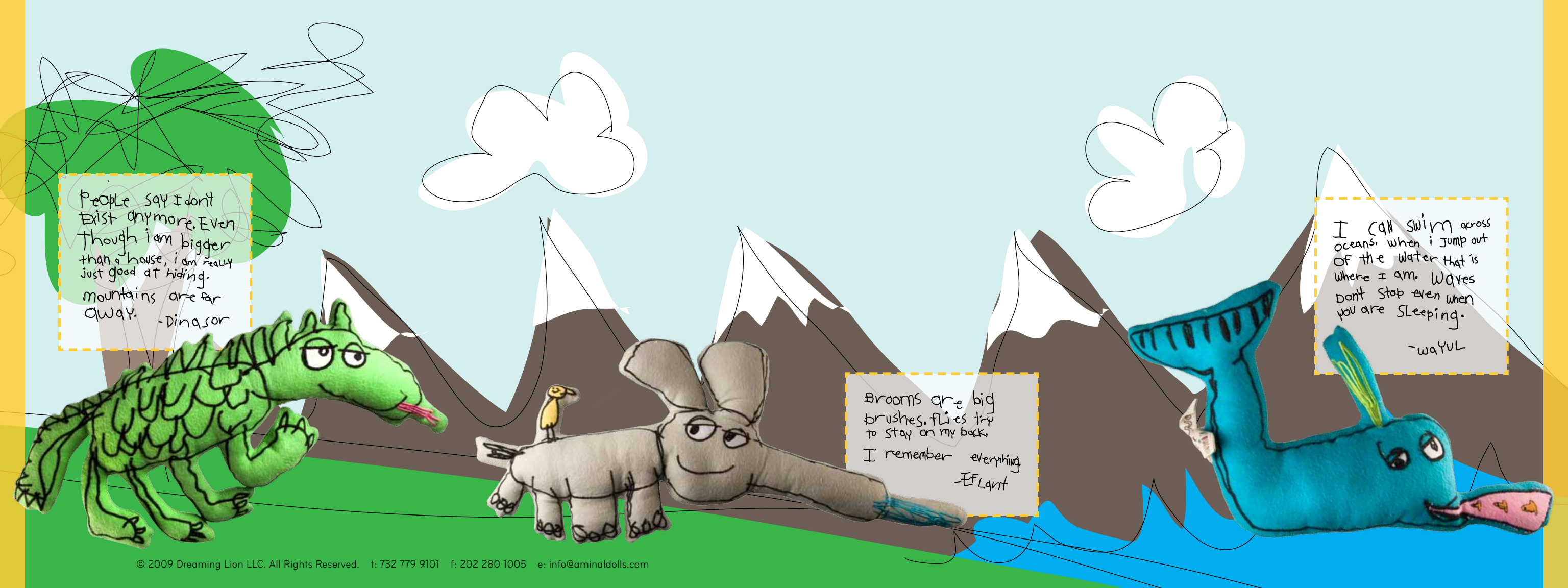
I am a good chaser
 except for if when I am
 sleeping. purring is
 smiling you can hear
 - Ceeta



Under beds are
 caves for rooms.
 Nightlights are the
 moon. When you wake
 up I will be right next
 to you.
 - Small Bayer

my roars are the
 loudest. thunders
 are not scary.
 when we are
 sleeping we are
 the heaviest.
 - Lion





People say I don't
Exist anymore. Even
Though I am bigger
than a house, I am really
just good at hiding.
Mountains are far
away. -Dinosaur

I can swim across
oceans. When I jump out
of the water that is
where I am. Waves
Don't stop even when
you are sleeping.
-wayul

Brooms are big
brushes. Flies try
to stay on my back.
I remember everything
-EFLant

Did you know that your Aminimal doll is a bio-nutrient?

Aminimal dolls were designed with the intent to make a fully recyclable product that can disappear naturally, without contributing toxic chemicals that poison our soil, air and waterways, or the huge amounts of material waste in landfills. Instead, Aminals are made from all natural, organic materials that can nourish

your garden! All Aminimal dolls are stuffed with 100% unbleached, unprocessed, chemical-free organic cotton and dyed with low-impact vegetable dyes. Aminimal dolls contain no petro-chemicals and no synthetic materials.

As your Aminimal doll ages it will change. Over time, the stuffing will move around and the colors might fade a bit. We are

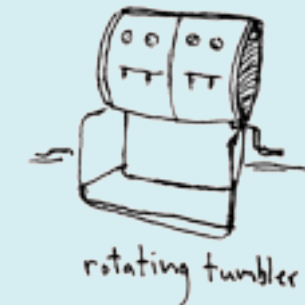
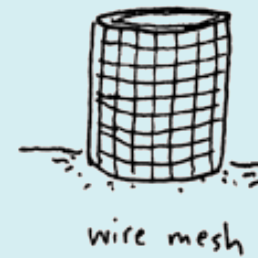
proud of that change because it shows the dolls for what they really are – 100 organic, safe and sustainable. We want to be part of a new ethic and a new aesthetic that is in harmony with the world in which we live. In a world filled with excessive amounts of waste, there is no such thing as throwing something “away”. “Away” has never existed in the first place.

We believe in honesty in materials and we hope Aminimal dolls can help change our relationship to the objects we use and enjoy. We can no longer afford the cycle of buying, consuming and throwing away. Everything we use comes from and goes back to our environment, one way or another. However, in nature there is no such thing as waste—matter returns to the

earth, nourishes the soil and in turn feeds new growth. So has your doll reached the end of a long, happy, well loved life? Is it ready to return to the earth and be turned into vital nutrients? If so, we can help. Grab a friend and have fun learning how to participate in nature's own way of recycling!

“To eliminate the process of waste means to design things—products, packaging, and systems—from the very beginning on the understanding that waste does not exist.”

-Cradle to Cradle,
William McDonough
and Michael Braungart





their world

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