



Grower uses pain relief spray for lambs to reduce pain and stress and improve healing

Grower automatically becomes registered with Better Choices

Grower applies Better Choices brand to wool bales

Wool Broker markets wool from treated lambs. Can check growers against the Better Choices Wool Producer Register

Wool Buyer seeks wool from pain-relief treated animals

Top Makers, Spinners, Weavers develop products to include a percentage of Better Choices wool

Garment Manufacturers produce to pain-managed specifications. Brands and fashion retailers happy

Fashion Brands and Retailers meet their social responsibilities. This aids their marketing

Consumer buys product, confident that issues raised by welfare groups have been addressed

