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Promoting Unity

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A business that aspires to be a movement, OriginOne produces T-shirts promoting "human oneness" with the words "i am Black, White, Latino, Asian" on the front and "i am originone" on the back, \$39.99 to \$49.99, with a double-digit percent of profits pledged for organizations that support the same idea.

The owners of the Mission Viejo, Calif., company are Robert and Liz Pagliarini, who explain the concept on their Web site, www.iamoriginone.com : "Human oneness is about giving everyone the benefit of a blank slate upon which you can form an opinion after you get to know them. By appreciating that there is a little bit of 'them' in each of us, we hope to focus on our commonalities and disregard our trivial differences."

The business was born out of the loss of their son, who died when Liz Pagliarini was 8 months pregnant, and the adoption of their daughter, now 2 1/2.

The Pagliarinis later may add children's sizes and other clothing related to sexual orientation, religion or other differences that can divide people.

"As far as we've come by the year 2008, there's still a lot of work to be done," says Liz Pagliarini. "There's still a lot of racism and prejudices."

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