



**To our community:**

### **WHY ADAM'S SELECTION?**

I grew up in a world where I was constantly reminded that there were things beyond human understanding and that our role in society was to live the mundane life of working and becoming a respectable member of both our primary and extended family. Like every human on this beautiful planet, I followed this idea diligently, graduating at the top of my class at university and gaining employment as an accountant—a role I chased slavishly for 4 years. While I performed my duties as any employee would, I began to question the meaning behind this mundane, routine lifestyle. My overriding question was: have thousands of years of human evolution led us to the point where all we do is work, eat, procreate, and eventually die? Is there no deeper purpose to the human experience? This yearning for deeper purpose and significance beyond the daily grind created a conflict within me, which couldn't be answered by my previous religious or societal teachings.

I saw a world that was beautiful and perfect, yet I also saw humans who felt disconnected and sometimes believed themselves to be more important than their environment. My yearning for deeper meaning led me to alternative but original teachings that provided insights into our purpose on this planet and how we could live in harmony with it. I came to understand that everything in the cosmos emanates from a single source and our connection to that source goes beyond human relationships—to include relationships with plants, trees, animals, and the natural elements.

Exploring this idea of oneness and applying its principles to my life created an immeasurable level of bliss and ecstatic experiences, where every single action, every single moment, and every single interaction drew me closer to that source.



**ADAMS  
SELECTION**  
EMPOWER YOUR WELLBEING

## WHY DID WE ESTABLISH ADAM'S SELECTION?

Adam's Selection was created to share this experience with the world, through the fundamental idea that the individual and their environment are inseparable. They are one holistic being, and the well-being of the individual directly impacts the well-being of the environment. The individual and the environment are one, and thus, making choices that promote the physical, mental, and spiritual well-being of the individual creates an equal and profound impact on the environment.

Our vision is that, through the products we select, we can show society that sustainability can start with the individual. Each choice an individual makes toward this oneness will cascade into the collective consciousness, leading to massive transformation for both the individual and Mother Earth.

Join us on this journey toward a true holistic reality, where the well-being of the individual is synonymous with the well-being of the environment.

We will leave you with this quote, which resonates deeply: "One bright candle is all that is required to create a spark in a million unlit candles." Be that bright candle for those around you, and together we will truly manifest a transformative society.

In Unity, Love, and Light,  
Alexander Faseyiku