United States-based commercial farming operations have been established for the cultivation of the *Nerium oleander* plant. With an eye towards environmentally responsible and earth-friendly farming operations, fields of *Nerium oleander* provide the raw material for Nerium SkinCare’s botanical extracts. Utilizing strict biomedical field protocols, the farm provides a dedicated and renewable biomass resource reserved exclusively for biotechnology research, product development, and production. Thus, the commercial farming operations provide Nerium SkinCare the ability to control the entire process from seedlings through production to ensure quality and consistency. With twelve years of *Nerium oleander* commercial farming experience to date, Nerium SkinCare continues to focus on research, new technology, and scientific testing at the field level. The science behind Nerium SkinCare’s product development starts here.

Joel Curtis is the Director of Farm Operations for Nerium Biotechnology. Curtis has a degree in Entomology and minors in Horticulture and Chemistry. His science background and years of experience in growing *Nerium oleander*, coupled with his knowledge of farming techniques in orchards, are woven into the development of a nontraditional and unique *Nerium oleander* plantation. Current farming operations adhere to strict EPA protocols, utilizing selected natural growing procedures and products. Land utilization and field plant capacity have increased with the development of improved planting and irrigation techniques, and plans for future field expansion are in place.

Continuing research and utilization of modern farming methods and analysis has provided for increased yields, active component content, and quality of plant biomass. The optimum harvest periods have been identified, and proprietary technologies are utilized to mill the harvested *Nerium oleander* leaves into the biomass used for manufacturing of the botanical Nerium Extracts. Analytical testing continues at the biomass processing level for quality control and consistency.
The resulting proprietary *Nerium oleander* biomass is utilized in the new patent-pending extraction process NBio-PL²™. This unique process provides the Nerium extract NAE-8™ for Nerium SkinCare’s “first of class” product formulation and manufacturing.

From a historical perspective, the initial farming operations provided for the transition of the *Nerium oleander* plant from the nursery environment to commercial farming. It began with the establishment of a field for biotechnology research. At the time, there were no commercial *Nerium oleander* farming operations. The planting and irrigation techniques had not been developed. Says Curtis, “You could not go to the local farm equipment dealer and buy *Nerium oleander* harvesting equipment. Needless to say, the Commercial Farming Operations had to be built from the ground up.”

Curtis continues, “Today we have established the largest *Nerium oleander* farming operation in the United States, if not the world. We continue to increase field capacity with new planting and irrigation techniques, provide for development of new harvesting equipment, the expansion of biomass processing facilities, the development of proprietary processing techniques, and development of new biomass processing equipment for biotechnology research, product development, and commercial product production.”

All associated with this project are proud to join with the American farmer to provide a crop with the potential to provide humanitarian benefit. Curtis expresses his feelings this way: “To me, this is more than a field of dreams. It is truly a *field of life*.”

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**Joel Curtis, Director of Farming Operations**

Mr. Curtis served four illustrious years in the Navy before attending Texas A&M University in College Station, Texas, where he studied Entomology with minors in Horticulture and Chemistry. Since college, Mr. Curtis has devoted the majority of his career to the agricultural field, the highlights of which include: discovering the use of peanut oil as a diesel substitute, developing the Sol-Air Crop Dryer that dries peanuts in bulk, and owning and operating his current company, Seco Valley Orchard. This biomedical orchard is responsible for growing over 10,000 *Nerium oleander* shrubs, the leaves of which are harvested for use in NeriumAD Age-Defying Treatment.